



CITY OF  
**TUMWATER**

**LODGING TAX ADVISORY COMMITTEE  
MEETING AGENDA**

**Online via Zoom and In Person at  
Tumwater City Hall, Council Chambers,  
555 Israel Rd. SW, Tumwater, WA 98501**

**Monday, September 23, 2024  
9:00 AM**

1. Call to Order
2. Roll Call
3. Welcome/Introductions
4. Approval of Minutes: Lodging Tax Advisory Committee, September 18, 2023
5. 2025 Lodging Tax Applicant Interviews and Funding Recommendation (Brittaney McClanahan)
6. Lodging Tax Historic and Cultural Funding for 2025 (Chuck Denney)
7. Adjourn until 2:30 p.m.
8. Roll Call
  - a. 2025 Lodging Tax Funding Recommendation (Shelly Carter)
9. Adjourn

**Meeting Information**

The public are welcome to attend in person, by telephone or online via Zoom.

**Watch Online**

<https://us02web.zoom.us/j/87851338392?pwd=K2v40vXgqHcrOyyyqflxvMJyeJ1aTl.1>

**Listen by Telephone**

Call (253) 215-8782, listen for the prompts and enter the Webinar ID 878 5133 8392 and Passcode 612755.

**Public Comment**

The public may submit comments by sending an email to [council@ci.tumwater.wa.us](mailto:council@ci.tumwater.wa.us), no later than 5:00 p.m. the day before the meeting. Comments are submitted directly to the Committee members and will not be read individually into the record of the meeting.

**Post Meeting**

Audio of the meeting will be recorded and later available by request, please email [CityClerk@ci.tumwater.wa.us](mailto:CityClerk@ci.tumwater.wa.us).

**Accommodations**

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accommodation or alternate format of communication, please contact the City Clerk by calling (360) 252-5488 or email [CityClerk@ci.tumwater.wa.us](mailto:CityClerk@ci.tumwater.wa.us). For vision or hearing impaired services, please contact the Washington State Relay Services at 7-1-1 or 1-(800)-833-6384. To contact the City's ADA Coordinator directly, call (360) 754-4129 or email [ADACoordinator@ci.tumwater.wa.us](mailto:ADACoordinator@ci.tumwater.wa.us).



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**CONVENE:** 9:00 a.m.

**PRESENT:** Tumwater Councilmember & Chair Eileen Swarthout and committee members David Bills, Tumwater Area Chamber of Commerce; and Brian Reynolds, Olympic Flight Museum.

Absent: Satpal Sohal, La Quinta Inn & Suites.

Staff: Finance Director Troy Niemeyer and Senior Accountant Nissa Musselman.

**WELCOME & INTRODUCTIONS:** Chair Swarthout welcomed everyone to the meeting. Members provided self-introduction.

**APPROVAL OF  
MINUTES: LODGING  
TAX ADVISORY  
COMMITTEE,  
SEPTEMBER 21, 2022:**

**MOTION:** **David Bills moved, seconded by Brian Reynolds, to approve the minutes of September 21, 2022 as published. Motion carried unanimously.**

**2023 LODGING TAX  
APPLICANT  
INTERVIEWS AND  
FUNDING  
RECOMMENDATION:**

Chair Swarthout outlined the format of the presentations. Each applicant has five minutes to present their respective funding proposal followed by five minutes of questions and answers from the committee. Fifteen applicants are requesting a total of \$165,471.00 in funding from the \$190,000 available in LTAC funds for 2024.

**TEAM TOMORROW  
LLC:**

Christen Greene, Founder, South Sound Block Party, thanked the committee for funding this year's block party. The event held on August 25-26, 2023 was a two-day music festival held at the Port of Olympia. The goal was to restore, preserve, and contribute to the historic and legendary Olympia area music scene. Nearly three-quarters of ticket buyers lived outside of a 50-mile radius. Approximately 45% of advance sales were from individuals living outside the region, reflecting a 10% increase from the first year. For every dollar spent in the music industry, \$12 is generated in the local economy in bars, restaurants, hotels, and other venues. Independent festivals, venues, and promoters are anchor businesses in the local community.

The average ticket price for the event was \$65 with single day tickets at \$35. Ticket sales did not achieve the forecast primarily because English singer Ed Sheehan performed in Seattle breaking attendance records of 84,000. COVID-19 also contributed with approximately 10 ticket

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holders unable to attend because of illness. During the Saturday event, smoke from wildfire also contributed to a decrease in attendance. The event sold approximately 2,000 tickets each day.

This year, the website featured seven local hotels and bed and breakfast venues in Olympia and Tumwater. Both cities provided LTAC funds. The website tracked more than 45 visits linking to the hotels, with host hotels selling out and no B&Bs available during the two-day event. Marketing included informal staff polls of local attractions to visit. Tumwater Falls was one of the featured areas to visit. Over the last two years, approximately 18% of VIP ticket purchasers lived outside the region. VIP tickets cost \$140 and include food, and side stage access for up-close viewing. 4 The Love Foundation, a non-profit partner provided \$14,000 in funding. The foundation provides backpacks for students, turkeys at Thanksgiving, and housing during a crisis. The family-friendly event features bands and food. Children under 12 years of age can attend free.

Marketing this year included an investment with Thurston Talk. QR codes were included on event posters and other advertising materials enabling the locations of those who scan the codes. The event uses direct to fan email lists that increased by 14% since last year. Marketing plans for the 2024 event include partnering with additional hotels and offering discount codes. It has been difficult to receive any response from local hotels. The event will continue to highlight more restaurants, local sites, and attractions. This year, the goal is soliciting more donations as staff coverage is expensive and infrastructure constantly increases in cost. One challenge is the amount of free music offered in the region.

Mr. Reynolds inquired as to the number of employees available to host the event. Ms. Greene advised that this year because of the lack of funding only 19 employees were available. The event relies on 45 volunteers.

Mr. Bills asked about the amount of ticket sales. Ms. Greene advised that ticket sales were approximately 2,000 tickets each day in addition to 250 guests. Many of ticket holders did not attend the event likely because of the heat, smoke, COVID, and the Ed Sheehan concert in Seattle. Promotion of the event includes advertising on Facebook, Instagram, Bands and Towns website (industry ads), Thurston Talk, other trade websites, posters, flyers, and partnering with other festivals.

**OLYMPIC FLIGHT  
MUSEUM:**

Teri Thorning, Olympic Air Show Coordinator, Olympic Flight Museum, reported the application is for the 2024 Olympic Air Show held on Father's Day weekend, June 15-16, 2024 at Olympia Regional Airport in Tumwater. The funding request is for \$45,000 for performer

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fees and other incentives, such as lodging and vehicle rental, marketing, promotion, and operational costs.

The 2023 Air Show was very successful attracting over 9,000 individuals. An analysis of the electronic ticket sales revealed that 21.9% of patrons traveled over 50 miles to attend falling within the historical average of 18% to 22%.

This year's featured performer was a P-38 Lightning fighter manufactured by Lockheed. The American two-engine fighter was flown by the United States Air Force during World War II. Of the 10,000 manufactured, 26 survive today of which 22 are located in the United States. Ten of those fighters are air worthy. The special aircraft has a dedicated fan base.

Last year's LTAC funding not only helped to attract attendees, it helped to sponsor exceptional and popular aircraft and performers. Facing a mild weather challenge, attendance was not compromised because the Air Show was able to attract and host the fighter aircraft, performer, and several other performers and aircraft.

Extra programs were printed to handout to museum visitors. The programs promote Tumwater and the surrounding region continuously.

Ms. Thorning introduced Kyle Baxter, Manager of the Olympic Flight Museum. Mr. Baxter shared a video of an aerial view of the 2023 Air Show. The air show is the largest public event hosted in Tumwater. The air show resulted in over 200+ paid lodging nights for tourists, performers, and crewmembers. The museum takes advantage of local and national partnerships. The air show featured popular and renowned performers. Comprehensive marketing promotional campaigns before, during, and after the event featured Superheroes and Star Wars characters during the two-day event. Many fans dressed up in their favorite character costume. This year, the museum collaborated with Superheroes and the 501st Legion, founded to unite costumers with a penchant for Star Wars characters. The Star Wars craze is tremendous especially during Comicon. The feature this year attracted a huge number of fans.

Ms. Thorning thanked the committee for its previous support. The Olympic Flight Museum is looking forward to hosting the 24<sup>th</sup> annual Olympic Air Show.

Chair Swarthout said she attended the air show and was amazed at the number of people at the event.

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**TUMWATER ARTESIAN  
 BREWFEST:**

City of Tumwater Parks and Recreation Director Chuck Denney reported the 2023 Tumwater Artesian Brewfest celebrated its ninth year at the Tumwater Valley Golf Course. He played a short video highlighting the 2023 Brewfest.

During COVID, Brewfest was cancelled with the event making a good comeback since then. The City of Tumwater participates in the Brewfest somewhat differently as the event celebrates the brewery history of the City through Olympia Brewery, which opened in 1896 and was responsible for establishing the town and employing hundreds of people through many generations. The brewery also provided the City's first volunteer fire department and helped the City's water system and parks system. With the closure of the brewery and the City's continued focus on craft brewing, distilling, and cider making, the City created the Brewfest to help recognize Tumwater as a City continuing its brewing and distilling heritage. The Brewfest is not a giant beer garden but rather brewers attend, serve their respective product, and share how the products are produced with visitors. The Brewfest speaks to Tumwater's history of the Old Brewhouse and recent efforts with South Puget Sound Community College (SPSCC) to offer brewing and distilling curriculum. This year, 40 craft brewers served 138 different varieties of beer. Twelve cider makers participated, the largest number to date. Two local distillers also participated. SPSCC's Craft Distilling and Brewing Program participated by sponsoring a tent and sharing information on the program and how anyone can earn a degree in craft brewing and distilling and start a career in Tumwater. The Olympia Tumwater Foundation collaborated with the City by highlighting the history of the Schmidt Family and the Olympia Brewery. The event has many sponsors that continue to expand each year.

The Brewfest supports Special Olympics with profits from the event. Thurston County Special Olympics is an incredible organization. This year the Brewfest was able to contribute approximately \$4,000 to the organization, as well as approximately \$1,000 to the Tumwater Valley Panthers Special Olympics Golf Team.

The Brewfest is geared to those 21 years of age and older. The event features adult-oriented entertainment, such as an adult inflatable obstacle course, basketball, beer pong, cornhole, and a new section featuring the Brewfest Backyard featuring a variety of games. Attendees vote during the course of the event on the best beverage. Trophies are presented to second and third winners at the end of the event on the stage. For the last two years, Triceratops Brewery in Tumwater won first place.

Numerous bands are featured at the Brewfest each year.

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**VISITOR AND  
 CONVENTION BUREAU  
 OF THURSTON  
 COUNTY:**

Survey responses from all brewers and distillers attending the event continue to compliment the event with many citing the event as one-of-a-kind, best Brewfest they have attended either as a producer or a member of the public, best brewfest in the state, and the best organized and planned brewfest. The 2023 event grew by 19% in attendance totaling approximately 4,200 people.

Annette Pitts, CEO, reported the request is the same amount awarded last year of \$36,300. This year however, a supplemental optional project for consideration includes a digital programmatic display advertising campaign. The campaign promotes the new Craft District opening in Tumwater and drives visitation to Tumwater hotels during the event.

This year, the VCB produced a new Tumwater Community Guide, and introduced a new lodging tax award support program comprised of a suite of services offered to organizations receiving lodging tax awards. Each organization received social media promotion at no charge. Their events were included in the visitor email newsletter distributed to over 12,000 recipients and added to partner email newsletters. Organizations received free listings and promotion on the website and were offered geofencing support at no charge to help measure visitation to events.

Sports promotion continues through Sports Commission services.

This year, the VCB pursued social media promotion for the City of Tumwater. Many of the promotions were for lodging tax award recipients. The City of Tumwater was included in press trips when hosting travel writers to the area, as well as social media influencers. The City of Tumwater has been promoted through the visitor email newsletter and partnering email newsletter. The VCB also pursued digital programmatic display advertising for Tumwater to increase tourism in the City and the number of hotel room nights.

Several Tumwater Councilmembers spent time with staff to assist in determining a better way to promote the City on the VCB website through content development. It has been difficult when the VCB is tasked to be the tourism expert for the entire region. Assistance by the Councilmembers was appreciated leading to new content on the website about the City of Tumwater.

A new campaign, You Belong Here, is a promotion campaign targeting LBGTQ+ travelers. The VCB was able to track visitation from the campaign.

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The VCB utilizes a geofencing tool that links to smartphones. The VCB collects only 6% to 15% of actual data. Year-to-date, the City of Tumwater has had over 330,000 visitors to the City based on the 6% to 15% sample. Top points of interest include Brewery Park at Tumwater Falls, Valley Athletic Club, Olympia Regional Airport (Air Show), motel properties, golf course, and the Artesian Brewfest.

Digitally programmatic display is a digital ad for an event or place that links to the VCB website. When a visitor clicks through the website, the VCB can pixel their phones to identify when that specific phone is present in Tumwater, such as at hotels that can be measured and verified to provide information on the economic impact visitation has on the region just from digital programmatic display advertising.

Mr. Bills questioned how the VCB defines the City of Tumwater within the data points in terms of specific Tumwater hotels/attractions or geographic location. Ms. Pitts responded that media attribution through digital programmatic display is based on a geofence around the City boundaries, as well as geofencing of all attractions individually as points of interest visited. The benefits of geofencing provides more than the number of visitors, the information identifies how many visitors live 50+ miles from the City.

**TUMWATER VALLEY  
GOLF CLUB:**

Todd Anderson, Tumwater Parks and Recreation Department, Recreation Manager, presented the funding proposal for hosting the WIAA High School State Golf Championships. The golf course competed and successfully won the bid in 2019 representing the first time the golf course hosted the tournament. To compete against Eastern Washington and larger communities, the golf course addresses every detail of the tournament. The funding request is for \$6,000 rather than \$2,000 as listed on the application to enhance the event by providing a dual wireless outdoor speaker system, table covers, signage, and banners. LTAC funds enhance each player's experience each year. Previous lodging tax funds were used to line Capitol Boulevard and Tumwater Valley Drive with state banners on the light posts to greet participants arriving at the tournament. A tunnel of champions was created leading to the first tee with signs listing all schools participating in the state tournament complete with a color image of each school's mascot logo. The 2024 tournament is scheduled the weekend before Memorial Day on May 21-23, 2024. Over a dozen volunteers support the tournament providing 75 hours of individual service.

Players are from over 60 small high schools in addition to their families. Players also complete practice runs at the golf course throughout the year bringing more visitors to Tumwater. Last year, the tournament booked 150 hotel rooms in Tumwater. Of the 61 participating high school divisions, two were located within 30 miles of Tumwater.

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Mr. Reynolds noted that although the funding request was inaccurate on the application, the funding request remains at \$2,000 as all the documentation referred to the \$2,000 funding request.

**TUMWATER SOCCER CLUB:**

Wayne Graham, Vice President, said LTAC funds offset costs for coordinating and running the 44th Annual Kick in the Grass soccer tournament. The tournament is coordinated entirely by volunteers with no paid staff. The tournament subsidizes player fees as the lowest priced recreational soccer club in the area by keeping costs low. The organization is a non-profit and any profit is returned to the Club. The annual tournament is the primary fundraiser. Costs include field rentals, equipment expenditures, referee fees, tournament costs, and awards. The Club purchases new field goals for soccer fields in the community. Scholarships are awarded to high school graduating seniors. The tournament is the longest soccer tournament in the state.

The Club was able to work through the pandemic and maintain consistency. This year, 21 more teams competed than last year in 132 games on 14 fields. All fields are located in Tumwater at the Capital Soccer Complex, Pioneer Park, and Tumwater High School. As the size of the tournament increases, more fields will be used creating more challenges as the focus is playing soccer in Tumwater. Although 5,300 participants may seem low, the average number of players also includes three additional visitors for each player to account for family and friends. Additionally, the number has increased since the pandemic because many aunts, uncles, and grandparents also attend.

Teams are located from across the state. The Club advertises Tumwater hotels on its website. The goal for the tournament is 100 teams predicated on field space and volunteer ability. Approximately 892 people stayed in local hotels last year. All hotel venues are in Tumwater. The Club advises local businesses of the event so they can prepare for extra customers.

Mr. Graham shared photographs of winning teams. The Club awards 1<sup>st</sup> and 2<sup>nd</sup> place medallions. This year, a drone was used to video all fields. He shared a video of the drone video.

Mr. Graham shared information on plans to develop two fields at the Capital Soccer Complex in Tumwater. This fall, the Club plans to begin installation of irrigation on two fields.

Mr. Bills asked whether the tournament draws teams from outside the state. Mr. Graham said the tournament accepts teams from other states, but other tournaments are scheduled concurrently as well. Teams that tend to travel out of state are premier and select teams that are focused

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on soccer opportunities. The Club focuses on a niche of those players that might not have the same skill level or cannot afford the higher-level clubs. Many of the teams are from smaller towns that lack soccer tournaments. The Club focuses on the recreational aspect of soccer but has attracted some select teams. When select teams participate, recreational teams benefit from the experience.

**WASHINGTON STATE  
SENIOR GAMES:**

Diane Foster, President, Washington State Senior Games, said this year's event featured 24 sports from May to August. The goal is to keep seniors healthy and productive aged 50 through 100. The games in Washington began in 1997 with card games, billiards, and some walking. Ms. Foster shared several photographs of seniors participating in the games. Track and field events are held at Tumwater High School in addition to golf, racket ball, and tennis. Beach volleyball was added as a new competition. The City of Tacoma is the only venue available to accommodate the game. Cowboy Action Shooting competition involves pistol and rifle shooting at targets.

This year, the games utilized geofencing from the VCB to target larger events to generate information on where participants reside. Olympia High School expanded the geofencing boundary too large giving incorrect data as to the number of participants and families. The boundary included soccer fields during a tournament. This year's event is a qualifying event for the national games, which likely will increase participation. Over 500 people participated in pickleball. The game is increasing in popularity.

Mr. Reynolds inquired as to how seniors register to participate in the games. Ms. Foster reported the website includes information on the games as well as registration information. The National Senior Olympic Games website links to all state games. Many of the participants are from other states because of the reputation of the Washington State Senior Games.

Mr. Reynolds recommended including state contact information within the marketing materials.

Mr. Bills asked about the source of income from Program Service Fees. Ms. Foster said the income source is from entry fees paid by participants.

Chair Swarthout asked whether the games foresee offering a half marathon option. Ms. Foster said the games currently offer a 10K marathon. The state games match with the games offered at the national games. City of Tumwater police officers and utility crew are used for the 10K road races.



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**TUMWATER AREA  
CHAMBER OF  
COMMERCE:**

A representative from the Tumwater Area of Chamber of Commerce did not attend the meeting to present the funding request.

**WASHINGTON CENTER  
FOR THE PERFORMING  
ARTS:**

Jill Barnes, Executive Director, Washington Center for the Performing Arts, presented the funding proposal. The Washington Center hosted many good performances last season. After four reschedules, the sold out Stunt Dog Show was held along with the National Broadway Tour of Legally Blond, Blind Boys of Alabama, and other shows. Indigenous Performance Productions hosted *The Aunties*, a multimedia show of stories by indigenous matriarchs, which sold out with a second show added. The National Geographic Live Event was also featured. Although the Center has offered many shows since the pandemic years, three events cancelled for other reasons than COVID. Weather in Wyoming nearly caused the cancellation of another show.

Ms. Barnes noted that the theater/arts industry is still in pandemic recovery for a variety of reasons. After being shut down, the theater opened last season after the \$8.8 million renovation. She thanked the City of Tumwater for its support and participation. Contractors worked quickly to complete the renovation in four months. Many public tours were conducted of the newly renovated venue. She encouraged members to contact her for a tour of the facility.

Despite four months of renovation, the season hosted 181 performances and 393 performances at the venues of Kenneth J. Minnaert Center for the Arts, and Harlequin Productions, a recently established contract to operate the box office and front house services. Approximately 5,000 tickets were sold to patrons with Tumwater addresses with 10% of the Center's volunteers living in Tumwater.

Most marketing expenses are for digital marketing because of the effectiveness of those methods. The industry is also experiencing less last-minute ticket buyers, who can be targeted easier by digital marketing. Email newsletters continue to be informational with the mailing list expanding rapidly. The website is available 24/7 for ticketing. Print marketing continues to be important; however, some funds have been reallocated to materials reflecting the best return in investment. Approximately 21% of the advertising budget is radio promotion. Funds are also reserved for last-minute marketing opportunities.

Arts tourists spend twice as much as local counterparts. The Center is working with Experience Olympia and Beyond to receive more data on arts tourism. It may be possible to utilize geofencing data to substantiate that the Center is not competition for Seattle in terms of booking the same artist. Washington State is a thriving arts and culture

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ranked as #1 for the highest growth in the arts and culture industry. Goals are often difficult to assess given the uncertainty surrounding the pandemic. The Center is still in active recovery from the pandemic while focused on expanding. Based on a 2019 study, for every dollar spent by a patron, \$2.10 was returned to the local economy. Fifty-five to sixty-five percent of survey respondents dine out in the area before or after a show. The Center continues its partnership with Tacoma Arts Live by presenting Broadway events. This year, two performances of Stomp are scheduled.

As the Center continues to rebuild and experience transition since COVID, staff continue to assess consumer habits with the optimism that habits might begin stabilizing. Subscriptions are currently at 85% of the 2020 figures, which reflects more than the national average of 60%.

**RECESS:**

**Chair Swarthout recessed the meeting at 9:29 a.m. for a five minute break.**

**TUMWATER  
DOWNTOWN  
ASSOCIATION:**

Murray Smith said he has been with the Tumwater Downtown Association since 1999 when it was established. The 24th Annual 4th of July Artesian Festival at the Tumwater Valley Golf Course is the largest event held in Tumwater. The anticipated number of participants is approximately 20,000. In 1999, the festival hosted less than 5,000 people. The fireworks show is the only local fireworks show. The festival is focused on families and children. Live music is featured in addition to food vendors and activities for children.

LTAC funds support marketing efforts, hosting the event, and the fireworks show, which has increased in cost. Without sufficient funding, the festival would not be possible. The event is free to the public. One year, the organization sponsored a raffle for a television. The winner was a family from Shelton and winners of secondary prizes were from Aberdeen, Matlock, and Bremerton. The show draws attendees from other areas in the state. Parking is charged, which helps fund the cost of the festival.

Mr. Bills asked about the type of marketing pursued for the festival. Mr. Smith said the organization produces flyers and banners for streets. He is not familiar with expenses associated with other types of marketing.

Mr. Bills inquired about the identity of the event's sponsors. Director Denney said the festival is a sponsor-driven event in addition to LTAC funds. The City of Tumwater does not use taxpayer funds to pay for the fireworks show and other operating costs of the festival. The City promotes the event through the allocation of staff resources. Sponsors include Toyota of Olympia, Capital Collision, and other small

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businesses providing both cash and in-kind donations. Event sponsors receive recognition on signage and all social media marketing. The City has a substantial social media presence for the event on Facebook. The City cross promotes the event with sponsors by including a link on their respective websites.

**FRED U. HARRIS**  
**LODGE #70:**

Chair Swarthout reported the proposal is the first submission to the City for LTAC funding.

The representative from Fred U. Harris Lodge #79 did not attend the meeting to present the funding request.

**CAPITAL LAKEFAIR,**  
**INCORPORATED:**

Chris Ray, Office Manager, thanked the committee for considering the proposal for LTAC funds. She referred to marketing materials on how the organization markets the event and recognizes the City of Tumwater for its LTAC funding. She submitted a corrected copy of the budget form because the original budget included actual figures rather than projected figures.

Capital Lakefair was established in 1957. The non-profit organization has raised millions of dollars for local non-profit vendors and more than \$400,000 in scholarships for young women from area high schools. Capital Lakefair fills hotels in Thurston County during the event. The website includes information on lodging in the local area. The parade generates visitors from across the state, Oregon, and Canada. Float crews from other festivals stay at local hotels. Capital Lakefair travels to many festivals across the Pacific Northwest featuring the Capital Lakefair float. The City of Tumwater is promoted on float signage. The Main Stage includes performers who live in other areas who stay in local hotels. Vendor applications include hotel information. The festival includes traveling floats, drivers, and other festival officials representing different festivals outside the region.

Capital Lakefair hosts its Ambassador Club for Capital Lakefair princesses. Lakefair princesses serve 300 hours of community service within Thurston County.

Lodging tax funds would be allocated to float travel to other festivals to cover hotel costs for ambassadors, chaperones, and float crew. Costs include gas, car rentals, food, merchandise, and float decorations. Other expenses include office and storage rental costs, and association dues.

Ms. Ray said she is proud to be part of an organization that has so many hardworking volunteers supporting the event. She is the only paid staff member.

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Mr. Reynolds noted that the event has been held for 66 years, which speaks to a record for local events. Because the event was held during the pandemic, it also speaks to impressive efforts.

**TUMWATER CRAFT  
MARKETING:**

City of Tumwater Communications Manager Ann Cook presented the proposal. The City received LTAC funding for marketing the Craft Brewing and Distilling Center prior to the development of the site as an idea promoting the redevelopment of the Brewery District to attract tourists to Tumwater. As efforts evolved, the City's initial partners included SPSCC and its brewing and distilling program and the relocation of Heritage Distilling from Gig Harbor.

The marketing of Tumwater Craft as an overall marketing umbrella for the City of Tumwater extend beyond craft beer, cider, and spirits to all types of crafts of local food, makers, and other crafters uniquely Tumwater. It speaks to placemaking and marketing a destination to include river walks and history tours.

The committee previously approved funding for Tumwater Warehouse District marketing. The funding assisted in developing a website with ownership of three URLs for visitors to easily locate and access the website. Ads were purchased for the Brewfest in magazines and newspapers in Portland to attract visitors. Banners were produced in addition to coasters that were provided to retailers for their tasting rooms, as well as t-shirts. The City attends recruiting fairs and offers familiarization (FAM) tours to planners visiting the area.

Moving forward, efforts continue on marketing the opening of the Craft District, delayed for several years due primarily by the pandemic. The City is developing logos specific to the Craft District and is preparing for the opening of the new Market Building on October 7, 2023 housing new stores, restaurants, an art gallery, and a taco truck. LTAC funds from this year will be allocated to marketing for banners, marketing assets, and paid advertising linking to overnight stays. Next year's LTAC funds will be allocated for a year-round campaign promoting Tumwater as an overnight destination featuring the Craft and Warehouse Districts, Olympia Tumwater Foundation, area recreation, makers markets, and art programs through Tumwater's Parks and Recreation Department.

City of Tumwater Volunteer Coordinator Brianna Feller reported on next year's marketing focus for online advertising through the City's Facebook page, Craft webpage, and the City's webpage to attract more attention. Funding was allocated for Facebook advertising and promoting more posts, advertisements in Experience Olympia and Beyond, Thurston Talk, Zip magazine, ads in The Olympian, News

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Tribune, Showcase Media, and the Stranger. Promotional materials include coasters, t-shirts, and stickers.

**OLYMPIA TUMWATER  
FOUNDATION:**

Madeline Pennington, Assistant Director, and John Freedman, Executive Director presented the funding proposal.

Last year's LTAC funds of \$6,000 enabled the Foundation to work with a professional drone operator and geography company in Tumwater to develop a video of the Tumwater Historic District for social media short media clips and larger full-length videos for websites and YouTube. The video markets the Tumwater Historic District to travelers living outside the area. The Foundation's combined social media platforms have approximately 8,000 followers. The Foundation plans to collaborate with Experience Olympia and Beyond to promote the video across its social media and website.

Mr. Freedman shared that Ms. Pennington was hired in May. Ms. Pennington has a professional background in social media web design.

Ms. Pennington reported the video is currently in post production with final design elements to be added. Narration is in progress. The plan is pushing the video across social media and the website. She played a 60-second clip of the preliminary video.

LTAC funds next year will support the production of two promotional videos to market across the same platforms. The Foundation will work with Sky Bear Media, a local Thurston County Native American-owned company with experience producing similar projects in Thurston County. The first video will feature the history of the Deschutes River canyon broken into five segments for viewing as either one comprehensive video or separately on specific topics. The video will include information about the river canyon and indigenous people inhabiting and visiting the area (Nisqually, Squaxin Island, and Chehalis Tribes). Another segment will focus on Pioneer travelers from the Oregon Trail traveling to Tumwater featuring the early industrial areas of the areas along the river. Also included are current cultural uses featuring Tumwater Historical Park and Brewery Part at Tumwater Falls.

The second video will feature the history of salmon runs through the river canyon and the history of the Washington Department of Fish and Wildlife fish hatchery, returning salmon, and recent efforts to restore the Deschutes River estuary.

The Foundation designed a new website. The website receives 4,000 views a month. The Google listing generates 20,000 views and 13,000 searches specifically for attractions. The Foundation is interested in

**TUMWATER LODGING TAX ADVISORY COMMITTEE**  
**MINUTES OF VIRTUAL MEETING**  
**September 18, 2023 Page 14**

sharing social media marketing with the City of Tumwater, Thurston County, Daughters of the Pioneers of Washington, and Experience Olympia and Beyond for hosting on their individual websites. The goal is reaching travelers interested in visiting the area. Ads will be targeted to travelers by using demographic information using geofencing with the VCB for a market summary that reflects that top visitors interested in the area. Targeted ads will be directed to those travelers in those areas to encourage visits to the area.

Brewery Park at Tumwater Falls generates \$1 million in economic impact for Tumwater. The videos will generate more impact by bringing in more people into the area, increasing overnight stays, and increasing expenditures from visitors.

**DESCHUTES RUGBY CLUB:**

Thor Hoyte, President, introduced Chelsie Green, Club Secretary/Treasurer.

Mr. Hoyte reported the Deschutes Rugby Club is in its second year. During the first year, the Club impacted communities in South Puget Sound. Last year, the Club relied on the City of Lacey as a partner and sponsor of the club. The impact of the Club has expanded beyond the City of Lacey with one senior men's team last year to three senior teams of one men's team, one women's team, and a team in Yakima, Washington.

The Club offers D-1 rugby, the top level of rugby in the region. The Club plays in Seattle, SeaTac, Tacoma, and with teams from Portland, Oregon and Boise, Idaho. The Club utilizes VCB's hotel blocking to assist in housing players. The Club sponsors social events in all areas of the region. Chapman Cider Company in Tumwater is the newest sponsor. A cornhole tournament is planned at Capital Heating and Air as the company supports the American Cancer Society as its charity. The Club contributes a match to the Fred Hutchison's Cancer Research Center. The two organizations are joining to sponsor a cornhole tournament as a fundraiser for the organizations.

The Club is designed to rely on businesses and governments to help fund games rather than relying on participants. Rugby is an expensive game with socials, travel, fields, tournament costs, and other related expenses. It is encouraging that local governments in the region have contributed to the Club. The Club is sponsoring a Union Hall of Fame dinner (Washington, Oregon, Idaho) hosting approximately 300 people to the area staying in hotels across the three largest cities in the region. The event is the first event held in the region. The Club also sponsors food drives, clean-ups, and other community events to engage players. The Club is operated on the English style model. Most clubs are drinking clubs; however, the Deschutes Rugby Club sponsors

**TUMWATER LODGING TAX ADVISORY COMMITTEE  
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responsible socials, wraparound services, and competitive rugby games. The funds requested of \$10,000 will be used to fund the cornhole tournament and other charitable events with Chapman Cider Company in its parking lot. The funds will be used for advertising, board rentals, and food and drink costs to raise funds for three cancer charities.

Mr. Reynolds questioned whether the Club requested support from the City of Olympia. Mr. Hoyt responded that the Club seeks funding from the three larger cities for events held in each jurisdiction.

**LODGING TAX  
HISTORIC AND  
CULTURAL FUNDING  
FOR 2025 :**

Director Denney reported the City has historically divided lodging tax funds into categories designated as the “first 2%” and the “second 2%.” The first 2% has been used for the City’s historical and cultural programming through a contract between the City and the Olympia Tumwater Foundation and for maintaining the City’s historic homes (Crosby House & Brewmaster’s House), Union Cemetery, and the historic old brewhouse. To continue the practice, approval by the committee is required. He asked the committee to consider approval of lodging tax historical funds for 2024 of 2% for cultural facilities and programs.

**RECESS:**

**Chair Swarthout recessed the meeting at 11:19 a.m.**

**RECONVENE:**

**Chair Swarthout reconvened the meeting at 3:00 p.m. A meeting quorum was confirmed.**

**2024 LODGING TAX  
FUNDING  
RECOMMENDATION:**

Director Niemeyer tracked funding recommendations by each member for each applicant: Following consultation with City Attorney Kirkpatrick, members involved with any of the organizations are able to vote on a funding recommendation.

**MOTION:**

**Brian Reynolds moved, seconded by David Bills, to recommend the City Council allocate \$189,993.00 in 2024 LTAC funds to the following organizations in the following amounts:**

- 1. Team Tomorrow LLC - \$4,516**
- 2. Olympic Flight Museum - \$41,144**
- 3. Tumwater Artesian Brewfest - \$14,049**
- 4. Visitor and Convention Bureau of Thurston County- \$37,632**
- 5. Tumwater Valley Golf Club - \$2,000**
- 6. Tumwater Soccer Club - \$12,712**
- 7. Washington State Senior Games - \$13,046**
- 8. Tumwater Area Chamber of Commerce –N/A**
- 9. Washington Center for the Performing Arts- \$12,042**
- 10. Tumwater Downtown Association - \$21,408**
- 11. Fred U. Harris Lodge #70 – N/A**

**TUMWATER LODGING TAX ADVISORY COMMITTEE  
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- 12. Capital Lakefair, Inc.- \$3,178**
- 13. Tumwater Craft Marketing - \$16,390**
- 14. Olympia Tumwater Foundation - \$6,189**
- 15. Deschutes Rugby Club - \$5,687**

**MOTION:** Motion carried unanimously.

**MOTION:** Brian Reynolds moved, seconded by David Bills to allocate \$60,000 for historic buildings, \$60,000 for historic programs, and \$30,000 for the old brewhouse for a total of \$150,000 from the “first 2%” of LTAC funds. Motion carried unanimously.

**ADJOURNMENT:** With there being no further business, Chair Swarthout adjourned the meeting at 3:16 p.m.

Prepared by Valerie Gow, Recording Secretary/President,  
Puget Sound Meeting Services, psmsoly@earthlink.net



TO: Lodging Tax Advisory Committee (LTAC)  
 FROM: Brittaney McClanahan, Executive Assistant  
 DATE: September 23, 2024  
 SUBJECT: 2025 Lodging Tax Applicant Interviews and Funding Recommendation

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1) Recommended Action:

Determine a funding recommendation for 2025 Lodging Tax to the Tumwater City Council. The Lodging Tax Advisory Committee (LTAC) funding recommendation is tentatively scheduled before the Tumwater City Council on October 1, 2023.

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2) Background:

Applicants will have a total of 15 minutes to present and respond to questions from the Committee.

Fourteen applicants request a total of \$257,933.00 in Lodging Tax funds. The City of Tumwater estimates the Lodging Tax Advisory Committee will have \$175,000 to distribute for tourism marketing, festival, and special event applications.

Pursuant to RCW 67.28.180, the City of Tumwater collects a 4% lodging tax on hotel and motel stays within the City. The City allocates one-half of that amount (2%) each year to fund historic preservation activities. The second half is available to be allocated by way of a competitive annual process through the Lodging Tax Advisory Committee. Allocation of funds pursuant to this process must be consistent with TMC 3.12 and RCW 67.28.1816. The Tumwater City Council passed Resolution No. R2016-006 which created a policy to guide the City's investment of Lodging Tax in tourism related activities, facilities, and programs.

The most recent Final Reports, and Scopes of Services have been included for returning applicants.

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3) Alternatives:

- ☐ Schedule an additional meeting if necessary
  - ☐ Some other course of action
- 

4) Attachments:

- A. Lodging Tax Applicant Interview Schedule
- B. 2025 LTAC Tourism Marketing and Special Event Applicant Summaries
- C. Lodging Tax Funding History with 2025 Funding Requests
- D. 2025 Lodging Tax Applications



**Lodging Tax Applicant Interview Schedule**  
**Monday, September 23, 2024**  
**Tumwater City Hall, Council Chambers & via Zoom**  
**555 Israel Road SW, Tumwater WA 98501**  
**9:00 a.m.**

9:05 a.m.	Team Tomorrow, LLC
9:20 a.m.	Olympic Flight Museum
9:35 a.m.	Tumwater Historical Association
9:50 a.m.	Olympia Symphony
10:05 a.m.	Tumwater Chamber of Commerce
10:20 a.m.	Olympia Tumwater Foundation
10:35 a.m.	Tumwater Downtown Association
10:50 a.m.	Break
11:00 a.m.	Washington State Senior Games
11:15 a.m.	City of Tumwater – Brewfest
11:30 a.m.	Washington Center for the Performing Arts
11:45 a.m.	Olympia Harbor Days
12:00 p.m.	Capital Lakefair
12:15 p.m.	Tumwater Soccer Club
12:30 p.m.	Experience Olympia & Beyond
12:45 p.m.	(back to agenda)
Adjourn until 2:30 pm	

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Tumwater City Hall  
 555 Israel Road SW  
 Tumwater WA 98501

[www.ci.tumwater.wa.us](http://www.ci.tumwater.wa.us)

## 2025 LTAC Tourism Marketing and Special Event Applicant Summaries

Applicant	Summary	Requested Amount
<p>Team - Tomorrow Christen Greene, Owner 120 State Ave NE #1407 Olympia, WA 98501</p>	<p><b>Funds will be used for similar costs/programs as previous year:</b> The South Sound Block Party is a 2-day, 2500-4500 capacity music festival on the water. An annual memory-maker, summer highlight and source of pride for the local community. Aiming to spotlight, preserve and contribute to the legendary Thurston County music scene for years to come. The weekend drives tourism, commerce, seasonal employment, fun (!) and pride in the community. Funds will go to artist fees and festival infrastructure.</p>	<p><b>\$15,000</b></p>
<p>Olympic Air Show Olympic Flight Museum Teri Thorning, Olympic Air Show Coordinator 7637-A Old Highway 99 SE Tumwater, WA 98501</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> for promotion and operation costs of the 2025 Olympic Air Show and for the procurement of aerobatic demonstrations and related expenses. The event serves as the museum's primary fundraising activity and raises revenue which helps fund the year-round operations of the museum to help explore, preserve, educate and promote the history of aviation. Because of this event, the museum can provide a year-round attraction and place to visit when tourists are looking for activities in every season. The Olympic Flight Museum attracts approximately 30,000 visitors annually.</p>	<p><b>\$45,000</b></p>
<p>Tumwater Historical Association Sandra Gray, Secretary PO Box 4315 Tumwater, WA 98501</p>	<p><b>**NEW APPLICANT**</b> <b>Funds will be used for:</b> covering 75% of event costs primarily for postage, printing, filming, advertising, signage, web costs, printing/distribution of flyers and brochures, and event equipment storage. Tumwater Historical Association will host a variety of reenacting and heritage events for the purpose of educating the public on Tumwater's history. These events include recreating pioneer activities, quilting/fiber arts event, a walking tour/talk regarding local cemeteries, historical demonstrations at Falls Fest, Tenino Railroad Days, Thurston County Fair and other area events.</p>	<p><b>\$5,000</b></p>
<p>Summer Concert &amp; Beat Beethoven 5K Olympia Symphony Orchestra Jennifer Hermann 3400 Capitol Blvd SE, Suite 203 Olympia, WA 98501</p>	<p><b>**NEW APPLICANT**</b> <b>Funds will be used:</b> to increase marketing to outdoor enthusiasts and the running community, a demographic that is attracted to Tumwater, and provide more paid hours for administrative staff to execute the task of procuring business partnerships. This activity is unique to the Pacific Northwest, with the nearest similar event taking place in central Oregon, but without live orchestra. Symphony typically attracts 3000 audience members at stand-alone outdoor summer concert, with the addition of the Beat Beethoven 5K event, that number will increase greatly and benefit Tumwater's economy. Marketing race registration with host hotels in Tumwater will increase overnight stays.</p>	<p><b>\$10,000</b></p>

## 2025 LTAC Tourism Marketing and Special Event Applicant Summaries

<p>Tumwater Chamber of Commerce Chris Sieg, Board Member 5304 Littlerock Rd SW Tumwater, WA 98512</p>	<p><b>Funds will be used:</b> for workshops and training programs for local businesses and tourism providers to enhance their service quality and attract more visitors. Collaborations with neighboring communities or organizations to market the region as a tourist destination. Improving the visual appeal of tourist areas through landscaping and beautification projects. The Tumwater Retail &amp; Tourism Visitors Center is a recognized virtual and physical visitors center for the City of Tumwater. As a partnership between the City of Tumwater, Tumwater Chamber of Commerce and the Tumwater School District, we are building partnerships with hundreds of area businesses and organizations that support tourism.</p>	<p><b>\$25,000</b></p>
<p>Olympia Tumwater Foundation Madeline Pennington, Assistant Director PO Box 4098 Tumwater, WA 98501</p>	<p><b>**Different from last year's application**</b> <b>Funds will be used for:</b> a digital marketing campaign to increase visibility and attractiveness of Brewery Park, specifically focusing on digital marketing efforts to increase visitation from our top three out of area (50+ miles away) visitor markets: Vancouver, Portland and Seattle. Hire a firm to carry out this marketing campaign with the collaboration of the Olympia Tumwater Foundation in planning, execution, and reporting. The campaign will utilize Google advertising and SEO to drive increased traffic to our website as well as local Tumwater hotels, restaurants and things to do near Brewery Park.</p>	<p><b>\$5,000</b></p>
<p>Tumwater Artesian Festival Tumwater Downtown Association John Morton, President 1950 Black Lake Boulevard SW Tumwater, WA 98512</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> marketing and promotion of the 25<sup>th</sup> Annual July 4th Artesian Festival at the Tumwater Valley Golf Course, along with direct costs that include the fireworks show, advertising, insurance, and entertainment. Marketing efforts primarily in the greater Western Washington area and include mailers, flyers as well as digital marketing through website promotion and social media platforms. Advertising on the radio will also continue. Prior years have had as many as 14,000 people attend. What originally began as just a fireworks show has grown into Tumwater's largest single day family-oriented event.</p>	<p><b>\$30,000</b></p>
<p>Washington State Senior Games Dianne Foster, Board of Directors President PO Box 14547 Tumwater, WA 98511</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> to support the 2025 Washington State Senior Games, which keeps seniors healthy and productive. Participation in the Senior Games is a year-round effort to enhance wellness. The specific mission of the Washington State Senior Games is a dedication to promoting healthy lifestyles for active adults through education, fitness and sports. The event has 25 different sport competitions held in venues throughout the South Sound – track &amp; field, 5K &amp; 10K road runs, race walking, power walking, tennis, and golf will take place in Tumwater.</p>	<p><b>\$13,000</b></p>

## 2025 LTAC Tourism Marketing and Special Event Applicant Summaries

<p>Tumwater Artesian Brewfest City of Tumwater, Parks and Recreation Director Chuck Denney 555 Israel Road SW Tumwater, WA 98501</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> to support promotions and marketing of the 11<sup>th</sup> annual Tumwater Artesian Brewfest and the legacy of brewing in Tumwater. Marketing to target audiences to more likely generate hotel stays (over the age of 21, craft beverage/beer/brewing interests, residing beyond the South Sound region - Seattle to Portland metro regions). Marketing to include targeted social media ads, brewing publications, newspaper advertisements in Seattle, JBLM, Portland, and South Sound, regional radio, television, and online ads. Posters and coasters advertising the event are delivered to local breweries and restaurants, as well as to each brewery participating in the event around Washington and Oregon.</p>	<p><b>\$18,000</b></p>
<p>Washington Center for the Performing Arts Jill Barnes, Executive Director 512 Washington Street SE Olympia, WA 98501</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> marketing and outreach activities for performances, mail print advertising, and send over one million emails per year, including e-newsletters and targeted event e-blasts, advertise performances in print and electronic media – utilizing local media partners, and increasingly advertise on social media platforms. Maintain a very successful website selling tickets 24/7. Returned to pre-pandemic event and audience levels and have our largest-ever season planned for 24-25. Expanding education and community outreach program with more educational performances and hiring a brand-new position to direct this program.</p>	<p><b>\$15,000</b></p>
<p>Olympia Harbor Days Maritime Festival &amp; Tugboat Races South Sound Maritime Heritage Association PO Box 2875 Olympia, WA 98507</p>	<p style="text-align: center;"><b>**NEW APPLICANT**</b></p> <p><b>Funds will be used:</b> for a combination of expenses including increased marketing/promotion, securing more free harbor/port tours, entertainment, special unique features like the drone show introduced in 2023. Olympia Harbor Days is a free maritime heritage festival since 1973 in downtown Olympia along the waterfront. This end of summer event provides the opportunity for mariners, artists, musicians, businesses, nonprofit, and Tribes to gather, offering diverse and multi-cultural experiences and food to the community, region and beyond. This event attracts over 60,000 attendees.</p>	<p><b>\$10,000</b></p>
<p>Capital Lakefair Chris Rea, Office Manager PO Box 2569 Olympia, WA 98507</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> hosting a 5-day family friendly community festival that celebrates all residents in Thurston County and vicinity. Festival includes a carnival, vendors, parade, senior day, fireworks, car show, etc. Provide a venue for non-profit organizations to raise much needed funds. Lakefair promotes Tumwater in travel, website, social media, signage, etc. Funds go towards travel and float expenses, office/facility rental costs in Tumwater. The festivals we attend turn around and attend ours, ranging from Canada to Portland. This means heads in beds for out of county/state visitors.</p>	<p><b>\$8,000</b></p>

## 2025 LTAC Tourism Marketing and Special Event Applicant Summaries

<p>Kick in the Grass Soccer Tournament Tumwater Soccer Club Craig Boone, Kick in the Grass Director PO Box 14304 Tumwater, WA 98511</p>	<p><b>Funds will be used for similar costs/programs as previous years:</b> to offset costs associated with running the 46<sup>th</sup> Annual Kick in the Grass soccer tournament. Costs include field rentals, equipment, referee fees, tournament awards and administrative expenses. The tournament is to raise funds that enable the Tumwater Soccer Club to provide affordable local soccer to youth in the Tumwater School District. This three-day tournament is expected to bring over 6,000 people to Tumwater. KITG is the longest running soccer tournament in the State and one of the most affordable sanctioned tournaments.</p>	<p><b>\$15,000</b></p>
<p>Visitors and Convention Bureau of Thurston County Annette Pitts, CEO PO Box 1394 Olympia, WA 98507</p>	<p><b>Funds will be combined with other funds and used for similar costs/programs as previous years:</b> to support year-round marketing and tourism promotion that drives visitation and overnight stays within the City of Tumwater and Tumwater paid lodging establishments. Funds will cover costs associated with market research, marketing, sales and development. Measure and track visitation to all lodging tax-funded events and activities, share this information with Tumwater event organizers by request at no charge to boost visitation to those events. Examines data including sentiment survey findings, geofencing data, which informs where to place marketing dollars and how to promote to potential visitors 50+ miles away. Marketing and development decisions are rooted in sound industry-supported, peer reviewed research.</p>	<p><b>\$43,933</b></p>

**Total Funding Request: \$257,933**

## CITY OF TUMWATER

C

## Lodging Tax Funding History

Funded Organization	2022 Request	2022 LTAC Funded	2023 Request	2023 LTAC Funded	2024 Request	2024 LTAC Funded	2025 Request	2025 LTAC Funded
Team Tomorrow LLC	25,000	2,400	10,000	\$ 4,900	7,500	\$ 4,516	15,000	
Olympic Flight Museum	39,000	36,000	42,300	\$ 36,250	45,000	\$ 41,144	45,000	
Tumwater Artesian Brewfest - City of Tumwater	18,000	13,500	18,000	\$ 14,000	18,000	\$ 14,049	18,000	
Visitor and Convention Bureau of Thurston County	75,089	38,400	61,000	\$ 36,300	43,971	\$ 37,632	43,933	
Tumwater Valley Golf Club - City of Tumwater	-	-	6,500	\$ 5,250	2,000	\$ 2,000	-	
Tumwater Soccer Club	14,000	11,100	15,000	\$ 11,900	15,000	\$ 12,712	15,000	
Washington State Senior Games	15,000	13,800	15,000	\$ 13,000	15,000	\$ 13,046	13,000	
Tumwater Area Chamber of Commerce	-	-	15,000	\$ 7,000	12,000	\$ -	25,000	
Washington Center for the Performing Arts	15,000	11,000	15,000	\$ 11,300	15,000	\$ 12,042	15,000	
Tumwater Downtown Association	30,000	20,000	30,000	\$ 19,200	30,000	\$ 21,408	30,000	
Capital Lakefair	6,000	3,600	6,000	\$ 3,400	6,000	\$ 3,178	8,000	
Tumwater Craft Marketing - City of Tumwater	20,000	15,000	20,000	\$ 14,250	25,000	\$ 16,390	-	
Olympia Tumwater Foundation	-	-	10,000	\$ 6,200	11,000	\$ 6,189	5,000	
Tumwater Historical Association	5,000	3,800	5,000	\$ 3,800	-	\$ -	5,000	
Olympia Harbor Days	-	-	-	\$ -	-	\$ -	10,000	
Olympia Symphony	-	-	-	\$ -	-	\$ -	10,000	
Craft District Opening Celebration - City of Tumwater	6,000	5,000	-	\$ -	-	\$ -		
Gateway Rotary Club of Thurston County	5,000	2,000	5,000	\$ 2,000	-	\$ -		
Tumwater Marching Band Festival	5,000	5,000	5,000	\$ 4,800	-	\$ -		
Fred U. Harris Lodge #70 (NEW 2024)	0	-	-	\$ -	10,000	\$ -	-	
Deschutes Rugby Club (NEW 2024)	-	-	-	\$ -	10,000	\$ 5,687	-	
<b>Lodging Tax Requests:</b>	278,088.67		278,800		265,471		257,933	
<b>Lodging Tax Funded:</b>		180,600		193,550		189,993		0
<b>2024 Recommended Funding Level:</b>							175,000	
<b>Beginning Fund Balance:</b>		450,717		503,462		585,497		560,504
<b>Tax Proceeds:</b>		191,626	<i>actual</i>	210,125	<i>actual</i>	165,000	<i>estimated</i>	165,000 <i>estimated</i>
<b>Total LTAC Funds for the Year:</b>		642,343		713,587		750,497		725,504
<b>Total Program Expenses:****</b>		(138,881)	<i>actual</i>	(128,090)	<i>actual</i>	(189,993)	<i>estimated</i>	(175,000) <i>estimated</i>
<b>Less Desired Minimum Fund Balance:</b>		75,000		75,000		75,000		75,000
<b>Ending Balance:</b>		428,462		510,497		485,504		475,504

\*\*\*\* Includes repeating events; new events; craft marketing

## Lodging Tax Application – Entity Certification Organization/Agency Information

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

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

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

### CERTIFICATION

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

Applicant is: ☐ Nonprofit ☒ For Profit ☐ Public Agency

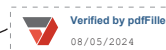
- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current 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





## 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
	<b>Budgeted 🙏</b>		<b>EXPENSES:</b>	<b>budgeted</b>
			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 & Infrastructure	\$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
<b>Expenses:</b>	<b>\$265,500.00</b>		Generators	\$8,500.00
<b>Net Profit/(Loss)</b>	<b>-\$4,500.00</b>			
			<b>Marketing</b>	
			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 Design 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
			<b>TOTAL:</b>	<b>\$265,500.00</b>



## 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.

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555 Israel Road SW  
Tumwater WA 98501

[www.ci.tumwater.wa.us](http://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

RECEIVED

AUG 22 2024

3:06pm

Olympic Flight Museum

91-1899948

TUMWATER UTILITIES

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: 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: Kyle BaxterSignature: Title: Manager, Olympic Flight MuseumDate: 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: <u>Port of Olympia</u>	\$1,500.00
Other Source: <u>Beer Garden</u>	\$1,700.00
Other Source:	
<b>Total Revenue:</b>	<b>\$187,600.00</b>

**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) <u>Performer Lodging &amp; Vehicles</u>	\$19,800.00
Other Source: <u>Performer Fuel – Avgas, Jet A, Smoke Oil</u>	\$11,600.00
Other Source: <u>Brand development, digital creatives, event program</u>	\$1,995.00
Other Source: <u>Licensing, contract labor, volunteer meals</u>	\$1,800.00
<b>Total Expenses:</b>	<b>\$180,080.00</b>
<b>Program Excess: (Deficit)</b>	<b>\$7,520.00</b>



## 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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[www.ci.tumwater.wa.us](http://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:

Olympic Air Show Event Date: June 15-16, 2024

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

Federal Tax ID Number

**Sandra Gray**

**Secretary**

Contact Name

Title

**PO Box 4315**

**Tumwater, WA 98501-0315**

Mailing Address

City State ZIP

**360-902-5224**

**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

~~to the events~~

\*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.

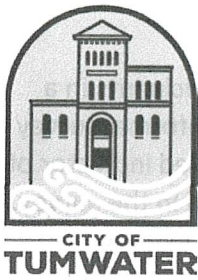
### PROJECTED REVENUE:

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:		
<b>TOTAL REVENUE:</b>		<b>\$10,800.00</b>

### 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:		
<b>TOTAL EXPENSES:</b>		<b>\$10,800.00</b>
<b>PROGRAM EXCESS (DEFICIT):</b>		<b>\$0.00</b>





## Lodging Tax Final Report Form

RECEIVED

MAR 13 2024

TUMWATER UTILITIES  
@ 4:00 pm.Organization's Name: Tumwater Historical AssociationSubmitted By: Sandi GrayDate: 3/12/2024Email Address: Sandigds2@comcast.netPhone: 360 943-0405

## This Report Covers:

Activity Name: Tenino Railroad Days; Tumwater Falls FestActivity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion AgencyActivity Start Date: 9/16/2023Activity End Date: 9/30/2023Total Activity Cost: 1581.98Total amount of Tumwater lodging tax funds requested: 5000.00Total amount of Tumwater lodging tax funds expended: 1581.98Total 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.

Tumwater City Hall  
555 Israel Road SW  
Tumwater WA 98501

[www.ci.tumwater.wa.us](http://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: 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:**

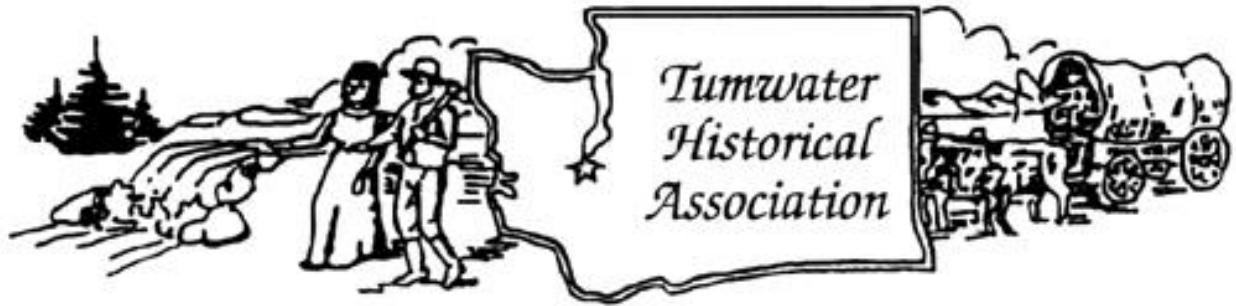
Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

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:	
<b>Total Revenue:</b>	<b>\$40,500.00</b>

**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:	
<b>Total Expenses:</b>	<b>\$40,800.00</b>
<b>Program Excess Deficit:</b>	<b>-\$300.00</b>

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/unorganizedwhy/love/>

Phone

Website

☒

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:	
<b>Total Revenue:</b>	<b>\$5,000.00</b>

#### 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:	
<b>Total Expenses:</b>	<b>\$2,950.00</b>
<b>Program Excess Deficit:</b>	<b>\$2,050.00</b>



## 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](http://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 at 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:	
<b>Total Revenue:</b>	<b>\$15,000.00</b>

#### 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:	
<b>Total Expenses:</b>	<b>\$15,000.00</b>
<b>Program Excess Deficit:</b>	<b>\$0.00</b>



## 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)

<b>OVERALL ATTENDANCE</b>	<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:		
<b>50+ MILES - ATTENDANCE</b>	<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:		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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:		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:		
<b>PAID LODGING NIGHTS</b>	<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 (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 ☒ 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 vendors

\*If an Event/Festival, complete the following: \_\_\_\_ New Event ☒ 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: ☒ 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:		
<b>Total Revenue:</b>		<b>\$60,000.00</b>

#### 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:		
<b>Total Expenses:</b>		<b>\$59,220.00</b>
<b>Program Excess Deficit:</b>		<b>\$780.00</b>



## 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](http://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.

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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:

- 4<sup>th</sup> 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 <hr/> Organization/Agency Name Dianne Foster <hr/> Contact Name PO Box 14547 <hr/> Mailing Address 360-701-8129 <hr/> Phone <hr/>	91-2073918 <hr/> Federal Tax ID Number President, Board of Directors <hr/> Title Tumwater WA 98511-4547 <hr/> City State ZIP dianne@wasenior.games <hr/> Email Address <hr/>	
<input type="checkbox"/> Tourism Promotion/Marketing Activities	<input checked="" type="checkbox"/> Events/Festivals*	<input type="checkbox"/> 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
		<b>June 7 through August 10</b>
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: ☒ 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: <u>Dianne J. Foster</u>	Signature: _____
Title: <u>President, Board of Directors</u>	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 Shool 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:	
<b>Total Revenue:</b>	<b>\$147,500.00</b>

#### 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
<b>Total Expenses:</b>	<b>\$144,000.00</b>
<b>Program Excess Deficit:</b>	<b>\$3,500.00</b>





## 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.

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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: 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

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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.

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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:		
<b>Total Revenue:</b>		<b>\$198,000.00</b>

#### 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
<b>Total Expenses:</b>		<b>\$198,000.00</b>
<b>Program Excess Deficit:</b>		<b>\$0.00</b>



## 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.

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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: 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

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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

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## 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

City State ZIP

(360) 753-8585

washingtoncenter.org

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 BarnesSignature: Jill BarnesTitle: 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
<b>TOTAL REVENUE:</b>		<b>\$3,749,575.00</b>

**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:		
<b>TOTAL EXPENSES:</b>		<b>\$3,740,786.00</b>
<b>PROGRAM EXCESS (DEFICIT):</b>		<b>\$8,789.00</b>

## 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)



<b>OVERALL ATTENDANCE</b>	<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).		
<b>50+ MILES - ATTENDANCE</b>	<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.		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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.		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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.		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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.		
<b>PAID LODGING NIGHTS</b>	<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		91-0984986
Organization/Agency Name		Federal Tax ID Number
Megan Ready		Executive Director Olympia Harbor Days
Contact Name		Title
PO Box 2875		Olympia WA 98507
Mailing Address		City State ZIP
1-360-556-0498	http://www.HarborDays.com	info@HarborDays.com
Phone	Website	Email Address
<input checked="" type="checkbox"/> Tourism Promotion/Marketing Activities	<input checked="" type="checkbox"/> Events/Festivals*	<input type="checkbox"/> Tourism-Related Facilities
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: 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: 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 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](http://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

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

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 67 number of years.

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

Name of Event/Festival	Location	Date of Event/Festival
www.lakefair.org		July 17 to 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 Capital Lakefair that the:

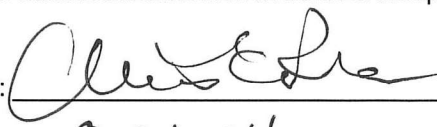
Organization/Agency Name

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 4<sup>th</sup> 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
<b>Total Revenue:</b>	<b>\$304,000.00</b>

### 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
<b>Total Expenses:</b>	<b>\$333,000.00</b>
<b>Program Excess Deficit:</b>	<b>-\$29,000.00</b>





## 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](http://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		tumwatersoccerclub@gmail.com
www.tumwatersoccerclub.org		
Phone	Website	Email Address
<input type="checkbox"/> Tourism Promotion/Marketing Activities	<input checked="" type="checkbox"/> Events/Festivals*	<input type="checkbox"/> 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
		<b>July 19-21, 2024</b>
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**  
 Title: **KITG Tournament Director**

Signature:   
 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
<b>Total Revenue:</b>	<b>\$71,000.00</b>

**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
<b>Total Expenses:</b>	<b>\$51,000.00</b>

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](http://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 45<sup>th</sup> 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 1<sup>st</sup> or 2<sup>nd</sup> 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](http://experienceolympia.com), also home to [experiencetumwater.com](http://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**

**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.

### **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

**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.

**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](http://experienceolympia.com), also home to [experiencetumwater.com](http://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**

**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.

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
<b>Total Revenue:</b>			<b>\$1,438,496.17</b>

## 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:			
<b>Total Expenses:</b>			<b>\$1,438,358.12</b>
<b>Program Excess Deficit:</b>			<b>\$138.05</b>

## 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)

<b>OVERALL ATTENDANCE</b>	<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.		
<b>50+ MILES - ATTENDANCE</b>	<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.		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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.		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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.		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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.		



<b>PAID LODGING NIGHTS</b>	<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.*

TO: Lodging Tax Advisory Committee (LTAC)  
FROM: Chuck Denney, Parks and Recreation Director  
DATE: September 23, 2024  
SUBJECT: Lodging Tax Historic and Cultural Funding for 2025

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1) Recommended Action:

Make a motion to approve \$210,000 of 2025 Lodging Tax funds for the Historic and Cultural facilities and programs. Lodging Tax Advisory Committee (LTAC) funding recommendations are tentatively scheduled before the Tumwater City Council on October 1, 2024.

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2) Background:

Pursuant to RCW 67.28.180, the City of Tumwater collects a 4% lodging tax on hotel and motel stays within the City. The City allocates one-half of that amount (2%) each year to fund historic preservation activities. Allocation of funds pursuant to this process must be consistent with TMC 3.12 and RCW 67.28.1816. The Tumwater City Council passed Resolution No. R2016-006 which created a policy to guide the City's investment of Lodging Tax in tourism related activities, facilities, and programs.

The attached memo briefs the Committee on the Lodging Tax historic and cultural funding activities. Staff will be present to answer any questions.

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3) Alternatives:

☐ Some other course of action

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4) Attachments:

A. Lodging Tax Historic and Cultural Funding for 2025 Memo

# MEMO



Date:  
To: Lodging Tax Advisory Committee  
From: Chuck Denney, Parks and Recreation Director

Proposed Action

This memo outlines the distribution of Lodging Tax funds for tourism-related historic and cultural events and activities in Tumwater.

Background

Based on the imposed 4% Lodging Tax, the City receives two allocations of revenue. The first 2% funds are designated by City Council (Resolution No. R2016-006) for tourism-related historic and cultural programs. The second 2% funds are for tourism-generating events and marketing. This memo addresses the use of the first 2% historic and cultural program funds.

In 2024, funding was distributed as follows:

Historic/Cultural	<u>2024</u>
Historic Buildings (City)	\$70,000
Historic Programs (OTF)	\$60,000
Historic Old Brewhouse Tower (City)	\$30,000

In 2024, the City maintained the City's historic house inventory (Brewmaster's House and Crosby House) and the historic cemetery with minor improvements, utilities, security, repairs, pest control, landscaping and insurance. The City has received state grant funding to improve conditions and security at the historic cemetery and this work will continue into 2025. The City's Volunteer Program also dedicated hours to a number of major maintenance improvements to the cemetery. The Parks Department has continued to work with Mills & Mills, the adjacent private cemetery and funeral home, to help maintain and improve the cemetery property.

The City continued to contract with the Olympia Tumwater Foundation for provision of historic programming and services. This included the Heritage Builders Program, a rotating historical display at City Hall, research regarding the historic home registry and process, event participation, support of the historic home program, and adapting historical district walking tours. Public access and events are planned to re-start at the historical homes in 2025.

Work to preserve and restore this iconic old brewhouse structure and provide public access to one of Washington's important heritage stories is continuing. The brick replacement and masonry



repair project is complete and engineering for seismic stabilization is in the design phase. In 2022, over \$140,000 has been spent on geoengineering, architectural and engineering services. The City is currently conducting an analysis of future use and occupancy requirements. The Brewhouse Tower is closed to visitors during rehabilitation. It is not anticipated that construction work will take place in 2025, but the City does plan to improve site security and protections for the facility.

Lodging tax funds are an important part of the project viability as they provide a source of cash for improvements outside of the grant that can be used for capital improvements and marketing.

### 2025 Proposal

Based on the prior City Council direction and the City's inventory of historic assets, the funds for 2024 are planned to be expended in the following fashion:

Historic/Cultural	<u>2025</u>
Historic Buildings (City)	\$ 70,000
Historic Programs (OTF)	\$110,000
Historic Old Brewhouse Tower (City)	\$ 30,000

Funds will be spent similar to prior years. The building portion pays for operational costs for the Crosby and Brewmaster houses and the historic cemetery. We will continue to work with volunteers to do minor maintenance of the cemetery.

The City is continuing to contract with the Olympia Tumwater Foundation for historic programs and services. The City has found this partnership to be an effective and efficient means of providing quality programming to the community and as a valuable resource for City and other historic projects in Tumwater. The presentation and interpretation of Tumwater's history is an important aspect to the overall "Tumwater Craft" initiative that celebrates and builds upon the community's legacy around brewing. Funding for the OTF has increased for 2025 to support park operations and will be paid on a reimbursement basis.

To meet JLARC's reporting requirements, we will need a motion from the Committee to approve the \$210,000 for the Historic and Cultural Program funds as described above for 2025.