City of Lacey, Washington
Lodging Tax Advisory Committee Meeting Agenda

Refer to the bottom of the agenda for meeting information.

Wednesday, September 13, 2023	12:00 PM	Council Chambers and Online

1. **Call to Order**
2. **Roll Call**
3. **Approval of the Agenda, Previous Meetings Minutes, and Consent Items**
   A. Approval of Agenda
   B. Approval of August 9, 2023, meeting minutes
4. **Public Comment**
5. **Agenda Items**
   A. Review of 2024 Lodging Tax Funding Applications
6. **Adjourn**

Attend Remote or In-Person
The public may attend the meeting in-person, or you may view or listen to the meeting using one of the following platforms:

In-Person:	Council Chambers at Lacey City Hall 420 College Street SE, Lacey, WA 98503
Zoom:	https://us02web.zoom.us/j/84330982674
Website:	https://cityoflacey.org/government/public-meetings/
YouTube:	https://www.youtube.com/watch?v=-dMhQYLYCN0
Phone:	(888) 788-0099 or (877) 853-5247 (Webinar ID 843 3098 2674)

City of Lacey, Washington
LTAC Meeting Minutes
Wednesday, August 9, 2023 - Council Chambers and Online

Call to order

Roll Call

LTAC COMMITTEE MEMBERS PRESENT: Chair Malcolm Miller (Deputy Mayor), Ruth Weigelt, Chad Carpenter, Andrew Chin

LTAC COMMITTEE MEMBERS ABSENT: None

COUNCIL PRESENT: Deputy Mayor Malcolm Miller

STAFF PRESENT: Rick Walk, City Manager; Shannon Kelley-Fong, Assistant City Manager; Troy Woo, Finance Director; Sadie Siglin, Management Analyst; Nicole Williams, Executive Assistant

1. **Public Comment**
   No public comment was provided.

2. **Approval of Agenda, Previous Meeting Minutes, and Consent Items:**

   A. Approval of Agenda

   Chad Carpenter moved to approve the agenda and previous minutes. Ruth Weigelt seconded. Motion carried.

   B. Approval of September 30, 2022, Meeting Minutes

   Ruth Weigelt moved to approve the agenda and previous minutes. Chad Carpenter seconded. Motion carried.

3. Business Items:

A. Budget Update
Troy Woo, Finance Director

Woo provided information on the LTAC fund balance, year-to-date 2023 LTAC fund use, and LTAC reserves.

B. LTAC Policy, Procedures, and 2024 Funding Priorities Review
Sadie Siglin, Management Analyst

Siglin provided information on the LTAC processes of several other Washington jurisdictions. Based on this analysis, Siglin recommended several LTAC policy updates for Lacey, including: using online applications, implementing a scoring rubric, having supplementary presentations, and establishing funding priorities. Discussion ensued.

The Committee directed City staff to continue to allow paper applications this year, in addition to introducing online applications. The Committee also directed staff to provide a scoring rubric for review use on a pilot basis for this year. Even with the use of a scoring rubric, final funding recommendations remain at the discretion of the Committee.

C. 2023 Meeting Schedule
Sadie Siglin, Management Analyst

The Committee reviewed a proposed timeline for 2023 LTAC process and determined future 2023 LTAC Committee meeting times.

5. Adjourn

Chair Miller adjourned the meeting at 3:23 p.m.

2024 Lodging Tax Funding Applications

Total Funding Amount Request for the 2024 funding Cycle: $858,044

Table A

Lodging Tax Funding Applications for Marketing

	Applicant Name	Application Category	Location	Intended Use of Funds	Amount Requested	Estimated Visitors from Funding
1	Visitor and Convention Bureau of Thurston County dba Experience Olympia & Beyond	Marketing	Lacey	Tourism promotion and event assessments	$110,000	8,967
2	North America Talk Media Group/ Thurston Talk	Marketing	Lacey	Tourism promotion and marketing	$38,000	470
3	City of Lacey: Public Affairs	Marketing	Lacey	Banners	$10,000	
4	Lacey South Sound Chamber of Commerce	Marketing	Lacey	Tourism promotion and marketing	$70,000	2,500
				Total Amount Requested for Marketing	**$228,000**	
				Percentage of Overall Funding Applications	**26.57%**	

Table B

Lodging Tax Funding Applications for Capital Projects

	Applicant Name	Application Category	Location	Intended Use of Funds	Amount Requested	Estimated Visitors from Funding
1	City of Lacey: Regional Athletic Complex	Capital	Lacey	Maintenance and operations	$180,000	1,000,000
2	Washington Center for Performing Arts	Capital	Olympia	Maintenance and operations	$35,000	105,000
3	City of Lacey: Museum	Capital	Lacey	Maintenance and operations	$48,500	650
4	City of Lacey: Regional Athletic Complex	Capital	Lacey	Addition of golf carts for staff mobility for maintenance	$8,000	1,000,000
				Total Amount Requested for Capital Projects	**$271,500**	
				Percentage of Overall Funding Applications	**31.64%**	

Table A						
Lodging Tax Funding Applications for Events						
	Applicant Name	Event Name	Amount Requested	Location	Duration of Event	Estimated Visitors from Funding
1	City of Lacey: Parks, Culture, & Recreation	Lacey Cultural Celebration	$11,000	Lacey	1 day	3,000
2	City of Lacey: Parks, Culture, & Recreation	Lacey Spring Fun Fair	$20,000	Lacey	2 days	20,000
3	City of Lacey: Parks, Culture, & Recreation	Lacey Fireworks Spectacular (3rd of July)	$27,000	Lacey	1 day	20,000
4	City of Lacey: Parks, Culture, & Recreation	Lacey in Tune Summer Entertainment Series	$23,000	Lacey	16 single days	8,000
5	Capital Lakefair, Inc.	Capital Lakefair	$14,000	Olympia	5 days	175,000
6	Team-Tomorrow, LLC	South Sound Block Party	$15,000	Olympia	2 days	5,000
7	Fred U Harris Lodge #70	Juneteenth Celebration	$10,000	Lacey	1 day	1,800
8	City of Lacey: Community & Economic Development	Lacey Market at the Depot	$15,000	Lacey	14 single days	700
9	American Lung Association	Reach the Beach	$15,000	Lacey	1 day	500
10	Lacey South Sound Chamber of Commerce	Lacey South Sound Chamber Golf Classic	$5,000	Lacey	1 day	250
11	Washington State Senior Games	Washington State Senior Games	$15,000	South Sound	60 single days	2,000
12	Lacey South Sound Chamber of Commerce	Lacey South Sound BBQ Festival	$20,000	Lacey	1 day	22,000
13	Lacey South Sound Chamber of Commerce	Winterfest- Sip, Savor, and Shop	$5,000	Lacey	1 day	600
14	City of Lacey: Parks, Culture, & Recreation	Glow in the Park	$25,000	Lacey	1 day	7,498
15	Oly Soccer Foundation	Oly Town Soccer	$55,000	Lacey	20 single days	10,000
16	Spouses' Club of Lewis-McChord	Kris Kringle Market	$12,500	Lacey	2 days	4,000
17	Gateway Rotary Club	Bunkers, Balls, & Birdies	$5,000	Olympia	1 day	143
18	Deschutes Rugby Club	2023 Men's Division 1 & Women's Division 2 Rugby Season	$66,044	Lacey		150
		Total Amount Requested for Events	**$358,544**			
		Percentage of overall Funding Applications	**41.79%**			

Event/ Activity/Program Application Rubric Score Card

Category	Details	Total Point Weight	Correlating Application Question
New Event, Activity, or Program	Has existed three years or less. This does not include cancelled events.	10 points	Event info.
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	20 points	1
Marketing	Demonstrates the ability to promote tourism in Lacey or the Lacey UGA that encourages the support of businesses, restaurants, and retail.	10 points	2
Safe, Inclusive, and Welcoming Events	Demonstrates the City's commitment to being a safe, inclusive and welcome place for all.	10 points	3
Project Impact	Increases the number of people traveling to Lacey or the Lacey UGA.	10 points	4
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	20 points	5
Program Sustainability	Demonstrates the ability to implement a successful event.	5 points	6
Financial Sustainability	Demonstrates the ability to secure additional funding beyond the City of Lacey.	5 points	14
Location	Location is in Lacey or the Lacey UGA	10 points	19
Multi Day Events	Duration is two days or more.	20 points	20
Shoulder Season	Occurs October – April.	10 points	21
		Total Available Points 130	

Event/ Activity/Program Application Rubric Criteria

Category	Details	**Point Criteria**	Total Point Weight
New Event, Activity, or Program	Has existed three years or less. This does not include cancelled events.	0 – Has existed for four years or longer 10 – Has existed for three years or less	10 points
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	0 - Demonstrates the ability to attract only City of Lacey community members 10 - Demonstrates the ability to attract visitors from surrounding areas 20 - Demonstrates the ability to attract visitors from areas 50 miles or greater	20 points
Marketing	Demonstrates the ability to promote tourism in Lacey or the Lacey UGA that encourages the support of businesses, restaurants, and retail.	0 - Does not demonstrate the ability to market Lacey businesses, restaurants, and retail 10 - Demonstrates the ability to market Lacey businesses, restaurants, and retail	10 points
Safe, Inclusive, and Welcoming Events	Demonstrates the City's commitment to being a safe, inclusive and welcome place for all.	0 - Does not demonstrate the ability to be safe, inclusive, or welcoming 10 - Demonstrates the ability to be safe, inclusive, and welcoming for all	10 points
Project Impact	Increases the number of people traveling to Lacey or the Lacey UGA.	0 - Does not demonstrate the ability to increase the number of people traveling to Lacey or the Lacey UGA	10 points

Event/ Activity/Program Application Rubric Criteria

		10 - Demonstrates the ability to increase the number of people traveling to Lacey or the Lacey UGA	
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	0 - Does not demonstrate community appeal or collaboration 10 - Demonstrates community appeal 20 - Demonstrates community appeal and has collaborated with local businesses for support with their event	20 points
Program Sustainability	Demonstrates the ability to implement a successful event.	0 - Does not demonstrate the ability to implement a successful event 5 - Demonstrates the ability to implement a successful event	5 points
Financial Sustainability	Demonstrates the ability to secure additional funding beyond the City of Lacey.	0 - Does not demonstrate the ability to secure other funding 5 - Demonstrates the ability to secure other funding	5 points
Location	Location is in Lacey or the Lacey UGA.	0 - Is not located in Lacey or the Lacy UGA 10 - Is located in Lacey or the Lacey UGA	10 points
Multi Day Events	Duration is two or more days.	0 - Is only one day 20 - Is two days or greater	20 points

Event/ Activity/Program Application Rubric Criteria

Shoulder Season	Occurs October – April.	0 - Does not occur October – April 10 - Occurs October – April	10 points

2024 Lodging Tax Funding Applications for Marketing

2024 Lodging Tax Funding Applications for Marketing and Capital Projects

Table A						
Lodging Tax Funding Applications for Marketing						
	Applicant Name	Application Category	Location	Intended Use of Funds	Amount Requested	Estimated Visitors from Funding
1	Visitor and Convention Bureau of Thurston County dba Experience Olympia & Beyond	Marketing	Lacey	Tourism promotion and event assessments	$110,000	8,967
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4	Lacey South Sound Chamber of Commerce	Marketing	Lacey	Tourism promotion and marketing	$70,000	2,500
				Total Amount Requested for Marketing	**$228,000**	
				Percentage of Overall Funding Applications	**26.57%**	

Visitor Center Bureau of Thurston County
dba.
Experience Olympia & Beyond

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Visitor and Convention Bureau of Thurston County dba Experience Olympia & Beyond

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$110,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-1735847

City of Lacey Business License Number *

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Lacey lodging tax funds will be combined with other funds (tourism promotion area assessments, lodging tax awards from other communities, and private funds our staff generates) to support destination marketing specifically designed to reach audiences 50+ miles away with the highest likelihood of generating lodging revenue in Lacey hotel and motel properties. We will employ innovative research tools that ensure we put all awarded funds to the most effective and efficient use possible. This means all marketing and development decisions are rooted in sound research, and our performance is measured, tracked, and evaluated. We will continue to base content development decisions on the strategy outlined in our annual Business & Marketing Plan, ensuring the highest likelihood of influencing travel to the City of Lacey. New Lacey 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 comprehensive public relations campaign that includes Lacey in story pitches to major media outlets, social media influencer partnerships, FAM tours and crisis communications if needed. We will conduct multi-channel advertising campaigns that combine print, digital, paid social media, and most significantly, digital programmatic display advertising putting all-new Media Attribution to work, effectively targeting the highest value 50+ mile away traveling audiences, tracking, and following their devices when they enter City of Lacey or Lacey hotel/motel geofences—effectively proving our influence over visitors who've received our advertising messages in markets 50+ miles away and staying in Lacey hotels. We'll continue to fund and share professional photography with the City of Lacey through our Shared Image Library. We will provide market intelligence to the City of Lacey about visitor trends throughout the year, resulting from the marketing intelligence tools we've funded. This intelligence can include where visitors are traveling from, what the ratio of locals to visitors are within Lacey throughout the year, visitation trends--time of year, popular Lacey market segments and most importantly, economic impact. 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 Lacey LTAC funds for 2024 to markets 50+ miles away, and we will work with the City of Lacey throughout the Thurston County Destination Master Planning process which will help shape the course of our work moving and the City of Lacey as a destination for visitors and locals. Our sales team will also continue to promote City of Lacey as a top destination for Sports in 2024, helping fill Lacey fields, courses, and hotels.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

This year we took our strategic marketing program to the next level, not only rooting our marketing decisions in sound research and data, but now closing the loop on strategic advertising decisions by investing in an innovative new tool that allows us to target and track visitors from the time they receive an advertising message, to when they arrive in a City of Lacey geofence (hotel). This process is called Media Attribution. How it works: Using our in-house geofencing service Datafy, we target those arrival markets most likely to generate overnight visitors in Lacey 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 Lacey geofence, and more specifically, inside City of Lacey 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. The days of not knowing if advertising is working is officially in the past for our organization, and we now know exactly how much it costs to place visitors in Lacey hotels and how to increase those numbers. This is a huge change from years past. Because of this, we are only reporting on room nights and visitation that we can directly attribute to Media Attribution and sports sales and marketing. While we will continue to provide increasing levels of marketing and sales support, we are only claiming and reporting on influence over these two visitor segments influenced by our work.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Our program is committed to ensuring we are balanced, fair and inviting throughout the full scope of services we provide. We centralize around DEI practices in everything we do from leadership (Board composition) to vendor selection (ensuring we listen to vendors and prospective candidates, facilitating equity and a level playing field in all contract opportunities), to the people we include in our marketing imagery (photography and videography), and messaging. Our Board of Directors is strategically diverse. We invite directors from each region of Thurston County to participate, and we are intentionally diversifying based on tourism industry sector, individual skill set, gender, age, ethnicity, and lifestyle to the degree possible. Our staff is trained throughout their career with us through our industry affiliations on DEI and safety best practices. We strive to ensure ample opportunities for diverse representation in our vendor selection for contract-based projects. We put out specific calls for local individuals to be featured in our marketing campaigns including Black, Indigenous, People Of Color, and LGBTQIA+ individuals. These images are used year-round through all our projects. We started a new campaign in May, 2023 called You Belong Here, where we used images of local BIPOC and LGBTQIA+ individuals in digital programmatic display ads and paid social media placed in key, high-value origin markets, letting these prospective guests know they would be safe and welcome in our community. Since that time, 1,679 individuals who were served those digital ads in targeted markets 50+ miles away (L.A., San Francisco, Oakland, San Jose, Stockton, Phoenix, Prescott, Portland, Seattle, Chico, Redding, Fresno, Visalia, Medford, Klamath Falls, Bakersfield, Yakima, and Tri-Cities) have been seen in the Thurston County geofence, generating 223 room nights so far. We will continue this campaign in 2024.

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

While we will continue to provide increasing levels of marketing and sales support to the City of Lacey, we are only claiming and reporting on influence over two visitor segments that we can prove are influenced by our work putting heads in beds in the City of Lacey: leisure visitation due to digital programmatic advertising served and tracked by Media Attribution, and sports sales and marketing. Based on anticipating we will receive the same level of funding support as what we were awarded in 2023, and on the Sports sales, support services and marketing we anticipate for 2024 we project that we will bring nearly 9,000 visitors to the City of Lacey that were directly influenced by digital programmatic ads served to their devices and/or because of sports events we helped attract to City of Lacey sports venues including the RAC. Important to note, this figure does not reflect any visitors that we bring to the City of Lacey due to our website, social media, public relations, Visitor Guide, community guides, the Thurston Bountiful Byway, or other initiatives.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

1486

Unpaid Overnights*

4255

Visits by Day Travel*

3356

Other Attendance*

2797

Out-of-State Visitors*

4463

How Many Attendees*

8,967

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

Because our organization is tasked with marketing the entirety of Thurston County, we must work with and on behalf of all tourism-facing attractions, experiences, and services throughout the region. We work with each municipality we serve (Lacey, Olympia, Tumwater, Tenino, Yelm, Rochester, Grand Mound, Rainier and Bucoda). We partner with the Thurston Economic Development Council, and all the various Chambers of Commerce. We work at length with Lacey hotels, restaurants, food trucks, cafes, museums, parks, sports venues, natural areas, medical centers, and centers of higher education to ensure we represent the needs of the broader Lacey community. Our Board of Directors is comprised of individuals representing businesses, organizations, and municipalities from throughout Thurston County, and Lacey is specifically represented by the following: Board President, Sue Falash (RAC), and Board Directors Michael Davidson (Cabela's), Rick Walk (City of Lacey City Manager), and Ed Kunkel (City of Lacey Councilman). Our Board meets monthly at the City of Lacey Council Chambers to ensure the City of Lacey understands our commitment to your community and your priority in our work. This year we started a massive undertaking for our team, the LTAC Award Recipient Support Program, which we will continue in 2024 if fully funded. This heavy lift consists of offering a complete suite of promotional services to all City of Lacey LTAC award recipients to help drive attendance at their event and/or experience and driving overnight stays at Lacey lodgings. Every award recipient was provided a business and/or event listing on experienceolympia.com (which has received over 450k pageviews year to date as compared to 253k pageviews year to date in 2022), they were each included in Partner and Visitor E-newsletters (reaching over 12,000 opt-in subscribers) and all were posted about in social media as well. Lacey businesses and experiences have been pitched in each Seasonal Story Pitch Sheet shared with media, travel writers and social media influencers. Lacey businesses have been included in numerous itineraries we've brought travel writers, media, and social media influencers to directly. Lacey businesses and attractions such as the RAC have also been included in Sales and Media FAM Tours and pitched at travel tradeshows.

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We will measure our success through a combination of Media Attribution (measuring how many visitors pass through the City of Lacey geofence and Lacey hotel motel geofences after having received our digital programmatic ads on their devices), sports event/activity visitors and rooms booked, time in market (how many days did they spend? We would love to see 4 days!), Visitor Guides and Community Guides used, website users and pageviews, social media likes and engagement (comments and shares), e-newsletter opt-ins, and earned media (articles and media coverage resulting from our seasonal story pitch sheets and press releases). Ultimately, we measure success when we receive our Tourism Economics report from the State of Washington Tourism, a study conducted by Longwoods in partnership with Oxford University, that tracks our overall economic impact on all aspects of tourism including hotel motel revenue, retail revenue, food and beverage revenue, recreation revenue, transportation revenue, sales and lodging taxes, and local jobs.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

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9. What is the total budget for your event, activity, or program?*

1,442,301.75

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

7.70%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Marketing: $557,175.00 Sales: $78,285.00 Operations: $789,280.92 TPA Administration: $17,325.00

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13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

We have asked the City of Olympia for $158,096, the City of Tumwater for $43,971, and we will ask the City of Yelm for $5,000. We have also written a QUEST grant application and have been awarded $100k to assist in paying for a Destination Master Plan to create a framework for all local municipalities (including Lacey) and sectors that we serve to participate in shaping the 10-Year Vision of tourism in Thurston County. Lodging tax funds will not be used to conduct this exercise; however, City of Lacey residents and stakeholders will be invited to participate in the process to ensure we represent your interests in keeping with your priorities and values.

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

2023 Budget: TPA (Tourism Promotion Area assessments) $850,000, City of Olympia lodging tax award $148,676, City of Lacey lodging tax award $110,000, City of Tumwater lodging tax award $36,300, Thurston County tourism sponsorship $40,000.

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15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

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16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

We receive lodging tax awards each year from the City of Lacey. In 2023 w

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17. Is this application for new funds?*

No

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18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

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19. Location: Where will your event, activity, or program be located? (10 points)*

Other

If other, where will the event be held? *

All three - City of Lacey and La

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

365

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

Sadie Siglin

From: Annette Pitts <annette@experienceolympia.com>
Sent: Thursday, August 31, 2023 3:09 PM
To: Sadie Siglin
Subject: Corrected visitation data for Experience Olympia & Beyond

> **Caution:** This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IS Department

Hi Sadie, thank you for allowing us to provide corrected visitor data for the lodging tax advisory committee to review with our application for 2024 funding.

The reason we need to update the numbers we initially submitted is because we realized that we made a formula error in the data export which effectively netted out the vast majority of Lacey's points of interest that we measure and track through geofencing, and inadvertently understated the visitors we influenced through media attribution (those visitors seen in Lacey's geofence after receiving our digital ads in their home markets). The updated/corrected figures are:

Paid Overnights
1630

Unpaid Overnights
26,530

Visits by Day Travel
9,147

Other Attendance
2,489

Because we turned our application in early, we had already submitted the documents before we caught the error. Thankfully, our corrected numbers are still being turned in before the deadline—phew!

Please let me know if the group has additional questions. I'd be happy to be a resource and answer any questions they have.

Annette Pitts, **CTA** | CEO
Experience Olympia & Beyond
T (360) 754-7544 | C (509) 881-8587
annette@experienceolympia.com | **ExperienceOlympia.com**
The official destination marketing organization for Thurston County, WA

BUSINESS INFORMATION

Business Name:
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY

UBI Number:
601 738 394

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
2424 HERITAGE CT SW STE 101, OLYMPIA, WA, 98502-6046, UNITED STATES

Principal Office Mailing Address:
PO BOX 1394, OLYMPIA, WA, 98507-1394, UNITED STATES

Expiration Date:
09/30/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
09/12/1996

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

Charitable Corporation:
☐

Nonprofit EIN:
91-1735847

Most Recent Gross Revenue is less than $500,000:
☐

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY

Street Address:
2424 HERITAGE CT SW STE 101, OLYMPIA, WA, 98502-6046, UNITED STATES

Mailing Address:
PO BOX 1394, OLYMPIA, WA, 98507-1394, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		CHRISTINA	DANIELS
GOVERNOR	INDIVIDUAL		SUE	FALASH
GOVERNOR	INDIVIDUAL		PATTY	BELMONTE

Thurston County – 2023 YTD Media Attribution

03/08/23 to 08/22/23

Advertising Performance Summary

Prepared by

DATAFY

© Datafy

Campaign Overview

Goals

Destination Attribution:

Hotel Attribution:

Report Period Spend

$49,238.21

Campaigns:

Experience Olympia - 2023 Leisure Campaign - Run Dates: 03.08.23 - 12.31.23

Experience Olympia - 2023 Meetings Campaign - Run Dates: 03.14.23 - 09.30.23

Experience Olympia - 2023 Weddings Campaign - Run Dates: 03.15.23 - 04.30.23

See More

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Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.

DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR
$154.61

Spend per Visitor
$311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Attribution

Destination

Total Trips / Visits
57,874
Est. Campaign Impact
$17,998,814.00

Hotels

Est. Room Nights
7,181
Est. Campaign Impact
$1,110,254.41

Attribution reflects visitation between
03.15.2023 - 08.05.2023

Est. Campaign Impact
$17,998,814

Est. ROAS
$365.55 : $1

Total Impressions
5,138,233

Total Clicks
12,142

Total Video/Audio Completions
235,660

Total Spend
$49,238.21

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Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.

DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR
$154.61

Spend per Visitor
$311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Est. ROAS
$365.55 : $1

Cost per Visitor Day
$0.24

Based on Destination Attribution. Average Spend per Visitor and ADR inputs are customized for this report. Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.

Destination

Total Trips/Visits
57,874

Total Visitor Days Observed
208,580

Est. Average Length of Visit
3.6 Days

Est. Campaign Impact
$17,998,814

Hotels

Total Trips/Visits
2,217

Est. Room Nights Observed
7,181

Est. Average Length of Visit
3.2 Days

Est. Campaign Impact
$1,105,874

Attribution reflects visitation between 03.15.23 - 08.05.23

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DATAFY

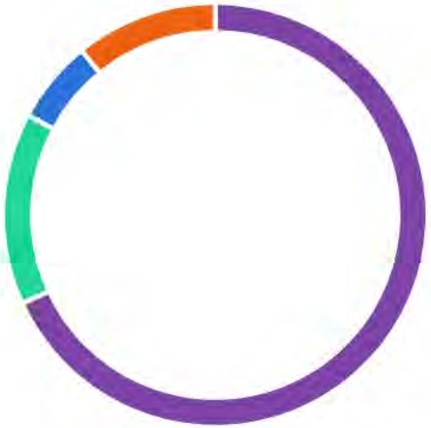
Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR
$154.61

Spend per Visitor
$311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Destination



Day Trip	68%
2 Days	15 %
3 Days	6%
4+ Days	11 %

Hotels

Day Trip	40%
2 Days	28%
3 Days	13 %
4+ Days	19 %

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Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR
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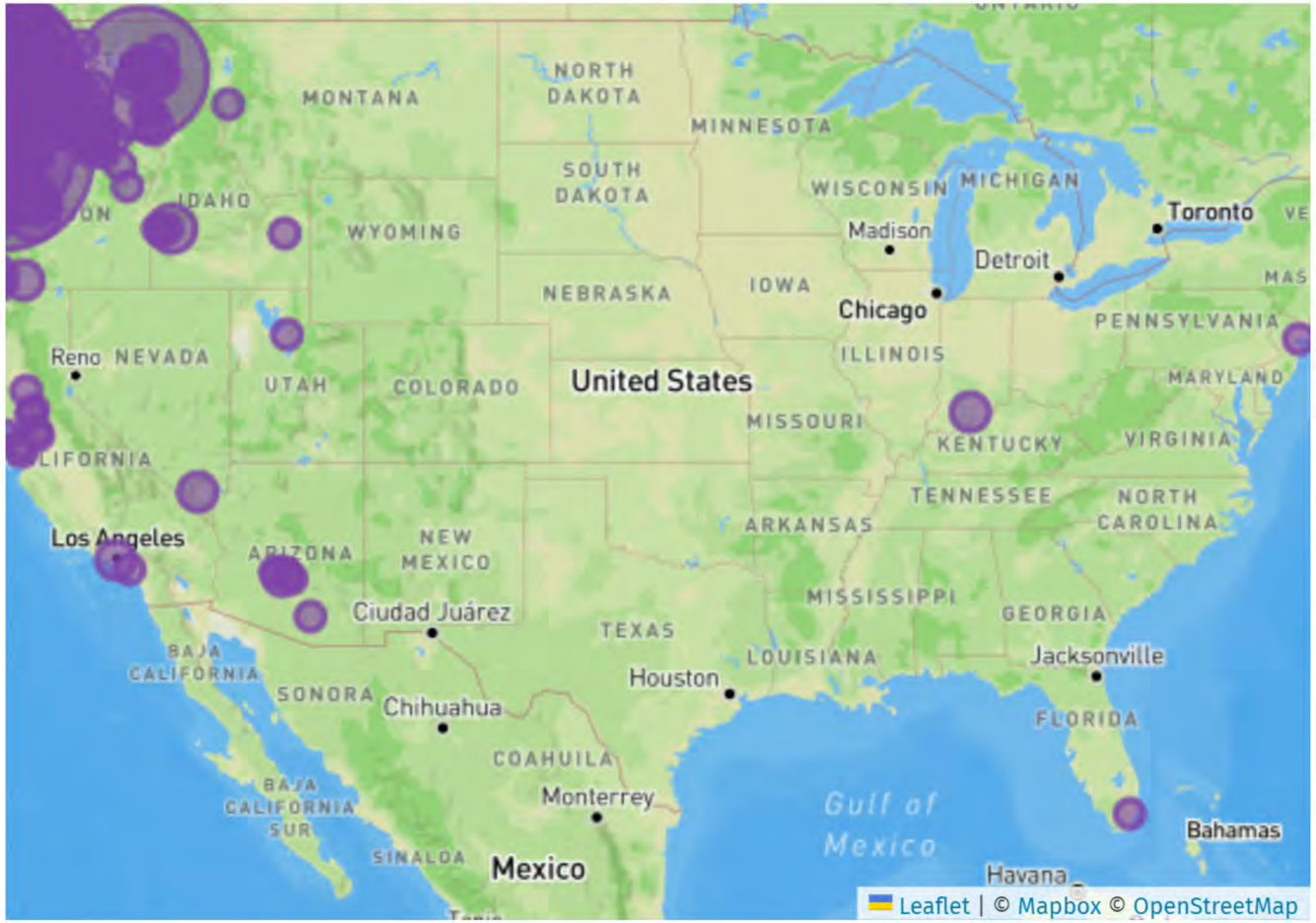

Top Markets	Share	Avg Length of Stay
Seattle-Tacoma	41 %	3.2 days
Portland- OR	32 %	2.9 days
Spokane	8%	4.1 days
Yakima-Pasco-Rchlnd-Knnwck	3%	3.7 days
Eugene	2%	3.9 days
Medford-Klamath Falls	1%	3.7 days

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DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR
$154.61

Spend per Visitor
$311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Top Visitor Markets

DMA	Destination	Hotels	Destination Attribution Rate	Visitors Also Observed in Hotels
Seattle-Tacoma	23,570	808	2.61 %	3.43 %
Portland- OR	18,175	854	2.01 %	4.7 %
Spokane	4,894	153	0.54 %	3.13 %
Yakima-Pasco-Rchlnd-Knnwck	1,937	94	0.21 %	4.85 %
Eugene	1,074	30	0.12 %	2.79 %
Medford-Klamath Falls	733	33	0.08 %	4.5 %

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DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR
$154.61

Spend per Visitor
$311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Audience Analysis
Attributable visitors were also observed in the following areas:

Top Regions

Region

Area	Trips
Thurston	100%
Olympia	43%
Lacey	34%
Tumwater	31%
Grand Mound	15%
Yelm	5%
Rochester	4%
Tenino	3%

Top Age Group

45-64

3.45 % Attribution

- 16-24
- 25-44
- 45-64
- 65+

Destination

33%	29%	28%	10%

Hotels

32%	29%	27%	11%

Top Income

$75k+

5.19 % Attribution

- $0-$50k
- $50-$74k
- $75k-$99k
- $100k-$150k
- $150k+

Destination

30%	21%	21%	15%	13%

Hotels

34%	23%	19%	15%	10%

Top Household Group

1-2 in HH

5.12 % Attribution

- 1-2
- 3-5
- 6+

Destination

52%	40%	8%

Hotels

53%	42%	6%

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DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR $154.61

Spend per Visitor $311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Line Item Performance- Display - page 1 / 2

Line Item	Impressions	Clicks	CTR	VCR/ACR	Average Frequency	Total Spend
Total	**3,264,840**	**7,664**	**0.23%**	**-**	**7.77**	**$25,575.21**
Leisure Retargeting Display	973,073	2,296	0.24 %	-	7.57	$7,623.17
Weddings Prospecting Display	626,493	1,030	0.16 %	-	3.35	$4,891.07
Meetings Prospecting Display	511,434	1,627	0.32 %	-	21.34	$4,006.20
Summer Travel Planning Prospecting Display	505,885	1,123	0.22 %	-	2.77	$3,972.15
Prospecting Display	380,617	918	0.24 %	-	6.89	$2,988.05
Weddings Retargeting Display	267,338	670	0.25 %	-	4.69	$2,094.57

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DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR $154.61

Spend per Visitor $311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Line Item Performance- Display - page 2 / 2

Line Item	Impressions	Clicks	CTR	VCR/ACR	Average Frequency	Total Spend
Total	**735,211**	**2,856**	**0.39%**	**-**	**10.31**	**$5,744.67**
Retargeting Display	248,421	850	0.34 %	-	14.18	$1,943.21
Spring Travel Prospecting Display	231,309	738	0.32 %	-	3.92	$1,804.91
Meetings Retargeting Display	208,707	1,071	0.51 %	-	21.53	$1,628.91
Fall Travel Planning Prospecting Display	46,774	197	0.42 %	-	1.61	$367.64

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DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR $154.61

Spend per Visitor $311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Line Item Performance- Native - page 1 / 1

Line Item	Impressions	Clicks	CTR	VCR/ACR	Average Frequency	Total Spend
Total	**871,924**	**1,364**	**0.16 %**	**-**	**1.73**	**$12,104.78**
Water-Beer Native Display	681,143	894	0.13 %	-	2.99	$9,490.05
Spring Travel Native Display	92,221	165	0.18 %	-	1.53	$1,245.35
Summer Events Native Display	79,481	247	0.31 %	-	1.26	$1,105.14
Fall Travel Planning Native Display	19,079	58	0.3%	-	1.14	$264.24

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DATAFY

Experience Olympia - Thurston County – 2023 YTD Media Attribution

ADR $154.61

Spend per Visitor $311

Report Period 03.08.23 - 08.22.23
Attribution Mileage 50 - 2766 mile radius

Line Item Performance- Video/CTV/Audio - page 1 / 1

Line Item	Impressions	Clicks	CTR	VCR/ACR	Average Frequency	Total Spend
Total	**266,258**	**258**	**0.1 %**	**0.91 %**	**2.35**	**$5,813.55**
Summer Travel Planning Video	143,211	119	0.08 %	0.89 %	2	$3,131.04
Spring Travel Video	65,126	77	0.12 %	0.91 %	3.12	$1,421.75
Water-Beer Video	52,114	56	0.11 %	0.91 %	2.83	$1,139.34
Fall Travel Planning Video	5,807	6	0.1 %	0.92 %	1.47	$121.42

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Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.

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Notes

Please note this report reflects all Media Attribution from digital programmatic display advertising for Thurston County YTD, 2023 .

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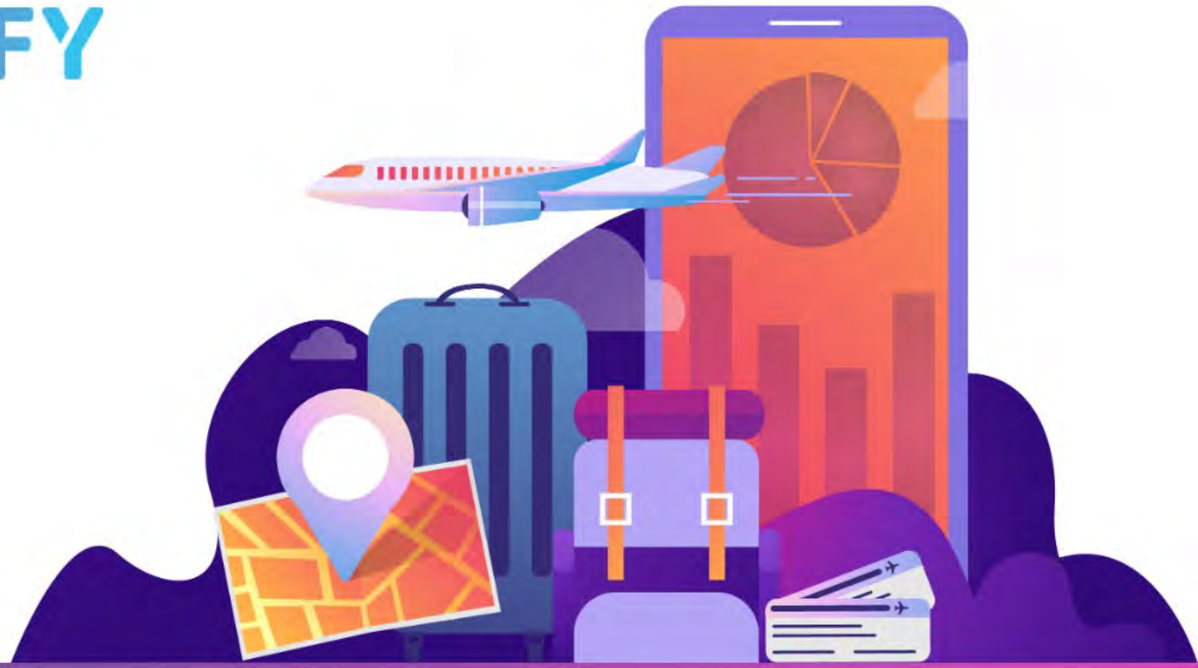
DATAFY

Thank You

DATAFY



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Glossary

Attribution: A measurement of people who were served the Datafy advertising campaign (also referred to as ad-aware) who then visited the Destination and/or a tracked hotel in the destination. Attribution is always reported conservatively using raw, sample size reporting and no extrapolations.

Attribution Window: For initial wrap reports, we provide reporting for visitation from 2 weeks after a campaign started through the end of the campaign. For many campaigns and audiences, we don't expect that impacted visitation only occurs while the ads are live, so we provide follow up attribution window reporting at 2, 3, 6, 9, and/or 12 months after a campaign ends that will reflect additional impacted/attributable visitation.

Benchmark: The baseline/standard to which you can compare your advertisement's performance. Our benchmarks are listed for you to compare your performance to our typical target ranges for each tactic.

Campaign Impact: A calculation of financial impact using reliable sources of spend data along with your attribution reporting.

CTR: Click Through Rate. The total number of clicks divided by the total impressions. Industry benchmark is .08% for programmatic display.

CTV or OTT: Connected TV and Over the Top are video placements served to streaming video apps, gaming consoles, set top boxes, smart TVs, etc.

Digital Audio: Digital audio ads are like radio commercials. They are served to streaming music and podcast apps.

Display or Banner Ads: Digital image or animated image ads that are created as sets to serve in different sizes (rectangle, full screen, sidebar, header, etc). The most common digital ad.

Impressions: The total number of times your ad was shown to someone in your audience.

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Glossary

Look-a-like Audiences: Look-a-like audiences are created in a geographical region using specific demographic, psychographic, and behavioral targeting to create audiences that look like your destination's high-value visitor (for example, people who stay in hotels from a specific market).

Native Advertising: A dynamic, content-driven ad type that displays as related content or an article link with a combination of the following elements: headline, description, call to action, photo, logo.

Online Video: Video advertisements served programmatically as pre-roll, interstitial, in-banner video, and more. These are served preferably to non-skippable placements and placements that do not turn sound off automatically for high viewability.

Past Visitor Re-Engagement: Past Visitor Re-Engagement audiences are developed using your Datafy data dashboard. To create these, we pull past visitors to your destination as a whole and/or to any specific point of interest or group of points of interest in your community (for example, an outdoor area, an event location, hotels, etc).

ROAS: Return on Ad Spend. Total campaign impact divided by Datafy ad spend.

Social Amplification: An advertisement served similar to display, but that looks like a social post. These click to a landing page of your choosing OR to your social media account(s).

VCR: Video Completion Rate. Total number of 100% video completions divided by the total number of impressions. Industry averages typically hover around 80% for online video placements.

Visitor: A person connected to a single observable device. Also referenced as 'Unique Visitor'.

Visitor Days: The total number of days a unique visitor was observed in the market.

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Congratulations!

Lodging Tax Award Recipients

As the official destination marketing organization for Thurston County we are excited to partner with you in your effort to bring visitors to our beautiful corner of Washington State. Our mission is to reveal Thurston County's most iconic experiences for the world to discover, and we believe that by lending a hand to your program with the tools we have available, we can better serve our mission and ability to drive more out of area visitation to your activity. **Learn more about Experience Olympia & Beyond by visiting experienceolympia.**

Our To-Do List

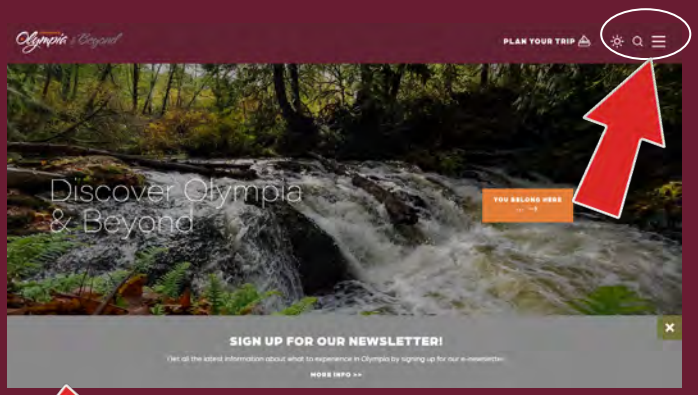
All organizations that are awarded lodging tax funding from any of the municipalities we serve will be eligible to receive the following at NO CHARGE:

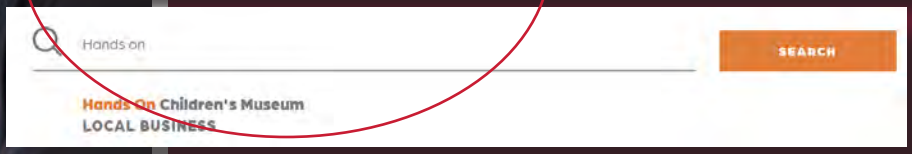
- Listing(s) on experienceolympia.com
- Event Listing(s) on experienceolympia.com
- Social Media mention on FB & IG
- Inclusion in seasonal public relations pitch sheet to regional and local media
- Feature in our Partner e-Newsletter
- Feature in our Visitor e-Newsletter

**Ask us about geofencing--see Questions, p.2*

Getting Started

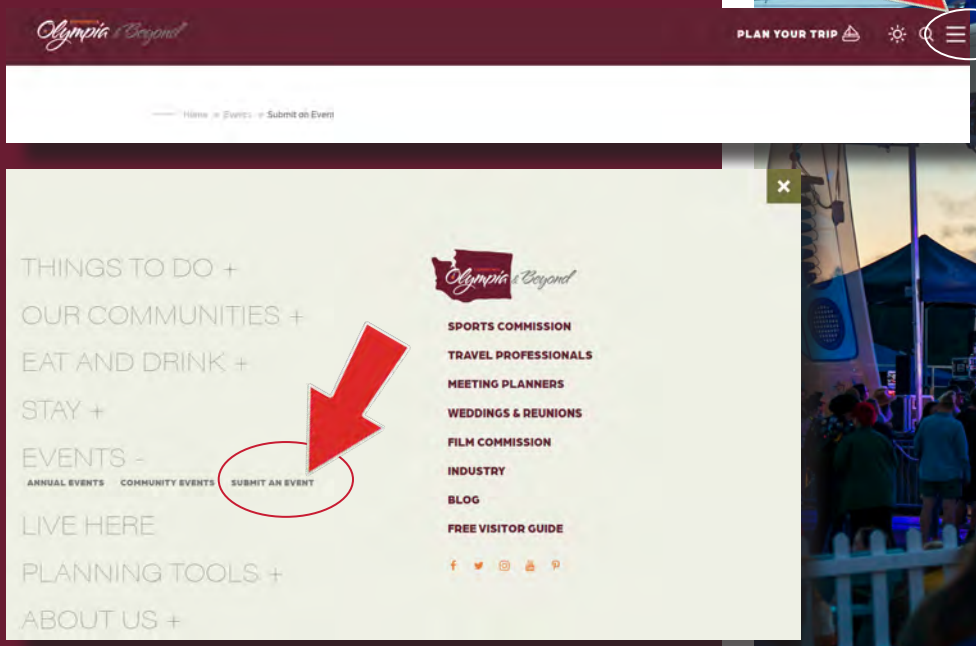
1. **Check to see if your event and or organization is currently listed on experienceolympia.com.** A great place to start is the website search. Just type in your organization or event name. You might see a Listing, a Page or an Event. If you do not see your name showing up, proceed to step 2.





2. **Get your organization/event listed so your information will populate in our website.** Once you've signed up, we'll set you up with a username and password so you can begin updating your listing information and images via our Partner Portal. Your listing will display on our website in the area that relates to your event or activity type. For example, the Hands On Children's Museum listing displays in the Active Families page. https://www.experienceolympia.com/industry/join/#jljoin-now

3. **Submit your event**. Open up experienceolympia.com and click on the "hamburger " in the upper right-hand corner. Click the + next to Events, click on Submit Your Event, and scroll down to complete the form.



Maintenance & Updates

Continue to edit your listing and event information via our Partner Portal at any time. Our team will take over from here, sharing your information with our Public Relations firm for seasonal story pitches, and press release to media. We'll also get your details into our 2023 Workplan so you're featured in our social media and opt-in email newsletter communications.

Tips for Success

1. **Make sure your event or activity details are posted and current at all times.** There's nothing worse for a visitor than traveling for an activity they're excited about, only to find the time has changed, or the experience isn't what it was billed to be. If your event or activity changes, be sure your info is updated across all sources.
2. **Keep the lines of communication open!** As you are promoting your event or activity out of the area, let us know where and when so we can be strategic in our promotions as well.
3. **Tag us in your social media posts.** And speaking of social media posts, if you're doing targeted, paid posts, be sure we know where you're promoting so we can watch for inbound visitation trends from those markets.

Questions?

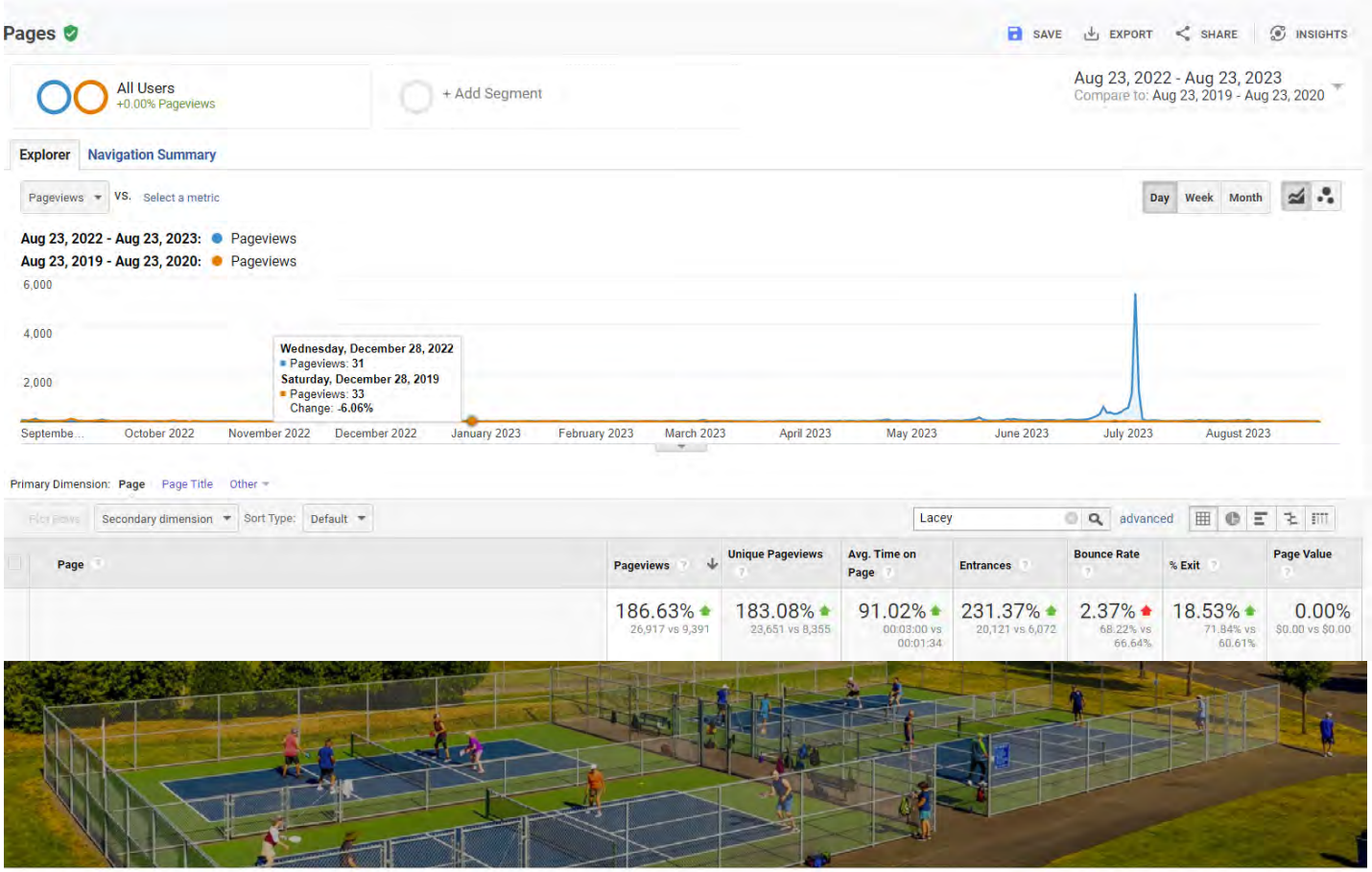
Website listings, events, social media, newsletters
Content & Brand Manager, Heidi Roth
heidi@experienceolympia.com

Geofencing
Director of Strategic Initiatives, Melissa Elkins
melissa@experienceolympia.com

Want to expand your presence with visitors in partnership with the Visitor Bureau?
Vice President of Sales & Development, Jeff Bowe
jeff@experienceolympia.com

(360) 704-7544

2022–2023 vs. 2019–2022 Performance on all Lacey-Related Content on experienceolympia.com



BACK

RECREATIONAL OPPORTUNITIES ABOUND AT LACEY PARKS

SHARE

Parks and open spaces are vitally important to a healthy quality of life in a community. They ensure the health of families and youth, and can have a positive impact on the economic and environmental well-being of a community and a region.

Top Lacey-Related Content on experienceolympia.com

Lacey

advanced

Plot Rows

Secondary dimension

Sort Type:

Default

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		26,917 % of Total: 4.17% (646,204)	23,651 % of Total: 4.12% (574,719)	00:03:00 Avg for View: 00:02:08 (41.36%)	20,121 % of Total: 5.06% (397,368)	68.22% Avg for View: 65.33% (4.42%)	71.84% Avg for View: 61.49% (16.83%)	$0.00 % of Total: 0.00% ($0.00)
1.	/events/lacey-fireworks-spectacular/	10,749 (39.93%)	8,944 (37.82%)	00:03:23	8,542 (42.45%)	67.92%	75.49%	$0.00 (0.00%)
2.	/our-communities/lacey/	6,714 (24.94%)	6,118 (25.87%)	00:02:24	5,528 (27.47%)	71.89%	69.12%	$0.00 (0.00%)
3.	/directory/lacey-thurston-county-regional-athletic-complex-rac/	1,404 (5.22%)	1,263 (5.34%)	00:05:35	1,229 (6.11%)	56.93%	85.04%	$0.00 (0.00%)
4.	/events/sundays-in-the-park-lacey-food-truck-depot/	1,180 (4.38%)	1,058 (4.47%)	00:02:45	657 (3.27%)	66.26%	65.76%	$0.00 (0.00%)
5.	/events/3rd-annual-lacey-poly-fest/	978 (3.63%)	871 (3.68%)	00:03:37	718 (3.57%)	64.99%	71.98%	$0.00 (0.00%)
6.	/events/lacey-spring-fun-fair/	503 (1.87%)	466 (1.97%)	00:03:15	212 (1.05%)	67.14%	66.40%	$0.00 (0.00%)
7.	/blog/recreational-opportunities-abound-at-lacey-parks/	332 (1.23%)	298 (1.26%)	00:02:12	43 (0.21%)	86.84%	42.77%	$0.00 (0.00%)
8.	/events/lacey-cultural-celebration/	312 (1.16%)	268 (1.13%)	00:04:02	184 (0.91%)	52.69%	62.82%	$0.00 (0.00%)
9.	/events/love-local-lacey-the-night-market-at-midtown/	225 (0.84%)	208 (0.88%)	00:01:50	186 (0.92%)	84.41%	80.44%	$0.00 (0.00%)
10.	/directory/lacey-community-center/	213 (0.79%)	199 (0.84%)	00:02:31	188 (0.93%)	48.70%	73.71%	$0.00 (0.00%)
11.	/events/love-local-lacey-the-enchanted-fae-festival/	205 (0.76%)	178 (0.75%)	00:03:36	153 (0.76%)	52.56%	71.71%	$0.00 (0.00%)
12.	/our-communities/lacey/city-of-lacey-endless-possibilities/	193 (0.72%)	171 (0.72%)	00:04:17	74 (0.37%)	43.42%	55.96%	$0.00 (0.00%)
13.	/directory/lemongrass-restaurant-lacey/	181 (0.67%)	167 (0.71%)	00:04:40	136 (0.68%)	64.71%	80.66%	$0.00 (0.00%)
14.	/blog/lacey-producers-district-a-taste-of-lacey-libations/	179 (0.67%)	153 (0.65%)	00:01:35	38 (0.19%)	81.58%	38.55%	$0.00 (0.00%)
15.	/directory/lacey-museum/	161	151	00:03:33	97	61.22%	66.46%	$0.00

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		26,917 % of Total: 4.17% (646,204)	23,651 % of Total: 4.12% (574,719)	00:03:00 Avg for View: 00:02:08 (41.36%)	20,121 % of Total: 5.06% (397,368)	68.22% Avg for View: 65.33% (4.42%)	71.84% Avg for View: 61.49% (16.83%)	$0.00 % of Total: 0.00% ($0.00)
		(0.60%)	(0.64%)		(0.48%)			(0.00%)
16.	/directory/the-jolt-the-journal-of-olympia-lacey-tumwater/	161 (0.60%)	151 (0.64%)	00:02:03	150 (0.75%)	49.67%	81.37%	$0.00 (0.00%)
17.	/directory/best-western-plus-lacey-inn-suites/	113 (0.42%)	108 (0.46%)	00:03:09	55 (0.27%)	80.00%	71.68%	$0.00 (0.00%)
18.	/directory/lacey-makerspace/	110 (0.41%)	106 (0.45%)	00:03:17	57 (0.28%)	47.37%	70.91%	$0.00 (0.00%)
19.	/directory/emperors-palace-lacey/	83 (0.31%)	81 (0.34%)	00:04:56	73 (0.36%)	69.44%	85.54%	$0.00 (0.00%)
20.	/directory/candlewood-suites-olympia-lacey/	76 (0.28%)	74 (0.31%)	00:02:11	39 (0.19%)	82.50%	73.68%	$0.00 (0.00%)

Visitor & Convention Bureau of Thurston County

PROPOSED 2024 BUDGET*

INCOME			
	LTAC		
		LTAC-Lacey	110,000.00
		LTAC-Olympia	148,676.75
		LTAC-Tumwater	36,300.00
		LTAC-Yelm	5,000.00
		Total LTAC	299,976.75
	Private Funds		
		Advertising	106,000.00
		Event Income	26,325.00
		In Kind Income	5,000.00
		Sponsorship Tourism	65,000.00
		Total Private Funds	202,325.00
	Grant Income		50,000.00
		TPA Income	875,000.00
	TOTAL INCOME		1,427,301.75
EXPENSE			
Marketing			
		Advertising	156,200.00
		Promotions	3,500.00
	Total Advertsing & Promotions		159,700.00
	External Public Relations		
		Media Relations	62,900.00
		FAM Tours	10,000.00
	Total Public Relations External		72,900.00
	Community Public Relations		
		Annual Meeting	15,992.00
		Meals & Registrations	3,500.00
		Sports Awards	15,000.00
		Visitor Services	7,000.00
		Destination Planning Expenses	6,000.00
	Total Community Public Relations		47,492.00
	Products		
		Byway	4,000.00
		Community & Facility	4,000.00
		Other Collateral	14,000.00
		Visitor Guide	61,750.00
		Website	120,400.00
	TOTAL Product		204,150.00
		Memberships & Affliaitons	17,883.00
		Research	55,050.00
	Total MARKETING		557,175.00
	Sales		

	Tradeshows & Sales Missions	23,235.00
	Event Sponsorship & Bid Fees	33,500.00
	Ad Sales Expense	15,300.00
	Sales FAM Tours	4,000.00
	Client Entertainment	2,250.00
TOTAL SALES		78,285.00
Operations		
	Personnel Expense	594,470.92
	Internet and Technology	24,155.00
	Rent & Facility Charges	37,250.00
	Equipment	5,000.00
	Insurance	5,250.00
	Licenses & Fees	250.00
	Postage and Shipping	2,350.00
	Printing	3,775.00
	Repairs & Maintenance	0.00
	Supplies	3,500.00
	Professional Development	25,060.00
	Professional Fees	68,100.00
	Travel Expenses	19,295.00
	Bank Charges	825.00
TOTAL OPERATONS		789,280.92
TPA Administration		
	Insurance	4,350.00
	Licenses & Fees	450.00
	Printing/Postage	25.00
	Recurring Contract Services	4,000.00
	Legal & Accounting	8,500.00
TOTAL TPA ADMINISTRATION		17,325.00
TOTAL EXPENSE		1,442,065.92
Interest Income		$15,000.00
TOTAL INCOME		1,442,301.75
NET INCOME		235.83

* approved YTD by EOB Finance and Budget Committee, Executive Committee, Board of Directors and TPA Boa
Will be presented for final approval to the Thurston Conty Commissioners in September or October 2023

ırd of Directors as of 8.21.23

Woodlands. The Links, by contrast, offers a Scottish style course with views of Mount Rainier and Puget Sound. Replenish with a meal from the Talon Grill, located on The Links fairway, when you're done.
8383 Vicwood Lane, hawksprairiegolf.com

8 Parks

Burn off energy at the Lacey Regional Athletic Complex, one of the largest sports complexes in Washington. Soccer and baseball fields, basketball courts, wide open spaces, and playgrounds, make this a popular spot for families and sports enthusiasts. Rainier Vista Park has a large play structure, sports courts, and a skatepark made for all-ages fun. For athletic fields, trails, and grassy knolls for picnicking, visit the small but mighty Wonderwood Park. Woodland Creek Community Park provides play structures, picnic shelters, and fishing at Longs Pond. Coming soon, a new 540+ acre park - Greg Cuoio Park with 18 holes of disc golf, all-access playground, and trails.
RAC: 8345 Steilacoom Road SE
Rainier Vista Park: 5475 45th Avenue SE
Wonderwood Park: 5304 32nd Avenue SE
Woodland Creek Community Park: 6729 Pacific Avenue SE

9 Community Events

Entertain your family with endless FREE events throughout the year, including the Lacey Spring Fun Fair, Lacey Cultural Celebration, Children's Day, Music and Movies in the Park at Huntamer Park, Lacey's Lighted Parade and Tree Lighting Ceremony, and of course, the 3rd of July Fireworks Spectacular, just to name a few.
cityoflacey.org/news/community-events/

10 Lacey Maker Space

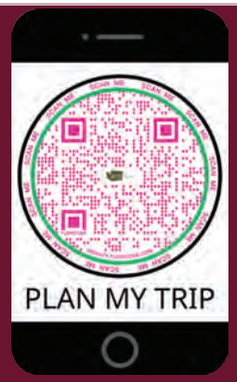
Have an idea? Bring it to life at this innovator's workshop, designed to assist people with building or growing their businesses and open to anyone over 12. Tools here allow for prototyping, metalworking, woodworking, sewing, and electronics; mentoring services and classes are available, too. Zaverl Hall at St. Martin's University Campus, Building 5, Baran Drive SE, laceymakerspace.org

11 Get Active

Check out the premier destination for indoor climbing and fitness in the south sound at Cirque Climbing. Whether it's your first time or you're an experienced climber, there is something for everyone. Burn off some steam at Laser Fun Zone and arcade - this is the perfect place to bring kids of all ages, friends, or a group for a team-building and entertaining night out.
Cirque Climbing - 8276 28th Ct NE
Laser Fun Zone - 1225 Ruddell Rd SE

12 Tolmie State Park

Tolmie State Park provides Puget Sound beachfront, hiking trails, and day-use activities as well as a hidden gem: a man-made underwater park with an artificial reef. Hungry? Dig up clams (in season) and bring them home for dinner. 730 61st Avenue NE, Olympia, parks.state.wa.us/297/Tolmie



experiencelacey.com

experiencelacey.com

Billy Frank Jr. Nisqually National Wildlife Refuge

Your Guide To

EXPERIENCE Lacey & Beyond

With Limitless Indoor and Outdoor Possibilities

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With lakes, parks, golf courses, and a vast nature preserve in proximity to the state capital and Joint Base Lewis-McChord, Lacey finds a balance between outdoor attractions and the amenities of a city with a young and active workforce, not to mention the student body at St. Martin's University and South Puget Sound Community College.

Originally called Woodland, after the Wood family who settled here in 1853, Lacey became a logging center and a pioneer of beer. The founding family started the first brewery in what became Washington state, which reportedly served an expensive gourmet cream lager. Staying true to its past, today Lacey's burgeoning Producer's District has locally created beer and wine on tap. Pair that with an exciting food scene, namely, the growing Depot District, a designated food truck space that has proven popular with Lacey's locals. If you're up for an epicurean adventure, hop in the car—or on a bike—and set off on the Thurston Bountiful Byway, a 60-mile journey of eats and sips around Thurston County.

The Golf Club at Hawks Prairie

But before you hit up Lacey's food and drink scene, work up an appetite exploring Lacey's great outdoors!

Things To Do

1 Lacey Depot District

Lacey's Depot District, a product of the Lacey 50th Anniversary Landmark Project, comprises a replica of the original train station that put Lacey (then called Woodland) on the map. The Depot District is the beginning of a larger site that will contain an expanded Lacey Museum and Cultural Center, and, city leaders hope, musical and entertainment events. Choose from a variety of food trucks, a train-themed play structure, and trail amenities. The Depot is open May–September for use of indoor picnic tables and for private rentals. 5555 Pacific Avenue SE, Depot Park - Lacey Parks, Culture & Recreation

2 Lacey Museum

Located in the heart of Lacey's historic neighborhood, experience Lacey's surprising and fascinating past in the charming 1928 Russell House, once a residence, fire station, and Lacey's first City Hall. 829 Lacey Street SE

3 Karen Fraser Woodland Trail

This former Georgia Pacific Rail line is now a paved bike and walking path that parallels Pacific Avenue. Park and start at the Woodland Creek Community Park in Lacey and follow the trail for 2.2 miles to where it connects with the Chehalis-Western Trail, providing a 22-mile, multi-use experience..

4 Producer's District

Lacey, like its spirited neighboring cities, is quickly becoming a craft beverage destination. Take in a flight of wine at Stottle Winery, then hop on over to Top Rung, a brewery started by two former firefighters, for a stein of Lacey Lager. For another kind of craft, swing by Shipwreck Beads, the world's largest bead store, for endless options of jewelry-making supplies.

5 Billy Frank Jr. Nisqually National Wildlife Refuge

Bring binoculars and arrive at dawn for primetime bird watching, or simply enjoy a peaceful walk any time of day along the boardwalk at this US Fish and Wildlife Service-owned preserve just outside Lacey on the Nisqually River Delta. The estuary, named in honor of the late Nisqually Tribal leader, is home to over 200 types of birds as well as otters, beavers, salmon, and a myriad of other creatures. fws.gov/refuge/billy_frank_jr_nisqually

6 Lakes

Lacey is home to five lakes: Long, Pattison, Hicks, Chambers, and Lake Lois, making the city a historic hotspot for vacationers. The fish are jumping at each lake, but for swimming and watersports, head to Long Lake Park on Long Lake, where kids (and adults) can swim and frolic in the grass. Explore the trails around Hicks Lake and Lake Lois, paddle out in a canoe on Pattison Lake, or drop a line in Chambers Lake in hopes of catching perch, bass, and catfish.

7 The Golf Club at Hawks Prairie

Two courses, The Links and The Woodlands, provide unique 18-hole golf experiences. For a classic Northwest feel, putt among the pines and marshes at The

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EXPERIENCE Olympia & Beyond

2023-2024 VISITOR GUIDE & MAP

OLYMPIA | LACEY | TUMWATER
BUCODA | GRAND MOUND | RAINIER
ROCHESTER | TENINO | YELM

Olympia

FARMERS MARKET

10AM TO 3PM

JANUARY – MARCH	SATURDAY ONLY
APRIL – OCTOBER	THURSDAY – SUNDAY
NOVEMBER – DECEMBER	SATURDAY & SUNDAY

700 CAPITOL WAY N, OLYMPIA
OLYMPIAFARMERSMARKET.COM

EXPERIENCE Olympia & Beyond

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County Map & Listings ..... Inside
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Events ..... Back Right Panel

PUBLISHED BY

Experience Olympia & Beyond
the Visitor and Convention Bureau of Thurston County
P.O. Box 1394, Olympia, WA 98507
(360) 704-7544 | info@experienceolympia.com
experienceolympia.com

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Cover Image by Nate Burgher Photography
View of Heritage Park Fountain in downtown Olympia with the Capitol building in the background.

Photos Courtesy of
Nate Burgher Photography

The mission of Experience Olympia & Beyond is to reveal the most iconic Thurston County experiences for the world to discover.

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(360) 570-0555
www.Olympia.DoubleTree.com

DOUBLETREE by Hilton OLYMPIA

EXPLORE

OLYMPIA | LACEY | TUMWATER | BUCODA | YELM
GRAND MOUND | RAINIER | ROCHESTER | TENINO

From our eclectic arts and music scene to the lush and fertile farmland of the **Thurston Bountiful Byway**, our makers, locals, and free-spirited people welcome you to come explore the unmatched natural allure of the South Puget Sound.

Boston Harbor Marina

Not surprising, this beauty inspires creative expression in many forms. From art galleries, local craftsmen, a children's museum, performance art to live music and **The Olympia Symphony Orchestra**—there's no shortage of cultural appreciation here. Dig a little deeper into our history and discover how artists like Kurt Cobain and Sleater-Kinney have roots here in Thurston County.

And when you're ready to hit the open road, it's easy to head in any direction and be instantly welcomed by our towns and rural communities. Be sure to take your time—slowing down a bit can be a good thing!

PORT of OLYMPIA

Discover Port of Olympia's Waterfront

PORT PLAZA: Feel rejuvenated at this park-like setting & enjoy community events or a fun day in the sun.

BILLY FRANK JR TRAIL: Connect with nature while walking along this 1 mile unpaved trail on the waterfront & experience breathtaking views of the Olympics.

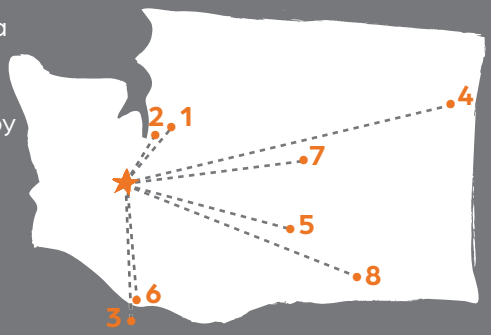
SWANTOWN MARINA: Begin your journey at our award-winning facility with a public boat launch and marine fueling station.

FARMER'S MARKET: Savor local flavors at Washington's second largest farmers market.

PORTOLYMPIA.COM

GETTING HERE

The Olympia region is easily accessible by automobile, bus, plane, train and by boat.



1. SEATTLE
60 miles, 1 hr

2. SEATAC AIRPORT
49 miles, 55 min

3. PORTLAND
114 miles, 1 hr 50 min

4. SPOKANE
318 miles, 4 hrs 50 min

5. YAKIMA
187 miles, 3 hrs

6. VANCOUVER
106 miles, 1 hr 35 mins

7. WENATCHEE
188 miles, 3 hrs

8. TRI-CITIES
249 miles, 4 hrs 10 mins

Airport Shuttle The Olympia region is served by two international airports, SeaTac about one hour to the north and Portland just under two hours to the south. Door to door shuttle service to and from SeaTac Airport is available through Premier Airport Shuttle.

Rental Cars Rent a vehicle at either SeaTac or PDX airports for a quick drive to Olympia, or rent a car from the various rental providers in town when you arrive.

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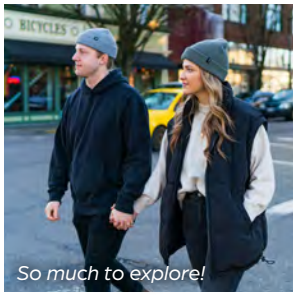
GETTING HERE

Bus Intercity Transit provides free bus transportation throughout Thurston County. Visit their website for current schedules and pick up locations. Intercity Transit also connects with the regional Sound Transit line for service throughout the greater Seattle area.

Amtrak If you are feeling nostalgic for train travel, Amtrak stops daily at the Olympia/Lacey station. The iconic station is still staffed entirely by volunteers and rail buffs! amtrak.com/home

Boat Swantown Marina at the Port of Olympia is perfectly suited for boaters looking to explore the undiscovered South Puget Sound waters. Plan an overnight at the marina and travel comfortably with the knowledge that you'll have access to a fuel dock when you arrive! Make sure to check out the information kiosk with information about area



So much to explore!

You've never met a trail, hike, climb, wave or course you couldn't tackle. If you're up for the challenge, we can't wait to share our endless hiking and biking trails that lead you through evergreen forests, miles of coastal trails where land meets stream meets sea, and the acres upon acres of pristine golf courses. Whether you're setting up camp beneath a canopy of stars, charting a course across West Bay, or heading to the fairway, your next amazing outdoor adventure awaits.

Biking Any time of year is a fine time to download a Thurston County bike map at trpc.org and hit the trails. Accessible trails welcome riders of all ages and abilities to explore the 14-mile **Yelm-Rainier-Tenino Trail**. The **Chehalis-Western Trail** is 22-miles long and runs along verdant farmland, the Deschutes River, lakes, prairies, and the **Monarch Sculpture Park**. Areas of the Capitol State Forest also feature mountain biking dnr.wa.gov/Capitol.

Hiking & Nature Walks The **Capitol State Forest** is located just a short drive from downtown Olympia and offers numerous trailheads and hiking opportunities – head to **McClane Nature Trail**, a quiet, secluded public pathway lined with boardwalks. **Mima Falls Loop** is also popular among locals and guests. It delivers 6.5 miles of lush, wooded scenery and serene wetlands. Folks looking for a gentle walk with incredible saltwater views as well as wildlife viewing, should head northward to the **Billy Frank Jr. Nisqually National Wildlife Refuge**, and in autumn, find brilliant shades of gold just minutes from Olympia at either **Woodard Bay Conservation Area** or **Brewery Park at Tumwater Falls**. State Parks (check out **Tolmie** and **Millersylvania**) deliver unique natural experiences, incredible views, and accessible pathways. *Remember to bring your walking shoes AND your Discover Pass. See page 72 for more information on passes.*

THURSTON REGIONAL PLANNING COUNCIL
Discover car-free ways to get **Here to There** with our bike maps, Rural Transit service and so much more!
360.741.2522 www.trpc.org

Water In warmer months, take advantage of seasonal kayak and paddle board rentals at **Boston Harbor Marina**, charter an afternoon or overnight sailboat cruise at **Mystic Journeys**, view the wildlife around the Billy Frank Jr. Nisqually National Wildlife Refuge from a kayak rental at **Kayak Nisqually**, or rent a kayak from **Tugboat Annie's**, where a delicious meal awaits as a post-paddle treat.

Winter Outings Most folks know that winter in Thurston County calls for warm clothes and rain gear, but it's a bit of a secret that this area has some fun activities in the snow and ice too! Sledders load up and hit the hills of **Bigelow**, **Yauger** and **Jim Brown** parks. Snowshoers make the trek to neighboring **Capitol Peak** in the **Capitol State Forest** where the highest point of the 9-mile trail reaches 2,659 feet! And for folks looking for a more urban wintery activity, pack your hat and mittens and head downtown to **Oly on Ice**, the popular pop-up rink and part of **LoveOly Downtown for the Holidays**.

DANCING GOATS COFFEE
The first of its kind, the Olympia Tasting room was designed to offer an intimate behind-the-scenes look at roasting while also sampling our coffee. Visit us! We have everything you need to be a home brewing expert!
DANCINGGOATS.COM

Olympia balances its important role as the Washington State capital with an eclectic, laid back, indie vibe. Straddling **Capitol Lake** and **Budd Inlet**, miles of waterfront deliver long walks and epic views: **Percival Landing**, with its mile-long boardwalk, hosts the second largest farmers market in the state and views of the **Capitol Building** and the **Olympic Mountains**. Capitol Lake also offers a 1.7-mile idyllic loop popular with walkers, joggers, and birdwatchers. Within walking distance of both is Olympia's historic district, a quaint pet-friendly downtown full of locally owned, unique boutiques, coffee shops, restaurants, and one-of-a-kind maritime history. Olympia is a haven for art lovers, too, with murals located throughout the city, art walks, galleries, theaters, and music venues.

Olympia

LOCATIONS FOR DOWNTOWN MAP ON NEXT PAGE

1. Archibald Sisters
2. Basilico Ristorante
3. Belleza Ropa
4. Bigelow House Museum
5. Bittersweet Chocolates
6. The Brotherhood Lounge
7. Browsers Bookshop
8. Buck's Spices
9. Budd Bay Café
10. Capitol Theater
11. Casa Mia Olympia
12. Cascadia Grill
13. Chelsea Farms Oyster Bar
14. Childhood's End Gallery
15. Courtyard Antiques & Home Décor
16. Cynara Restaurant & Lounge
17. Dancing Goats Coffee Tasting Room
18. DoubleTree by Hilton Olympia
19. The Governor's Mansion
20. Hands On Children's Museum
21. Hot Toddy
22. Intercity Transit
23. Juju's Iced Cream & Frozen Custard
24. Legends Arcade
25. Linger Boutique
26. Locust Cider
27. Mystic Journeys Sailboat Charters
28. Olympia Farmers Market
29. The Olympia Hotel at Capitol Lake
30. The Olympia Oyster House
31. Olympia Symphony Orchestra
32. Pizzeria La Gitana Olympia
33. Port of Olympia
34. Puget Sound Estuarium
35. Revival Motors & Coffee Co.
36. Splash Gallery Olympia
37. Swing Wine Bar
38. Thurston County Chamber of Commerce
39. Traditions Fair Trade
40. The Washington Center for the Performing Arts
41. Well 80 Brewhouse
42. WET Science Center
43. Whitewood Cider Teeny Tiny Taproom

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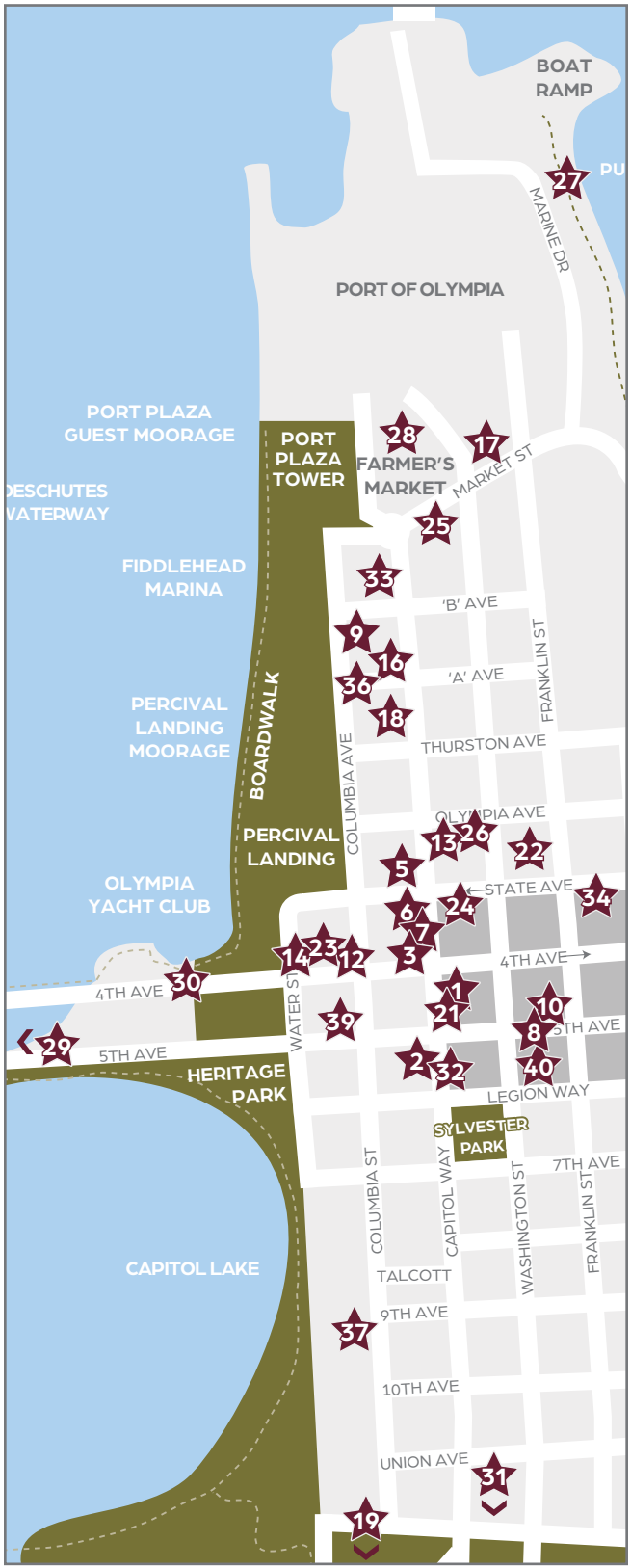
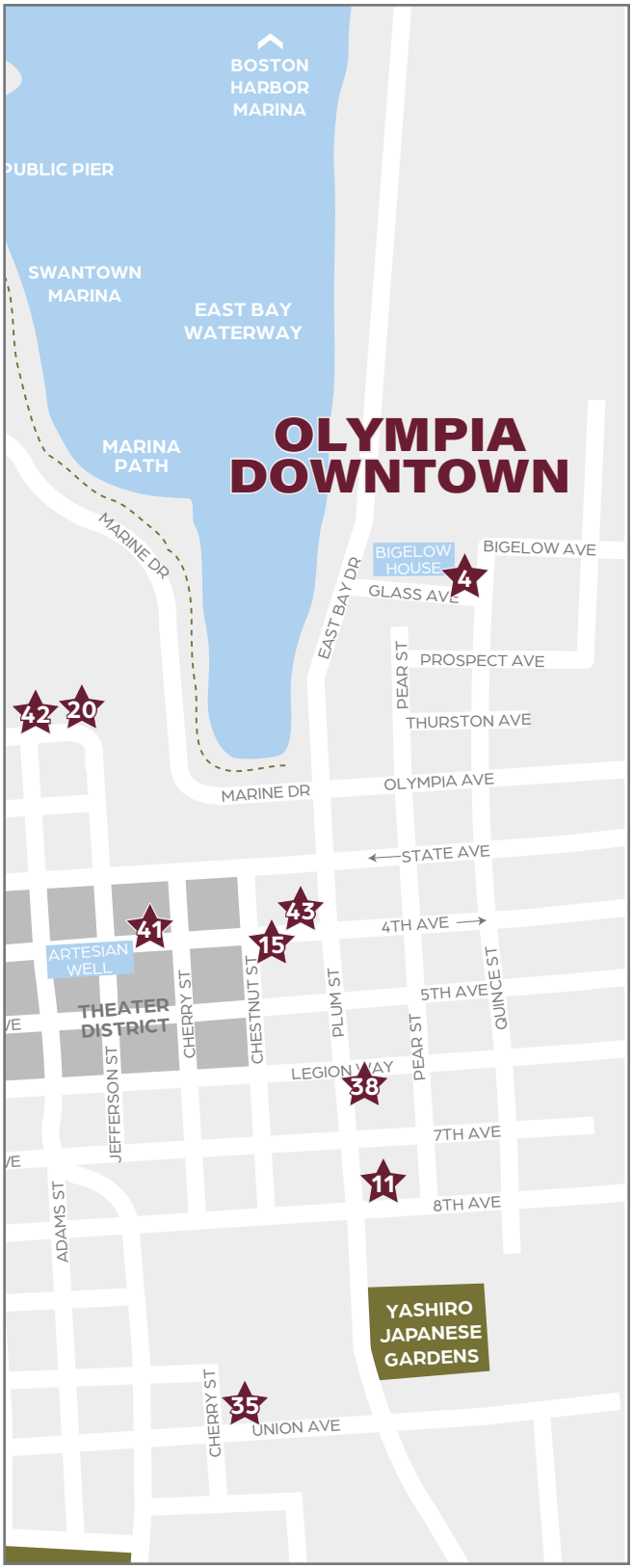

BOAT RAMP
PU
MARINE DR
PORT OF OLYMPIA
PORT PLAZA GUEST MOORAGE
PORT PLAZA TOWER
FARMER'S MARKET
MARKET ST
DESCHUTES WATERWAY
FIDDLEHEAD MARINA
'B' AVE
'A' AVE
FRANKLIN ST
PERCIVAL LANDING MOORAGE
BOARDWALK
THURSTON AVE
COLUMBIA AVE
OLYMPIA AVE
PERCIVAL LANDING
OLYMPIA YACHT CLUB
STATE AVE
4TH AVE
WATER ST
5TH AVE
HERITAGE PARK
LEGION WAY
SYLVESTER PARK
7TH AVE
COLUMBIA ST
CAPITOL WAY
WASHINGTON ST
FRANKLIN ST
CAPITOL LAKE
TALCOTT
9TH AVE
10TH AVE
UNION AVE


BOSTON HARBOR MARINA
PUBLIC PIER
SWANTOWN MARINA
EAST BAY WATERWAY
MARINA PATH
OLYMPIA DOWNTOWN
MARINE DR
BIGELOW HOUSE
BIGELOW AVE
GLASS AVE
EAST BAY DR
PEAR ST
PROSPECT AVE
THURSTON AVE
MARINE DR
OLYMPIA AVE
STATE AVE
4TH AVE
ARTESIAN WELL
THEATER DISTRICT
CHERRY ST
CHESTNUT ST
PLUM ST
5TH AVE
QUINCE ST
JEFFERSON ST
LEGION WAY
PEAR ST
7TH AVE
ADAMS ST
8TH AVE
YASHIRO JAPANESE GARDENS
CHERRY ST
UNION AVE

Blaze Your Own Trail

Percival Landing
Mile-long boardwalk along the waterfront, pavilions, playground, grassy areas, and **Swantown Marina** in proximity to downtown Olympia. Popular for strolls, picnics, and gatherings year-round.

Historic Downtown
Shops, restaurants, galleries, parks, museums, performing arts venues, the Capitol Building and waterfront are a stone's throw away. Get misted in **Heritage Park Fountain** (even in winter!), take a sip from the artesian well, and support an array of small, local businesses. downtownolympia.org

Artesian Well
Located on the edge of a parking lot next to **Pet Works**, it's easy to miss, but look for the cobalt and white mosaic—you'll usually find someone standing around with a jug. Flowing out of a pipe is pure water from an aquifer that historically gave Olympia beer its reputation ("It's the Water").

Art Tours
Olympia is home to a thriving Creative District. Murals and random acts of poetry can be found on the sides of downtown buildings and traffic boxes, making downtown Olympia an artistic haven. Take a self-guided tour of the murals, starting at **Traditions Fair Trade Gallery Building**, with stops at the rainbow wings mural at the **Estate Store**, "You Are Here" at the **Cascadia Grill**, and many others along the way. Appreciate Olympia's poetry scene with a self-guided tour of installations or experiences, including words near the **Olympia Farmers Market** that only appear when water is poured on the bricks.

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We are an established lounge in downtown Olympia. Great drinks, friendly staff, daily happy hour 4-7pm, cocktails and mocktails, shuffleboard, pool table, covered heated patio, space for large gatherings and plenty of cozy corners.

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LOCATIONS

1. Capital Mall
2. Fun Junk & Licorice Boutique
3. Headless Mumby Brewing
4. Iron Rabbit Restaurant & Bar
5. The Marie Bed & Breakfast
6. Olympia Orthopaedic Associates
7. The Park Side Café
8. Phoebe's Pastry Café on Division
9. The Rolling Pin
10. Saturday Market at the West Central Park

Capitol Building

State Capitol Tours
Peruse the state capital's grounds and botanical gardens and take in the magnificent architecture of the 42nd state's legislative building on a free tour. Tour the **Governor's Mansion**, a Georgian building that's been home to Washington's leaders since 1910. (Be sure to check in advance for tour availability.) Not able to book a scheduled tour? Virtual or self-guided tours are available of the campus, memorials, artwork, and trees of the West Capitol Campus. Not to be missed are the brilliant cherry tree blossoms in spring! des.wa.gov/services/facilities-leasing/capitol-campus/tours

Olympia Farmers Market
This landmark downtown destination is home to local vendors selling produce, crafts, and artisanal foods, while an assortment of restaurants and live musicians keep the energy high. Open Thursday–Sunday in April–October, Saturday–Sunday in November–December, and Saturdays in January–March. 700 Capitol Way, olympiafarmersmarket.com

Hand's On Children's Museum

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book shop
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olylit
A Festival of Books, Reading, and Writers
Fri. Sept. 15 - Sat. Sept. 16
Olympia WA
southsoundreading.org/events

Olympia

Hands On Children's Museum
Climb high into an eagle's nest play structure, shoot balls into wind tunnel tubes, make a recycled art project, role play a first responder, shop for pretend food, play cook a meal, learn about Puget Sound, and so much more at this renowned children's museum. Head outside for trike riding, rock climbing, and a visit to the top of the lighthouse. Activities for young children, a nursing area, and a cafe make this an inviting place for every member of the family.
414 Jefferson St NE, hocm.org

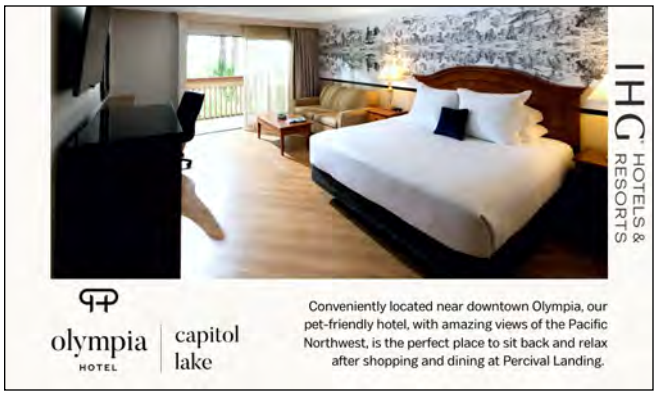
Squaxin Park

Squaxin Park
Located along the saltwater shores of Ellis Cove, **Squaxin Park** boasts hiking trails, beachfront, cliffs, streams, wildlife viewing, picnic areas, and a play ship, as well as a rose garden and picnic shelter.

Capital Mall
Pick up mainstream essentials, visit the **Artists' Gallery** for local works, and **Waffle Craze Co.** for a mouthwatering Belgium Liege Waffle at this pet-friendly mall. Stay for dinner before catching a movie at **Century Theater**. 625 Black Lake Blvd, capitalmallolympia.com

Puget Sound Estuarium
Explore the creatures that live at the intersection of freshwater and saltwater at this small aquarium. View sea anemones and sea stars in their tanks and interact with Puget Sound specimens and shells in a hands-on exhibit. 309 State Ave, pugetsoundestuarium.org

Puget Sound Estuarium in downtown Olympia



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- SMALL WATERCRAFT EXPERIENCES – SAILBOATS, DRAGON BOATS, CANOES
- MAKERS MARKETS, COMMERCIAL ROW, FOOD G'ALLEY
- HANDS ON KIDS ACTIVITIES
- LIVE MUSIC, ENTERTAINMENT, ART, PIRATES AND MORE

ALL ACTIVITIES AND EVENTS SUBJECT TO CHANGE WITHOUT NOTICE.

Underhill Plants

Shopping

Unique independent shops are a hallmark of Olympia. Visit downtown businesses like **Hot Toddy**, known for their vintage-style women's clothing; **Belleza Ropa** also for women's clothing, plus shoes and accessories. **Buck's Spices** is for people who love the experience of cooking with exotic spices. **Traditions Fair Trade** offers creations from cultures around the world. **Underhill Plants** is where you'll find a delightful collection of indoor plants unique pottery, and expert growing advice. Get your antiques itch scratched at favorites like **Courtyard Antiques & Home Décor**. **Encore Teas + Chocolates and Sweets** is the perfect treat to bring home to family and friends. Explore **Captain Little** with its huge selection of kids gifts. **Rainy Day Records** is the spot to update your vinyl collection. You'll find new and used books at Olympia's independent bookstores, **Browsers Bookshop** and **Orca Books**... and the list goes on.

Cheers! at Olympia Oyster House

Food & Drink
Olympia's downtown is home to cozy eating establishments like **McMenamins Spar Café** and the restored **Olympia Oyster House**. Pop in to **Chicory** for a PNW take on dishes from the American South. Visit a renowned breakfast joint such as **Hash** or the **Shipwreck Café** on **Olympia's West Side**. Take a culinary world tour—starting out at **Rush In Dumplings**, **Great Cuisines of India**, and **Nou Thai** to name a few.

Olympia

Chicory delights

Olympia is a serious coffee town—a weekend could be spent bouncing from **Olympia Coffee Roasters** to **Dancing Goats Coffee** to **Rhythms Coffee** (they have live music at night) to **Ember Goods** to **Revival Motors Coffee Co.** (and you still won't have tried them all). Wind down the day with visits to unique local breweries and distilleries, among them **Three Magnets Brewing**, **Headless Mumby**, **Wildman Brewing Company**, and **Well 80**, which makes beer with water sourced from one of Olympia's remaining artesian wells.

Lacey

Billy Frank Jr. Nisqually National Wildlife Refuge

With lakes, parks, golf courses, and a vast nature preserve, its proximity to the state capital and Joint Base Lewis-McChord, Lacey is a confluence of outdoor experiences and urban amenities. Originally called Woodland, after the Wood family who settled here in 1853, Lacey became a logging center and a pioneer of beer. The founding family started the first brewery in what became Washington State, which reportedly served an expensive gourmet cream lager. Today Lacey is home to a burgeoning **Producer's District** offering locally created beer and wine on tap, and it's also home to a vibrant culinary scene. Explore the growing **Depot District**, a designated food truck space wildly popular with the locals or hop in the car—or on a bike—and set off on the **Thurston Bountiful Byway**, a 60-mile journey of locally-sourced eats and sips around Thurston County.

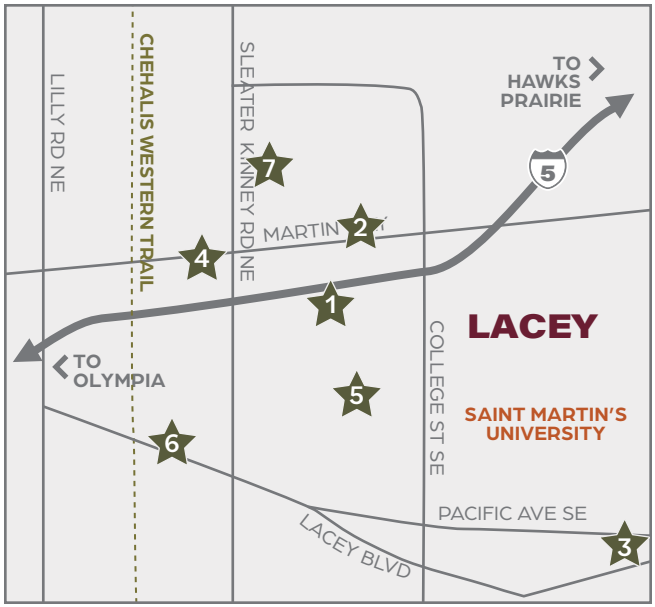
Blaze Your Own Trail

Lacey Depot District

Lacey's Depot District features a replica of the original train station that put Lacey (then called Woodland) on the map. The Depot District is in the beginning stages of a larger development that will contain an expanded **Lacey Museum**, Cultural Center, and, musical and entertainment events. Enjoy a variety of food trucks to choose from, a train-themed play structure, as well as trail amenities. The Depot is open April 1 through October 31 for use of indoor picnic tables and for private rentals. 5555 Pacific Avenue SE

Lacey

Regional Athletic Complex (RAC)



LOCATIONS

1. Candlewood Suites Lacey
2. Casa Mia Lacey
3. Depot Park
4. Gallery Boom
5. Huntamer Park
6. Lacey South Sound Chamber of Commerce
7. Oly Literary Festival

Lacey Museum

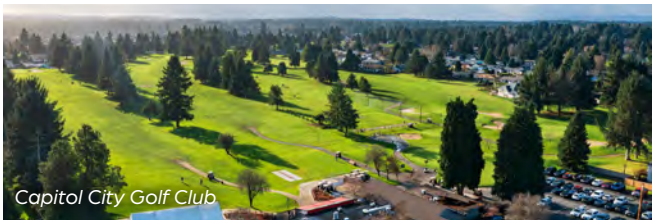
Lacey Museum
Located in the heart of Lacey's historic neighborhood, experience Lacey's surprising and fascinating past in the charming 1928 Russell House, once a residence, fire station, and Lacey's first City Hall. 829 Lacey Street SE

Karen Fraser Woodland Trail
This former Georgia Pacific Rail line is now a paved bike and walking path that parallels Pacific Avenue. Park and start at the **Woodland Creek Community Park** and follow the trail to where it connects with the **Chehalis-Western Trail** or the **Olympia Woodland Trail**.

Producer's District
Lacey is a craft beverage destination. Take in a wine flight at **Stottle Winery**, then hop on over to **Top Rung**, a brewery started by two former firefighters, for a stein of Lacey Lager. For another kind of craft, swing by award winning **Shipwreck Beads**, the world's largest bead store, for endless options of craft jewelry-making supplies.

Billy Frank Jr. Nisqually National Wildlife Refuge
Bring binoculars and arrive at dawn for primetime bird watching, or simply enjoy a peaceful walk any time of day along the boardwalk at this US Fish and Wildlife Service-owned preserve just outside Lacey on the Nisqually River Delta. The estuary, named in honor of the late Nisqually tribal leader, is home to over 200 types of birds as well as otters, beavers, salmon, and a myriad of other creatures.
fws.gov/refuge/billy_frank_jr_nisqually

Lakes
Lacey is home to five lakes: Long, Pattison, Hicks, Chambers, and Lake Lois, making the city a historic hotspot for vacationers. The fish are jumping at each lake, but for swimming and watersports, head to **Long Lake Park** on Long Lake, where kids (and adults) can swim and frolic in the grass. Explore the trails around **Hicks Lake** and **Lake Lois**, paddle out in a canoe on **Pattison Lake**, or drop a line in **Chambers Lake** in hopes of catching perch, bass, and catfish.


Capitol City Golf Club

Capitol City Golf Club
Opened in 1963, this championship 18-hole golf course features narrow, tree-lined fairways, well-positioned green-side bunkers, and exceptional putting greens. After your round, grab a drink and a meal at the popular **Fire Creek Grill & Ale House** indoors or out! golfcapitolcity.com

The Golf Club at Hawks Prairie
Two courses, **The Links** and **The Woodlands**, provide unique 18-hole golf experiences. For a classic Northwest feel, putt among the pines and marshes at The Woodlands. The Links, by contrast, offers a Scottish style with views of Mount Rainier and Puget Sound. Replenish with a meal from the **Talon Grill**, located on The Links fairway, when you're finished. 8383 Vicwood Lane hawksprairiegolf.com

Tolmie State Park
Tolmie State Park provides Puget Sound beachfront, hiking trails, and day-use activities as well as a hidden gem: a man-made underwater park with an artificial reef. Hungry? Dig up clams and bring them home for dinner (in season). 7730 61st Avenue NE, Olympia, parks.state.wa.us/297/Tolmie

Stottle winery
Hand crafted wines with passion & character.
Tasting experiences
Wed - Sun: 12pm-5pm

www.Stottlewinery.com
Just off I-5 in Lacey, Exit 111
2641 Willamette Dr. NE, Ste. E, Lacey, WA 98516

LOCATIONS
1 Axis Meads
2 Stottle Winery

Cirque Climbing

Get Active
Check out the premier destination for indoor climbing and fitness in the South Sound at **Cirque Climbing**. Whether it's your first time or you're an experienced climber, there is something for everyone. Burn off some steam at **Laser Fun Zone** and arcade – this is the perfect place to bring kids of all ages, friends, or a group for a team-building and entertaining night out.
Cirque Climbing: 8276 28th Ct NE, cirqueclimbing.com
Laser Fun Zone: 1225 Ruddell Road SE, laserfunzone.net

23 Kitchens is opening in late spring 2023, and is featuring a restaurant, bar, pickleball, cornhole and axe-throwing! 23kitchens.com

WSSG

WA State Senior Games
July 8 to August 7, 2023

Now in its **26th year**, the largest Olympic-style multi-sport event in Washington will be held at various sites throughout the South Sound.
We had almost 1,800 participants take part in the 2022 WA State Senior Games. **Come join the fun!**

www.washingtonstateseniorgames.com
Your Full Guide to the Games!

Lacey

Parks

Burn off energy at the **Regional Athletic Complex**, one of the largest sports complexes in Washington. Soccer and baseball fields, basketball courts, wide open spaces, and playgrounds, make this a popular spot for families and sports enthusiasts. **Rainier Vista Park** has a large play structure, sports courts, and a skatepark made for all-ages fun. For athletic fields, trails, and grassy knolls for picnicking, visit the small but mighty **Wonderwood Park**. **Woodland Creek Community Park** provides play structures, picnic shelters, and fishing at Longs Pond. Let the dogs run free at the **Thurston County Off Leash Dog Park**. Regional Athletic Complex: 8345 Steilacoom Road SE / Rainier Vista Park: 5475 45th Avenue SE / Wonderwood Park: 5304 32nd Avenue SE / Woodland Creek and Community Park: 6729 Pacific Avenue SE

Rainier Vista Park

Tumwater

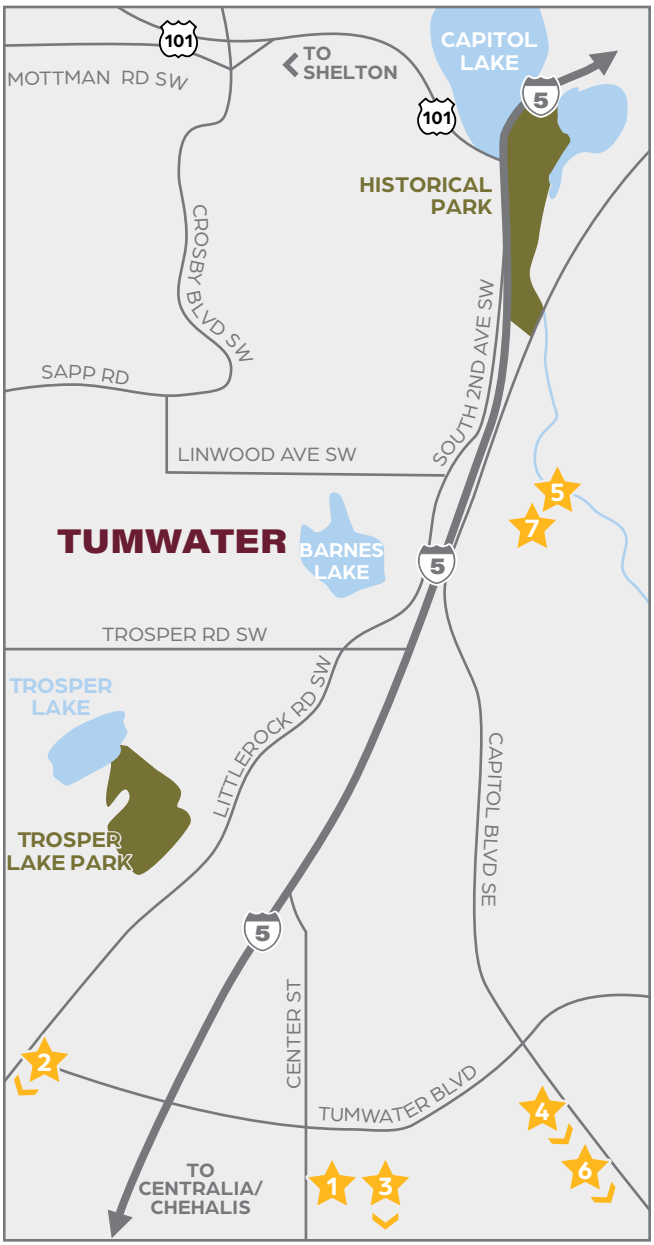
With a gushing waterfall as its centerpiece, Tumwater shines for its natural beauty and historic significance. The city just south of Olympia was the terminus for the **Oregon Trail** and became the first permanent European-American settlement in the Puget Sound region. Originally named New Market by settlers, the Chinook jargon term Tumwater, meaning waterfall, ultimately made the cut as the city's official brand. The falls were instrumental to early industry—especially beer brewing—and they are now part of the 15-acre **Brewery Park at Tumwater Falls** (Oh Olympia Brewing Co. we miss you!). Today Tumwater is also home to a growing craft spirits scene. The **Tumwater Craft District**, once complete, will offer mixed-use spaces for restaurants, retail, produce, housing, and, of course, imbibing. The district has partnered up with **South Puget Sound Community College's Brewing and Distilling Program**, which trains students in the art of making beer, spirits, and cider, putting Tumwater in the running for yet another historical designation as a world leader in craft production.

Brewery Park at Tumwater Falls

Blaze Your Own Trail

Brewery Park at Tumwater Falls
Rushing rapids of the Deschutes River tumble over rocks and sprint toward their destination, placid Capitol Lake. Picnic tables, pathways, a grassy lawn, and a salmon observation area (you do not want to miss the salmon run mid-September through mid-October) make Brewery Park a destination for all ages.

Tumwater



LOCATIONS

1. Airport Golf & Batting Center
2. Ashley Creek Farm
3. Chehalis Western Trail
4. Lattin's Country Cider Mill & Farm
5. River's Edge Restaurant
6. Spirlock's Farmhouse at Nelson Ranch
7. Tumwater Artesian Brewfest

Taste the History of Olympia

WATERFRONT DINING
BEAUTIFUL VIEWS
FRESH SEAFOOD
LOCAL

Don't miss out on these historic waterfront restaurants!

Oldest seafood restaurant in Washington State! Est. 1924

Olympia Oyster House

Open LUNCH, DINNER, & LIVE MUSIC WEEKENDS

360-753-7000

320 4th Ave W, Olympia, WA 98501

OlympiaOysterHouse.com

Fresh Pacific Oysters!

BUDD BAY CAFE

Celebrating over 30 years! Est. 1988

Open BREAKFAST, LUNCH & DINNER

Voted No 1 in the South Sound!

360-357-6963

525 Columbia St NW, Olympia, WA 98501

BuddBayCafe.com

Tumwater's Premiere Sports Bar at Tumwater Valley Golf Course

River's Edge

Celebrating 15 years local!

Open BREAKFAST, LUNCH & DINNER

15 Big Screen TVs & Banquet Rooms,
Large patio overlooking golf course

360-753-5100

4611 Tumwater Valley Drive, Tumwater, WA 98512

RiversEdgeTumwater.com

Tumwater Historical Park

Just beyond the falls, this 17-acre park contains play structures, trails, wide-open spaces, and a covered picnic area, making it a popular location for families and community gatherings. By the entrance is the **Crosby House**, Bing Crosby's grandparent's historic home built around 1860 and maintained by the Daughters of the Pioneers of Washington.

Old Olympia Brewery

Opened in 1896 and rebuilt in 1906 with Tenino sandstone, this brewhouse is where **Olympia Brewing Co.** drew the mineral-rich water flowing from local artesian wells—leading to the slogan, "It's the Water"—to produce its renowned beer. The iconic brick brewhouse is where the magic happened until Prohibition put an end to production. The building was added to the National Register of Historic Places in 1978 and earned a spot on the Washington Trust for Historic Preservation's Endangered Properties List. Despite a fire in 2018 that further devastated the aging building, efforts to save and restore the property are strong. Tour the brewery via video: ci.tumwater.wa.us/about-tumwater/history/tour-the-old-brewhouse

Schmidt House and Centennial Rose Garden

Near the original brewery is the stately Schmidt House, a Colonial Revival built in 1904 for brewery owner Leopold Schmidt. Admire it from the outside, as the house is closed to the public for the time being. You can peruse the acclaimed and lovingly maintained rose garden on the property between April and October. Informal, small tours of the Schmidt House may be available with advance reservation. 330 Schmidt Pl SW, 360-786-8117, olytumfoundation.org/what-we-do/schmidt-house

Schmidt House

Bush Prairie Farm
This tract of land once belonged to George Bush, a black pioneer who arrived in Oregon Territory with his wife, Isabella, in 1845 via the Oregon Trail. Bush was granted permission to own land from the government after white settlers petitioned in his favor. Today, the Clark family owns the farm, runs a CSA, and honors his memory. 8400 Old Highway 99 SE
bushprairiefarm.com

Pioneer Park
Let the kids loose on the playscapes, spread out for a picnic, head out on a hike, explore the Deschutes River, or test your skills at the horseshoe pits or sand volleyball courts at this popular park. 5801 Henderson Blvd SE

Olympic Flight Museum
Aviation enthusiasts won't want to miss this museum and tribute to flight at the **Olympia Regional Airport**. The collection includes vintage aircraft and artifacts, and the space is available for event rentals.
7637 Old Highway 99 SE olympicflightmuseum.com

Craft District
Whereas the Schmidt family once saw Tumwater as an opportunity for beer, craft brewers and distillers are carving out a piece of their own history here, too. The burgeoning Craft District is a partnership between **South Puget Sound Community College** and the **City of Tumwater**, where the art of craft is taught and imbibed. A new market complex housing eateries, distilleries, breweries, cafes, shopping and more will open in 2023. 4200 Capitol Blvd S
tumwatercraftdistrict.com

Tumwater

Tumwater Warehouse District
A gathering place for friends, neighbors and visitors to enjoy locally-made craft beverages and specialty foods, the Tumwater Warehouse District is a friendly and inviting destination. Brewers like **Matchless Brewery**, **Tart Hard Cider,** and **Triceratops Brewing Company** are producing exceptional beer and cider, **8-Arms Community Bakery** and **LUV Cookies** share delightful treats, and **Spud's Market** is your spot for local produce.

Brew and buds at the Tumwater Brew Fest

Tumwater Artesian Brewfest
Held in August, this festival of all things brewing has an agenda: to #bringbrewingback. In addition to local beer, cider, wine, spirits, and food, the festival hosts games like stein-holding competitions and beer pong. 21-plus. tumwaterartesianbrewfest.com

DEFY Olympia
Bounce on trampolines, fly through the air on a trapeze, release some adrenaline on the extreme dodgeball court, or freefall into a foam pit.
7960 Center St SW defy.com/locations/defy-olympia

Golf
While in Tumwater, swing the clubs at **Tumwater Valley Golf Club** or **Airport Golf and Batting Center**. The former offers the more traditional golfing experience, with a championship-level course complete with a pro shop and an extensive menu at the **River's Edge** sports bar. Visit Airport Golf and Batting Center for lessons, practice on the driving range, Toptracer, batting cages, and a tap room with local beer to pair with their nachos and wings.
Tumwater Valley Golf Club: 4611 Tumwater Valley Dr
tumwatervalleygc.com / Airport Golf and Batting Center: 8080 Center St SW airportgolfcenter.com

Bucoda

While Bucoda today transforms into "**Boo-coda**" every October, its haunted history runs deep. Bucoda was the site of Washington Territory's first prison back when the area was called Seatco—from the Coast Salish/Upper Chehalis word "tsiatko," which means "spirit" and refers to legendary beings ranging from hairy Sasquatch-type creatures to more dangerous night spirits that indigenous locals blamed for mysterious deaths. The prison, described as "hell on earth," closed in 1887 and burned down in 1907. A commemorative stone in a park near the Skookumchuck River is all that exists of its memory today. Bucoda gradually shed its dark reputation with the arrival of settlers and industry and was renamed Bucoda—a combination of the last names of James Buckley, Samuel Coulter, and John David, three late 19th-century investors who sought to steer the town toward a better reputation. By the 1870's, the Northern Pacific Railroad, coal mines, sawmills, and other construction industries had taken root, making it so lucrative that it later earned the moniker "the town with the million-dollar payroll." While the past may be buried, Bucoda today calls itself "the world's tiniest town with the biggest Halloween spirit." Population approx. 600, Bucoda becomes the spooky capital of the Northwest every fall—so much so that in 2021 the town voted to embrace its dark side by renaming Bucoda "BOO-coda" for the month of October.

Blaze Your Own Trail

Boo-coda Spooktacular
What started as a haunted house fundraiser in a gym morphed into a month-long freaky fest that's only getting bigger and badder. Every weekend in October, the town transforms into a celebration of all things morbid, from haunted houses to trick-or-treating, with parades and vendor fairs. The town hearse, purchased for marketing purposes and helmed by Bucoda's friendly undertaker, can be seen driving slowly through town. boo-coda.com

Bucoda

Pine Box Derby Casket Races
If you come to Bucoda for the Halloween festivities, don't miss these races, in which pallbearers load friends and family into makeshift caskets and speed down the main street—in costume, of course!

Thrill the World
Bucoda is an official member of Thrill the World™ , a global group dance party choreographed to Michael Jackson's "Thriller." Participants dress up as the living dead and publicly perform a synced routine to the pop legend's Halloween anthem.

Haunted House
Be prepared to have all five senses spooked by next-level creepiness in Bucoda's community-run fright fest inside the town's old gym.

Bucoda does spooky right!

Seatco Prison Site
Seatco Prison, known as "hell on earth" to its inmates, is gone, but the curious can visit the stone historical marker that marks its location on South Factory Road.

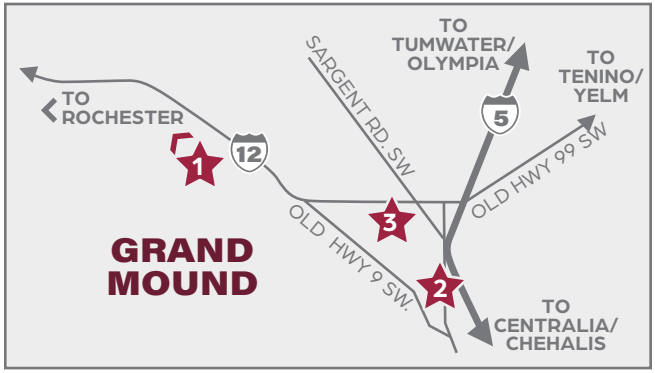
Forest Grove Cemetery
Visit this historic cemetery in neighboring Tenino on your own, make a reservation to go with the South Thurston County Historical Society or on a group tour during Boo-coda. For more Seatco history, check out a new plaque memorializing a prisoner pauper's grave. 18011 Northcraft Rd SE, Tenino

Bucoda Volunteer Park
Green space with picnic shelters, access to the Skookumchuck River, and tent and RV sites. Tono Rd SE

Joe's Place
A Bucoda institution, Joe's Place is a fifth-generation joint that specializes in burgers, beer and wine, and homemade ice cream milkshakes. Come for karaoke (Thursday Steak night) or one of its festivals throughout the year, like the chili cook off. 118 S Main St joesplaceinc.com

Mima Mounds

Grand Mound traces its origins to the days when the Chehalis Tribe grazed animals on the prairie. The tribe thrives here today, sharing ownership of Grand Mound's biggest attraction, **Great Wolf Lodge**. With a dozen indoor waterslides and activities for all ages, shopping, and dining, this theme park is a premier destination for families. Grand Mound, so named by early settlers—the James, Mills and Brown families—has gone through a few name changes; from Agayt ("long open space") to nsq'wanxtn ("place to dry hides on a frame") to Prairie de Butte once Hudson's Bay Company began to settle in the area. The current name refers to the same wide, raised land that's part of a system of regional hillocks. Grand Mound today provides views of mountains, evergreen trees, and the Chehalis River, making a bucolic place to get away from it all or to start a journey to a nearby mountain or one of Thurston County's bigger cities.



LOCATIONS

1. Grand Mound/ Rochester Chamber of Commerce
2. Great Wolf Lodge
3. Talking Cedar Brewery & Distillery

Blaze Your Own Trail

Great Wolf Lodge

Water Park: This prime attraction is an all-inclusive funfest for everyone from toddlers to grandparents. The indoor water park hosts a water challenge course, a river run, a mini splash park for the little ones, and a "hot springs" for everyone. Climb a four-story treehouse and take a waterslide down, shoot hoops in the pool, or whoosh down a six-story funnel.

Dining: Pizza, burgers, pasta, a deluxe continental breakfast, and a dinner buffet are just some of the offerings coming out of the lodge's five eating establishments.

Attractions: Great Wolf features a range of activities including the water park, **MagicQuest**, an arcade, **Build-A-Bear**, an interactive mining experience, an outdoor ropes course (summer only), and the **Great Wolf Candy Company**. 20500 Old Hwy 99 SW greatwolf.com/grand-mound

Oregon Trail Marker

Come face to face with history throughout Thurston County at the various stone monuments marking the Oregon Trail. In Grand Mound, this marker reads "Oregon Trail 1844, marked by Daughters and Sons of the American Revolution in the State of Washington, 1916." 20639 Old Hwy 99 (corner of Grand Mound Way SW, located between two cedar trees).

Grand Mound

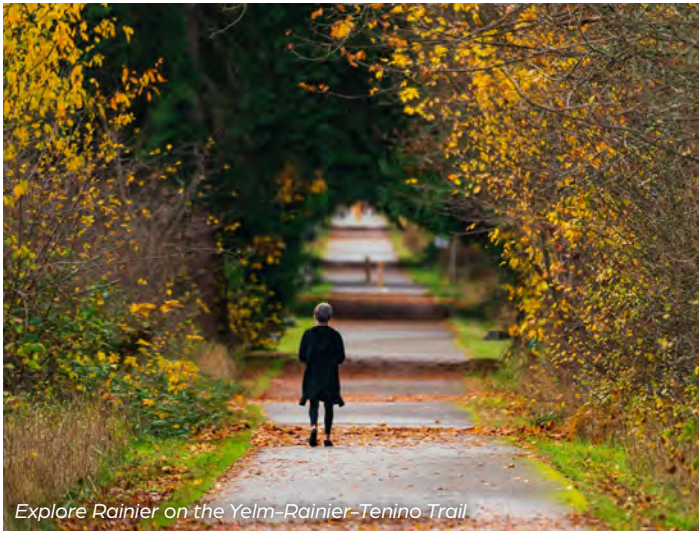
Fort Henness Monument
For another foray into the past, stop by the Fort Henness monument across from the **Grand Mound Cemetery**. The simple stone marker is all that's left of a fort that housed 30 families during the 1855 "Indian Wars." The inhabitants lived in relative peace, and the fort was never attacked. 183rd St, across from Grand Mound Cemetery

Grand Mound, WA

Talking Cedar Brewery and Distillery
This brewery, distillery, and gastropub is owned by the Chehalis Tribe, a first for US history due to a law barring tribes from producing alcohol on tribal land. Washington state legislators got the law repealed in 2018. The 35,000 square foot space sources grain from local growers in the region and is a partnership with **Heritage Distilling Co.** with over 20 beers on tap and spirits to sip, as well as a few cider options, all the better to pair with their robust menu.

Talking Cedar Brewery and Distillery

Rainier


Explore Rainier on the Yelm-Rainier-Tenino Trail

Set in the shadow of the mountain it's named for, Rainier's stunning view earned its original name from local tribes as "the best yet." By the 19th century, the little town was growing thanks to the Gehrke family and the Tacoma-Kalama railroad. Several structures and a park honor the first pioneer settlers, including the church and schoolhouse, both of which are registered **Washington historical landmarks**. The church, built in 1896 and similar in turn-of-the-century German style to the historic **Little White Church** in Elbe, retains its early American style. The Americana feel is mirrored in the quaint downtown, home to charming oddities like the historic Gehrke outhouse. If you're riding the entire length of the **Yelm-Rainer-Tenino Trail**, this is a good place to stop for a break, as it's the exact midpoint of the trek.

Blaze Your Own Trail

Wilkowski Park
Ideal for throwing the football, letting the kids run loose, or hosting a family picnic, Wilkowski Park is a wide-open space right off the **Yelm-Rainier-Tenino Trail**. Pick up the bike path from here for a ride in either direction.

Zion Evangelical Lutheran Church
This charming church, built by the Gehrke brothers in 1896, resembles other German-built churches—namely, the "little white church" in Elbe, Washington. It was the first local building to land on the Washington State Heritage Register, and it's available to rent for special occasions. 207 Olympia St W
cityofrainierwa.org/parks/pages/church-rental

Zion Evangelical Lutheran Church

Gehrke Park
This older but centrally located park in Rainier has traditional play structures for young kids and lots of open grassy space for setting up a picnic or whiling the day away. 801 Tipsoo Loop S

Historic Outhouse
Rainier is home to a bit of local history: Rainier founder Albert Gehrke's outhouse. The 120-year-old privy managed to survive a few moves, not to mention lots of tushies, before it was relocated to a parking lot. It's a fun artifact of Rainier's past, but not exactly open for business.

Rainier Bluegrass Festival
This bluegrass festival held at Wilkowski Park is a family-friendly affair with "pickin' and jammin'" sessions, gospel, live bands, and general fun. Get there early to stake out a spot in the park to set up your campsite. rainierpickinparty.com

Rainier Round Up Days
The same weekend as the bluegrass festival but not officially related, Round Up Days has been an institution since the 1960s. With a parade, family games, and more, the fourth weekend in August is the time to be in Rainier.

Chehalis-Western Trail

Yelm-Rainier-Tenino Trail Midpoint
Rainier marks the halfway point of the Yelm-Rainier-Tenino Trail. It's a good place to stop for a breather or to hop on your bike to pick up half the trail in either direction. wta.org/go-hiking/hikes/yelm-tenino-trail

Eats and Sips
Rainier is home to **Rainier Pizza and Espresso**, which makes a lot more than just highly rated pizza and espresso and is a favorite stop for ramblers on the Yelm-Rainier-Tenino Trail. Up the road, **Glenda's** brews coffee from 5am-5pm. Rainier Pizza and Espresso, 207 Binghampton St SE / Glenda's, 901 Binghampton St

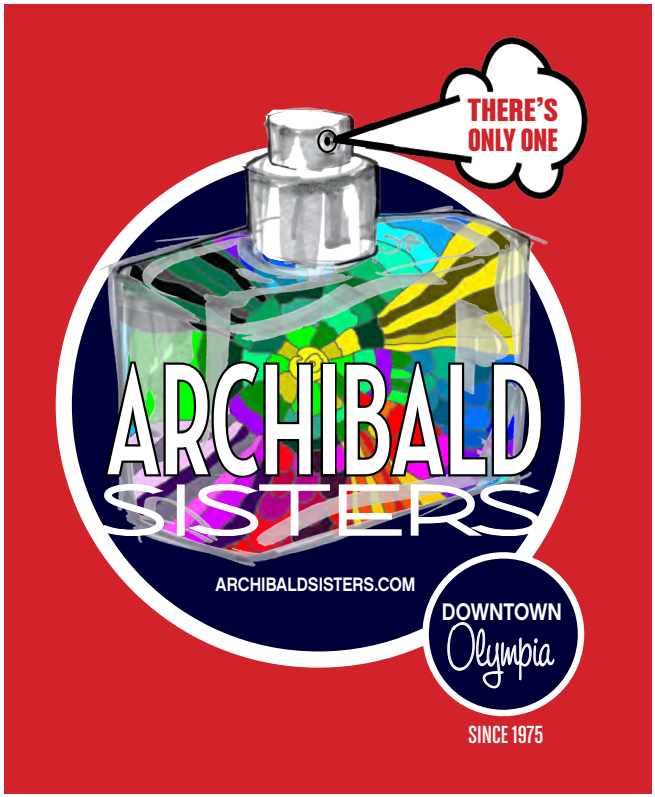
Chehalis-Western Trail
In addition to being a stop on the Yelm-Rainier-Tenino Trail, Rainier is an end/start point on the Chehalis-Western Trail, a 22-mile biking and hiking path that connects Rainier with Olympia and passes through Lacey, Yelm, and Tenino, with a myriad of ecosystems and urban stops along the way, including the **Monarch Sculpture Park**. The rails-to-trails project once was the Chehalis-Western Railroad from the late 1800's through the 1980's.
wta.org/go-hiking/hikes/chehalis-western-trail

SHOP LOCAL

You can sniff out a deal like no one's business. Lucky for you our communities are full of amazing boutique shops, antique stores, bookshops and thrifting opportunities. And not surprisingly, our shopping experiences are as diverse and quirky as the folks who live and work here, making a day on the town an iconic Thurston County experience. Also, now more than ever, it is incredibly important to support local, independently-owned and operated businesses.

Traditions Fair Trade in downtown Olympia

Whether you're looking for a funky souvenir or a one-of-a-kind piece of fine art, our uber-creative, community-minded establishments merit your support (*and you'll take home gifts and memories that last a lifetime.*) Take a look below for ideas to get ya started!



SHOP LOCAL

Antiques & Vintage

- Antique Peddlers Mall
- Courtyard Antiques & Home Décor
- Dumpster Values
- Fifth Avenue Flea Market
- Lighthouse Antiques & Crafts
- Peacock Vintage
- Pickers in Paradise
- Second Hand Rose
- Tenino Antique Mall
- Tenino Time Machine
- What-Nots
- The Wiggle Room

Funky Boutiques

- Archibald Sisters
- Belleza Ropa
- Browsers Bookshop
- Buck's Spices & Herbal Apothecary
- Captain Little
- Compass Rose
- Creative Costumes
- Drees
- Ember Goods
- Fun Junk and Licorice Boutique
- Hot Toddy
- InGenius! Local Artisan Gallery & Boutique
- Ironworks Boutique
- Lark
- Lily's What Not to Wear
- Orca Books Coop
- Popinjay
- Psychic Sister
- Rainy Day Records
- Shiplap Shops—Yelm & Tenino
- Shipwreck Beads
- Underhill Plants

Our area is also home to over 20 tattoo shops—so if getting some new ink is in the cards, head our way!

Iron Works Boutique

From garden decor, women's clothing, jewelry, home furnishings, antiques...
Everything but the KITCHEN SINK!

224 Sussex Ave W, Tenino, WA 98589 • (360) 264-5228

Rochester

Swede Hall in Rochester, WA

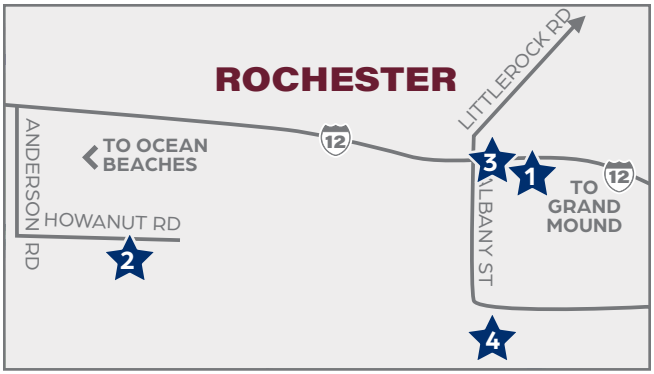
What is now Rochester was home to tribal nations before the mid-19th-century arrival of pioneers who built businesses based on the region's natural resources. Early railroad lines shuttling timber around the country made Rochester something of a boom town and when that industry declined, the town became known for its strawberries. The **Chehalis Tribe** still calls this area home, and today they thrive thanks in part to the presence of **Lucky Eagle Casino & Hotel**. Prehistoric sea life, including whale fossils, have been found along the high bank bluffs above the Chehalis River, some of which are viewable at the **Grand Mound/Rochester Chamber of Commerce**. Like the old days, agriculture still plays a major role here, with several farms and nurseries ready to share flowers, fruits, vegetables, and plants in this agriculturally rich area alongside the Chehalis River.

Blaze Your Own Trail

Swede Day Midsummer Festival
Going strong since 1978, this June festival honors Rochester's Swedish past with a parade, live music, pony rides, family activities, Swedish meatballs and a strawberry dessert offered at Swede Hall.
rochestercitizensgroupswedehall.net

Swede Hall
The barn-like structure, built in 1939 and modeled after traditional Scandinavian halls, is maintained as a community rental hall, hosting events including church services, town meetings, and dances. 18543 Albany St
rochestercitizensgroupswedehall.net

Rochester



LOCATIONS

1. Grand Mound/Rochester Chamber of Commerce
2. Lucky Eagle Casino & Hotel
3. Pacific Northwest Honey Co.
4. Walupt Farms Lavender

Gate City Schoolhouse
Step back in time to the days of Little House on the Prairie in this sweet one-room schoolhouse. Built in 1910 and added to the Washington State Historic Register in 1994, the building contains the original windows, slate blackboard, beadboard wainscoting, and old wooden desks—used by children lucky enough not to be stuck with apple crates. 16925 Moon Rd SW gatecityschoolhouse.com

Walupt Farms
Opened by a physician's assistant and lavender enthusiast in 2021, Walupt Farms is a purple haze of aromatic lavender plants abuzz with bees. And chickens. And some goats. The owner collects honey and distills the fragrant flowers into essential oils and linen sprays. 19441 Jordan St SW waluptfarms.com

Rochester

Helsing Junction Farm
Started in 1992 by two female graduates of **Evergreen State College** in a pastoral setting near the Chehalis River, Helsing Junction provides produce to its 550 CSA members and hosts a farmstand nearby, where passers-by can browse seasonal offerings between June and November. Fields and office: 12233 Independence Rd SW, Farm stand: 12013 Independence Rd SW helsingjunctionfarms.com

Lael's Moon Garden Nursery
Larry and Bethany Lael left their government jobs behind to start this idyllic nursery, where guests can browse their selection of fruit trees, conifers, shrubs, and edible plants; pick up soil products; or consult with Larry and Bethany about how to create your own personal Eden. 17813 Moon Rd SW laelsmoongarden.com

Lucky Eagle Casino and Hotel
The Chehalis Tribe's casino and hotel is a city unto itself. With over 1,200 traditional gaming tables and slot machines, as well as an indoor pool, hot tub, restaurants, bars, and cafes, Lucky Eagle offers a one-stop vacation for anyone who likes the rush of a roulette table or just the cha-ching of the slot machine. 12888 188th Ave SW luckyeagle.com

Heritage Meats
Meat lovers can't pass through Rochester without stopping by Heritage Meats, a haven of sustainable, humanely prepared, locally sourced beef, pork, goat, lamb, and poultry products. Look for the schoolhouse-style building and the American flag. 18241 Pendleton St SW heritagemeatswa.com

Pacific Northwest Honey Company
Pick up a jar of raw clover honey from their honey bar, take a beekeeping class, or troubleshoot your Queen problems here. Amanda and Kevin Mills are dedicated not just to the production of honey, but to the entire business of running a healthy hive. 10020 Hwy 12 SW hive5bees.com

Black River Blues Blueberry Farm
Situated in a fertile valley, Black River Blues Blueberry Farm has been hand-picking their berries and selling them at the **Olympia Farmers Market** since 2004. Visitors are welcome to visit the farm and sample their berries. 17132 Moon Rd

Tenino

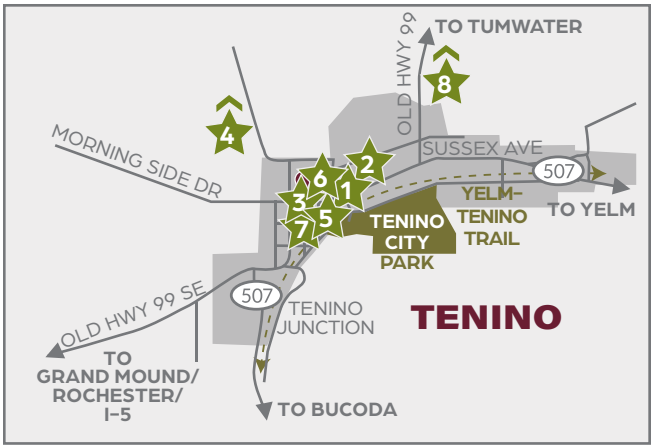
Downtown Tenino, WA

Tenino got its start when an entrepreneurial pioneer traveled across the country in search of open space and opportunity. Settled by Stephen Hodgden, a gold-seeker from Maine, Tenino earned a spot on the map when the Northern Pacific Railroad created a stop in 1872, and was likely named after the steamship Tenino on the Columbia, named after a collective of tribes now known as the Warm Springs bands. Tenino grew into a boomtown in the late 19th century thanks to its supply of sandstone, a resource that was exported to Seattle and San Francisco following those cities' devastating fires. The pale stone remains the defining architectural feature of many local buildings, even though it fell out of use by the early 20th century. Tenino also rose to fame because of its wooden money, a local currency created to help locals get through the Great Depression. The scrip was reintroduced and approved by the state auditor as legitimate money during the Covid-19 pandemic to help residents in need and to keep the local economy moving.

Blaze Your Own Trail

Oregon Trail Days
At this July weekend of all things pioneer, participants hone their homesteading skills and face off in a festival favorite, the black powder rifle shooting contest. teninoacc.org/oregon-trail-days-otd.html

Tenino



LOCATIONS

1. Aunt Kate's Chocolates
2. The Iron Works Boutique
3. of Water, Wind & Woods
4. Sandstone Distillery
5. Sandstone Distillery Downtown Tasting Room
6. Tenino Time Machine
7. What-Nots
8. Wolf Haven International

Farmers Market
On Saturdays between May and September, Tenino hosts a bustling farmers market. Produce stands and artisan craft vendors provide shoppers the opportunity to buy local, sustainable, and healthy products. The mission of the market is to empower people to make good food choices and to give back to the community. Located in downtown Tenino

Oregon Trail Days

Millersylvania State Park
Located nearby, alongside Deep Lake, Millersylvania offers campsites, hiking trails, swimming, boating, and a place to while away a sunny afternoon with an ice cream or a beer from the beachside concessions. Book a glamp site with **Pampered Wilderness**, where you can sleep on a memory foam mattress in a luxury tent under the stars. 12245 Tilley Rd S
parks.state.wa.us/546/millersylvania

Tenino Depot Museum
The original sandstone train depot, built in 1914, decommissioned after WWII and moved to the city park in 1965, is packed with artifacts from the town's history. Examine the original wooden money printing press, tools from the logging and pioneer days, and articles about the area's intriguing past.
cityoftenino.us/community/page/tenino-depot-museum

Sandstone Walking Tour
Connect with the past by taking a self-guided tour of Tenino's sandstone buildings, including the **State Bank of Tenino**, **Tenino City Hall**, the **Tenino Depot Museum**, and what's left of the original quarry house. For information on the structures and a map, visit teninoacc.org. Located in downtown Tenino

Offut Lake Resort
With roots in the early 20th century heyday of lake resorts, Offut provides camping, cabins, fishing,

swimming, boat rentals, and the **Lady of the Lake Public House** restaurant, which serves burgers and seafood with views of the water. 4005 120th Ave SE
offutlakeresort.com

Monarch Sculpture Park
Just off the **Chehalis-Western Trail** sits this unique five-acre park and home to over 100 sculptures by renowned local, national, and international artists, as well as a giant butterfly maze and a sound garden. 8431 Waldrick Rd SE, Between Old Highway 99 and Military Rd monarchsculpturepark.org

Sandstone Distillery

Sandstone Distillery Tasting Room in Tenino

Sandstone produces high-quality craft spirits with Washington-grown grains and pure, local water. Stop by their main tasting room for a tour and tasting Wednesday-Saturday between 12pm-5pm (Sunday by appointment only) to try the bacon-infused vodka, the stone-carver gin, or a fruity Wild Heart sipping vinegar. If you're exploring downtown Tenino, be sure to stop by the beautifully restored historic 1914 building at their downtown tasting room.

Main Tasting Room & Distillery: 842 Wright Rd SE
Downtown Tasting Room: 297 Sussex Avenue W
sandstonedistillery.com

Tenino Creative District
Certified in 2020 by the Washington State Arts Commission, the Tenino Creative District embraces history, business, and creativity along a walkable stretch of town. Watch for the **Tenino Arts Creative Market** (10am-3pm on second Saturdays May-September), the **Tenino Spring and Holiday Markets** and local productions at the **Tenino Young-At-Heart Theatre**. Visit the **Tenino Stone Carvers Shed** for a hands-on way to share the history and artistry of the local stone carving tradition. Meet the stone carvers on Fridays and Saturdays during the summer and Saturdays during the winter. Downtown Tenino

Yelm

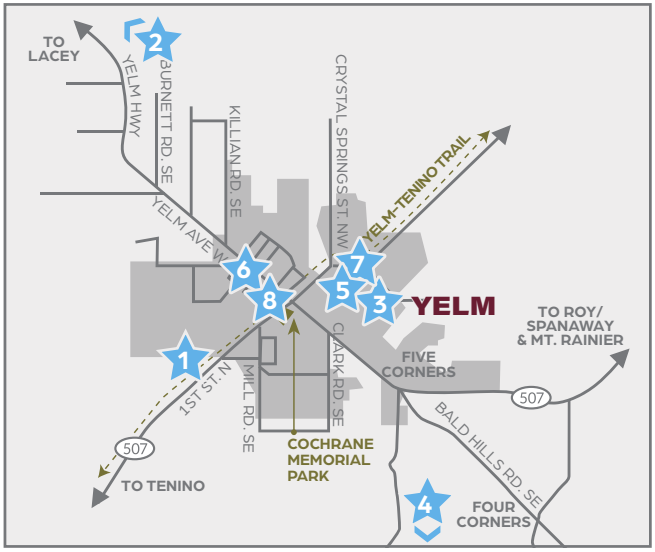
Yelm, WA

Nicknamed "the pride of the prairie," Yelm sits at the intersection of nature and culture, past and present. Pioneer John Longmire forged the modern-day path to **Mount Rainier**, both an entrance and a lodge in the national park are named for him. (Yelm is also the hometown of the first woman to reach the summit of Mount Rainier. Fay Fuller got all the way to the top in 1890—wearing a dress.) Yelm—a version of the Nisqually word "shelm," which refers to light when it shimmers in the heat—continues to be the gateway to Washington's iconic mountain, and today it's a hub of a growing arts scene, shopping and dining, and appreciated for its proximity to nature.

Blaze Your Own Trail

Yelm Water Tower
Mount Rainier isn't the only thing that looms large over Yelm. So does Yelm's iconic water tower, albeit to a slightly lesser degree. The 125-foot decommissioned tower is a preserved historic site and has been described as Yelm's version of Seattle's Space Needle. It's the beneficiary of a recent paint job and light system that brightens the night. 204 McKenzie Ave

Yelm



LOCATIONS

1. InGenius! Local Artisan Gallery & Boutique
2. Nisqually Red Wind Casino
3. Prairie Hotel
4. Tahoma Vista Fiber Mill and La Vida Alpaca
5. Uptown Lounge
6. Yelm Area Chamber of Commerce
7. Yelm Cinemas
8. Yelm/Rainier/ Tenino Trail

Nisqually Valley BBQ Rally – July 22, 2023
At this annual meat fest at **Yelm City Park**, amateur Q'ers compete for prizes against the backdrop of live music, activities for kids, a beer garden, and vendors. bbqrally.com

Sweet Boutiques
Find home decor, accessories, art, and clothing at Yelm's unique boutiques, like **Shiplap Shop & Coffee House**, **Between Sisters Boutique**, **BeJoyful Holistics**, and **InGenius! Local Artisan Gallery and Boutique**.

The Local restaurant

Yelm Cinemas & Uptown Lounge
Dinner and a movie? Enjoy new releases from the comfort of leather recliners, with bottomless popcorn and soda, at Yelm Cinemas. Pair that with dinner at **Uptown Lounge**, a 21-plus restaurant-bar with hand-crafted cocktails and a crowd pleasing menu.
201 Prairie Park St NE SE
uptownlounge.com, yelmcinemas.com

Yelm-Rainier-Tenino Trail

Biking & Hiking Trails
Pick up a bike or stretch your legs on a section (or all) of the 14-mile **Yelm-Rainier-Tenino Trail**, a former rail line. Along the way, stop to admire the graffiti wall—the longest free art wall in the Northwest—a creation kept up by a local graffiti artist and his friends. From there, pick up the **Chehalis-Western Trail** and follow the path of an old timber railroad route, or take the Prairie Line trail from Yelm Avenue to the Centralia Power Canal.

507 Taproom & Filling Station
With 18 taps and more than 200 beers—including many local brands—as well as cider and wine, 507 Taproom is a local favorite. Gather here to watch the game, or bring the party outside to hang out with friends around a fire pit.
507taproomandfillingstation.com

Parks
Yelm City Park is home to a kids' splash pad and the **Prairie Days Festival** in the summer, **Christmas in the Park** in winter, and fun for all ages year round. Those who like wheels will enjoy Yelm's **Bike and Skate Park**; for those who enjoy a slower pace, **Cochrane Memorial Park** provides wildlife sightings.

Yelm

Local Murals
Olympia isn't the only spot in Thurston County that features local street art. Catch the beautiful murals on the corner of 1st and Yelm Avenue, at the Splash Pad in Yelm City Park, inside the iconic 507 Taproom, and on the side of the Habitat for Humanity building.
207 E Yelm Ave

Festivals and Farmers Markets
Summers in Yelm means something to do nearly every weekend. Yelm City Park holds festivals, like **Jazz in the Park** and a **Mermaid Festival**. On Saturdays between May and September, enjoy the vendors at the **Yelm Farmers Market**. yelmfarmersmarket.com

Tahoma Valley Golf Course
Break out your five iron on Yelm's golf course, known as (believe it or not) one of the driest courses in the Pacific Northwest. This course offers iconic views of Mount Rainier, golf pros to help you perfect your putt, and a restaurant on site. A day on the greens in Yelm is a day well spent. tahomavalleygolf.com

Craving amazing produce and stellar ingredients? Our region provides a wide variety of culinary experiences. Olympia is home to the second largest farmers market in Washington—the **Olympia Farmers Market**—but you'll also find a delightful array of farmers markets throughout Thurston County featuring some of the Pacific Northwest's best seasonal produce, local art, and handcrafted gifts. Look for seasonal markets in Lacey, Tumwater, Yelm and Tenino or head to **Olympia Seafood** or **Delmonico's Heritage Butcher Shop** to load up the cooler with incredible, fresh, local farm-and-tide-to-table fare.

The tidal estuaries of South Puget Sound provide a diverse selection of sustainable and fresh seafood to local restaurants—from the Chelsea Gem oysters, crab, and geoduck clams harvested from Eld Inlet to the salmon on their runs to spawn. Local seafood hot spots include the **Olympia Oyster House**, **Budd Bay Café**, **Chelsea Farms Oyster Bar, Gardner's**, **Tugboat Annie's**

LOCAL FLAVOR

and **Anthony's Homeport** or **Anthony's Hearthfire Grill**. The restaurants, cafes, and food trucks of Thurston County also offer amazing, fresh cuisine by sourcing from farmers and growers right here in our region. Pay a visit to **Ricardo's Kitchen & Bar**, **Dockside Bistro**, **Mercato**, **Basilico**, **Bacco's Italian**, **Curry Corner**, **Cynara Restaurant and Lounge**, **Iron Rabbit Restaurant and Bar**, **New Moon Café**, **Jerk 'an Tingz Food Truck**, **OlymPita Food Truck**, **Akashic Food Trailer,** and **Nineveh Assyrian Food Truck** to sample local flavors. If you're looking for Mexican flare, try **Silverio's**, **La Patrona**, **Koko's Valentina Restaurant and Tequila Bar**, or **Huicholitos** for amazingly fresh ceviche.

The coffee scene in and around Olympia stands alone with hard-core, award-winning roasters bent on enlightening and delighting coffee lovers with unique tasting experiences. Take your pick from **Dancing**

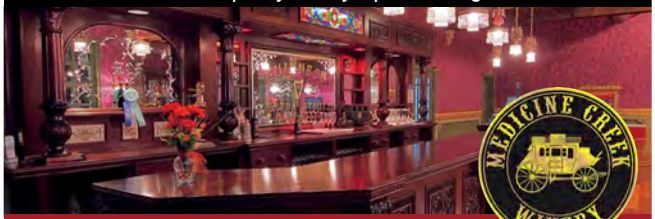
LOCAL FLAVOR

Goats Coffee, **Burial Grounds Coffee Collective**, **Ember Goods** and **Olympia Coffee Roasting Co.**, to name a few. With coffee in hand, set your sights for one of the many crazy good donut shops in Olympia, Lacey, Tumwater, and Yelm—**Twister Donuts**, **Original House of Donuts**, **Heavenly Donuts**, and **Simply Delicious Donuts** are a few to start with! With so many spots to choose from, we dare you to stop at just one.

Original House of Donuts in Lacey

Thurston County is also the home of the **Olympia Brewing Company**, although sadly, Olympia Beer is no longer produced. But that exceptional brewing legacy made way for a burgeoning brew scene that is thriving here in Thurston County. You can even take your love of handcrafted beverages on a trip through the many locations along the **Thurston Bountiful Byway**. Local craft culture extends to our award-wining wineries such as **Stottle Winery** and **Medicine Creek Winery**, small batch mead such as **Axis Meads** and hard cider makers such as **Locust Cider**, **Tart Cider**, or **Whitewood Cider Co**. Taste your way through the region and bring home some of the state's most crave-able spirits. Local makers such as **Sandstone Distillery** and **Heritage Distillery** turn the process into an artform. Sourcing local ingredients, they're hand-crafting unique cocktails and spirits and waiting to share their love of crafted beverages with you.

Unique tasting room and event venue in handcrafted barn in the historic Nisqually Valley, specializing in red wine.



Visit us Saturday and Sunday, 12-5 pm
Or call for a private tasting.
947 Old Pacific Hwy SE Olympia | 360.701.6284

FAMILY FRIENDLY

Load up the kiddos (and grandma and grandpa too) and get ready to make memories of a lifetime!

Get Back to Nature

Make sure your camera (or smartphone) is all powered up, because as you explore the wetlands and wildlife at the **Billy Frank Jr. Nisqually National Wildlife Refuge**, you're going to wind up with a LOT of photos! As you stroll the miles of easy walking trails and boardwalks, keep your eye out for an incredible amount of flora and fauna. Family young or old alike will be blown away by the 200+ species of birds and other wildlife that call the refuge home (and the squirrels can be real hams too!)

Downtown Fun

The **Hands On Children's Museum** takes imagination to a new level. Explore 28,000 square feet of space featuring 150 hands-on exhibits, ten themed galleries and a half-acre of outdoor play space. Explore Puget Sound's maritime history on the **Tugboat Sandman**, then stroll along the boardwalk at **Percival Landing Park**. Want to really immerse yourself into more hands-on learning about aquatic life in and around the Puget Sound? Head on over to the **Puget Sound Estuarium** to check out the exhibits and sign up for Meet the Beach, to explore inter-tidal life on local beaches.

TAKE A TRIP TO THE WET SCIENCE CENTER

ADMISSION IS FREE

Monday - Saturday 10 am - 4 pm
500 Adams Street NE
Olympia, Washington

WET Science Center

wetsciencecenter.org

Get Wild

Leave gravity at the door at **DEFY Olympia**. This extreme sports haven features a grid of 60-plus trampolines including angled wall trampolines and launching pads. Then head to the premier destination for indoor climbing and fitness in the South Sound at **Cirque Climbing**. Or get a dose of 80-degree weather any day of the year at **Great Wolf Lodge**. The mega indoor water park (and more) offers 56,000 square feet of liquid fun, from splash pools to plunging slides.

Experience history at the Tenino Depot Museum!

History is Fun

Thurston County is home to rich history that's fascinating for the whole family. Check out the railroad and logging exhibits at the **Tenino Depot Museum**. Learn how the small resort community Woodland evolved into the growing community of Lacey today at the **Lacey Museum**. Visit the **Oregon Trail marker** in Grand Mound, and of course, visit the **Capitol Campus** for a tour or just let the kids get the wiggles out exploring the 50-acre campus, home to memorials and gardens. Be sure to check out the **Moon Tree**, whose seeds orbited the moon in Apollo 14!

continued on pg 74

STAY

Hotels & Motels

		See Map Page	Rates: $=<$100, $$=$101–$150, $$$=>$150	Units	Meeting / Rental Space (sq ft)	Restaurant / Lounge Onsite	Complimentary Breakfast	Internet / WiFi	Pool (■=indoor/O=outdoor)	Pets allowed	Spa Suite	AAA Discount	Parking Onsite	Fitness Center
Best Western Tumwater–Olympia Inn	5188 Capitol Blvd SE, Tumwater 98501 (360) 956–1235 • bestwestern.com	35	$$	89	500		✓	✓		✓		✓	✓	✓
Best Western Plus Lacey Inn & Suites	8326 Quinault Dr NE, Lacey 98516 (360) 456–5655 • bestwestern.com	31	$$	85	800		✓	✓	■	✓		✓	✓	✓
Comfort Inn Lacey	4700 Park Center Ave NE, Lacey 98503 (360) 456–6300 • comfortinn.com	27	$$	69			✓	✓	■			✓	✓	✓
Courtyard by Marriott	2301 Henderson Park Ln SE (360) 943–8448 • marriott.com		$$	107	1,321	✓		✓	■			✓	✓	✓
DoubleTree by Hilton	415 Capitol Way N, Olympia 98501 (360) 570–0555 • (877) 570–0555 olympia.doubletree.com	11	$$	102	2,750	✓		✓	■			✓	✓	✓
Fairfield Inn & Suites by Marriott	6223 197th Way SW, Rochester 98579 (360) 858–5757 • marriott.com	43	$$	66	2,148		✓	✓	■	✓		✓	✓	✓
Great Wolf Lodge (Resort)	20500 Old Highway 99 SW, Grand Mound 98531 (360) 273–7718 • greatwolf.com	43	$$$	398	15,500	✓		✓	■ O	✓	✓	✓	✓	✓
Hampton Inn & Suites Olympia–Lacey	4301 Martin Way E, Olympia 98516 (360) 459–5000 hamptoninn3.hilton.com	27	$$	121	2,450		✓	✓	■	✓		✓	✓	✓
Hilton Garden Inn	2101 Henderson Park Ln, Olympia 98501 (360) 236–9934 hiltongardeninn3.hilton.com	11	$$	118	2,716	✓		✓	■		✓	✓	✓	✓
Holiday Inn Express & Suites Lacey	4460 Third Ave SE, Lacey 98503 (360) 491–7985 hiexpress.com/laceywa	27	$$	81	794		✓	✓	■		✓	✓	✓	✓
La Quinta Inn & Suites Lacey	4704 Park Center Ave NE, Lacey 98516 (360) 412–1200 • lq.com	27	$$	63			✓	✓	■	✓	✓	✓	✓	✓
La Quinta Inn & Suites Tumwater	4600 Capitol Blvd SE, Tumwater 98501 (360) 352–5433 • lq.com	35	$$	80	2,000		✓	✓	■	✓		✓	✓	✓
Lucky Eagle Casino & Hotel	12840 188th Ave SW, Rochester 98579 (360) 273–2000 • (800) 720–1788 luckyeagle.com	49	$$	170	1,400	✓		✓	■	✓		✓	✓	✓
Motel 6	400 Lee St, Tumwater 98501 (360) 754–7320 • motel6.com	35	$	118				✓	O	✓		✓	✓	
Olympia Inn	909 Capitol Way S, Olympia 98501 (360) 352–8533	11	$	27				✓		✓		✓	✓	
OYO Hotel	1600 74th Ave SW, Tumwater 98501 (360) 943–5040 • oyorooms.com	35	$	59			✓	✓	■	✓	✓	✓	✓	✓
Prairie Hotel	700 Prairie Park Ln SE, Yelm 98597 (360) 458–8300 • prairiehotel.com	57	$$	67				✓		✓			✓	✓
Quality Inn & Suites Lacey	120 College St SE, Lacey 98503 (360) 493–1991 • choicehotels.com	27	$	76			✓	✓		✓		✓	✓	✓
Ramada by Wyndam	4520 Martin Way E, Olympia 98516 (360) 459–8866 • ramada.com	27	$$	125	1,500		✓	✓	■			✓	✓	✓
Red Lion Inn & Suites, The Governor	621 Capitol Way S, Olympia 98501 (360) 352–7700 • redlion.com	11	$$	120		✓	✓	✓				✓	✓	✓
Super 8 Motel	112 College St SE, Lacey 98503 (360) 459–8888 • super8.com	27	$	98			✓	✓	■	✓		✓	✓	
The Olympia Hotel at Capitol Lake	2300 Evergreen Park Dr, Olympia 98501 (360) 943–4000 • ihg.com	11	$$	192	16,500	✓		✓		✓	✓	✓	✓	✓

STAY

Bed & Breakfast

		See Map Page	Rates: $=<$100, $$=$101–$150, $$$=>$150	Units	Meeting / Rental Space (sq ft)	Restaurant / Lounge Onsite	Complimentary Breakfast	Internet / WiFi	Pool (*=indoor/O=outdoor)	Pets allowed	Spa Onsite	AAA Discount	Parking Onsite	Fitness Center
The Marie Bed and Breakfast	123 Cushing St NW, Olympia 98502 (360) 915-8039 • mariebnb.com	10	$$$	4			✓	✓					✓	
Swantown Inn	1431 11th Ave SE, Olympia 98501 (360) 753-9123 • swantowninn.com	11	$$	4	700		✓	✓			✓		✓	

Extended Stay

		See Map Page	Rates: $=<$100, $$=$101–$150, $$$=>$150	Units	Meeting / Rental Space (sq ft)	Restaurant / Lounge Onsite	Complimentary Breakfast	Internet / WiFi	Pool (*=indoor/O=outdoor)	Pets allowed	Spa Onsite	AAA Discount	Parking Onsite	Fitness Center
Candlewood Suites Olympia-Lacey	4440 Third Ave SE, Lacey 98503 (360) 491-1698 • candlewoodsuites.com	27	$$	62	500			✓		✓	✓	✓	✓	✓
Extended Stay America	1675 Mottman Rd SW, Tumwater 98501 (360) 754-6063 extendedstayamerica.com	35	$	107			✓	✓		✓	✓	✓	✓	
TownePlace Suites by Marriott	900 Capitol Way S, Olympia 98501 (360) 753-8770 • marriott.com	11	$$	71	725		✓	✓		✓		✓	✓	✓

RV & Campgrounds

		See Map Page	Spaces RV / Campsites	Full Hook Up	Dump Station Or Sewer Hook Up	Showers	Restrooms	Laundry	Outdoor Pool / Swimming	Internet	Groceries
Capitol State Forest–Multiple Campgrounds	Capitol State Forest (multiple entrances) (360) 577-2025 • dnr.wa.gov	35	72				✓				
Columbus Park	5700 Black Lake Blvd, Olympia 98506 (360) 786-9460 • columbuspark.net	35	46/31	✓	✓	✓	✓	✓	✓		✓
Millersylvania State Park	12245 Tilley Rd S, Olympia 98501 (360) 753-1519 • parks.wa.gov	35	120/48	✓	✓	✓	✓		✓		
Offut Lake Resort Cabins & Campgrounds	4005 120th Ave SE, Tenino 98589 (360) 264-2438 • offutlakeresort.com	53	10 Cabins 31 RV 18 Tent	✓	✓	✓	✓	✓	✓	✓	✓
Washington Land Yacht Harbor	9101 Steilacoom Rd SE, Olympia 98516 (360) 491-3750 washingtonlandyachtharbor.com	31	103 RV	✓	✓						

PERMITS & PASSES

South Puget Sound near Billy Frank Jr. Nisqually National Wildlife Refuge

Don't wind up with an unpleasant surprise—make sure you have the right permit or pass when accessing public lands. Many Washington State and federally managed public lands will require that you purchase and display the correct permit or pass during your visit. To determine which permits or passes you need, consider who operates the land you are visiting. Is the park or trail labeled as "State," "National" or "Federal"?

Federal lands such as National Parks (*such as Mt. Rainier NPS and Olympic National Forest*), National Wildlife Refuges (*such as Billy Frank Jr. National Wildlife Refuge*), National Historic Sites, Bureau of Land Management lands, and places managed by the Bureau of Reclamation. **Permit Needed:** An America the Beautiful Interagency Pass gets named passholders into each of these sites. A Northwest Forest Recreation Day Pass allows trailhead parking on national forests for $5/car for one day. The pass is available at National Forest offices, visitor centers, ranger districts, via private vendors or online.

State lands such as Washington State Parks (*such as Tolmie and Millersylvania*), State Forest lands (*such as Capitol State Forest*), Department of Natural Resources lands and Department of Fish and Wildlife trailheads (*such as Scatter Creek Wildlife Preserve*). **Permit Needed:** The Discover Pass gets pass holders into each of these sites. One pass can be transferred between two vehicles. For one-day use only, purchase your Discover Pass Day Pass for $10/car. For a complete year of use, purchase the Discover Pass for $30 at discoverpass.wa.gov/133/Where-to-Buy.

PERMITS & PASSES

2023 Free Days

The Washington State Parks and Recreation Commission offers 12 free days a year, in which day-use visitors won't need a Discover Pass to visit state parks by vehicle. The free days apply only at state parks; the Discover Pass is still required on WDFW and DNR lands.

Jan. 1
First Day Hikes; New Year's Day

Jan. 16
Martin Luther King, Jr. Day

March 9
Billy Frank Junior's Birthday

March 19
State Parks' 110th Birthday

April 22
Earth Day

June 10
National Get Outdoors Day

June 11
Free Fishing Day

June 19
Juneteenth

Sept. 23
National Public Lands Day

Oct. 10
World Mental Health Day

Nov. 11
Veterans Day

Nov. 25
Autumn Day

Millersylvania State Park

RAPID ORTHOPAEDIC CARE
ROC Urgent Clinic
at OLYMPIA ORTHOPAEDIC ASSOCIATES
OPEN DAILY 10AM - 5:30PM
Providers at the ROC offer immediate care for urgent injuries to muscles, bones, and joints.
3901 Capital Mall Drive SW in West Olympia
For questions, please call or visit
(360) 754-ROCC (7622) | olyortho.com/ROC

FAMILY FRIENDLY

Playgrounds

Sometimes you just gotta admit that nothing short of a playground is going to be exactly what the little ones want, and sometimes, the tweens and teens need a break too—we get it! Thurston County is home to countless parks with a variety of amenities for kids. Got a skater in the group? Try the concrete bowl at **Yauger Park** for ample dips and grinding rails. The little ones will love the sky-high slides and the rope pulley that crosses the playground at **Tumwater Historical Park**. **Depot Park** in Lacey offers a replica of a depot and a fun train-themed play structure.

Hit the Farm

Family members of all ages love a day touring farms. Head to **Schilter Family Farm** in search of the perfect pumpkin or take in one of their festivals throughout the year. Be sure to save room for a famous apple fritter and fresh cider at **Lattin's Country Cider Mill and Farm**. Looking for a scare? Check out the Rutledge Corn Maze! For those in search of the perfect Christmas Tree, choose from one of the numerous family-run farms such as **Ashley Creek Farm** and **Hunter Family Farm** (there are a LOT more!) In the heat of the summer, take in one or all of our region's beautiful lavender farms: **Evergreen Valley**, **Schirm Loop Homestead** and **Walupt Farms** are just a few of the locations waiting to delight you.

Airport GOLF CENTER

Driving Range

Pro Shop

Local drafts and food!

Club Repairs

AGBC is proud to TEAM with:

TOPTRACER
PING
OAKLEY
Fujikura
SRIXON
Callaway
Cleveland GOLF
BRIDGESTONE GOLF
Titleist
TaylorMade
Wilson Staff
OGIO
Mitchell GOLF
clicgear USA

Call to reserve parties & events!

360-786-8626

8080 CENTER STREET SW - TUMWATER, WA 98501

AIRPORTGOLFCENTER.COM

We Appreciate You!

North America Talk Media Group/ Thurston Talk

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

NorthAmericaTalk Media Group/ThurstonTalk

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$10-$38k

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

46-4590357

City of Lacey Business License Number *

N/A

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

tourism interest, and we consistently hear community chatter about traveling and experiencing

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

*IMPORTANT: There was only an option above for "Public" and "Nonprofit". We are a private business and Sadie said to just mark "Public" and clarify here. Thank you! Through our Western WA media companies spanning the I5 corridor (Vancouver, WA to Bellingham, WA), as outlined in our 'Scope of Work', our program is designed to promote the City as a tourist destination to increase economic activity in the City of Lacey for the year of 2024. We plan to collaborate with the City of Lacey to create tourist related content that our team will create and we will distribute to our Western WA audience along the I5 corridor. Our project will begin January 2024 and end December 2024. Further, we will work with the City to best align content with seasonal activities. And we have seen past tourism clients use content to market toward shoulder seasons. An example of content we see valuable that would be created by our team to share and amplify with our Western WA audience includes: 1. Outdoor recreation 2. Things to do 3. Places to eat and drink 4. All content created as itineraries for day and weekend trips to the City of Lacey and published in the "Travel" section of our @Talk publications across WA.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

We consistently see search terms come through our publications related to Southwest WA yourism interest, and we consistently hear community chatter about traveling and experiencing locally. Over the last six years, we have used this data to create a 'Tourism Promotion Program', employing content marketing/destination branding, that cities, counties, and DMOs have been able to leverage to reach our audience of 1.1 million unique monthly readers across all 18 of our online publications. Put simply, we will use content marketing wrapped around day and weekend trip itineraries to shuffle people regionally to the City of Lacey to experience tourism related activities.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Our Community Social Networks™ are 'Open to All' and promote equitable access to the communities we serve throughout the Pacific Northwest: We do not have any paywalls or subscriptions to access our content, and all content created for the City of Lacey to promote tourism will be accessible to all.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

The funds received will fund the creation and distribution of tourism related content for the City of Lacey to draw in community members from Bellingham to Vancouver with our hyperlocal media companies focused on the I5 corridor.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

15

25

Visits by Day Travel*

120

Other Attendance*

300

Out-of-State Visitors*

10

How Many Attendees*

470

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

Tourism creates commerce and has a quantifiable economic impact: the more tourism, the more dollars spent locally (food, shopping, lodging, etc.), which impacts the business community, and ultimately impacts the local community at large, as more LTAC funding creates more events and community assets for the local community to experience, as well. Further, our Community Social Networks give tourists the ability to plan and engage in impromptu local tourism experiences through search engine inquires as well as social media.

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We use Google and social analytics to measure the success of our 'Tourism Promotion Program' and we can provide references for our past work, specifically with Destination Marketing Organizations organizations across WA State.

---

7. What is the targeted age group of your event?*

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$10 - $28k, depending on which package the City of Lacey chooses to fund.

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

50%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. Creation of six articles + research and consultation with the City of Lacey: $4,800 2. Distribution of six articles on eight of our online publications + social channels along the I5 corridor: $4,700 3. Success analytics and documentation prepared for the City of Lacey: $500 4. Total: $10,000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

50% City of Lacey
50% NorthAmericaTalk Media Group

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

City of Lacey, our contract varies year-to-year

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

Other

If other, where will the event be held? *

City of Lacey, urban areas, and all of our other @Talk publications listed in the cover letter and scope of work.

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

365

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

2962 Limited Lane NW
Olympia, WA 98502
Dan Jones, CEO/Founder – Jacob Luplow, VP Sales
Dan@NorthAmericaTalk.com - Jake@NorthAmericaTalk.com
206-822-1458

Dear City of Lacey Lodging Tax Advisory Committee and Lacey City Council:

NorthAmericaTalk is applying to propose a new, innovative project to encourage tourism in the City of Lacey via digital destination and tourism marketing focused on mobile users in Western WA outside of a 50-mile radius of Thurston County.

Through our Western WA media companies spanning the I5 corridor (Vancouver, WA to Bellingham, WA), as outlined in our 'Scope of Work', we plan to promote the City as a tourist destination to increase economic activity in the City of Lacey for the year of 2024.

An example of content we see valuable that would be created by our team to share and amplify with our Western WA audience includes:

- Outdoor recreation
    - Where to kayak in Lacey
    - Where to Paddleboard in Lacey
    - Where to walk your dog/off leash dog parks
    - Paved walking trails/paved biking trails
- Things to do
    - Food trucks
    - Indoor kid activities
    - Indoor family activities
- Places to eat and drink
    - Roundup of breweries, eateries, and wineries
    - Places to get a burger
    - Fine dining restaurants
- All content created as itineraries for day and weekend trips to the City of Lacey

NorthAmericaTalk has 10 years of extensive, well-documented work promoting tourism for *Grays Harbor Tourism*, *Bellingham Whatcom County Tourism*, ***Thurston County***, ***Experience Olympia and Beyond***, and the *City of Camas* through social media, SEO, and content marketing.

2962 Limited Lane NW
Olympia, WA 98502
Dan Jones, CEO/Founder – Jacob Luplow, VP Sales
Dan@NorthAmericaTalk.com - Jake@NorthAmericaTalk.com
206-822-1458

Additionally, we reach a great demographic of 70% female readers, an average age of 34, and a 72% mobile user base.

Our Community Social Networks™ are 'Open to All' and promote equitable access to the communities we serve throughout the Pacific Northwest.

We ask that you consider all documents with thoughtfulness, leaning on us for questions and feedback, and we look forward to assisting you in your destination marketing goals as we bring to life the City of Lacey for our Western WA audience, from Bellingham to Vancouver.

Scope of Work AND Impact on Tourism

2023 Digital Place and Destination Branding

Leveraging Content Marketing, Search Engine Optimization, and Community Social Networks

NorthAmericaTalk is excited and enthusiastic about working with the City of Lacey to support your 2024 destination and tourism marketing goals through social media, SEO, and content marketing.

Below, you will find a 'Scope of Work' that focuses on amplifying the City of Lacey as a tourist destination and capturing eyeballs on mobile devices along the I-5 corridor of WA to drive tourism.

What we plan to do

We plan to collaborate with the City of Lacey to create tourist related content that our team will create and we will distribute to our Western WA audience along the I5 corridor. Our project will begin January 2024 and end December 2024. Further, we will work with the City to best align content with seasonal activities. And we have seen past tourism clients use content to market toward shoulder seasons.

Furthermore, we have a great working relationship with Experience Olympia and Beyond and we will keep them informed to best leverage and align tourism related efforts.

Western Washington I5 Corridor @Talk Readership/Users

- Reach over 200,000 users/people per week along the I5 Corridor
- 158,494 social followers along the I5 Corridor
- @Talk platforms along I5 see consistent search traffic for "Southwest WA" tourism related interests

Our proposal is designed to maximize search engine results, hit a target demographic, and drive tourism.

Project Outcome/Impact on Tourism

- **Increase economic activity in the City of Lacey for the year of 2024, over a 12-month period**
- Our team will create all content
- Quality content that can be reused/repurposed, “Evergreen”, by the City of Lacey
- Content that is social media friendly (highly shareable)
- Content that is search engine friendly (SEO optimized)
- Content that can be shared multiple times and reused (year to year)
- Distribution to 100,000s of readers along I5
    - Our media properties have over 158,494 social subscribers with whom to share content and thousands of daily readers
- High quality articles that are read by a broad audience
- Positive community branding
- High quality content representing a geographic area
- Leverage past data collection to create more informed content decisions through search engine analysis of @Talk data
- Increased tourism related online content to assist in driving tourism
- We can provide stats:
    - For content: impressions, reach, and social media interactions
    - For visual ads: impressions and CTR
- We can also provide ‘tourism impact’ for our clients across Western WA, as an example, if references are requested.

*Please note: the last several slides in the media kit show example work from other tourism clients in WA.

Packages

A. Focus on content marketing along the I5 corridor – 12 month project

- 6 Articles selected by the City of Lacey with collaboration and insight provided by @Talk
- Focused on “Things to Do” and “Places to Eat and Drink” as day trip and weekend trips
- All content published on:
    - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- All content shared on social media

Investment:

- ~~Retail: $15,900~~
- Special pricing: $10,000 *

B. Focus on content marketing along the I5 corridor – 12 month project

- 12 Articles selected by the City of Lacey with collaboration and insight provided by @Talk
- Focused on “Things to Do” and “Places to Eat and Drink” as day trip and weekend trips
- All content published on:
    - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- All content shared on social media

Investment:

- ~~Retail: $31,800~~
- Special pricing: $18,000 *

C. Extended reach with geo-targeted banner ads along the I5 corridor – 12 month project

- **Includes everything in package B**
- Custom banner ad (runs 12 months) on:
    - WhatcomTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, and ClarkCountyalk.com

    - Banner ads can be swapped out each month
- One live influencer visit on site
    - We will have one live influencer on site at a spot designated by the City of Lacey

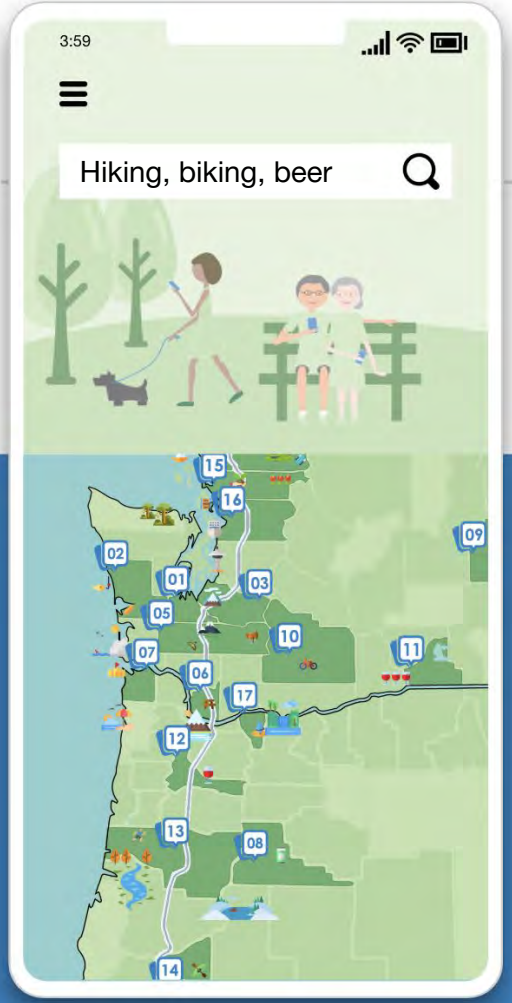
Investment:

- ~~Retail: $64,800~~
- Special pricing: $38,000 *

*Special pricing (applies to packages A, B, and C):

- Our sister companies are offering reduced “package” discounts in pricing to create a package deal that is a win for all stakeholders, which is reflected in the “price match” in the application.
- Sister companies:
    - WhatcomTalk
    - SkagitTalk
    - SnohomishTalk
    - SouthSoundTalk
    - ThurstonTalk
    - LewisTalk
    - GraysHarborTalk
    - ClarkCountyTalk

NORTH AMERICA TALK



CITY OF LACEY

Community Social Network™

- Reach our audience
- Grow your brand
- Measure the results

Community Mobile Branding

"Partnering to Connect Local Users"

NORTH AMERICA TALK

Community Social Networks™

Pacific Northwest Media Properties

5.1 Million

Media Coverage Area

5,528,761

Search Requests

345,044

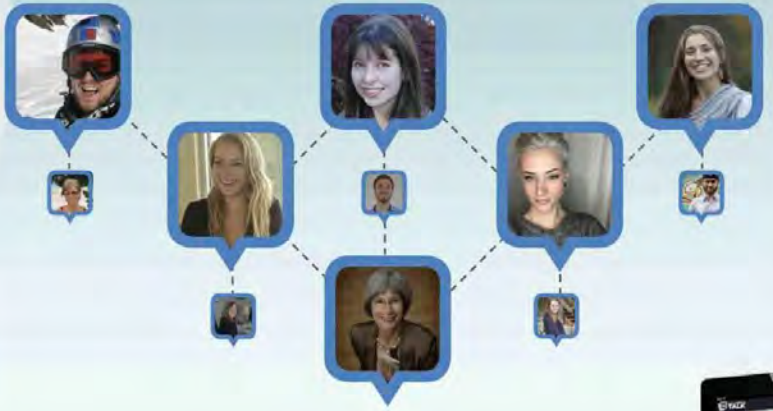
Most Active Consumers
Age 25-44

1. ThurstonTalk
2. GraysHarborTalk
3. SouthSoundTalk
4. WhatcomTalk
5. LewisTalk
6. ClarkCountyTalk
7. ClatsopNews
8. DeschutesTalk
9. SpokaneTalk
10. YakimaTalk
11. ColumbiaBasinTalk
12. Marion Talk
13. Willamette Talk
14. RogueValleyTalk
15. Skagit Talk
16. Snohomish Talk
17. GorgeTalk

MESSAGES

Community Content Creators

NORTH AMERICA TALK



MESSAGES

Marketer
"I can connect dollars spent to real results – a powerful tool when making marketing budget decisions."

- Jacque S., Healthcare

MESSAGES

User
"It knits the fabric of my community tighter around me."

- Kelli S., Subscriber

Community Social Network™ : Community Chatter™

What are Community Social Networks?

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- Hyper-local Community Media
- No Paywall or Subscription
- Professional Journalists
- Community-driven Stories
- Customer-driven Stories
- Not Hard News

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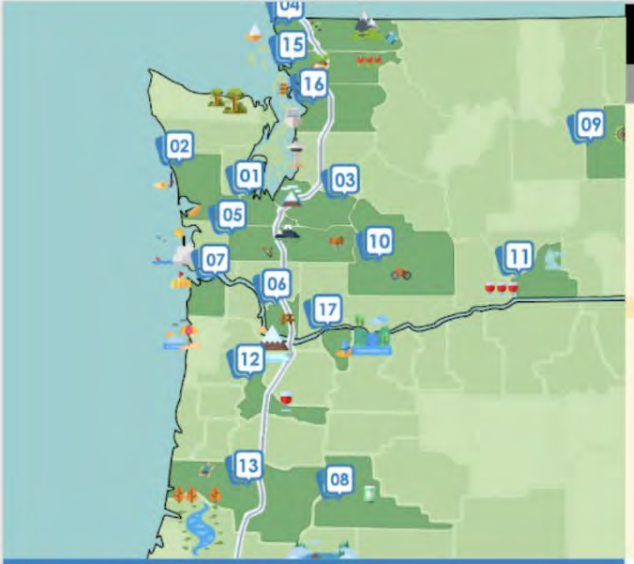
Ways to Connect Via this Media Platform

- **Educational Outreach**
  How can someone thrive? How have your services empowered folks to achieve their goals, whatever they may be?

- **Share Expertise**
  People search for how-tos, expert advice, or simple explanations of complicated things.

- **Association Branding**
  Enable sharing and awareness by other organizations you care about, and then either disclose with your logo or a sentence that the information was made possible by you.

- **Awareness Outreach**
  Banner ads, logo placements, block ads, category sponsorships—all of these are designed just to keep your organization's name or initiative in front of readers for the 7 to 8 times they need to see things for them to register, with click-through capability.



NORTH AMERICA TALK

HOME STATISTICS

SOCIAL SUBSCRIBERS

161,092

SEARCH REQUESTS

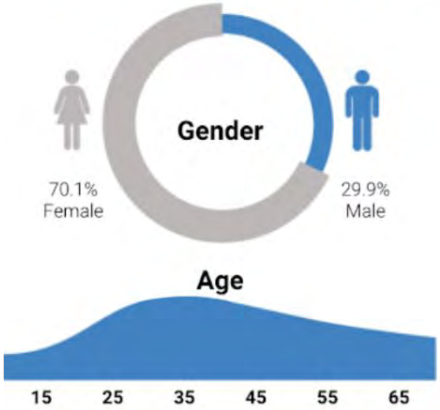
5,528,761

USER REACH

823,549

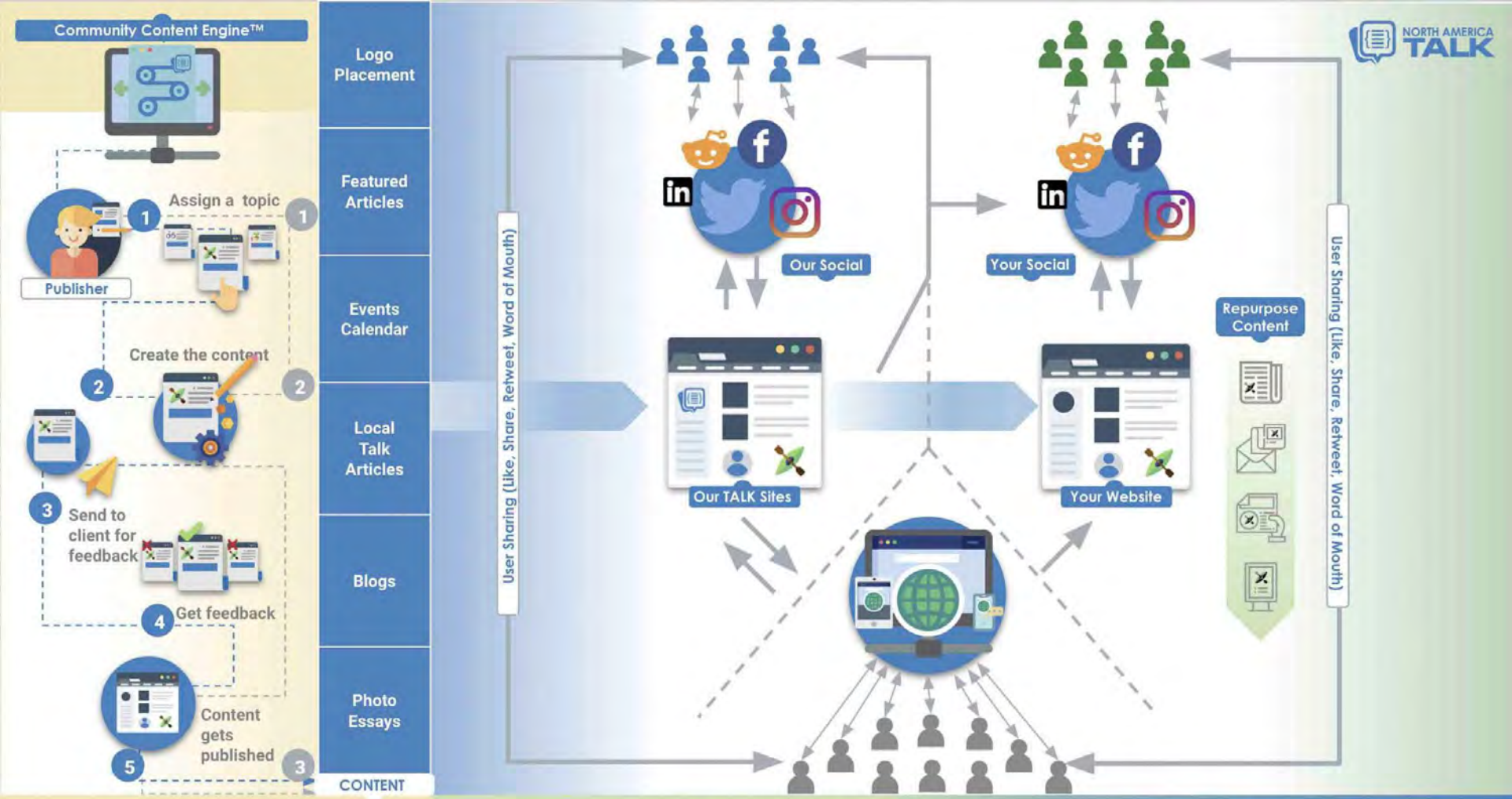
72% Mobile Users

Audience Demographic



Average Age 34

Web Traffic


Community Content Engine™
Publisher
1
Assign a topic
2
Create the content
3
Send to client for feedback
4
Get feedback
5
Content gets published
Logo Placement
Featured Articles
Events Calendar
Local Talk Articles
Blogs
Photo Essays
CONTENT
User Sharing (Like, Share, Retweet, Word of Mouth)
Our Social
Our TALK Sites
Your Social
Your Website
Repurpose Content
User Sharing (Like, Share, Retweet, Word of Mouth)
NORTH AMERICA TALK
Phase 1 : Strategy
Phase 2 : Distribution
Integrated Branding Platform™

NORTH AMERICA TALK

Referrers

- Google Search
- Bing
- DuckDuckGo
- Yahoo Search
- Ask.com
- AOL
- MyWay.com
- Baidu
- Live.com
- DogPile.com
- Facebook
- Google News
- Twitter
- WordPress Android App
- NewsBreak App
- Smart News
- Reddit
- Google Image Search
- Yandex

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We Reach Consumers Where They ARE: On Their Phones

- Over 72% of our views are from mobile devices (and growing)

- People are finding our stories:
  - On Facebook, Twitter, and other social media
  - On news feed services such as Google News, News Break, SmartNews
  - Via keyword and context search, and via voice search such as Alexa

We make human connections on digital devices with our local community.

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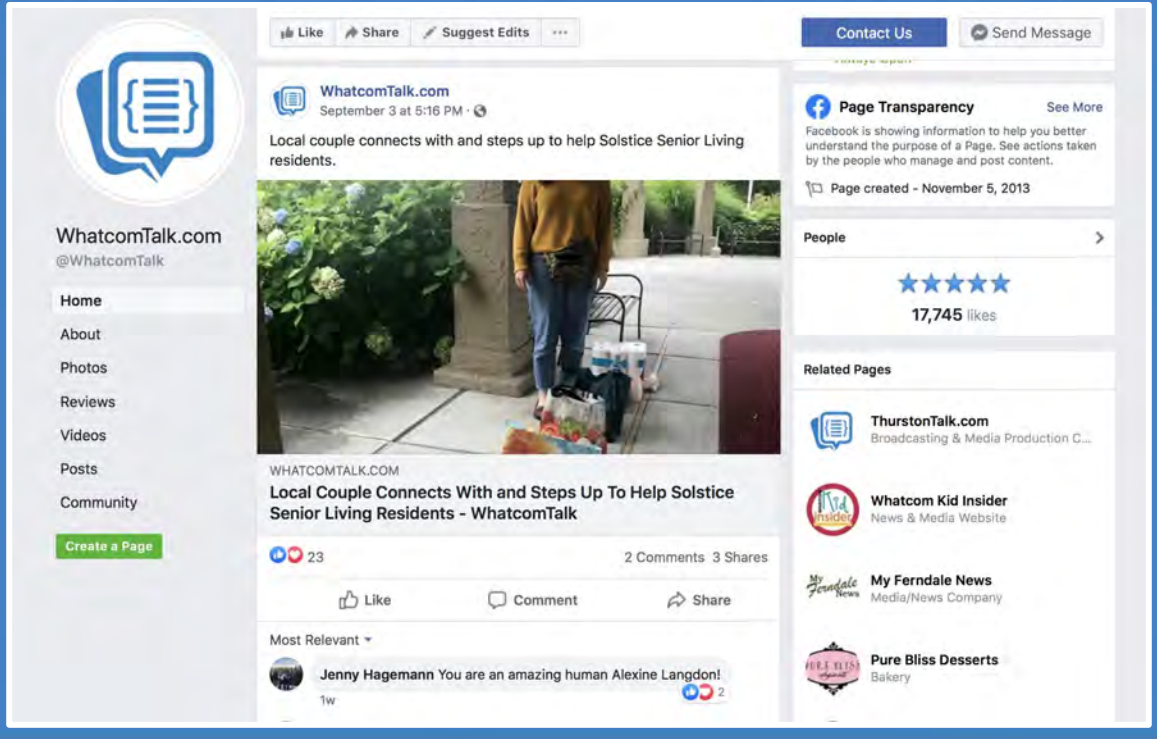
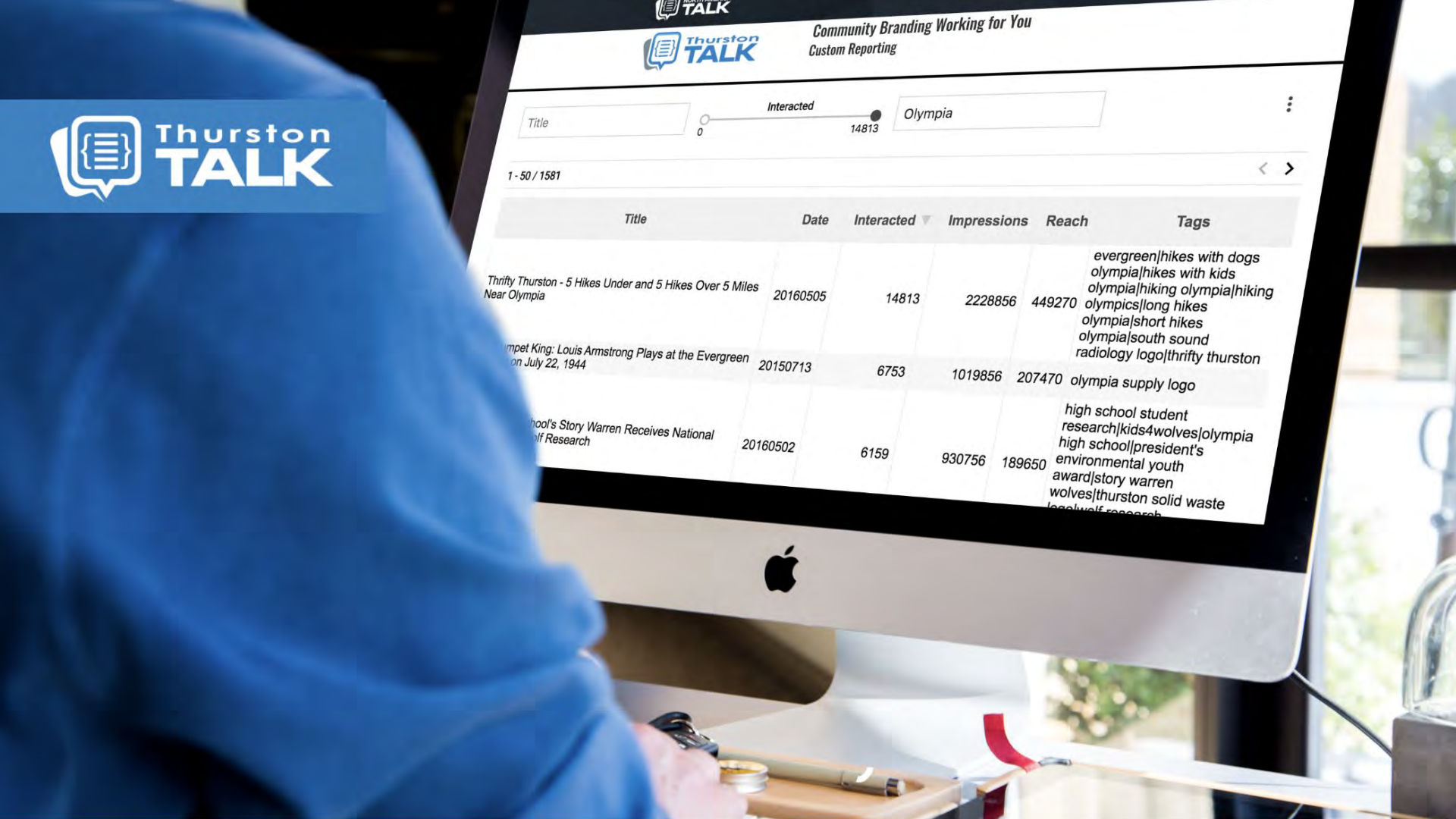
The Power of Social Media




Thurston TALK
Community Branding Working for You
Custom Reporting
Title
Interacted
0
14813
Olympia
1 - 50 / 1581
Title
Date
Interacted
Impressions
Reach
Tags
Thrifty Thurston - 5 Hikes Under and 5 Hikes Over 5 Miles Near Olympia
20160505
14813
2228856
449270
evergreen|hikes with dogs olympia|hikes with kids olympia|hiking olympia|hiking olympics|long hikes olympia|short hikes olympia|south sound radiology logo|thrifty thurston
mpet King: Louis Armstrong Plays at the Evergreen on July 22, 1944
20150713
6753
1019856
207470
olympia supply logo
hool's Story Warren Receives National lf Research
20160502
6159
930756
189650
high school student research|kids4wolves|olympia high school|president's environmental youth award|story warren wolves|thurston solid waste

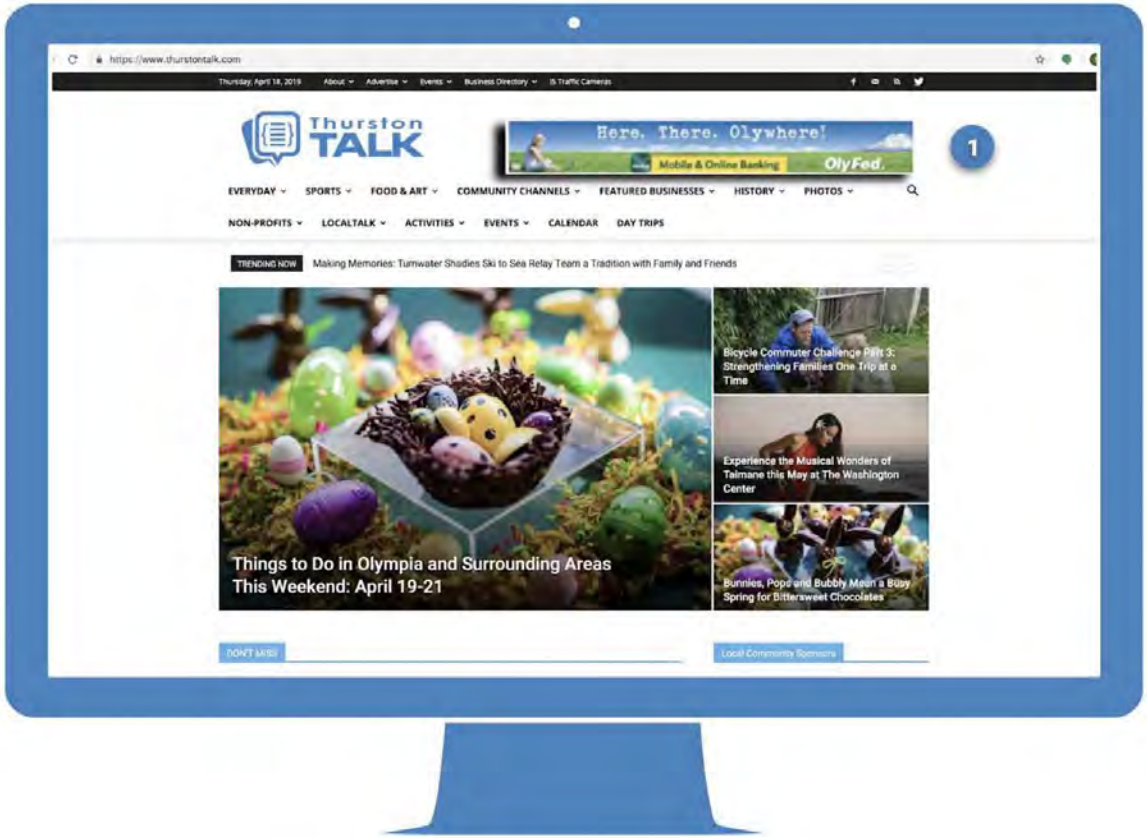
NORTH AMERICA TALK

Why You Should Advertise With Us

- We are where people are looking
  - 72% mobile
  - People will find your information via search, newsfeed, social, email, and on our platform
- You're NOT the ad: You're the story
  - When people find you this way, they are invested and interested (time on page stats)
- Your brand will be "good news" by association
  - When polled the top phrases folks said about our content was "positive" and "local"
  - Your brand will never be next to something divisive, sad, or scary
- Your logo can support community journalism while the article supports you
  - Example of tree story / coffee roaster, etc.
- Cost comparison? We ARE cheaper for similar reach but we never highlight
  - Radio or TV schedules will run $1K or more for just one period—often condensed into a week. Magazine ads, newspaper—they all start at hundreds of dollars for one placement. When they are done, they are done.
- Our content lives forever on our site, and you can reuse it as much as you want, or know your logo will still be in that article years later--it doesn't rotate out.

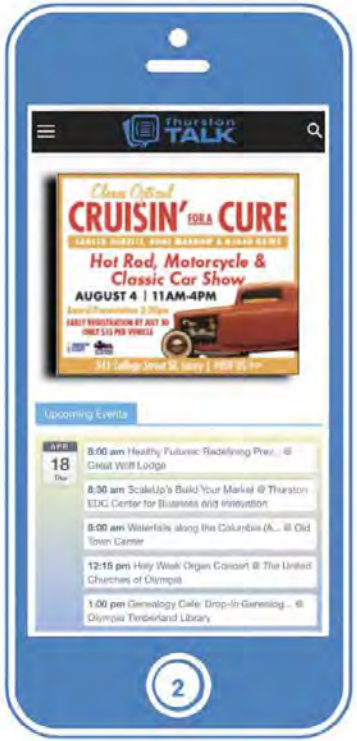
Visual Ads | 1 Banner

NORTH AMERICA TALK

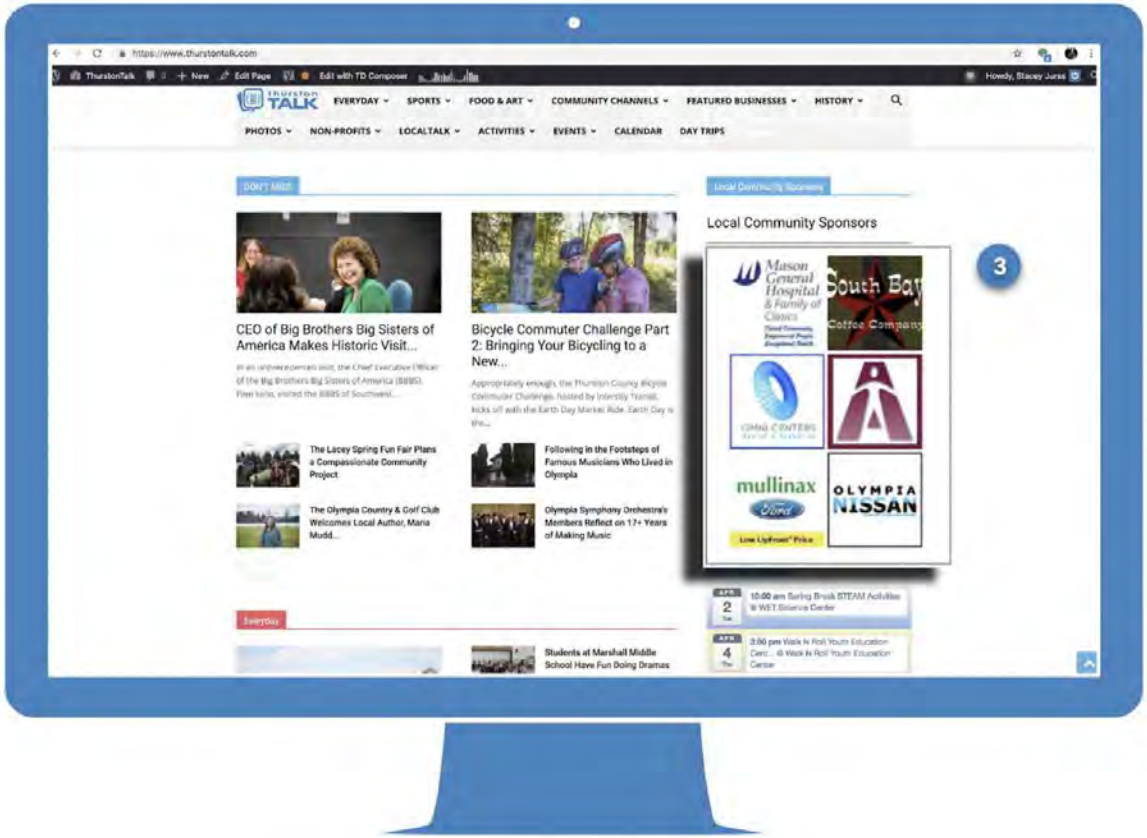


Visual Ads | ② Side Bar

NORTH AMERICA TALK



Visual Ads | ③ Block Ad



Visual Ads | 4 Logo Placement

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Visual Ads | 5 Category

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Content Marketing

NORTH AMERICA TALK

1. Community Driven
2. Customer Driven
3. Local Talk

Visual Ads

NORTH AMERICA TALK

1 Banner

2 Sidebar

3 Block Ad

4 Article Logo Placement

5 Category

Content Marketing

Display Ads

Audience Targeting

Mobile Reach

Mobile User

Community Marketing

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Reach

Content Marketing

- Tell your story
- Influence a target market

Grow

Display Ads

- Select various sizes
- Place in strategic locations

Measure

Mobile Reach & Audience Targeting

- Diversify your advertising
- Link to the community
- Talk to a specific demographic

What our users are saying

Reader & customer feedback

There's no other publication that gives me as much pleasure.

- Chuck Robinson, Village Books

Stacee and the WhatcomTalk team is a pleasure to work with. I appreciated that I could just state my goals and Stacee and her team could find the right solution.

– Jim Sutterfield, Signs Plus Inc

"WhatcomTalk has truly helped raise the profile of Pickford Film Center throughout Whatcom County.

- Lindsey Gerhard, Pickford Film Center

Their philosophy of promoting the positive that is happening sends such a wonderful message and really opens all of our eyes to the amazing goings-on in Whatcom County that most of us would otherwise not know.

– Keith Coleman, Marriott Bellingham

WhatcomTalk was excellent to work with! They were thorough, accurate and know what they're doing.

- Wes Herman, The Woods Coffee

NORTH AMERICA TALK

Integrated Branding Platform™

Mobile Community Marketers

EXPERIENCE Olympia & Beyond

MBT MOUNT BAKER THEATRE a 501(c)3 not-for-profit organization

The Chrysalis Inn & Spa "A Respite for the Body, Mind and Soul"

A-1 BUILDERS

WHOLE FOODS MARKET

BELLINGHAM FARMERS MARKET

PICKFORD FILM CENTER

First Federal

BELLINGHAM REGIONAL CHAMBER OF COMMERCE

BE IN Bellingham WHATCOM COUNTY

Port of Bellingham

SPORTSPLEX Soccer Skating Hockey

INDUSTRIAL CREDIT UNION It pays to be a member.

Peoples Bank A higher level of service.

WTA

NORTH AMERICA TALK

Integrated Branding Platform™

Mobile Community Marketers

Saint Martin's University

Olympia's KGY 95.3

Whole Foods Market

City of Lacey

Heritage Bank

SouthSound Radiology

Unforgettable Grays Harbor Washington

The Olympia Furniture Co

I-5 CARS 11 BRANDS! Hundreds of Vehicles & RVs

Holiday Inn An IHG Hotel

Thurston EDC & Center for Business Innovation

xfinity

Providence Health & Services

Intercity Transit

NORTH AMERICA TALK

Example Tourism Work for Grays Harbor Tourism

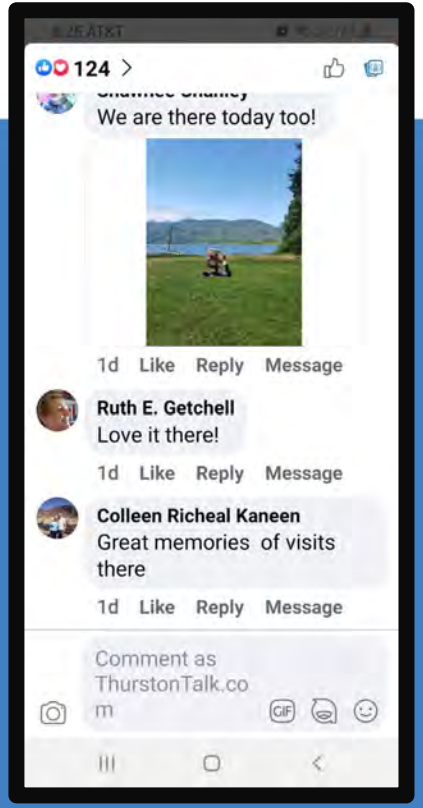
The following slides show examples of some of the work we have done for the tourism industry.

Onsite Experience Branding

NORTH AMERICA TALK

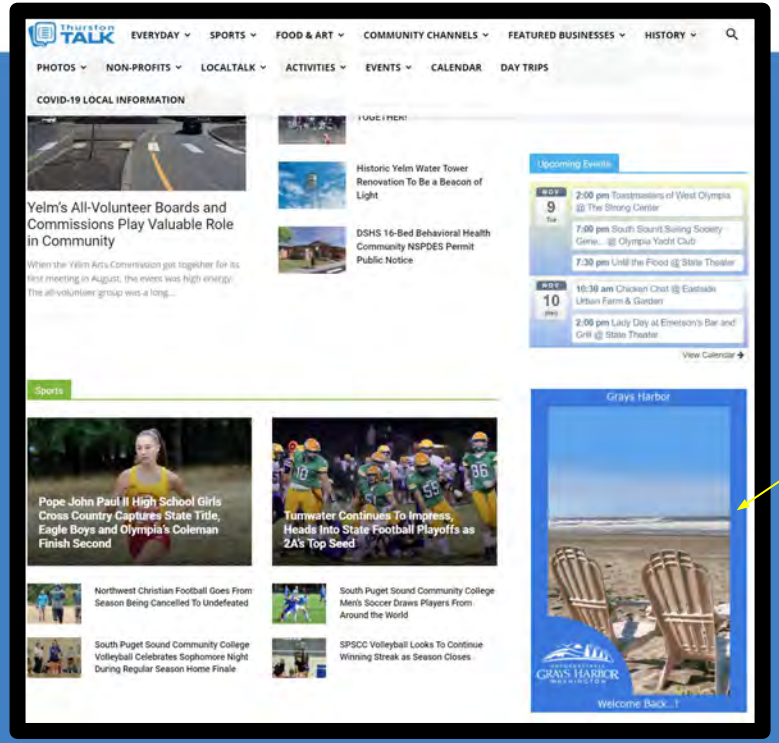
Onsite social posts

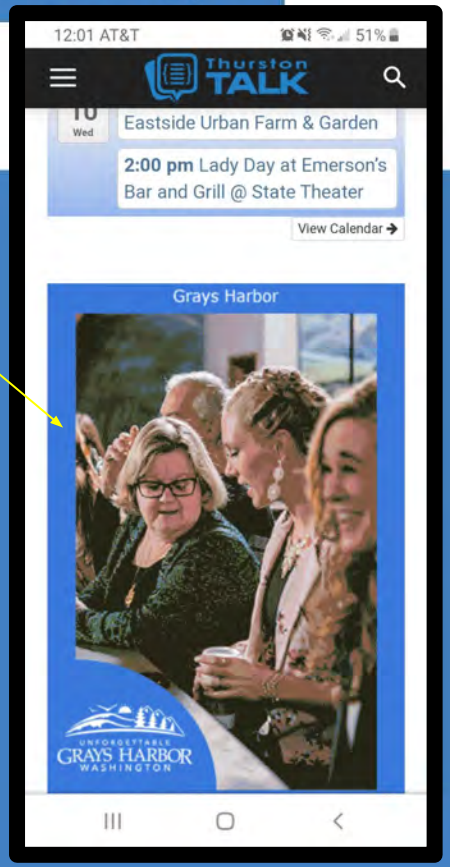
- Locations/Experience
  - Ocean Crest
  - Friends Landing
  - Clamming
  - Rain Forest
  - Lake Sylvia
- Added ideas toss into chat?



NORTH AMERICA TALK

Visual Branding / Place Branding ---- Sidebar Video

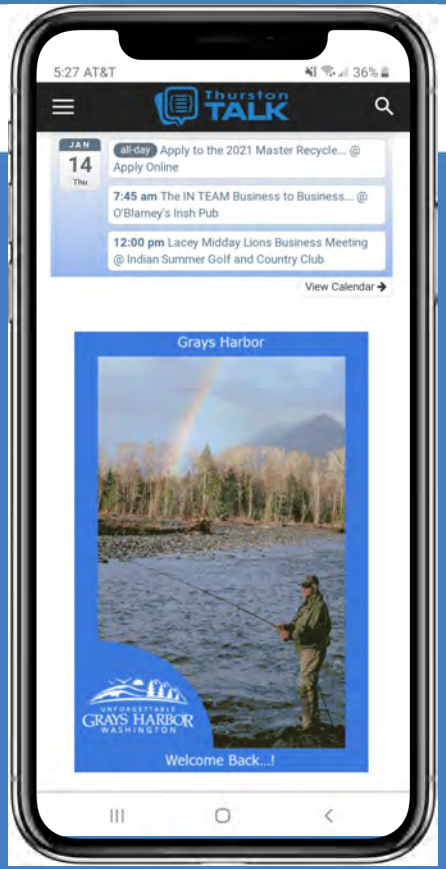


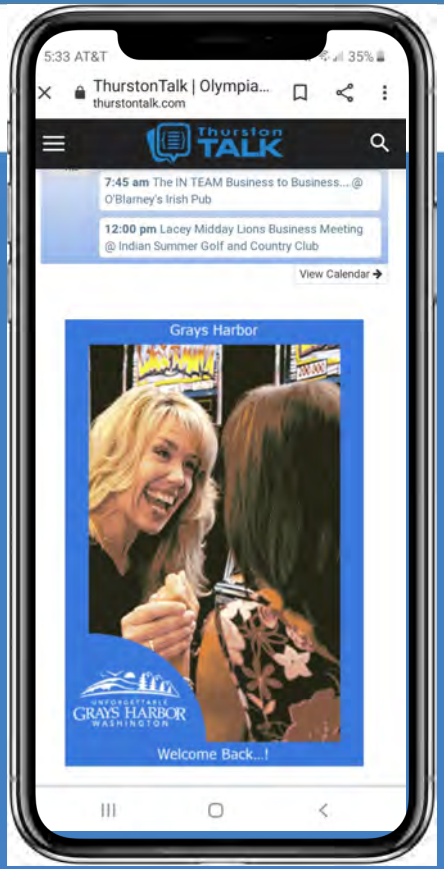


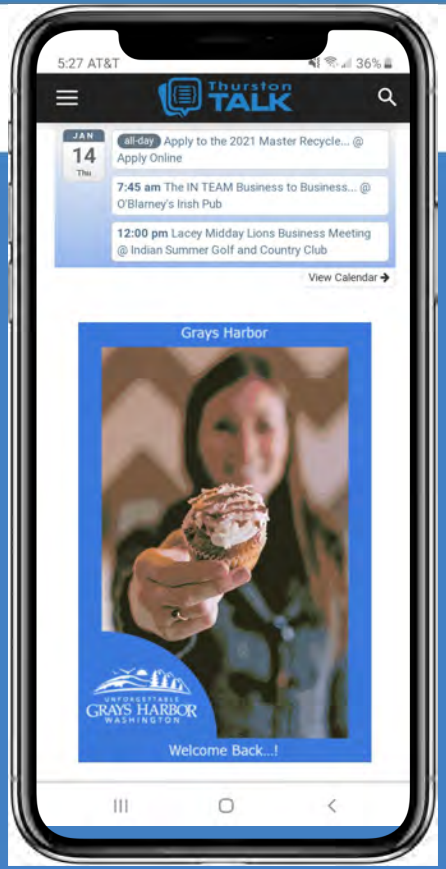
Video Link

Digital Place Branding + Experience Branding

NORTH AMERICA TALK



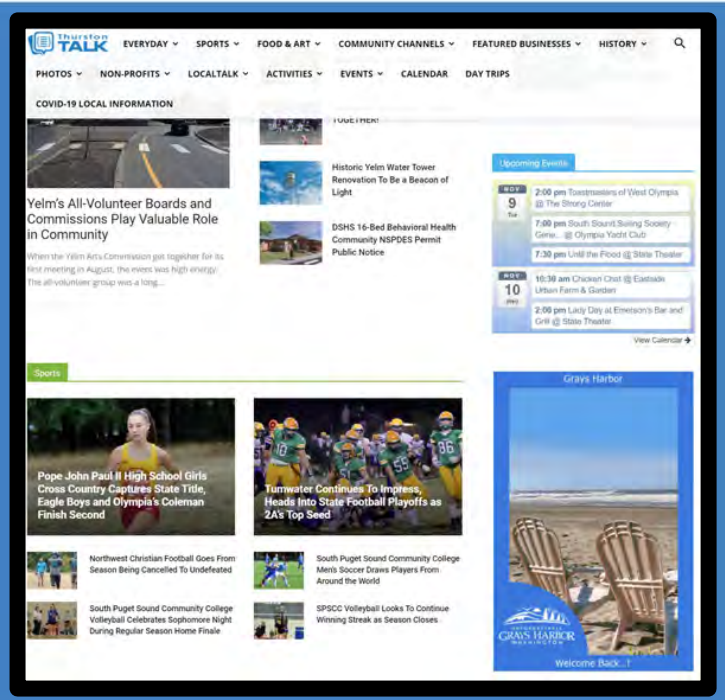


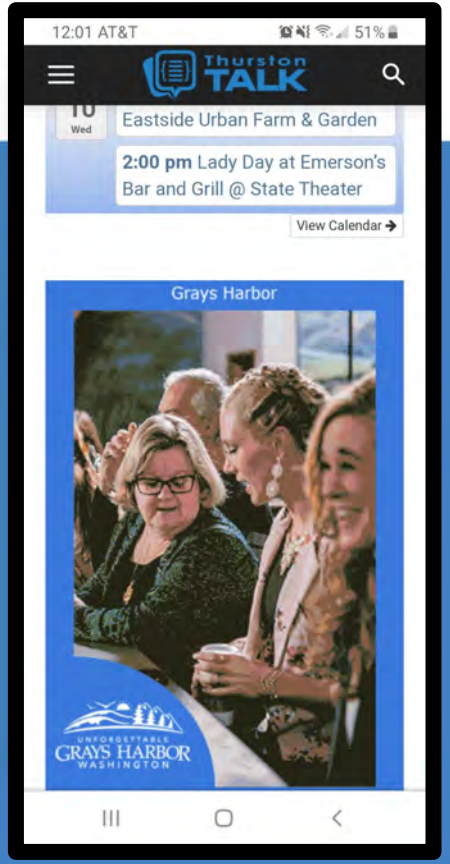


NORTH AMERICA TALK

Place Branding + Experience Branding

Sidebar Video			
	ClarkCountyTalk	38,548	
	LewisTalk	77,695	
	SkagitTalk	29,228	
	SouthSoundTalk	155,007	
	ThurstonTalk	1,852,899	
	SnohomishTalk	3,886	
			2,157,263
Banner Ad			
	GraysHarborTalk	117,690	
			117,690
Block Ad			
	ThurstonTalk	136,088	
	SouthSoundTalk	62,096	
	LewisTalk	57,449	
	GraysHarborTalk	6,925	
	SnohomishTalk	6,728	
			269,286
	Total Western Washington Impressions		**2,544,239**





Digital Place Branding + Experience Branding

NORTH AMERICA TALK

Onsite Experience Branding: Lake Sylvia : Trail System

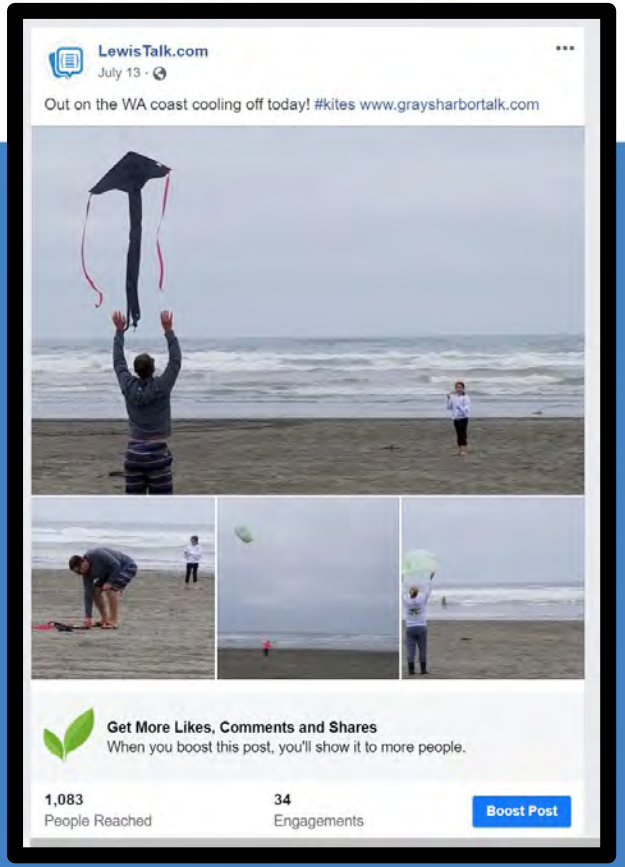
Lake Sylvia : biking
Storm Watching
Clamming
Friend Landing
Ocean Crest

Digital Place Branding + Experience Branding

- Trip 1: Four Day Onsite Content Creation in Grays Harbor
  (Montesano, Copalis, Seabrook, Quinault)
  - @Talk Bellingham Team + Olympia Team
  - 4 adults 3 Kids
  - Content Focus
    - Family and Couples
      - Get out of the city and explore

- Grays Harbor Content Directory : Internal Content Sharing

- Experience Branding
  Winter Storm Watching
  Clamming
  Mountain Biking

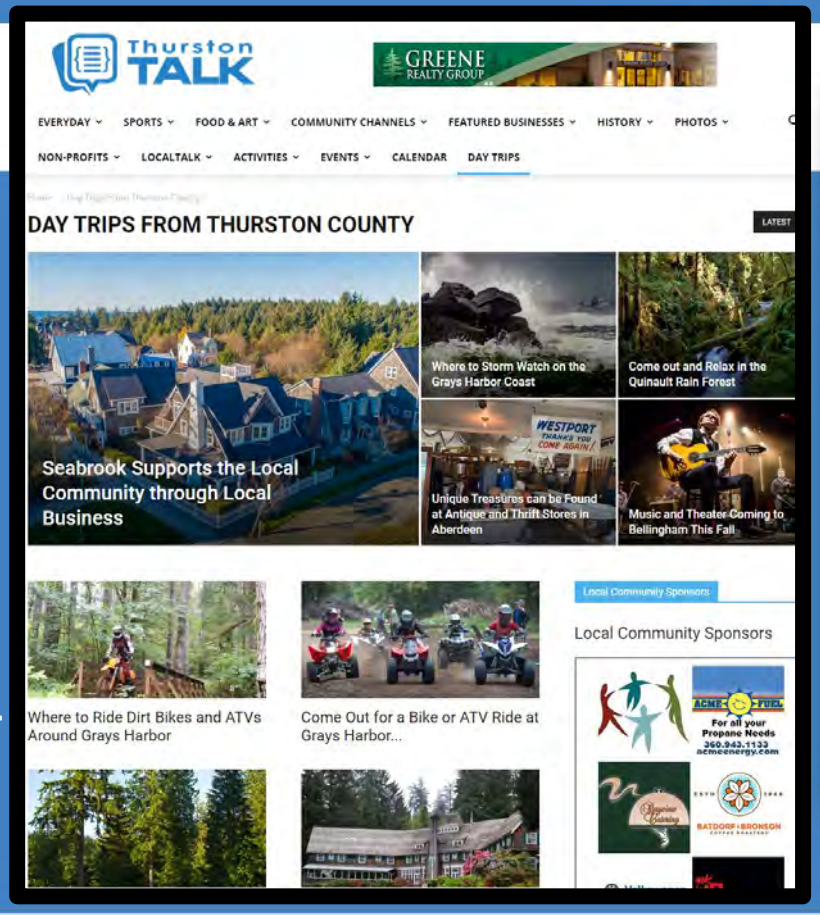


Digital Place Branding + Experience Branding

NORTH AMERICA TALK

- Place Branding
  - Articles
  - Video/.gif
- Experience Branding
  - Articles
  - Video/.gif
  - *** Social Media Live Video**
    *** Live Experiences**
    **** Influencers/Blogger**

**** Take a walk through Seabook**
**** Experience a brewery**
**** Experience razor clam digging**



Digital Place Branding + Experience Branding

NORTH AMERICA TALK

<u>Fall, Winter, Spring, Summer</u>

Camping and Hotels

Clam Digging
Culinary Experiences
Fresh Water Fishing
Saltwater Fishing
Mountain Biking
Surfing
ORV
Tidepooling
Hiking
Beachcombing
Kite Flying

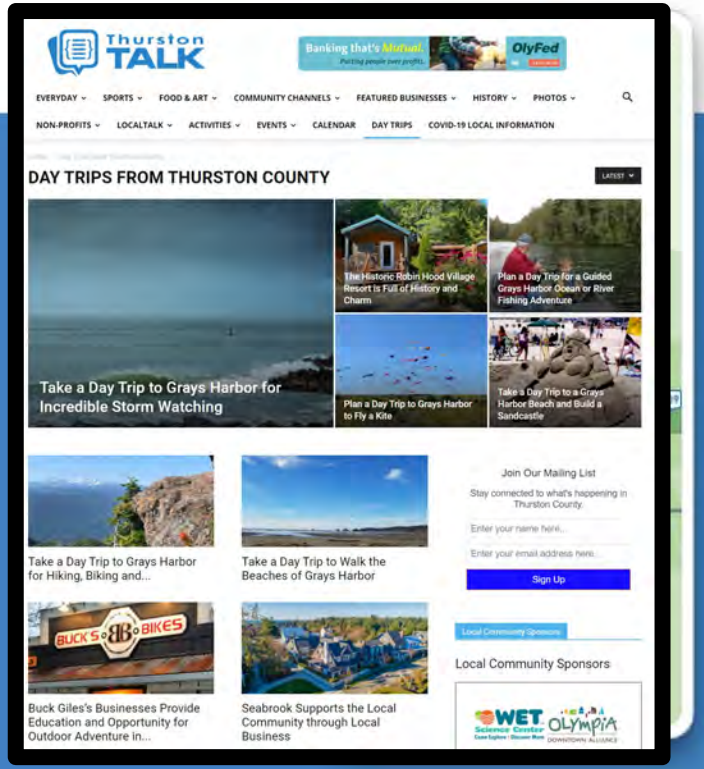
<u>Outcomes</u>

Live video feeds and posts across Washington's @Talk Network

Seasonal based content repository for all stakeholders to use.

Integration with local influencers.

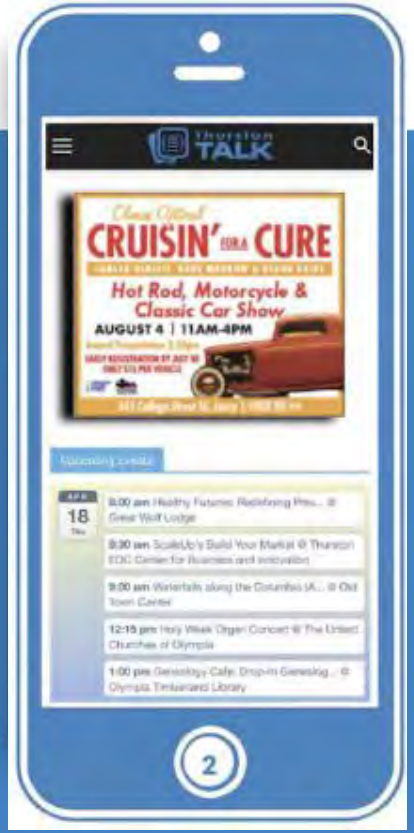
- Text
- Video
- Photography



NORTH AMERICA TALK

Digital Tourism "Place" Branding :: Top of Mind :: Today and Tomorrow

Banner Ad
GraysHarborTalk 272,445 impressions



Phase 3 Sidebar Ad (Since June 18 2020)

ClarkCountyTalk	10,957 impressions
LewisTalk	39,274 impressions
SkagitTalk	7,008 impressions
SouthSoundTalk	54,040 impressions
ThurstonTalk	578,440 impressions
WhatcomTalk	21,664 impressions

Welcome Back Soon Sidebar Ad (March 13th-June 18th

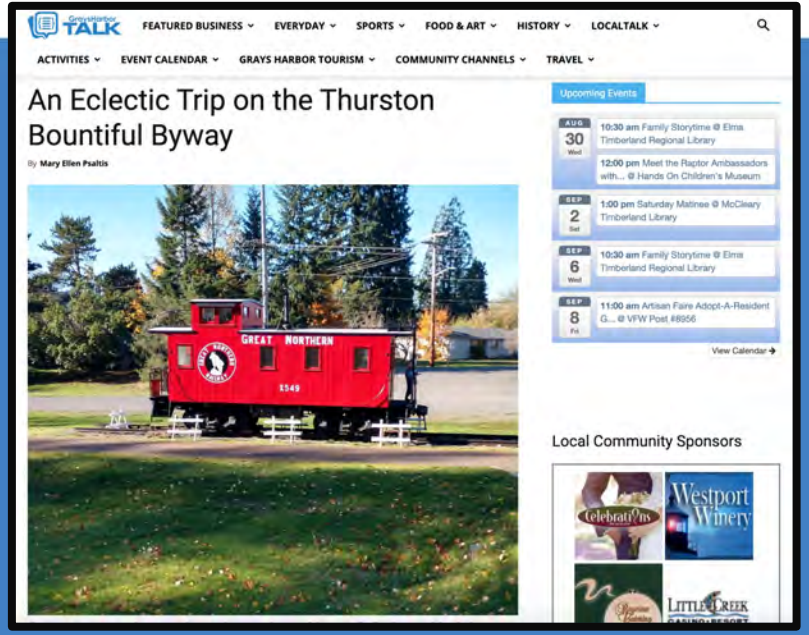
ClarkCountyTalk	3,689 impressions
LewisTalk	11,181 impressions
SkagitTalk	1,971 impressions
SouthSoundTalk	29,063 impressions
ThurstonTalk	224,366 impressions
WhatcomTalk	146,234 impressions

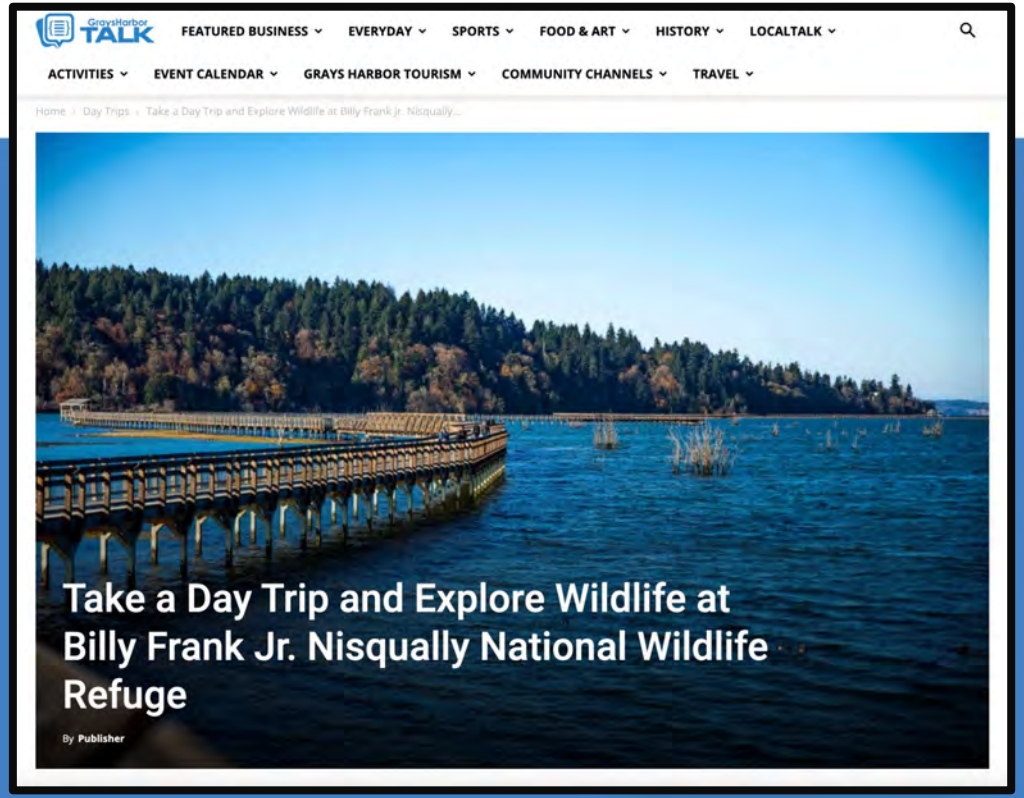
NORTH AMERICA TALK

Example Tourism Work for Thurston County

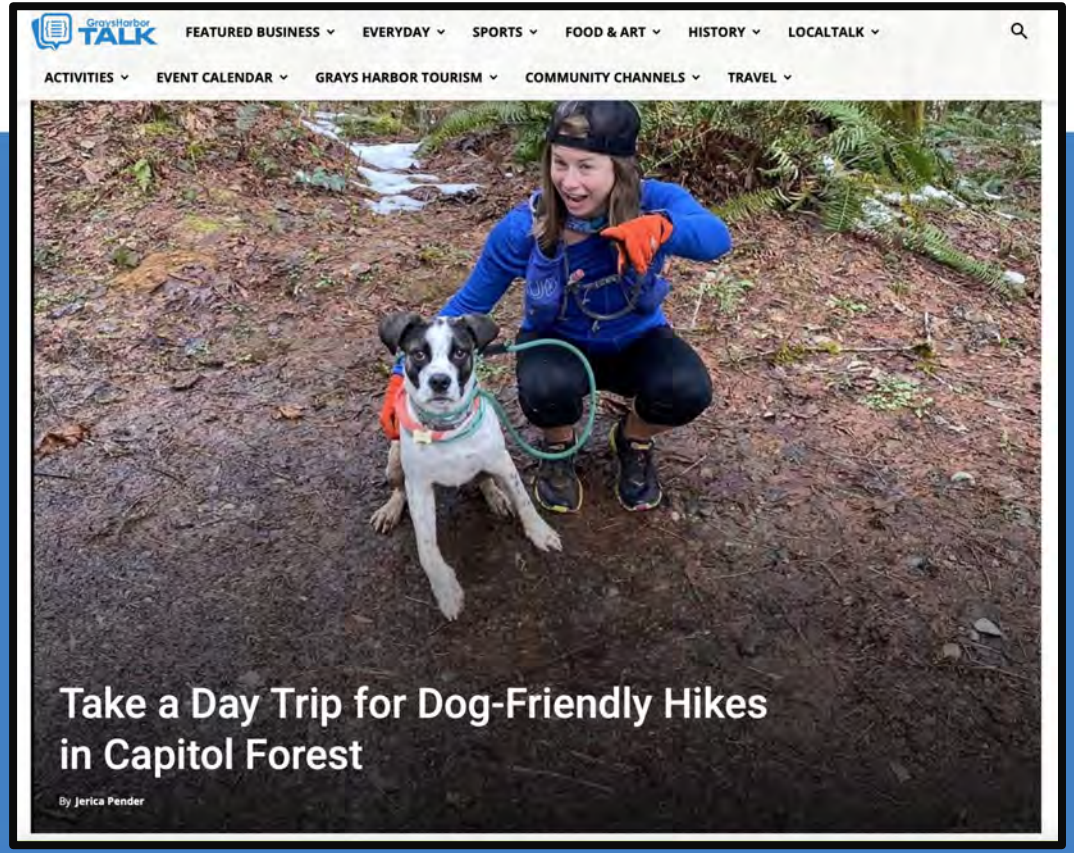
The following slides show examples of some of the work we have done for the tourism industry.

NORTH AMERICA TALK





NORTH AMERICA TALK



NORTH AMERICA TALK

Package A

Focus on content marketing along the I5 corridor – 12 month project

- 6 Articles selected by the City of Lacey with collaboration and insight provided by @Talk
- Focused on “Things to Do” and “Places to Eat and Drink” as day trip and weekend trips
- All content published on:
  - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- All content shared on social media

Investment:

- ~~Retail: $15,900~~
- Special pricing: $10,000 *

*Because of our relationship with our sister companies/publications, we are able to offer economy of scale and pass the savings along to our tourism partners.

NORTH AMERICA TALK

Package B

Focus on content marketing along the I5 corridor – 12 month project

- 12 Articles selected by the City of Lacey with collaboration and insight provided by @Talk
- Focused on “Things to Do” and “Places to Eat and Drink” as day trip and weekend trips
- All content published on:
  - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- All content shared on social media

Investment:

- ~~Retail: $31,800~~
- Special pricing: $18,000 *

*Because of our relationship with our sister companies/publications, we are able to offer economy of scale and pass the savings along to our tourism partners.

NORTH AMERICA TALK

Package C

Extended reach with geo-targeted banner ads along the I5 corridor – 12 month project

- **Includes everything in package B**
- Custom banner ad (runs 12 months) on:
  - WhatcomTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, and ClarkCountyalk.com
  - Banner ads can be swapped out each month
- One live influencer visit on site
  - We will have one live influencer on site at a spot designated by the City of Lacey

Investment:

- ~~Retail: $64,800~~
- Special pricing: $38,000 *

*Because of our relationship with our sister companies/publications, we are able to offer economy of scale and pass the savings along to our tourism partners.

City of Lacey
Public Affairs

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

City of Lacey

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$10,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Studies show that first impressions are formed within the first 7 to 20 seconds of an experience. Therefore, it is extremely important to create a friendly, welcoming, and dynamic environment at entry points to Lacey, as well as areas near tourist attractions, to help create a positive experience for new and returning visitors. To further enhance the Lacey visitors' experience, we request $10,000 to create vibrant banners that celebrate the fun and exciting activities visitors can see and do in Lacey. The banners will be placed near the entrances, activity hubs, and tourist attractions in Lacey. The intent is to promote Lacey as a warm, exciting, and friendly community with plenty of opportunities for recreation, culture, and fun for everyone!

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The funds will be used to promote Lacey, as well as activities and experiences people can enjoy in Lacey. As indicated above, first impressions matter for tourists. The City believes the banners will help create a more welcoming and inviting environment for guests in anticipation of future, return overnight trips to the City, as well as to promote Lacey for new visitors. Simply, first impressions matter!

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The banners will highlight the diversity of our community; the variety of activities, events, and programs offered for people in a range of ages, abilities, traits, and characteristics; and also show the law enforcement staff's high-level of involvement with our community to keep it safe and welcoming.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

The banners will showcase a large variety of local activities, experiences, other things to see and do in our community, to entice visitors to plan future, return overnight trips.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

0

Unpaid Overnights*

0

Visits by Day Travel*

0

Other Attendance*

0

Out-of-State Visitors*

0

How Many Attendees*

0

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

While not focusing on any one particular business, our banners will feature food, beverage, and retail experiences. In addition, parks, outdoor activities, and indoor recreation will also be highlighted.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

Although we do not have a direct way to measure the success of our banner program, we believe they will help create an attractive space for tourist, and a warm and welcoming environment for residents, business owners, and community stakeholders.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$20,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

50%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Printing costs: $320 each banner (in 2022) x 32 banners = $10,240 Reimbursed with Lodging Tax Funds = $10,000 Note: Cost of designing and hanging banners not included in application (performed by City staff)>

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?* Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

City of Lacey General Fund - Art Fund $10,000

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Lodging Tax $10,000 (2022)

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

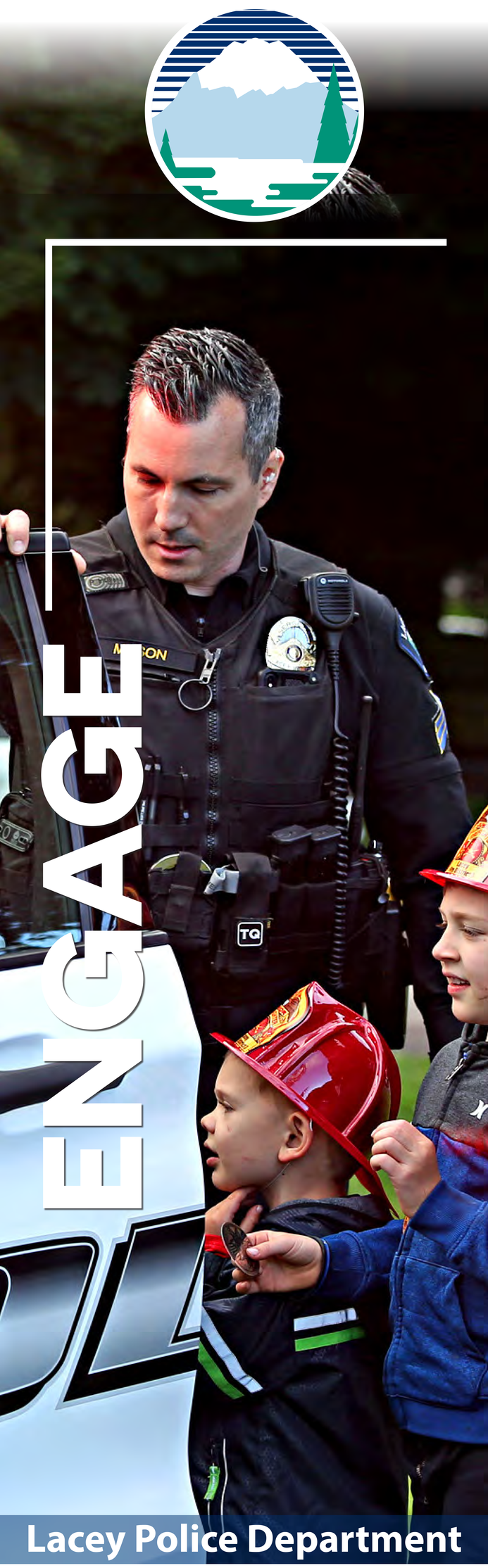
365

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

DISCOVER
Greg Cuoio Park
LIMITLESS
LACEY



LIMITLESS
LACEY

SLIDE
Lacey Spring Fun Fair
LIMITLESS
LACEY

SNACK

Community Events

LIMITLESS LACEY

Lacey South Sound
Chamber of Commerce

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey South Sound Chamber

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$70,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-0842081

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities ☑

Tourism-Related Facility ☑

Events/Festivals ☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The Lacey South Sound Chamber is the home of the only Visitor Center in the Lacey, Olympia, and Tumwater area. Since our move to 8th Ave our community visibility and the number of walk in visitors have increased exponentially. We are partnering with Experience Olympia and beyond to provide maps and local experience information. We also supply brochures on surrounding areas and our local businesses, along with phone books and area directories. Through our Discover Lacey social media and marketing website we promote local restaurants, experiences, lodging, businesses, housing, events and activites and news and happenings for the City of Lacey.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The Visitor Center promotes lodging, restaurants, retail shops, specialty shops, landmarks, events, things to do and see and so much more. We also do this through our Discover Lacey website, Facebook, Instagram, newsletters and our membership and visitor guides.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Lacey South Sound Chamber welcomes people from all walks of life to our city. We pride ourselves in creating a welcoming environment starting with our visitor center that welcomes anyone and everyone into Lacey. We do this by creating an environment of mutual respect, we are open to other cultures and experiences, we ask for input from others and we don't assume, we allow participants to self identify.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

We have creatred a platform that we can share opportunities to get to know Lacey and experience all our city has to offer. We promote community events, businesses, restaurants, activites, local landmarks and more. We help people discover Lacey and all it has to offer.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

500

Unpaid Overnights*

500

Visits by Day Travel*

500

Other Attendance*

150

Out-of-State Visitors*

350

How Many Attendees*

2,500

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The Lacey South Sound Chamber has over 320 active busines members, we support businesses of all sizes. We are strive to create a prosperous community and local economy. The Visitor Center helps us connect our community abd out of towners to local business and experiences.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We will measure success by the number of visitors we recieve, incoming phone calls, email inquiries, social media and website views/ interactions and by the success of our local events and businesess.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

400,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

17.50%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Visitor Center Rent - $15,000 Social Media presence - $3,500 Visitor Center Overhead - $3,250 Visitor Center Staffing - $43,250 Visitor Center Guides printing- $5,000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Membership - $85,000
Events and Sponsor - $245,000
City of Lacey - $70,000

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Past LTAC Funds $70,000

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

365

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

Lacey Lodging Tax Advisory Committee
Lacey City Hall
420 College Street SE
Lacey, WA 98503

Dear LTAC Committee Members,

Please accept this letter of support on behalf of the Lacey South Sound Chamber of Commerce application for lodging tax funding to help support visitor center operations. As the official destination marketing organization for Thurston County, we count on strategic partnerships with local organizations such as the Lacey South Sound Chamber of Commerce to achieve our mission.

Since 2019 we've provided collaborative visitor services that include:

- Partnering with regional community organizations/businesses such as the Lacey South Sound Chamber that operate visitor centers to provide additional resources for area information, allowing visitors to find information throughout the county.
- A call center that offers detailed travel information.
- A Certified Tourism Ambassador program that educates frontline service staff of hotels, restaurants, and attractions- providing better visitor experiences throughout the county.

Benefits of this model include:

- Visitor services offered throughout the County. This visitor services model meets visitors where they physically are by providing resources throughout the county. Visitors have access to in-person visitor information with expanded service at visitor information centers throughout the county and Lacey South Sound Chamber is an essential partner.
- Training to increase positive visitor experience. The Certified Tourism Ambassador program allows anyone in the county, including front line service staff at hotels, attractions, and volunteers, to be trained to answer visitor questions about things to see and do in the region. The program improves our ability to meet visitors' needs, resulting in improved destination experiences and positive word of mouth.
- Stronger partnerships and less duplication. This model builds stronger partnerships in the community and lessens duplication of efforts. Partnerships include Tumwater Area Chamber of Commerce, Lacey South Sound Chamber, Olympia Downtown Alliance, Yelm Area Chamber of Commerce, Thurston Chamber and Leadership Thurston County.
- Visitors can still reach someone by phone. A lot of information can be found online, but it's still nice to be able to pick up the phone and ask a question.

With the Lacey South Sound Chamber providing visitor information and distributing brochures in the Lacey area, our partnership will help extend stays and visitor spending in Lacey and Thurston County. Our team is committed to help with training and all Visitor Center volunteers/staff will be trained as a Certified Tourism Ambassador (CTA) at our expense.

Our hope is that the committee will choose to fund in full both of our applications for the collective benefit of Lacey hotels, restaurants, attractions, and events. Thank you for your consideration.

Sincerely,

Annette Pitts

CEO

Experience Olympia & Beyond

THE VISITORS CENTER UPDATE

TARGET DEMOGRAPHICS

1

VISITORS

Who we aim to attract.

2

BUSINESSES

Who we promote.

3

RESIDENTS

Who we inform.

4

RE-LOCATORS

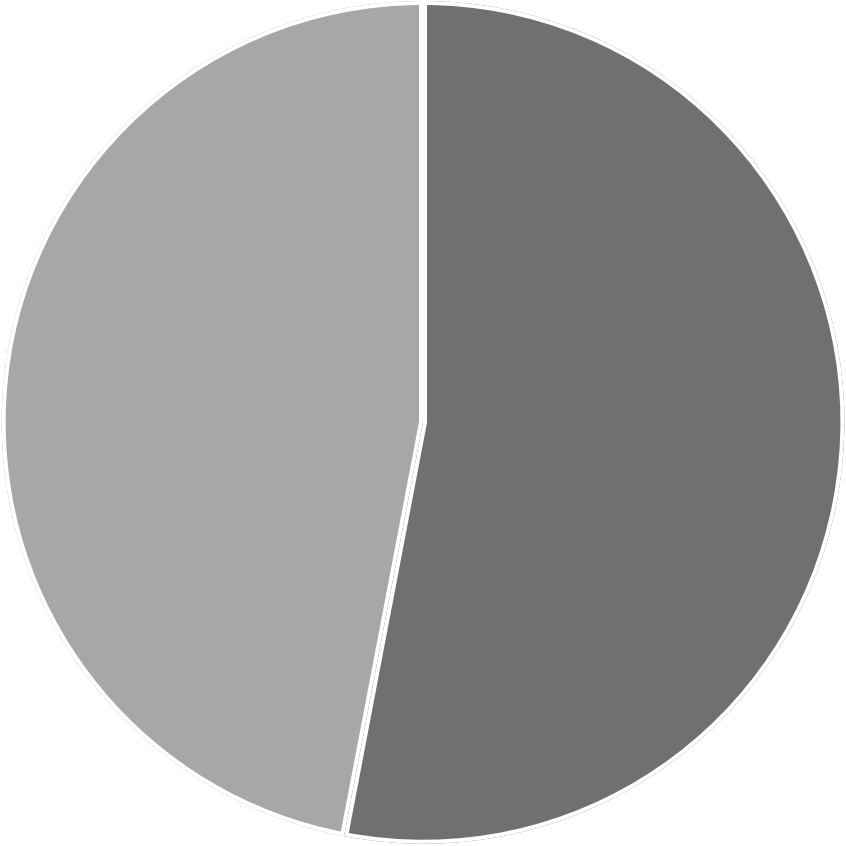
Who we assist and educate.

TOP VISITOR QUESTIONS

1. Do you have a map of Lacey?
2. Do you provide relocation materials?
3. Things to do while staying in Lacey?
4. What are the best schools in the area?
5. What to do in the area?
6. Do you have a phone book?
7. Do you have souvenirs?

Approximately 2,400 Visitors in 2022

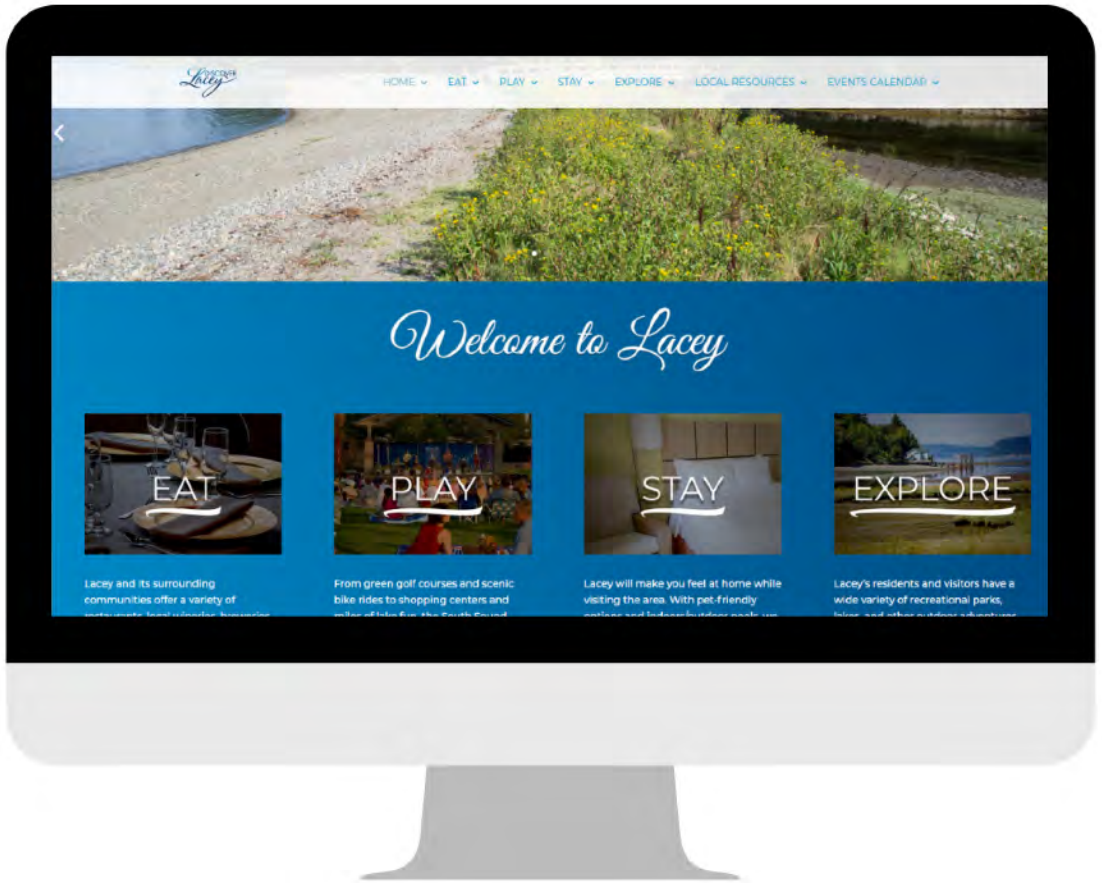
VISITORS



MALE 57%

FEMALE 43%

2022 ACCOMPLISHMENTS



- IMPLEMENTED LEGACY AWARD PARTNERSHIP WITH CITY OF LACEY AT ANNUAL AWARDS CEREMONY
- VISITOR CENTER OPEN MONDAY - FRIDAY
- PROVIDED COMMUNITY WITH IMPORTANT INFO ABOUT LOCAL BUSINESSES
- DESIGNING LACEY BUSINESS DIRECTORY & GUIDE - COMING NOVEMBER 2023
- IMPLEMENTED UNIQUE MARKETING CAMPAIGNS
- WE WORKED WITH THURSTONTALK TO PROMOTE LOCAL BUSINESSES
- CREATED RELOCATION PACKAGES
- RESOURCE FOR THE BUSINESS COMMUNITY & VISITORS TO THE AREA

NEW LEGACY AWARD

LEGACY AWARD

Nominees: Nisqually Red Wind Casino, 95.3 KGY, & Capital Development Co.

Recipient: KGY Media Group

TOP PERFORMING PLATFORMS

1

FACEBOOK

Start: 2,380 followers
TODAY: 2,590 followers
+210 New Followers since Aug. 2023

2

INSTAGRAM

Start: 1,334 followers
Current: 1,673 followers
+339 New Followers since Aug. 2023

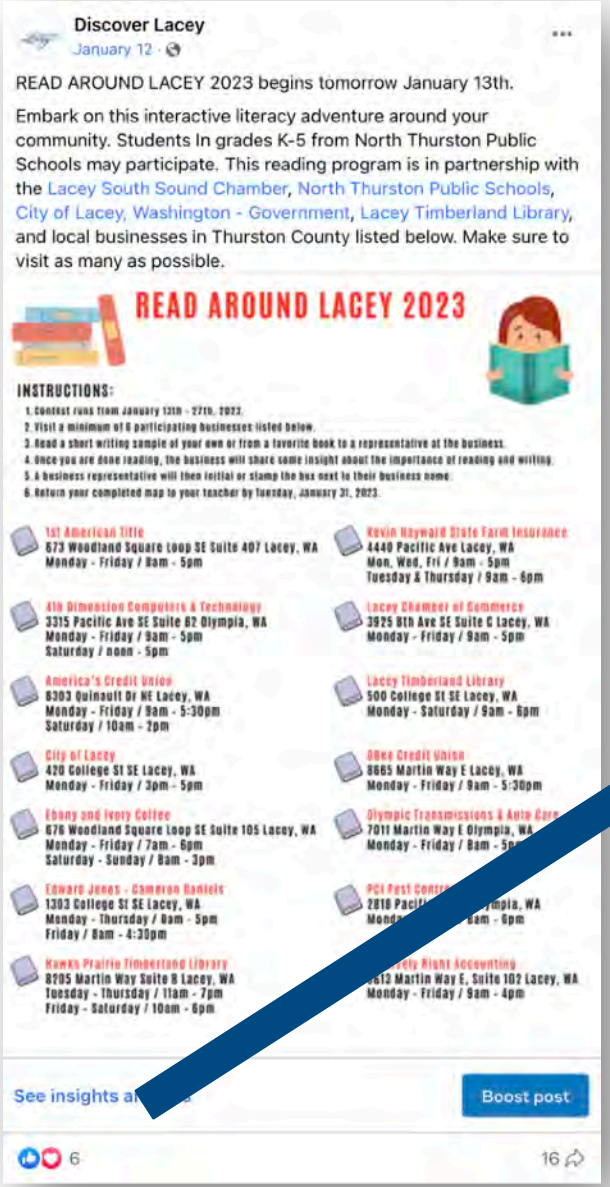
3

WEBSITE

Start: 650 viewers/per month
Current: 770 viewers/per month
+120 Viewers/mo since Aug. 2023

We have seen an impressive increase in traffic through our digital media marketing.

FACEBOOK ACHIEVEMENTS



Post Impressions	Post reach	Post Engagement
3,938	3,751	154

FACEBOOK ACHIEVEMENTS

Post Impressions	Post reach	Post Engagement
1,735	1,637	85

OTHER FACEBOOK MARKETING

Discover Lacey
October 6, 2022 ·

Lot's of local North Thurston Public Schools high school sports action happening tonight and tomorrow.

Discover Lacey
December 1, 2022 ·

Don't miss the Lighted Parade and Lighting of Huntamer Park 🎄 on Monday, December 5 - 6:30 pm - 7:30 pm.

Check out all the details at :
https://cityoflacey.org/.../lacey-lighted-parade.../

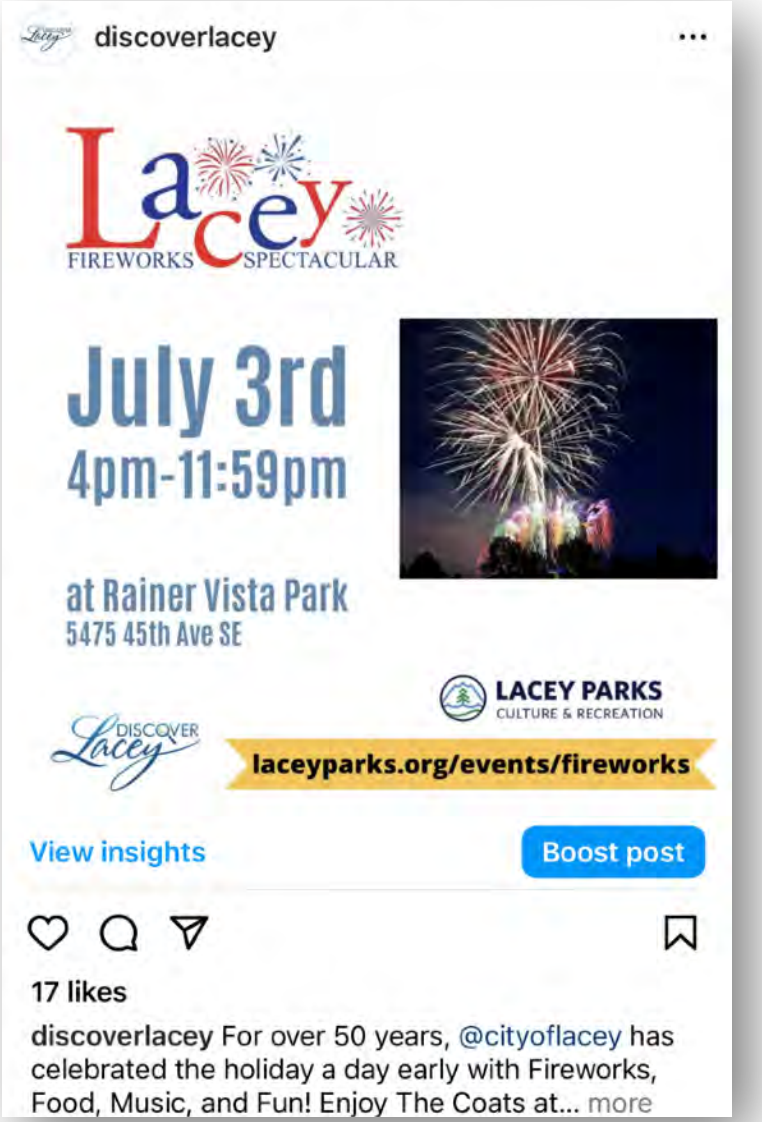
Discover Lacey
February 2 ·

City of Lacey would like input on their LaceyLife newsletter to help them make it the best communication tool as possible.

Please take a short survey on our LaceyLife newsletter to help us make it the best communication tool as possible.

You can see past LaceyLife editions and take the survey here:

CITYOFLACEY.ORG
LaceyLife Newsletter - City of Lacey
LaceyLife is the City's community newsletter that provides inform...



INSTAGRAM MARKETING

2020 DIRECTORY & GUIDE

2023 Directory Coming in November!

WE PROMOTE LOCAL EXPERIENCES

WE PROMOTE LOCAL RESTAURANTS

WE PROMOTE LOCAL LODGING

WE PROMOTE LOCAL EVENTS

ASK FOR A VISITORS MAP

2023/24 GOALS FOR THE VISITORS CENTER & DISCOVER LACEY

- Add more members to our promotions
- Distribute our marketing materials throughout Washington State
- Increase traffic on our social media pages
- Increase foot traffic
- Create more shop local infinitives

2024 Lodging Tax Funding Applications for Capital Projects

2024 Lodging Tax Funding Applications for Marketing and Capital Projects

Table A						
Lodging Tax Funding Applications for Capital Projects						
	Applicant Name	Application Category	Location	Intended Use of Funds	Amount Requested	Estimated Visitors from Funding
1	City of Lacey: Regional Athletic Complex	Capital	Lacey	Maintenance and operations	$180,000	1,000,000
2	Washington Center for Performing Arts	Capital	Olympia	Maintenance and operations	$35,000	105,000
3	City of Lacey: Museum	Capital	Lacey	Maintenance and operations	$48,500	650
4	City of Lacey: Regional Athletic Complex	Capital	Lacey	Addition of golf carts for staff mobility for maintenance	$8,000	1,000,000
				Total Amount Requested for Capital Projects	**$271,500**	
				Percentage of Overall Funding Applications	**31.64%**	

City of Lacey
Regional Athletic Complex

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

City of Lacey - Regional Athletic Complex

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$180.000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

910-819427

City of Lacey Business License Number *

Tourism Promotion Activities ☐

Tourism-Related Facility ☑

Events/Festivals ☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The funds will be used to offset a portion of the costs of maintenance and operations of the RAC facilities specifically related to tournaments and special events that attract tourists. Four (4) full time maintenance staff, plus seasonal staff will be required to maintain the complex. In addition, a recreation supervisor coordinates and schedules use; solicit, bid on, and book tournaments; attract special events and coordinate with the management of the event, and oversee the contracts generated by the users and site vendors. The two combined budgets for the Regional Athletic Complex in 2023 were $1,332.495. Maintenance $1,114,732 and Recreation $217,763 In 2023 we are continually trying to branch out to many different groups. We saw a definite increase in use in 2023 opposed to 2022. We were able to bring back Poly Fest as well as multiple fun runs. Ultimate Frisbee and Lacrosse are continuing to grow as well as our usual soccer, softball and baseball. 2023 was first year we hosted a National Fastpitch tournament. We hold tournaments in the softball complex 50 out of the 52 weekends and have everything from baseball, fastpitch and softball. Our soccer fields host a variety of attractions from soccer, flag football to rugby.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The RAC is a state of the art facility that has attracted local as well as regional and national tournaments. Actual and realized increases in Lacey tourism continue to improve as spectators and athletes experience the RAC as well as the surround amenities in Lacey. As word of mouth spreads about the exceptional facility including fields, staffing, and maintenance at the RAC it is anticipated that bidding for tournaments at all levels as well as community events will keep the facility busy 52 weeks a year. Given the capacity the RAC can realize it can only improve and promote tourism for Lacey and the area surrounding the RAC. For all events held at the Regional Athletic Complex, tournament and event coordinators are provided with a list of local Lacey amenities including lodging, food, activities and local stores. If merchants provide the RAC with any discounted coupons available to event participants, they are passed along to tournament and event coordinators so they can be given to participants and spectators as appropriate. We have also been working with the Experience Olympia and Beyond to help promote activities that are happening around our community. Since the RAC is located within a few miles of the Hawks Prairie Businesses, athletes/spectators are able to take advantage of local businesses, which meet their needs. This includes teams using the local restaurants before and after games, shopping at grocery and specialty stores for items needed for teams and individuals as needed.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Regional Athletic Complex has always been a safe and inclusive facility. We have staff on 7 days a week to not only preform maintenance, but to also assist patrons if there is an issue. We also have security that comes through at night to lock the facility and open the following morning. Our users vary from having Poly Fest and Juneteenth at our facility but we also have the Hispanic Futbol League, Church League Softball, Senior Softball Leagues as well as Senior Games. Youth through College fastpitch and baseball. Our soccer fields host youth through Senior Soccer, Rugby, Lacrosse, Ultimate Frisbee among other activities. The Regional Athletic Complex is not only a state of the art sports facility, but has a beautiful park component that has basketball courts, shelters, restrooms and an ADA Accessible play structure. There are asphalt trails that a variety of individuals and groups use throughout the day. There is something for everyone, not just athletes.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

The funds will help to maintain the complex to the standards the City of Lacey has established over the past years. Maintaining our complex is important so tournament directors are wanting to come back to year after year. This coupled with our customer service makes the RAC highly sought after. The RAC is going to be 13 years old but with the care it is given from our staff it continues to draw folks from all over the country. With the increase of new facilities coming on line, it is important to continue to offer a clean well maintained facility to continue to draw users from across the state and country. Without the funds from the Lodging Tax it would be difficult to maintain the complex to the standards necessary to bring in the tournaments and events the help put the heads in beds. The Regional Athletic Complex brought in $16,480,813 in economic recovery last year into Thurston County

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*	**Unpaid Overnights***
25000	10000
Visits by Day Travel*	**Other Attendance***
35000	500000
Out-of-State Visitors*	**How Many Attendees***
6000	1,000,000

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5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The RAC provides not only outstanding facilities for out of town families, participants and spectators but it is highly utilized by local groups and sport teams. The RAC provides an ADA accessible play area for siblings and children of event participants and tournament athletes to play on. The walking trials provide parents a place to exercise while their children are at games or weekly practices on the fields. We have many individuals and groups who utilize the walking paths on a daily basis. We have worked with Pints and Quarts as a sponsor of our leagues, and we have a variety of businesses that utilize our banner sponsorships.

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6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The success of our complex is measured by the amount of returning tournament directors and users. On any given year, we have more requests for dates than we can accommodate. Working with Experience Olympia and Beyond Sports Commission has allowed us to utilize their economic indicator. We were able to show we brought in over $16,000,000 into the Thurston County. Please see attached Economic Impact sheet.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

Yes

If yes, what hotel(s) have you reserved rooms at?*

Other

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9. What is the total budget for your event, activity, or program?*

Regional Athletic Complex in 2023 were $1,332.495

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

-13.50%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Please see budget sheets attached

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13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

1. Utility Tax $326,584
2. Field Use Fees $300,000
3. PFD Funds $200,000
4. Transfer of 001, 003, 005 $200,000
5. Softball Leagues (city run) $55,000
6. Concessions $22,000

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15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

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16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Last LTAC $180,000

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17. Is this application for new funds?*

No

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18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

364

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

Account Number	Description	2021 Actual Revenue/Expense	2022 Amended Budget	2023 Adopted Budget
Regional Athletic Complex - Expenditures				
Regional Athletic Complex				
Regional Athletic Complex Maintenance				
007-3305-576.10-01	Salaries-Regular	219,300	263,172	358,877
007-3305-576.10-05	Salaries-Overtime	8,104	12,563	12,563
007-3305-576.10-06	Salaries-Part-Time	111,014	123,575	101,735
007-3305-576.20-01	Employer Paid Benefits	127,460	155,076	160,071
007-3305-576.20-03	Unemployment Compensation	1,609	-	-
007-3305-576.31-01	Office & Operating Supply	70,045	99,000	99,000
007-3305-576.31-02	Small Tools & Equipment	1,240	2,500	2,500
007-3305-576.31-17	Supplies-Uniform Purchase	2,344	2,000	2,000
007-3305-576.34-01	Fuel	5,065	10,000	10,000
007-3305-576.41-01	Prof. Svc-Other	25,375	18,360	18,360
007-3305-576.42-01	Telecommunications	7,942	7,750	7,750
007-3305-576.43-03	Registrations	298	-	-
007-3305-576.45-01	Equipment Rental	67,646	81,189	93,093
007-3305-576.45-02	IMS Rental	7,008	13,998	13,949
007-3305-576.45-05	Rentals-Other	2,383	1,500	2,500
007-3305-576.46-01	Insurance-Liability	11,422	12,274	15,674
007-3305-576.46-02	Insurance-Fire/Property	12,869	10,306	11,285
007-3305-576.46-06	AWC L & I Pool	1,002	1,015	1,015
007-3305-576.47-01	Utility-Electric	80,168	80,000	80,000
007-3305-576.47-02	Utility-City of Lacey	79,408	432,325	92,000
007-3305-576.47-07	Utility-Solid Waste	12,893	12,360	14,360
007-3305-576.48-01	Rep & Maint-Equipment	1,694	3,500	3,500
007-3305-576.48-03	Rep & Maint-Facilities	1,945	31,500	3,500
007-3305-576.49-25	Assessments/Taxes	12,520	11,000	11,000
Total Regional Athletic Complex Maintenance		**870,754**	**1,384,963**	**1,114,732**
Regional Athletic Complex General Services				
007-7401-576.10-01	Salaries-Regular	117,265	100,438	106,065
007-7401-576.10-05	Salaries-Overtime	4,516	-	-
007-7401-576.10-06	Salaries-Part-Time	-	14,000	14,000
007-7401-576.20-01	Employer Paid Benefits	53,585	41,875	43,881
007-7401-576.20-03	Unemployment Compensation	-	500	500
007-7401-576.31-01	Office & Operating Supply	2,076	7,500	7,500
007-7401-576.31-02	Small Tools & Equipment	1,153	1,500	1,500

5797

Account Number	Description	2021 Actual Revenue/Expense	2022 Amended Budget	2023 Adopted Budget
Regional Athletic Complex - Expenditures				
Regional Athletic Complex				
Regional Athletic Complex General Services-Continued				
007-7401-576.31-17	Supplies-Uniform Purchase	-	500	500
007-7401-576.41-01	Prof. Svc-Other	27,387	20,000	20,000
007-7401-576.41-11	Prof. Svc - Recreation	-	6,000	6,000
007-7401-576.43-01	Transportation/Per Diem	-	1,500	1,500
007-7401-576.43-02	Dues, Subscriptions, Publ	-	120	120
007-7401-576.43-03	Registrations	60	800	800
007-7401-576.45-02	IMS Rental	11,604	8,831	8,447
007-7401-576.49-06	Maintenance Contracts	676	450	450
007-7401-576.49-25	Assessments/Taxes	8,914	6,500	6,500
Total Regional Athletic Complex General Services		**227,236**	**210,514**	**217,763**
Total Regional Athletic Complex Fund Expenditures		**1,097,990**	**1,595,477**	**1,332,495**

PRELIMINARY **Economic Impact Calculation for the Regional Athletic Complex, L**

Date Prepared: December 16, 2022

Prepared for: Sean Finney

EVENT	DATE	DIRECT IMPACT
Challenge Cup Showcase	1/1-2/2022	$192,902
Icebreaker - Mens/Coed	1/8-9/2022	$114,115
WSL Rookie Umpire - Mens/Coed	1/15-16/2022	$78,322
Brave Gator II	1/22-23/2022	$405,080
WSL Turf War - Mens/Coed	1/29-30/2022	$99,893
Early Do-over - Mens/Coed	2/5-6/2022	$78,425
Super Bowl Challenge - Mens/Coed	2/12-13/2022	$165,612
Rain City Classic - Mens/Coed	2/19-20/2022	$248,583
USSSA NW Superdraft	2/26-27/2022	$1,079,629
GSL March Madness	3/5-6/2022	$1,113,558
March Madness - Mens/Coed	3/12-13/2022	$233,862
Flag Football Tournament - Barton Football	3/12-13/2022	$257,580
Kings of the NW	3/19-20/2022	$596,773
Senior Adult Tournament	3/31-4/3/2022	$774,889
Senior Softball - April Opener	4/2-3/2022	$671,737
PNW Super Regional NIT	4/9-10/2022	$511,615
Season Opener	4/23-24/2022	$374,542
Soccer Tournament - WPL SURF Academy	4/30-5/1/2022	$1,800,114
May Celebration	4/30-5/1/2022	$358,971
GSL Mother's Day One Day	5/7-8/2022	$393,931
West Central District 3 Softball	5/19-21/2022	$119,041
WIAA	5/27-28/2022	$369,333
Players Memorial	5/28-29/2022	$204,785
Northwest Cup for Seniors	6/11-12/2022	$560,878
USSSA State	6/18-19/2022	$223,438
The Beatdown - Mens/Coed	6/25-26/2022	$165,633
Skull and Bones - Mens/Coed	7/16-17/2022	$60,510
Senior USA - 40's Softball	8/6-7/2022	$118,573
Senior Softball - Classic Rock at RAC	8/13-14/2022	$482,907
Seniors USA - 40's/50's/55	8/20-21/2022	$273,590
USSSA State	8/27-28/2022	$133,872
Senior Softball - Road to Vegas	9/3-4/2022	$100,299
Senior Adult Tournament	9/4-5/2022	$234,299
WSL Best of Rec	9/17-18/2022	$246,525
USSSA Mixed State	9/24-25/2022	$102,485
Ultimate Frisbee - NW Regionals	9/25-26/2022	$1,041,396

October Fest	10/1-2/2022	$345,494
Co-ed Do-Over Oct 8	10/8-9/2022	$82,115
Co-ed Do-Over Oct 15	10/15-16/2022	$156,227
Fright Fest	10/22-23/2022	$265,405
Western Warmup - Men's	10/29-30/2022	$197,797
All Wet Weekend - Mens/Coed	11/5-6/2022	$202,737
Big Bird	11/12-13/2022	$243,658
1 Pitch - Mens/Coed	11/19-20/2022	$33,846
WSL Winter Championships	11/26-27/2022	$282,854
Unlimited Home Runs - Mens/Coed	12/3-4/2022	$109,337
Kayla Loomis	12/10-11/2022	$300,642
WSL Holiday Drive	12/17-18/2022	$273,004

TOTAL DIRECT IMPACT = $16,480,813

acey 2022

THE REGIONAL ATHLETIC COMPLEX *LACEY, WASHINGTON*

THE RAC
UNRIVALED

THE RAC. UNRIVALED.

PREMIUM SURFACES

The RAC features the latest synthetic field turf on all softball/baseball/fastpitch infields and its lighted soccer field. These premium surfaces offer players a better playing experience and a "true" bounce. Plus, the RAC's dedicated fields — four softball/baseball/fastpitch fields, one regulation-size baseball field, and six regulation-size soccer/football/rugby fields — eliminate the issues associated with multi-use fields.

CUTTING-EDGE SYSTEMS

The RAC is the result of a carefully considered development process, with the needs of the athlete foremost in mind. This attention to detail led to the inclusion of cutting-edge systems throughout the complex, including advanced lighting fixtures that deliver exceptional field visibility. The RAC offers an unrivaled experience.

FAMILY-FRIENDLY FEATURES

The RAC is family-friendly by design. Spectator seating offers a stadium-like view. Concession stands are conveniently located near the playing fields. Adjacent playgrounds let families have fun and watch the game simultaneously. Single-stall restrooms are located throughout. The RAC also offers two miles of walking trails and picnic and outdoor event areas for families and groups.

"PLAYERS ABSOLUTELY LOVE THE RAC. THE ENTIRE COMPLEX IS EXCEPTIONALLY WELL DESIGNED."

— SHANE VERLEY
Olympia Metro Director, Senior Softball USA

"I TRAVEL ACROSS THE COUNTRY. VERY FEW COMPLEXES COME CLOSE TO THE QUALITY OF THE RAC. IT IS WORLD-CLASS."

— ***ROB WALKER*** Director of Soccer Operations, St. Martin's University and US Soccer National Staff Coach

ALL-WEATHER FIELDS

The RAC's premium surfaces and drainage systems on the turf fields and synthetic fields offer year-round play in extreme weather. As a result, play continues on both the infields and outfields. Rain will not interrupt your game day.

EXPERT STAFF

The RAC is managed by highly experienced professionals who are dedicated to delivering the best possible customer service and ensuring your tournament's success. Staff is on-site during all tournament play to meet all of your needs.

CONTINUAL IMPROVEMENT

Lacey Parks & Recreation Department is committed to the RAC's continual improvement. Feedback from both players and tournament directors is used to enhance maintenance, improve field preparation, and create a premier game-day experience.

BRING YOUR GAME!

Centrally located along the I-5 corridor, the RAC is a convenient destination for visitors from Oregon to British Columbia. Lacey offers affordable accommodations and extensive dining, entertainment and shopping opportunities.

DIRECTIONS

From I-5 Southbound (from Seattle/Tacoma) Take Exit 111 Marvin Road NE. Turn left at the top of the ramp, onto Marvin Road NE. Go 1.2 miles, at traffic signal turn left onto Steilacoom Road SE. Turn right onto the first driveway into the RAC.

From I-5 Northbound (from Olympia/Portland) Take Exit 111 Marvin Road NE (Southbound). From the right exit lane, bear right onto Galaxy Drive NE. Turn left onto Martin Way E. Turn right onto Marvin Road SE. Go 0.6 mile, at traffic signal turn left onto Steilacoom Road SE. Turn right onto the first driveway into the RAC.

ADDRESS

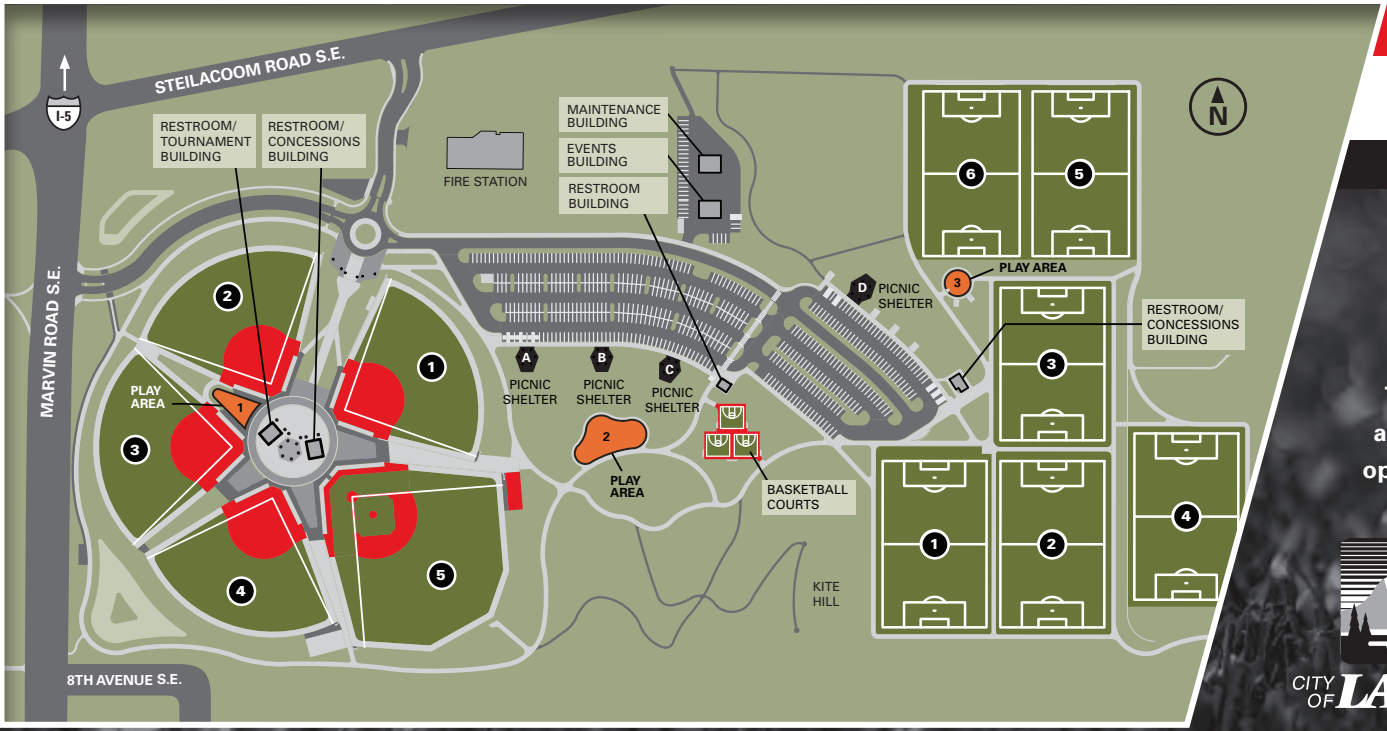
8345 Steilacoom Road SE, Lacey WA 98513

BOOK YOUR NEXT TOURNAMENT TODAY!

TO SCHEDULE FIELDS, PLEASE CALL LACEY PARKS & RECREATION AT (360) 491-0857.

THE FACILITY

A 68-acre athletic complex with spectacular views of Mt. Rainier, the RAC was constructed in 2009. Currently, the facility features five softball/baseball/fastpitch fields and six regulation-size soccer/football/rugby fields, as well as picnic and outdoor event facilities, playgrounds, concession stands, two miles of walking trails, family restrooms and much more.



The City of Lacey and Thurston County are partners in the development and operation of this facility.

CITY OF LACEY

THURSTON COUNTY
WASHINGTON
SINCE 1892

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Washington Center for Performing Arts

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Washington Center for the Performing Arts

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$35,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-1182866

City of Lacey Business License Number *

Olympia

Tourism Promotion Activities

☐

Tourism-Related Facility

☑

Events/Festivals

☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The Washington 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. The Washington Center is the principal performing arts resource for the south Puget Sound region. We support dozens of local non-profit arts organizations that present events each year at the Center. Together with our artistic partners, education programs bring over 30,000 schoolchildren to the Center every year, many of whom are experiencing live theatrical performance for the first time. Since our inception, the Center has provided a professional staff and theater to these local non-profit arts organizations. We work to facilitate the ideas and talents for people from historically marginalized communities to tell their own stories and for audiences to experience them. The performing arts have the power to inspire, challenge, engage, and transport communities and individuals. This simultaneously propels careers for touring artists, and brings new voices to the region for our patrons. Through these performances, we strive to break down stereotypes and expectations to create empathy and understanding. Cultural activities like those offered at the Washington Center for the Performing Arts, make our community a more desirable place to visit. Lacey's established and newer chain hotels, coupled with convenient access to the Center allow patrons to travel into our region to see our national touring acts. Whether patrons are here specifically for a show or as an enhancement to their stay while in our region, they will enjoy their visit and look forward to returning.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Tourism industry research has repeatedly demonstrated that cultural tourists stay longer and spend more than the average traveler. On average, visiting attendees spend more than twice that of their local counterparts. Having a healthy performing arts center in our region strengthens the social fabric as people gather and share an experience. Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses- restaurants, parking lots, hotels, and retail stores. According to Americans for the Arts Economic Impact of Non-Profit Arts and Cultural Organizations, an average arts attendee spends $31.47 per event in addition to the cost of admission. Of that, $4.48 goes to overnight lodging and $16.82 to meals, snacks, and refreshments. These are average numbers and Washington cities are consistently above average in cultural arts spending. Our patrons come from outside of the region to see performances that are exclusively offered on our stage. This may include patrons coming to see national/international touring acts, or friends and family coming to see their performer in an event by one of our 18 Artistic and Community Partners. Some hotel nights are paid for by patrons directly, some by the Center for visiting performing artists, and some are complimentary in exchange for sponsorship. Businesses that invest in catering to the arts and cultural audiences reap rewards of the economic activity that is generated through live performances and special events. Arts & Culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include art and culture events in their trips differ from other U.S. travelers in a number of ways: they spend more than other travelers; they are more likely to stay in overnight lodging; and they are more likely to spend $1,000 or more during their entire stay. Two-thirds of American adult travelers say they include cultural, artistic, heritage, or historic activities on their trip when traveling 50+ miles. One-third of the nation's arts attendees are from outside the county in which the arts event took place (34.1 percent) and spent twice as much ($47.57 vs. $23.44) as their local counterparts. Two-thirds of nonlocal attendees (69 percent) indicated that the primary reason they were visiting was to attend that arts event. When local attendees were asked what they would have done if the arts event they were attending was not taking place, 41 percent said they would have traveled to a different community for a similar arts experience. In our last season 30% of all ticket sales were to zip codes outside of Thurston County. 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 we include information for out-of-town guests on electronic tickets and performance email reminders. We maintain a busy website and online ticketing database that can serve patrons 24/7 and are working on developing an app patrons can use to purchase tickets on their mobile devices. Social media platforms are utilized for announcing events and engaging with current and future patrons near and far. Patrons of the Center typically come from throughout western Washington, Oregon, and beyond, and zip code reports are available. In addition, the hundreds of artists that perform on our stages annually all stay in local hotels and eat in local restaurants during their visit. The Center offers activities that are economically broad-based by offering free and low-priced events and events that can appeal to the budget and artistic taste of any household in the region.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Washington Center is committed to diversity, equity, inclusion, and belonging. We make conscious choices to have artists from diverse backgrounds perform professionally on stage. We actively engage in dialogue with diverse demographics to gather input on the programming they desire to see represented on our stage. Activities at the Center are and economically broad-based. Our entrance prices this season range from free to $129/ticket. We offer some discounts, and have several programs to make performances accessible including a military discount. Our Student Rush program offers $10 to any Washington Center presented performance the day of a show. We are getting ready to launch our Low-Income Family Ticket (LIFT) Project which will provide tickets to Washington Center presented events free to significantly reduced rates to low income families in the region. This project addresses income inequality and inequity and makes the arts accessible to families who can benefit from the creativity and innovation the arts provide. Our project will present all forms of performing arts including live music, theater, dance, and more. In our programming of touring artists, we consider opportunities to bring artists from historically marginalized communities to the region. This simultaneously propels careers for touring artists, and brings new voices to the region for our patrons. Through these performances, we strive to break down stereotypes and expectations to create empathy and understanding. We have also seen an increase in LGBTQ and Black, Indigenous, and people of color audience participation in recent years. The Washington Center also has a unique partnership with Indigenous Performance Productions. Together we have entered a long-term collaboration to develop new Indigenous performances to tour throughout the country and beyond. The collaboration creates world premieres of theater, music, dance and multi-disciplinary performances by Native and Indigenous artists. This partnership is the first of its kind in the United States and seeks to fulfill a critical need in the field and help to reverse long standing barriers to Indigenous performing artists entering the touring circuit. We recently completed a capital campaign and upgraded many areas of our theater. Of note, we improved wayfinding ability through signage as well as materials including floor and wall coverings. We want the theater to be as welcoming and intuitive to first-time attendees as long-time patrons. We also enhanced our ADA seating, moving some ADA and companion seating to the front row so that the artists and stage remains visible when patrons may be standing, as well as investing in new “transfer” seats which can accommodate those with partial mobility needs. We also invested in a new assistive listening program to help patrons with hearing and attention needs. General safety for all patrons is always a top priority. We have an active safety committee and we require safety training for staff and volunteers. Volunteers receive safety reminders prior to each performance.

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

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. We are also heavily engaged in social media and use that platform to showcase our sponsors and events that would be of interest to our patrons. In the last several years there has been high turnover with customer service staff in all industries, including front line staff. We are reigniting our voucher program and communication to hotel employees, so that they may also have an opportunity to attend events at the Center and share their firsthand experiences with guests. We will also include communication with local hotel management/staff to provide information on upcoming shows or any available last-minute deals for guests. It is important to us that hoteliers and staff feel comfortable and confident recommending the Washington Center for the Performing Arts as a resource for cultural arts and entertainment. The Center has physical space in our lobby dedicated to promoting events and entertainment opportunities in our community. We also have a very active social media network where we feature and promote sponsor businesses and events that would be of interest to our patrons. Our Box Office staff has been trained to have a "concierge" mentality and offer additional options for patrons to enhance their visit- whether it is to recommend a hotel, another show they might enjoy, convenient parking suggestions, or somewhere to dine. We have several staff who have completed, and we continue to encourage our staff to become certified through the Certified Tourism Ambassador (CTA) Program for Thurston County to assist in promoting tourism for the region.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

1470

Unpaid Overnights*

1943

Visits by Day Travel*

1838

Other Attendance*

93660

Out-of-State Visitors*

840

How Many Attendees*

105,000

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The Washington Center is a beloved asset in Thurston County. We have been operating for 38 years with growing attendance, artistic and community partners, and a growing geographic patron base. We bring nationally and internationally known artists to Thurston County, both for the benefit of the community to have access to the arts, and also to drive tourism and the economy. Attendance is the surest indicator of community support. Before the pandemic, we served approximately 109,000, with around 75% of those ticketed patrons (we do host events that are un-ticketed). While we were closed by order of the state for 404 days, our most recent season was extremely successful and we are anticipating 105,000 in attendance for 2024, an almost complete return to pre-pandemic levels. We rely on the generosity of our volunteers. We have a corps of 195 active volunteers who contributed 8,700 hours during our past season, demonstrating the significant community interest in supporting the Center. Our Lacey volunteers represent 11% of our entire volunteer force. We are also launching an active recruitment for additional and more diversified volunteer corps. Previous government and business support indicates that there is an understanding of the economic impact and potential with cultural tourists and that the arts mean business. We have tremendous support from Lacey-related businesses including Capital Heating, Cooling, Plumbing, and Electric; Meconi's Italian Sub; Panorama; Right Systems; and more. The Washington Center makes a significant economic impact in Thurston County. For our last pre-pandemic fiscal year, the Washington Center is estimated to have created or sustained 52.3 jobs. In addition, all stage work at the Washington 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! This impact represents a total economic multiplier of 2.1 to Thurston County. Said another way, for every $1 facilitated through the Washington Center, we return $2.10 to the surrounding economy in Thurston Co. each year.

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We often say that we have something for everyone, but we recognize that not every event is for everyone. To measure the success of our events we provide a survey to patrons after each and every Washington Center presented event. We ask for their impression of the facility, the performance, and it gives them the opportunity to provide general feedback and enter into conversations with the staff. We review each survey and often respond to comments. We also closely monitor ticket purchasing and attendance, measuring that against our projected goals. We review ticket purchasing trends to identify effective advertising to learn for the future. These surveys collect data on the user's experience before, during, and after the event. It captures information regarding the marketing experience, box office and ticketing experience, production/event experience, and settlement experience. Financial viability is also important for our long-term success. We have diverse sources of earned income including ticket sales, rental income, and concessions, as well as contributed income including grants, individual and business philanthropy, planned giving, fundraising events, and local municipal support. We have an active volunteer recruitment process with over 200 active volunteers currently. Staffing has returned to normal after the devastating impact of the pandemic. We are training new staff and have an enthusiastic outlook for the near future and beyond.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$2,997,684.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

1.16%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. Email newsletters and genre-specific targeted emails to 30,000+ per week ($7,500) 2. Social med advertising targeting new, younger, and genre-specific patrons ($7,500) 3. Print and postage for prospective patrons, including out of region patrons ($12,500) 4. Website/ticket sales platform development and maintenance ($7,500)

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

We regularly apply for grant func

Other City LTAC Funding*

We have applied for LTAC funding from Thurston County as well as the cities of Tumwater and Olympia.

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

1.Ticket sales and fees ($1,289,154)
2. Municipal funding (Thurston County and cities of Olympia, Lacey, and Tumwater) – ($585,100)
3.Facilities rentals ($520,682)
4.Individual, corporate, and philanthropic support ($486,258)
5.Other ($116,489)

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

We have received funds from the City of Lacey annually, and it is an impor

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

Costs have been increasing rapidly the last few years including artist fees and artist catering/hospitality, personnel, supplies and rentals and so much more. Increasing operating income is crucial for sustaining a world-class non-profit performing arts organization.

---

19. Location: Where will your event, activity, or program be located? (10 points)*

Other

If other, where will the event be held? *

Washington Center for the Per

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

200

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

Lacey Lodging Tax Funds 2024

BUDGET REQUEST $35,000

The overall annual budget of The Washington Center for the Performing arts for 2024 is $2.27 million. The marketing budget is over $120,000 and includes print, postage, posters, banners, website maintenance and development, social media, and more.

We propose using the City of Lacey LTAC funding for the following:

Expense	**Amount**
Email newsletters and genre-specific targeted emails to 30,000+ per week	$7,500
Social media advertising targeting new, younger, and genre-specific patrons	$7,500
Print and postage for prospective patrons, including out of region patrons	$12,500
Website/ticket sales platform development and maintenance	$7,500
Total	**$35,000**

Supplemental to Questions 20 and 21

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

☐ Single-Day Event

☑ Multi-Day Event

If your event is a multi-day event, how many days will it be? *

We have 175-200 performances that take place at the Washington Center each year. In addition, we are the box office, front of house, and volunteer management for additional performances at Harlequin Productions and South Puget Sound Community College Kenneth J. Minnaert Center, an additional 200+ performances.

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*
If your event is a multi-day event, list the start date.

We operate year-round. The bulk of our performances are between September through June, similar to the school year, though we do have some performances during July-August.

ORGANIZATION SUMMARY

ORGANIZATION INFORMATION

Organization Name:

THE WASHINGTON CENTER FOR THE PERFORMING ARTS

Registration Number:

1105072

Also known as Names:

Name
THE CENTER

Purpose/Mission of the Organization:

WE INSPIRE AUDIENCES AND ARTISTS OF ALL AGES THROUGH LIVE PERFORMANCES, ENRICHING THE VIBRANCY OF OUR COMMUNITY.

FEIN Number:

911182866

Federal Tax Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

600 591 200

Is this Charitable Organization associated with any Corporation or LLC?

Yes

Jurisdiction:

WASHINGTON

Status:

Active

Renewal Date:

05/31/2024

CONTACT INFORMATION

Organization Email:

BUSINESSMANAGER@WASHINGTONCENTER.ORG

Is Foreign Contact:

No

Country Code:

1

Mailing Address:

512 WASHINGTON ST SE, OLYMPIA, WA, 98501-1330, UNITED STATES

Street Address:

512 WASHINGTON ST SE, THURSTON COUNTY, OLYMPIA, WA, 98501-1330, UNITED STATES

Do you use any other addresses for Solicitation:

No

Organization Website:

www.washingtoncenter.org

Phone Number:

3607538585

Ext:

105

FINANCIAL INFORMATION

Has Organization completed a full accounting year?- Yes

Accounting Year Beginning Date:

07/01/2021

Accounting Year Ending Date:

06/30/2022

Beginning Gross Assets :

$3,938,920.00

REVENUE

Gross Contributions from Solicitations :

$2,860,680.00

Gross Revenue from All Other sources :

$1,511,256.00

Total Dollar Value of Gross Receipts :

$4,371,936.00

EXPENSES

Gross Expenditures from Program Services :

$2,106,308.00

Total Gross from All Expenditures :

$2,774,186.00

ASSETS

Ending Gross Assets :

$5,405,952.00

SOLICITATION COMMENTS

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :

76%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	Prog Ser
07/01/2021	06/30/2022	$3,938,920.00	$4,371,936.00	$2,106,308.00	$2,774,186.00	$5,405,952.00	
07/01/2020	06/30/2021	$2,898,737.00	$2,618,555.00	$823,208.00	$1,464,825.00	$3,938,920.00	
07/01/2019	06/30/2020	$2,532,060.00	$3,025,157.00	$1,759,675.00	$2,642,231.00	$2,898,737.00	
07/01/2018	06/30/2019	$1,957,426.00	$3,499,392.00	$2,269,973.00	$3,150,779.00	$2,532,060.00	
07/01/2017	06/30/2018	$1,477,642.00	$2,857,229.00	$2,123,583.00	$2,729,709.00	$1,957,426.00	
07/01/2016	06/30/2017	$1,505,426.00	$2,829,713.00	$2,025,137.00	$2,857,497.00	$1,477,642.00	
07/01/2015	06/30/2016	$1,512,427.00	$2,647,459.00	$1,969,245.00	$2,654,460.00	$1,505,426.00	
07/01/2014	06/30/2015	$1,627,879.00	$1,811,291.00	$1,331,460.00	$1,926,743.00	$1,512,427.00	
07/01/2013	06/30/2014	$848,414.00	$2,448,989.00	$1,850,800.00	$2,373,454.00	$923,949.00	
07/01/2012	06/30/2013	$861,611.00	$2,278,475.00	$1,750,834.00	$2,291,672.00	$848,414.00	
07/01/2011	06/30/2012	$818,555.00	$2,270,161.00	$1,740,276.00	$2,227,105.00	$861,611.00	
07/01/2010	06/30/2011	$845,155.00	$2,324,272.00	$1,798,104.00	$2,329,510.00	$818,555.00	
07/01/2009	06/30/2010	$835,336.00	$2,247,740.00	$1,811,100.00	$2,300,890.00	$845,155.00	
07/01/2008	06/30/2009	$857,689.00	$1,820,220.00	$1,360,971.00	$1,895,450.00	$835,336.00	
07/01/2007	06/30/2008	$948,581.00	$1,982,075.00	$1,505,792.00	$2,011,172.00	$857,689.00	
07/01/2006	06/30/2007	$792,476.00	$1,958,008.00	$1,386,934.00	$1,855,701.00	$948,581.00	
07/01/2005	06/30/2006	$885,245.00	$1,672,906.00	$1,290,593.00	$1,779,952.00	$792,476.00	
07/01/2004	06/30/2005	$975,539.00	$1,754,090.00	$1,131,580.00	$1,747,068.00	$885,245.00	
07/01/2003	06/30/2004	$901,193.00	$1,880,635.00	$1,121,988.00	$1,849,688.00	$975,539.00	
07/01/2002	06/30/2003	$943,747.00	$1,532,290.00	$948,801.00	$1,571,593.00	$901,193.00	
07/01/2001	06/30/2002	$912,035.00	$1,629,821.00	$723,096.00	$1,683,182.00	$943,747.00	
07/01/2000	06/30/2001	$900,276.00	$1,397,809.00	$767,741.00	$1,358,078.00	$912,035.00	
07/01/1999	06/30/2000	$800,682.00	$1,217,449.00	$708,795.00	$1,174,468.00	$900,276.00	
07/01/1998	06/30/1999	$723,993.00	$1,188,037.00	$691,370.00	$1,137,624.00	$800,682.00	
07/01/1997	06/30/1998	$823,654.00	$1,068,414.00	$712,502.00	$1,121,673.00	$723,993.00	

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	Pro Ser
07/01/1996	06/30/1997	$807,107.00	$1,027,194.00	$405,818.00	$1,076,132.00	$823,654.00	
07/01/1995	06/30/1996	$0.00	$1,030,810.00	$545,901.00	$1,119,807.00	$0.00	

DID THE ORGANIZATION SOLICIT OR COLLECT CONTRIBUTIONS IN WA DURING THE ACCOUNTING YEAR REPORTED?

Solicit or collect contributions:

Yes

Contributions in WA:

Direct Mail,Email,Entertainment/Special Events,Internet,Personal Contact

IS THE ORGANIZATION REGISTERED TO FUNDRAISE OUTSIDE OF WA?

Is the organization registered to fundraise outside of WA:

No

Fundraise outside of WA:

EMPLOYEES RECEIVING THE GREATEST COMPENSATION

Does the Organization pay any of its officers or employees?- **Yes**

First Name	Last Name
JILL	BARNES
JOCELYN	WOOD
ROGER	MCINTOSH

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
ANN	FLANNIGAN	CHAIR	3607538585	512 WASHINGTON ST SE, OLYMPIA, WA, 98501-1330, UNITED STATES
LYNN	WOFFORD	TREASURER	3609706441	2037 GROVE RD NW, OLYMPIA, WA, 98502-4100, UNITED STATES

FINANCIAL PREPARER

Full Name:

PATRICIA PICH

Business Name:

PATRICIA PICH, CPA, PLLC

Title:

CPA

Mailing Address:

512 WASHINGTON ST SE, OLYMPIA, WA, 98501-1330, UNITED STATES

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

COMMERCIAL FUNDRAISER

Is Commercial Fundraiser:

No

Back

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23 24 SEASON

THE CENTER

THE WASHINGTON CENTER FOR THE PERFORMING ARTS

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JILL BARNES, EXECUTIVE DIRECTOR
THE WASHINGTON CENTER FOR THE PERFORMING ARTS

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COVER PHOTOS Left to Right: STOMP (©Steve McNicholas), Sugar Skull (©Dave Titensor), Million Dollar Quartet Christmas

PHOTOS Left to Right: Éireann, Million Dollar Quartet Christmas

23 24 SEASON

SILENT MOVIE
PETER PAN
SUN **SEPTEMBER 24** | 2:00 PM

©BRITTANY HALLBERG

SAMMY MILLER AND THE CONGREGATION
SUN **OCTOBER 08** | 7:00 PM

SIX APPEAL
FRI **OCTOBER 13** | 7:30 PM

©PETE MCBRIDE

ADVENTURE SERIES
INTO THE CANYON: BETWEEN RIVER AND RIM
FRI **OCTOBER 27** | 7:00 PM

©KIRK MARCH PHOTOGRAPHY

CIRQUE MECHANICS:
ZEPHYR
A WHIRLWIND OF CIRCUS
THU **NOVEMBER 09** | 7:00 PM

©DAVE LUPNSOR

SUGAR SKULL!
A DÍA DE MUERTOS MUSICAL ADVENTURE
TUE **NOVEMBER 14** | 7:00 PM

SEATTLE INTERNATIONAL COMEDY COMPETITION
THU **NOVEMBER 16** | 7:30 PM

GOD IS A SCOTTISH DRAG QUEEN 3
FRI **DECEMBER 01** | 7:30 PM

MILLION DOLLAR QUARTET CHRISTMAS
WED **DECEMBER 20** | 7:30 PM

BLACK BOX JAZZ
ALEXEY NIKOLAEV/ BRIAN MONRONEY QUARTET
FRI **JANUARY 12** | 8:00 PM

POTTED POTTER
THE UNAUTHORIZED HARRY EXPERIENCE
FRI **JANUARY 26** | 7:30 PM

JOHNNY CASH
THE OFFICIAL CONCERT EXPERIENCE
SUN **JANUARY 28** | 7:00 PM

INTERNATIONAL GUITAR NIGHT
THU **FEBRUARY 01** | 7:30 PM

SARAH HAGEN WONDER WOMEN!
SAT **FEBRUARY 03** | 3:00 PM
SAT **FEBRUARY 03** | 7:30 PM

©LAURA LOMELA

BLACK BOX JAZZ
MICHAEL POWERS BAND
FRI **FEBRUARY 09** | 8:00 PM

STORM LARGE
THU **FEBRUARY 15** | 7:30 PM

STOMP
TUE **FEBRUARY 20** | 7:30 PM
WED **FEBRUARY 21** | 7:30 PM

THE CENTER SALON
SAT **FEBRUARY 24** | 7:30 PM

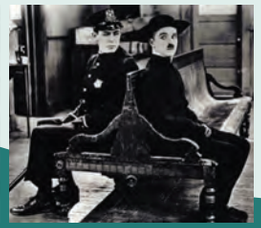
BLACK BOX JAZZ
D'VONNE LEWIS GROUP
FRI **MARCH 08** | 8:00 PM

ÉIREANN
A TASTE OF IRELAND
SUN **MARCH 24** | 5:00 PM

RED HOT CHILLI PIPERS
FRI **APRIL 19** | 7:30 PM

COLIN MOCHRIE AND BRAD SHERWOOD:
THE SCARED SCRIPTLESS TOUR
THU **APRIL 25** | 7:30 PM

THE GREATEST SHOWMAN SING ALONG
SAT **APRIL 27** | 6:00 PM



SILENT MOVIE
KINGS OF SILENT COMEDY
SUN **APRIL 28** | 2:00 PM

LADIES OF LAUGHTER
FRI **MAY 03** | 7:30 PM

©ALLYO FITZGERALD

THE AUNTIES
WOMEN OF THE SALISH SEA, EPISODE 2
THU **MAY 16** | 7:30 PM

©STEVE KORN

BLACK BOX JAZZ
DMITRI MATHENY BAND
FRI **JUNE 14** | 8:00 PM

COMEDY UNDERGROUND
THURSDAYS | 7:30 PM
JANUARY 11 • FEBRUARY 08
MARCH 07 • APRIL 18
MAY 09 • JUNE 13

SEASON AT A GLANCE

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SUN
SEP 24
2:00 PM

SILENT MOVIE
PETER PAN

PRICES: PR $26 A/B $21

The Washington Center's rare fully-authentic screening of the classic 1924 silent film version of *Peter Pan* will be a glorious musical echo of the past – with the Center's House Organist Dennis James performing his solo organ transcription from his painstaking reconstruction of the original orchestral musical score that accompanied the film when it was first released nearly 100 years ago.

©BRITTANY HALLBERG

SUN
OCT 08
7:00 PM

THEY'RE SO VAIN
SAMMY MILLER AND THE CONGREGATION
CELEBRATE THE MUSIC OF 1973 AT 50

PRICES: PR $56 A $45 B $36 C $25

Sammy Miller and The Congregation are on a mission, crisscrossing the country like a vaudevillian revival show with evangelic fervor for music. The seven-piece band is pulling people out of their solitary lives and putting them in the moment with a bracing dose of joyful jazz performed with infectious theatricality.

©PARIS PHOTOGRAPHICS

THU
NOV 09
7:00 PM

CIRQUE MECHANICS:
ZEPHYR
A WHIRLWIND OF CIRCUS

PRICES: PR $79 A $62 B $50 C $39

Humans have been harnessing the power of the wind for thousands of years. The beauty and efficacy of that timeless and ingenious process inspired the creative team at Cirque Mechanics to create Zephyr, a theatrical circus show that harnesses human power, instead of wind, to generate an energetic acrobatic experience.

FRI
OCT 13
7:30 PM

SIX APPEAL

PRICES: PR $57 A $47 B $37 C $27

Six Appeal has been described as a vocal ensemble, a comedy group, and a rock band, all in one complete show. Forgoing instruments, this dynamic a cappella group based across the country uses only their voices to perform decades of classic oldies, current chart toppers, and catchy original tunes.

©PETE MCBRIDE

FRI
OCT 27
7:00 PM

ADVENTURE SERIES
INTO THE CANYON: BETWEEN RIVER AND RIM

PRICES: PR $56 A $46 B $36 C $26

Join adventure writer Kevin Fedarko on an epic quest, on foot, through the entire length of the Grand Canyon—not "rim to rim" as has been tackled by many—but 750 miles "end to end." His trek sheds light on the health and future of this national treasure and invites us to contemplate the value of wild spaces.

©DAVE TITENSOR

TUE
NOV 14
7:00 PM

SUGAR SKULL!
A DÍA DE MUERTOS MUSICAL ADVENTURE

PRICES: PR $46 A $34 B $26 C $19

SUGAR SKULL! A Día de Muertos Musical Adventure is a touring bilingual/bicultural musical for young audiences and families. Twelve-year-old Vita Flores finds herself on a magical, musical journey to unravel the true meaning of Día de Muertos.

THU
NOV 16
7:30 PM

SEATTLE INTERNATIONAL COMEDY COMPETITION

PRICES: PR $45 A $35 B $30 C $25

Up to 10 comedians will face-off in the semi-final round of the popular Seattle International Comedy Competition! The judges decide who moves on based off audience response. This is an epic skirmish of punch lines and comedic timing on our mainstage and there is no telling what to expect! Recommended for ages 18+.

FRI
DEC 01
7:30 PM

GOD IS A SCOTTISH DRAG QUEEN 3

PRICES: PR $54 A $42 B $36 C $26

God, dressed in a floral power suit, returns to skewer everything from armadillos to Zeus in a hilarious and all new chapter!

FRI
JAN 12
8:00 PM

BLACK BOX JAZZ

ALEXEY NIKOLAEV/ BRIAN MONRONEY QUARTET

PRICES: RSVD $39 GA $32

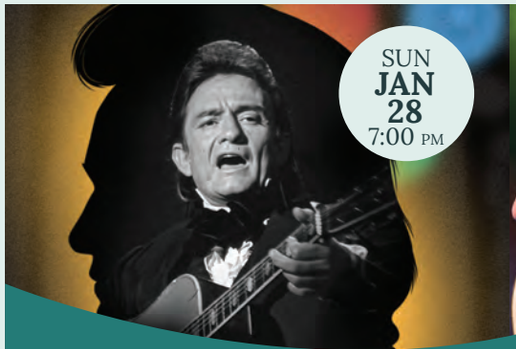
Alexey Nikolaev has performed at jazz festivals all over the world. He has made Seattle his home since 2000 and regularly performs and records with other Seattle jazz artists. Guitarist Brian Monroney has enjoyed a varied career as a touring sideman, session musician, musical director and composer/arranger.

WED
DEC 20
7:30 PM

MILLION DOLLAR QUARTET CHRISTMAS

PRICES: PR $99 A $79 B $65 C $49

In Million Dollar Quartet Christmas rock 'n' roll newcomers, and soon to be legends, Johnny Cash, Jerry Lee Lewis, Carl Perkins and Elvis Presley come together again to celebrate the holidays. This heartwarming rock 'n' roll musical rings with sounds of the season and the chart toppers that made the Million Dollar Quartet famous.



SUN
JAN 28
7:00 PM

JOHNNY CASH

THE OFFICIAL CONCERT EXPERIENCE

PRICES: PR $99 A $86 B $69 C $49

JOHNNY CASH – The Official Concert Experience is a musical celebration of the iconic life and career of one of the best-selling music artists of all time. This immersive, multi-media production will star a full band and world-class vocalists delivering Cash's greatest hits live on stage, with state-of-the art video projection of the Man in Black himself performing on a big screen.

THU
FEB 01
7:30 PM

INTERNATIONAL GUITAR NIGHT

PRICES: PR $64 A $49 B $39 C $25

International Guitar Night presents the world's best guitar musicians. This premier tour has assembled the most interesting and innovative acoustic guitarists in a lineup including three International Guitar Night favorites and an exciting newcomer.

FRI
JAN 26
7:30 PM

POTTED POTTER

THE UNAUTHORIZED HARRY EXPERIENCE

PRICES: PR $74 A $59 B $49 C $39

Potted Potter – The Unauthorized Harry Experience – A Parody by Dan and Jeff takes on the ultimate challenge of condensing all seven Harry Potter books into seventy hilarious minutes. Potted Potter is perfect for ages six to Dumbledore (who is very old indeed).

SAT FEB 03 3:00 PM

SAT FEB 03 7:30 PM

SARAH HAGEN WONDER WOMEN!

A CELEBRATION OF FEMALE COMPOSERS

PRICES: RSVD $46 GA $36

In "Wonder Women!", pianist and humorist Sarah Hagen delves into the remarkable stories and piano music of forgotten female composers from the classical repertoire. This recital will highlight piano works by 18th and 19th century composers including Clara Schumann, Cécile Chaminade, Delphine von Schauroth, and Marianna Martines.

FRI FEB 09 8:00 PM

BLACK BOX JAZZ

MICHAEL POWERS BAND

PRICES: RSVD $39 GA $32

Seattle jazz guitarist, Michael Powers, brings a contemporary jazz style that keeps pace with pop, R&B, and blues.

TUE FEB 20 7:30 PM

WED FEB 21 7:30 PM

STOMP

PRICES: PR $129 A $99 B $84 C $64

STOMP is explosive, inventive, provocative, witty, and utterly unique—an unforgettable experience for audiences of all ages. The eight-member troupe uses everything but conventional percussion instruments – matchboxes, wooden poles, brooms, garbage cans, Zippo lighters, hubcaps. STOMP. See what all the noise is about.

Presented with Tacoma Arts Live

©LAURA DOMELA

THU FEB 15 7:30 PM

STORM LARGE

PRICES: PR $69 A $56 B $44 C $34

Storm Large: musician, actor, playwright, author, awesome. She shot to national prominence in 2006 as a finalist on the CBS show *Rock Star: Supernova*, where despite having been eliminated in the week before the finale, Storm built a fan base that follows her around the world to this day. Recommended for ages 18+.

SAT FEB 24 7:30 PM

THE CENTER SALON

PRICES: RSVD $39 GA $25

This popular event is like nothing else in Olympia! Our 7th annual Salon draws you in to an inner circle of poets, authors, musicians, and artists.

FRI MAR 08 8:00 PM

BLACK BOX JAZZ

D'VONNE LEWIS GROUP

PRICES: RSVD $39 GA $32

D'Vonne Lewis was named the 2013, 2018, and 2021 NW Instrumentalist of the Year and is the grandson of 1950s-60s Northwest organ legend Dave Lewis. He is also the 2006 Earshot Golden Ear Award winner for Emerging Artist of the Year and *The Stranger's* 2014 Genius Award. He currently serves as Vice President on the Seattle Jazz Fellowship Board.

SUN MAR 24 5:00 PM

ÉIREANN

A TASTE OF IRELAND

PRICES: PR $84 A $67 B $57 C $37

Told through Irish music and dance, A TASTE OF IRELAND explores magical tales spanning generations of Irish storytelling and culture. This world-class show features World, All Ireland & National Champion Irish dancers, and musicians from around the globe performing unique music and dance that reflects the story that is Ireland.

FRI
APR 19
7:30 PM

RED HOT CHILLI PIPERS

PRICES: PR $69 A $59 B $49 C $39

It's Bagpipes. It's Rock. It's Bagrock. AC/DC meets the poet Robert Burns. Where rock anthems sit comfortably alongside the great tunes from the glens and the mountains of Scotland.

THU
APR 25
7:30 PM

COLIN MOCHRIE AND BRAD SHERWOOD: THE SCARED SCRIPTLESS TOUR

PRICES: PR $78 A $62 B $49 C $39

Armed with only their wits, *Whose Line is it Anyway?* stars Colin Mochrie and Brad Sherwood are taking to the live stage and they're... Scared Scriptless. Prepare to laugh yourself senseless as improv comedy masterminds Colin & Brad must make up original scenes, songs and more from whatever you, the fans, suggest!

FRI
MAY 03
7:30 PM

LADIES OF LAUGHTER

PRICES: PR $45 A $35 B $30 C $25

This fest of funny femmes returns to the Center as the Ladies of Laughter comedy event has been a patron favorite with rave reviews! Expect big laughs, big fun, and a memorable night out.

©KEIKO FITZGERALD

THU
MAY 16
7:30 PM

THE AUNTIES
WOMEN OF THE SALISH SEA, EPISODE 2

PRICES: PR $47 A $36 B $20 C $10

The Aunties features stories by Native American and First Nations Matriarchs, told live from stage. We pay tribute to Aunties and the important role they play in Indigenous communities-of which they have long been recognized as vital caretakers of its connection, tradition and cohesion.

SAT
APR 27
6:00 PM

THE GREATEST SHOWMAN SING ALONG

PRICE: ALL SEATS $6

One of our most popular sing-along movies is back! *The Greatest Showman* was inspired by the legend and ambitions of America's original pop-culture impresario, P.T. Barnum. Local host Lauren O'Neill will warm up the audience and lead our costume contest! Come sing along with Hugh Jackman, Zac Efron, Michelle Williams, Rebecca Ferguson and Zendaya on the big screen!

SUN
APR 28
2:00 PM

SILENT MOVIE KINGS OF SILENT COMEDY

PRICES: PR $26 A/B $21

Experience silent films the way they were meant to be seen and heard, accompanied by our 1924 Wurlitzer Organ! Featuring Charlie Chaplin's *The Pilgrim* and Harold Lloyd's *Why Worry?* We welcome film fans of all ages to step back in time to revel in the authentically recreated sounds and nostalgia from times gone by.

©STEVE KORN

FRI
JUN 14
8:00 PM

BLACK BOX JAZZ DMITRI MATHENY BAND

PRICES: RSVD $39 GA $32

Acclaimed for his warm tone, soaring lyricism and masterful technique, American flugelhornist Dmitri Matheny has been lauded as "one of the most emotionally expressive improvisers of his generation" *(International Review of Music)*. He has garnered critical acclaim and a loyal international following, touring extensively throughout the United States, Europe and Asia, traveling to 19 countries.

THURSDAYS
7:30 PM

COMEDY UNDERGROUND

PRICES: RSVD $36 GA $28

January 11 • February 08
March 07 • April 18
May 09 • June 13

Comedy Underground is back to make you laugh. Each event features a new slate of touring comedians that are sure to make you laugh out loud! Recommended for ages 18+.

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Your donation provides equitable access to the arts, youth education, and diverse programming. We offer generous recognition which increases with your gift.

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Gifts can also be made online at **washingtoncenter.org/friends** or by mail to:
512 Washington St SE
Olympia, WA 98501

Please contact our development staff for assistance or more information:

Jocelyn Wood, *Development Director*
(360) 753-8585 x103
jwood@washingtoncenter.org

IT'S TIME TO SUBSCRIBE!

JUN 20 2023 — Last day to subscribe to take advantage of the Early Bird Discount (we'll waive the $20 handling fee)!

JUN 27 2023 — Last day to take advantage of same seat privileges!

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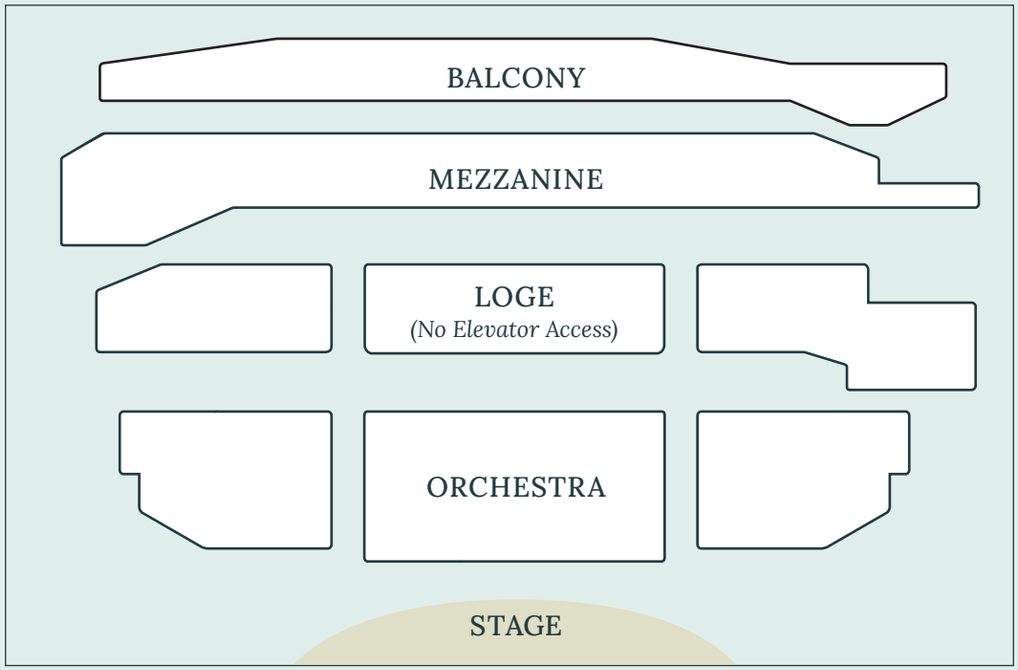
(360) 753-8586
or walk up to Box Office during hours:
Tuesday–Saturday, 12:00–5:30pm

ONLINE:
Subscribe Online!
washingtoncenter.org/subscribe

HOUSE POLICIES

- All patrons age 3+ must have a ticket.
- All children 12 years old or younger must be accompanied by an adult at all times.
- Trained service animals are the only animals permitted inside the theater. Pets are not permitted.

MAIN STAGE THEATER



ACCESSIBILITY

- If someone in your party has an accessibility need, please contact the box office prior to the event and we will arrange accommodations. During your visit, our volunteer ushers and front of house managers will be happy to assist you.
- Wheelchair and walker accessible bathrooms are located on the ground floor in the Main Stage theater, as well as the Black Box.
- The mezzanine and balcony are accessible by elevator, but most seats do still require stairs to access. The loge level does not have elevator access.
- The assistive listening device kiosk is located across from the merchandise area in the Main Lobby.

TICKETS

EXCHANGES
Need to change your tickets? Exchanges may be made to other Washington Center Presented events for a per ticket fee. Exchanges are subject to availability and must be made with the box office at least 3 hours before the start of the original event.

REFUNDS, CANCELLATIONS, AND CHANGES
All sales are final. We do not offer refunds unless a performance is cancelled. Event times, dates, prices, and artists are subject to change.

FEES
There is a $20 each handling fee for subscription which is waived if you purchase before June 20. Single tickets will be charged a $4 service fee. There is also a reprint fee of $4 for reprinted tickets.

SUN SEPTEMBER 24	2:00 PM	Silent Movie: Peter Pan
SUN OCTOBER 08	7:00 PM	Sammy Miller and the Congregation
FRI OCTOBER 13	7:30 PM	Six Appeal
FRI OCTOBER 27	7:00 PM	Adventure Series - Into the Canyon
THU NOVEMBER 09	7:00 PM	Cirque Mechanics: Zephyr - A Whirlwind of Circus
TUE NOVEMBER 14	7:00 PM	SUGAR SKULL! A Día de Muertos Musical Adventure
THU NOVEMBER 16	7:30 PM	Seattle International Comedy Competition
FRI DECEMBER 01	7:30 PM	God is a Scottish Drag Queen 3
WED DECEMBER 20	7:30 PM	Million Dollar Quartet Christmas
THU JANUARY 11	7:30 PM	Comedy Underground
FRI JANUARY 12	8:00 PM	Black Box Jazz: Alexey Nikolaev/ Brian Monroney Quartet
FRI JANUARY 26	7:30 PM	Potted Potter - The Unauthorized Harry Experience
SUN JANUARY 28	7:00 PM	JOHNNY CASH – The Official Concert Experience
THU FEBRUARY 01	7:30 PM	International Guitar Night
SAT FEBRUARY 03	3:00 PM	Sarah Hagen - Wonder Women!
SAT FEBRUARY 03	7:30 PM	Sarah Hagen - Wonder Women!
THU FEBRUARY 08	7:30 PM	Comedy Underground
FRI FEBRUARY 09	8:00 PM	Black Box Jazz: Michael Powers Band
THU FEBRUARY 15	7:30 PM	Storm Large
TUE FEBRUARY 20	7:30 PM	STOMP
WED FEBRUARY 21	7:30 PM	STOMP
SAT FEBRUARY 24	7:30 PM	The Center Salon
THU MARCH 07	7:30 PM	Comedy Underground
FRI MARCH 08	8:00 PM	Black Box Jazz: D'Vonne Lewis Group
SUN MARCH 24	5:00 PM	Éireann - A Taste of Ireland
THU APRIL 18	7:30 PM	Comedy Underground
FRI APRIL 19	7:30 PM	Red Hot Chilli Pipers
THU APRIL 25	7:30 PM	Colin Mochrie and Brad Sherwood: The Scared Scriptless Tour
SAT APRIL 27	6:00 PM	The Greatest Showman Sing Along
SUN APRIL 28	2:00 PM	Silent Movie: Kings of Silent Comedy
FRI MAY 03	7:30 PM	Ladies of Laughter
THU MAY 09	7:30 PM	Comedy Underground
THU MAY 16	7:30 PM	The Aunties – Women of the Salish Sea, Episode 2
THU JUNE 13	7:30 PM	Comedy Underground
FRI JUNE 14	8:00 PM	Black Box Jazz: Dmitri Matheny Band

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City of Lacey
Museum

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

City of Lacey/Lacey Museum

Event/ Activity/ Program Name *

Event Location

Event Date

Amount Requested*

$48,500.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Tourism Promotion Activities	Tourism-Related Facility	Events/Festivals
☐	☑	☐

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The Lacey Museum enriches our community and engages visitors by sharing vibrant stories of the past through the preservation and celebration of Lacey and the South Sound region's cultural heritage. This year, we have continued to offer our popular speaker series, HistoryTalks! with both an in-person and online option. We brought in a Smithsonian traveling exhibit Journey Stories about migration in the United States. Our in-person visitation is now outpacing pre-pandemic levels, even though nationwide museum attendance remains down 38%.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Tourists from out of our region visit the museum during their stay in the area at Lacey hotels where they also eat, play, buy gas, and shop. Approximately 22% of Lacey Museum visitors attend from over 50 miles away. Seventy-six percent of all US leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60% more money on average than other leisure travelers. 66% of cultural tourists rank historic places and museums at their top list of destination activities. Museums generate over $12 billion in tax revenue in the US, with one third of it going to state and and local governments.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

As a part of the City of Lacey, the Lacey Museum is committed to being an inclusive and welcoming place for everyone, visitors and community members alike. Lacey Museum admission is free which reduces financial barriers and makes attendance possible for everyone.

Our staff and volunteers are trained to be mindful of using inclusive language when interacting with guests to ensure that assumptions are not made about guests so that everyone feels accepted. The museum's restroom is gender neutral.

In recognition of gaps in our collection and the stories that we tell in the museum, we are embarking on an oral history project, Stories of the South Sound, to try to capture the stories of underrepresented or marginalized populations in the Lacey area.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With the exception of the pandemic years of 2020 and 2021, Lacey Museum attendance has been steadily increasing over the last decade or so and we expect this trend to continue. As reported above, museum attendance is now outpacing pre-pandemic levels which is well above current museum industry trends.

We have been trying to bring in a new traveling exhibit to Lacey annually, which provides a reason for return and new visitation. However, our resources for inexpensive traveling exhibits that will fit in our space are running out. We are refocusing on developing in-house exhibits. If an exhibit topic is appealing to people, they will travel long distances to view it.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

50

Unpaid Overnights*

5

Visits by Day Travel*

27

Other Attendance*

551

Out-of-State Visitors*

54

How Many Attendees*

650

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The Lacey Museum has many community partners and champions, including: *Lacey Rotary (funded playground and interpretive marker at Depot) *Lacey Fire District 3 (funded exhibit design and historical research collaboration) *Nisqually Indian Tribe (consults on museum projects, funded a variety of projects) *Lacey Historical Society (donations for museum projects, collections donations) *Lacey MakerSpace (donation of labor and collaboration on museum interactives) *Saint Martin's University (historical collaboration and letters of support) *Olympia Genealogical Society (we provide access to and house their library and they provide volunteer and financial support) *Panorama (historical collaboration and letters of support) *Lacey Timberland Library (program collaboration and letters of support) *North Thurston Public Schools (program/curriculum collaboration and letters of support) *Lacey South Sound Chamber (letters of support) *Experience Olympia & Beyond (letters of support) *South Sound Heritage Association (letters of support)

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The museum tracks many data points to assist in evaluating the success of programs, service and exhibits. These include museum visitation, program attendance, research requests, collections cataloguing, volunteer hours and more. In addition to these type of benchmarks, we also send out regular surveys to our visitors and attendees to find our what the community wants, determine ways to improve and help us to grow our service to the community.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$278,550.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

17.40%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

See attached budget.

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Diversity in Local History, Washir

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

City of Lacey General Fund: $230,050
Donations: $56,000
City of Lacey Lodging Tax: $48,500
Grants: $15,000

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

We are part of the City of Lacey

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

150

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

LACEY MUSEUM OPERATING BUDGET

Description	2023
	Budget
Salaries-Regular	$15,948.00
Office & Operating Supply	$5,000.00
Small Tools & Equipment	$1,762.00
Uniforms	$250.00
Supplies-Building Maint.	$600.00
Supplies-Grounds Maint.	$310.00
Prof. Svc-Other	$600.00
Prof. Svc-Building Maint.	$2,300.00
Communications/Telephone	$2,500.00
Transportation/Per Diem	$100.00
Dues, Subscriptions, Publ	$850.00
Registrations	$250.00
Promotions	$500.00
IMS Rental	$9,673.00
Rentals-Other	$1,800.00
Insurance-Fire/Property	$358.00
Utility-Electric	$800.00
Utility-City of Lacey	$650.00
Utility-Natural Gas	$1,649.00
Printing & Binding	$300.00
Maintenance Contracts	$1,800.00
Software Maintenance	$500.00
TOTAL	**$48,500.00**

Remainder of budget is salaries and is paid for by the City and grant funding.

LACEY PARKS
CULTURE & RECREATION

FALL 2023

PLAYBOOK

Your guide to recreation, activities, and parks in Lacey

Presented in cooperation with North Thurston Public Schools

Pictured here: Wanschers Park

Registration Opens Sept. 13

See page 32 for details

Browse through our programs online at **LaceyParks.org** or scan:

LACEY CITY HALL
420 College St SE
Lacey, WA 98503

PARKS, CULTURE AND RECREATION BOARD

- Wendy Goodwin, Chair
- Kamber Good, Vice Chair
- Hilary Dykstra
- Bill Fosbre
- Gary Larson
- Chris Porrazzo
- Aram Wheeler

COME **PLAY** WITH US!

Lacey Parks, Culture & Recreation provides healthy, inspirational, and recreational opportunities through quality programming, facilities, and community events.

The department also furthers the preservation and enhancement of the environment through planned parks, open spaces, and natural habitat areas.

With over 1,200 acres of parkland and open space, a premier regional athletic complex, and several community buildings, Lacey's residents and visitors enjoy one of the finest municipal park networks in the state. An array of recreation programs and special events are also offered, including cultural, sports, aquatics, fitness, outdoor, youth, and teen programs.

LACEY PARKS
CULTURE & RECREATION
PUT US ON YOUR **PLAY**LIST!

EVENTS PAGE 3

YOUTH & TEEN FITNESS PAGE 6

ADULT PAGE 12

SPORTS & FITNESS PAGE 17

FREE event!

Lacey Children's Day

Saturday • October 7
11 am – 2 pm
Huntamer Park
(618 Woodland Square Loop SE)

with special visits from
Insect Safari
~ AND ~
Portland Insectarium!

ACTIVITIES
BUGS!
INFLATABLES
CRAFTS
ENTERTAINMENT
INSECTS!
GAMES AND MORE

LACEY PARKS CULTURE & RECREATION

In partnership with North Thurston Public Schools

The Little gym. Serious Fun.

North Thurston Public Schools

MOLINA HEALTHCARE

DEL TACO

AQUATICS PAGE 24

LACEY MUSEUM PAGE 27

FACILITIES PAGE 28

PARKS & TRAILS PAGE 29

FREE EVENT

Signing Santa

FRIDAY • DECEMBER 1

6:30 – 9 PM • CHAMBERS PRAIRIE ELEMENTARY

The Signing Santa program, presented by the Signing Santa Organization and Lacey Parks, Culture & Recreation, brings children who are deaf or hard of hearing and their families, friends, and the community together. It's a chance for all children to gather and see the spirit of giving, seek new friends, and promote awareness of the deaf community to all.

Visit signingsanta.org for more information.

FREE EVENT

Lacey Lighted Parade & Lighting of Huntamer Park

Presented by INTERSTATE BATTERIES *Outrageously Dependable®*

MONDAY • DECEMBER 4

Parade starts at 6:30 pm, lighting of the park will follow

6:30 – 7:30 pm • HUNTAMER PARK

Join the fun as we light up Lacey! Don't miss the Lacey Lighted Parade of Vehicles as it travels down Sleater Kinney, 7th Ave, past Huntamer Park! Follow the parade to the park and join us for the 'Annual Lighting of the Christmas Tree' and all of Huntamer Park in an old-fashioned ceremony where Santa is the guest of honor!

After the lighting, drive by the park any evening through December 31 and listen to holiday music by local students and hear Santa read a story on your phone through an app!

Breakfast with Santa and Buddy

SATURDAY • DECEMBER 9
9 –10:30 AM • LACEY COMMUNITY CENTER
FEE: AGES 2 - ADULTS $15 + TAX (UNDER 2, FREE—MUST BE REGISTERED AND PROVIDE OWN HIGH CHAIR IF NEEDED).

"Santa's coming! I know him!" Let's get excited! Buddy the Elf will be joining us for this special breakfast along with Santa to create a magical memorable event for families.

Enjoy a kid friendly breakfast buffet and some great family fun, special crafts, and some Christmas surprises! Each family will receive a commemorative digital photo too! (Additional photos/poses available for purchase.) Space is limited and this popular event sells out every year, so don't wait to register!

Must pre-register. No onsite registration.

YOUTH & TEEN

Early Childhood

Toddler Explorations

(18 mos – 3 yrs) This class offers fun new experiences for your toddler! Theme based activities include stories, crafts, sensory play, songs, and games that will have you both up and moving as we learn together about the world around us! Different activities each session! Parents stay to assist. (No class Nov. 23)

SESSION I	Sept. 21 – Oct. 26	Thu.	9 – 10 am	$49
SESSION II	Nov. 9 – Dec. 21	Thu.	9 – 10 am	$49

Woodland Creek White House

Preschool Explorations

(3–5 yrs) This class offers new experiences for your preschooler! Fun themes and activities will enhance both fine and gross motor skills development and keep your child engaged and interested. Your child will learn cognitive and social skills that prepare them for the next step as they sing, dance, create, explore, and play all while having fun. Participants must be potty-trained. Space is limited so register early! (No class Nov. 23)

SESSION I	Sept. 21 – Oct. 26	Thu.	11 am – noon	$49
SESSION II	Nov. 9 – Dec. 21	Thu.	11 am – noon	$49

Woodland Creek White House

Performance Dance

In the performance classes your dancer will learn a short routine and perform. Class attendance is important for performers. If a dancer is not feeling well but would like to watch class or participate from home they can attend the class virtually, once requested classes will be offered through zoom. The instructor will also provide videos of the choreography on YouTube for the dancers to use for practice between classes.

Explorer Dance

(**3–5 yrs**) In this class your dancer will explore different styles of dance. They will be introduced to musical theatre, ballet, and hip hop. The dancers will learn choreography and freestyle. (No class Nov. 22)

SESSION I	Oct. 4 – Oct. 25	Wed.	6 – 6 :30 pm	$45
SESSION II	Nov. 8 – Dec. 13	Wed.	6 – 6 :30 pm	$45

Lacey Community Center

Hip Hop

(**6–12 yrs**) In this class your dancer will learn multiple hip hop dances. The dancers will learn choreography and freestyle. (No class Nov. 22)

SESSION I	Oct. 4 – Oct. 25	Wed.	6:35 – 7:05 pm	$45
SESSION II	Nov. 8 – Dec. 13	Wed.	6:35 – 7:05 pm	$45

Lacey Community Center

Acro

(**6–12 yrs**) This class teaches flexibility, strength, control, balances, and tumbling. This class is open to beginners to intermediate. Participants will work on individual skills in this class. Attire: leotard, leggings, fitted shorts, and a fitted top. It is important that dancers wear fitted clothing. (No class Nov. 22)

SESSION I	Oct. 4 – Oct. 25	Wed.	7:10 – 7:50 pm	$45
SESSION II	Nov. 8 – Dec. 13	Wed.	7:10 – 7:50 pm	$45

Lacey Community Center

IMPORTANT TIP

Please have ballet shoes if possible, or soft dance shoes that won't slip, comfortable clothes and please have hair pulled back.

You and Me Class

(18 mos – 3 yrs) This class is for children and a guardian/adult to participate in a dance class where we learn rhythm, dance basics, stretches, songs, and more. This class will include some props to really keep students engaged and learning in a fun environment. This is a great beginner class for any child who wants to be introduced to dance and movement, with a grownup to assist, and over time allow the child more independence in the class. If you have a little one who loves to dance around the room and follows along during workouts, stretches or just being silly, this is a great class for them! Parent must stay with the child for the entire class. Please have ballet shoes if possible, or soft dance shoes you won't slip in. Clothing can be ballet attire, or leggings and a top, please have hair pulled back. (No class Oct. 2)

SESSION I	Sept. 18 – Oct. 16	Mon.	3 – 3:30 pm	$40
SESSION II	Oct. 23 – Nov. 13	Mon.	3 – 3:30 pm	$40

Jacob Smith House

Creative Ballet/Tap Combo Class

(3–6 yrs) Children will learn early social skills, use their imaginations, and learn structure and routines. The ballet portion will go over basic ballet technique, terminology with a fun twist, work on flexibility, stretches, body awareness, coordination and more. In tap, they will learn the basic tap steps, work on counting on the beat, creativity, and much more. Please have ballet shoes if possible, or soft dance shoes they won't slip in and tap shoes. Clothing can be ballet attire, or leggings and a top, please have hair pulled back. Please remember this class is closed to parents and bystanders. (No class Oct. 2)

SESSION I	Sept. 18 – Oct. 16	Mon.
SESSION II	Oct. 23 – Nov. 13	Mon.
(3–4 yrs)	3:40 – 4:10 pm	$40
(4–6 yrs)	4:20 – 5 pm	$40

Jacob Smith House

Youth

Ballet

(6–8 yrs) This class is for ages 6-8 years old where this may be their first introduction to ballet, or previously tried a creative ballet or pre-ballet class. This class will focus on the basics of ballet, ballet terminology, stretches, balance, routine, body awareness, musicality, using their imagination, a little bit of choreography, and more. This class is great for beginner or intermediate. Please have ballet shoes if possible, or soft dance shoes they won't slip in. Clothing can be ballet attire, or leggings and a top, please have hair pulled back. (No class Oct. 2)

SESSION I	Sept. 18 – Oct. 16	Mon.	5:15 – 6 pm	$45
SESSION II	Oct. 23 – Nov. 13	Mon.	5:15 – 6 pm	$45

Jacob Smith House

Junior LEGO® Robotics Class

(6–10yrs) Have fun learning robotics! Using software while working on tablets, kids will be able to program the model builds they craft using Bricks 4 Kidz® model plans and LEGO technology to spin, walk, tumble, play music, and more. Bricks 4 Kidz robotics bridges the physical world, represented by the models and the virtual world of computers and programming software, providing a hands-on learning experience that actively involves young students in their own learning process. All students take home a custom minifigure (kits are reused not taken home). Note: each session has different robot models and lessons so enroll in either or both!

SESSION I	Sept. 19 – Oct. 24	Tue.	6 – 7 pm	$96
SESSION II	Nov. 7 – Dec. 12	Tue.	6 – 7 pm	$96

Woodland Creek White House

Safe At Home

(8–12 yrs) Come learn how to be responsible and safe in any situation. We will cover family communication, first aid, internet, gun, phone, and door safety. Learn how to be safe, comfortable, and confident when staying home alone.

Sept. 30 Sat. 2 – 4 pm $40
Lacey Community Center

Super Sitters - Babysitting Class

(11–15 yrs) Boys and girls, come for a day of fun while earning your Super Sitters Certificate. This class covers leadership, the business of babysitting, basic care for children, understanding children of different age groups, safety, and first aid. Bring a sack lunch and snack to class.

Sept. 30 Sat. 9 am – 2 pm $85
Lacey Community Center

TC Media

Professional Video Editing with Apple Final Cut Pro X

REGISTER NOW **(14+ yrs)** This workshop teaches Final Cut Pro X, a video editing application for Apple Macintosh computers used by industry professionals. Students will learn effective editing techniques to create compelling video content, basic transitions, titles, filters, and how to export the final project to broadcast industry standards. Completion of this course certifies students to use Media's edit suites and laptop editing equipment.

Sept. 9 Sat. 2 – 5 pm $45
TC Media

Basic DSLR Cinematography Course

REGISTER NOW **(14+ yrs)** This course introduces students to the fundamental rules of composition, lighting, and operation of the Panasonic GH5 camera. Students will analyze styles of camera operation, lighting design, and shot aesthetics and apply that knowledge to shoot video. Students will then edit the final project in Final Cut Pro X. Completion of this course certifies students to use Media's DSLR cameras, laptops, and lighting accessories to continue their creative efforts.

Sept. 11 – 25 Mon. 6 – 9 pm $85
TC Media

DAY CAMP "Snowball Express"

(6–12 yrs) Looking for something fun to do during winter break? Join our staff as we play games, swim, create art, perform, sing, dance, and go on fantastic field trips. Recreation staff from our summer camps will be back to provide fun and supervision. You can sign up for a day, a couple days, one week, or both weeks. Please bring a sack lunch each day. Morning and afternoon snacks are provided. Don't miss out on this winter extravaganza!

WEEK 1

Dec. 20	Wed.	7:30 am – 5:30 pm	$42
Dec. 21	Thu.	7:30 am – 5:30 pm	$42
Dec. 22	Fri.	7:30 am – 5:30 pm	$42

Mt. View Elementary Gymnasium

WEEK 2

Dec. 26	Tue.	7:30 am – 5:30 pm	$42
Dec. 27	Wed.	7:30 am – 5:30 pm	$42
Dec. 28	Thu.	7:30 am – 5:30 pm	$42
Dec. 29	Fri.	7:30 am – 5:30 pm	$42

Mt. View Elementary Gymnasium

Winter Break Kids Day Camp

(3–12 yrs) Parents! Energized fun awaits your child at Black Hills Gymnastics Winter Break Camp! The camp features gymnastics, but your child's day will also include crafts, games, and play groups.

KINDER GYMNASTICS WINTER BREAK CAMP (3–5 YRS)

Session I
Dec. 20 – Dec. 22 Wed. – Fri. 9 am – 12:30 pm $100

Session II
Dec. 27 – Dec. 29 Wed. – Fri. 9 am – 12:30 pm $100

Black Hills Gymnastics

FUNTASTICS GYMNASTICS WINTER BREAK CAMP (6–12 YRS)

Session I
Dec. 20 – Dec. 22 Wed. – Fri. 9 am – 3:30 pm $150

Session II
Dec. 27 – Dec. 29 Wed. – Fri. 9 am – 3:30 pm $150

Black Hills Gymnastics

Multitrack Recording, Mixing, and Editing

(14+ yrs) Learn how to record and produce in a DAW, or Digital Audio Workstation. Students will be introduced to various recording software and will learn to record multiple audio tracks at the same time-which can then be edited and mixed. Our group will record live instruments through an audio interface and will learn mic placement and monitoring techniques. We will also explore MIDI tracks, virtual instruments and effects. At the end, students will mix down the final project to a 2-track audio file. Completion of this course certifies students to use Media's edit suites and laptop editing equipment.

Oct. 14 Sat. 2 – 5 pm $45
TC Media

Advanced DSLR Cinematography Course (Live at Five)

(14+ yrs) This course builds on the knowledge of composition, lighting, and operation of the Panasonic GH5 camera. Students will analyze styles of camera operation, lighting design, and shot aesthetics and apply that knowledge to shoot a video short for Live at Five. Students will then edit the final project in a computer based nonlinear editing program.

Oct. 21 – 28 Sat. noon – 6 pm $85
TC Media

All classes held at TC Media Studio
440 Yauger Way SW
Suite C, Olympia

TV Studio Production Course: Make Your Own TV Show

(14+ yrs) Have you ever wanted to make your own TV show? This course is for you! Students will learn the fundamentals of producing a television show in a fully equipped TV studio. In this hands-on class, participants will learn to operate a studio camera, switcher operation, graphics, set & lighting design, teleprompter, and audio mixing. The class will produce a TV show on the final day of class. Completion of this course will certify students to use Media's studio and control room to produce their own TV show to air on local cable channels and other online distribution platforms.

Nov. 6 – 20 Mon. 6 – 9 pm $85
TC Media

Advanced Studio Production Course: Live at Five

(**14+ yrs**) Have you ever wanted to produce a live TV show? This course is for you! Students will set up studio lights, design a set, and lay out cameras and microphones on the first day of class. On the second day of class students will be assigned a crew position and rehearse the program with the actors and performers. On the final day of class, the students will rehearse the live program again as many times as possible before going live in front of a studio audience and on channel 22 at 5 pm. This course will demonstrate advanced features of the carbonite switcher, and utilize teleprompters, robotic cameras, graphics and floor directing. Prerequisite: TV Studio Production Course.

Nov. 3 – Dec. 2 Thu. – Sat. 6 – 9 pm* $85
*Dec. 2 class is 1 – 7 pm
TC Media

HD Camera, Tripods, Lights and Mics

(14+ yrs) Training on professional HD Camcorders (Sony AX2000) and tripods for recording video. Students will be introduced to shot composition, depth of field, focusing and f-stop. You'll learn how to mount the camera to the tripod and accessories like lavalier microphones and light kits. Upon completion of the class, you will be certified to use the Sony AX2000 camcorders, tripods, mics and light kits to produce programming for public access television.

Dec. 6 Wed. 6 – 9 pm $45
TC Media

TAKE HOME **COOKIE KITS**

for all ages

Transform your kitchen into a bakery as you decorate (and eat) delicious themed cookies! Each kit comes with 4 sugar cookies, the frosting and toppings you need all bundled in a "take home" kit with instructions from Gotti Sweets Bakery! $25 + tax per kit. Pick up at Parks and Recreation counter. **Pre registration is required.**

September Cookie Kit

Register by 8 am Sept. 18 to guarantee your kit pick up on Friday, Sept. 22, 9 am – 5 pm.

October Cookie Kit

Register by Oct. 23 to guarantee your kit pick up on Friday, Oct. 27, 9 am – 5 pm.

November Cookie Kit

Register by Nov. 13 to guarantee your kit pick up on Friday, Nov. 17, 9 am – 5 pm.

December Cookie Kit

Register by Dec. 11 to guarantee your kit pick up on Friday, Dec. 15, 9 am – 5 pm.

ADULT PROGRAMS

Trips and Tours

Bloedel Reserve, Sluys Bakery, & Suquamish Museum

(18+yrs) Travel to Bainbridge Island and experience the beauty and tranquility of Bloedel Reserve's classic Northwest woodlands and gardens. Described as "forest therapy", you will meander through this 150 acre estate of natural and landscaped garden, ponds, meadows, and traditional Japanese garden. The path is about 2 miles and easy walking except for a few areas with stairs and step terrain. This trip includes a morning stop at Sluys Poulsbo Bakery for some pastry or breads, lunch after our Bloedel adventure, followed by a visit to the Suquamish Museum and Cultural Center. Dress for the weather, wear comfortable walking shoes, and bring money for lunch. Fee includes admission to the garden and the museum.

Sept. 23 Sat. 7:30 am – 7 pm $69 + tax
Lacey City Hall

IMPORTANT TIP

Bring a sack lunch/dinner or money to purchase meals when applicable. Please dress for the weather and wear appropriate walking shoes. Transportation provided in passenger vans on all trips. Return times are approximate. All trips depart/return at Lacey City Hall.

Oktoberfest in Leavenworth

(18+yrs) Sit back, relax, and enjoy the wonderful fall colors along the route to the picturesque little Bavarian town of Leavenworth. Leavenworth continues to be ranked one of the "Top Oktoberfest Festivals in the Nation!" Festivities include live music, German food, vendors, arts and crafts, street fair and a Bavarian parade! Bring your own food or money for lunch and an early dinner.

SESSION I Oct. 7 Sat. 7am – 8 pm $59 + tax
Session II Oct. 15 Sun. 7am – 8 pm $59 + tax
Lacey City Hall

Waterfalls Along the Columbia

(18+yrs) Join us for a relaxing day trip and enjoy the spectacular fall colors and lovely waterfalls. After reaching the Columbia Gorge, we will slip across the river into Oregon and spend the day exploring the myriad of waterfalls. We will stop and enjoy our sack lunch, then on to Multnomah Falls where we can see the awesome beauty of the 2nd largest waterfall in the United States, along with five other waterfalls. Bring a sack lunch and money for dessert at the Multnomah Falls Lodge.

Oct. 22 Sun. 7:30 am – 7 pm $59 + tax
Lacey City Hall

Tacoma Food & Gift Festival

(18+yrs) This will be the 41st year of the upcoming Holiday Food and Gift Festival at the Tacoma Dome. The event not only offers a great shopping experience to its visitors with the unique gifts and specialty foods, but also various interactive sessions like Artist in Action for its artists. There will also be an exciting entertainment program and cooking demonstrations during the entire show. The event organizers travel the country to find unique and interesting products for this show.

Oct. 29 Sun. 9 am – 5 pm $55 + tax
Lacey City Hall

Leavenworth Christmas Tree Lighting

(18+yrs) There is no place like the Bavarian town of Leavenworth during the Christmas season. The town is dressed to the hilt with chestnuts roasting on an open fire, carolers strolling the streets, food booths, local crafts, outdoor entertainment, children sledding, and more! You'll enjoy shopping or just browsing in all of the unique stores and galleries along Front Street. If you're hungry, grab a bite to eat at one of the many restaurants in town, especially those offering delicious German food. At dusk, everyone gathers to sing "Silent Night" and witness the lighting of the Christmas tree and the village as it is transformed into a magical wonderland of lights. Meals are on your own, so bring sack lunch/dinner or money.

Dec. 9 Sat. 8 am – 11 pm $59 + tax
Lacey City Hall

Hikes

Crystal Mountain Gondola & Trail Hike

(18+yrs) The gondola ride at Crystal Mountain will whisk you away to the top of the world So, you are able to witness the spectacular views of the Cascades and Mt. Rainier. You travel almost 2,500 ft. over alpine terrain in less than 10 minutes. It is an unforgettable journey. You can get a drink or snack at the Summit House and take in the views before heading down the Crystal Mountain Trail. We will hike back to the base through meadows and ski bowls, by alpine lakes, and even pass through an old mining camp, while taking in the wildlife, wildflowers and scenery. This is a 6-mile hike which should take 3 hours. Fee includes Gondola cost. Bring a sack lunch to eat on the trail. Difficulty rating: Moderate.

Sept. 17 Sun. 8 am – 6 pm $65 + tax REGISTER NOW
Lacey City Hall

Sheep Lake & Sourdough Gap

(18+yrs) This is a pleasant hike to a small alpine lake and a notched gap with sweeping views. Sheep Lake is nestled in a subalpine area and is a good place to relax and enjoy nature or perhaps take off your boots and go wading. The trail wraps around the lake and then begins a steeper climb along the valley wall up to the small saddle of Sourdough Gap. The hike from the lake to the gap offers increasingly picturesque views of the south Cascades. Round trip is 6 miles with an elevation gain of 1,100 ft. Difficulty rating: Moderate.

Sept. 24 Sun. 7 am – 5 pm $49 + tax
Lacey City Hall

Lake Quinault

(18+yrs) Spend the day in the Quinault Rain Forest touring through the mossy old-growth forests that surround the South Shore of Lake Quinault. View towering trees, including the world's largest Sitka spruce, mosses, ferns, waterfalls, the lake, the river, and hopefully, wildlife such as elk or bear. Start the experience at the Rain Forest Nature Trail, an easy .5 mile loop and a must see in the Quinault Valley. After this, you'll travel a short distance to the Lake Quinault Lodge with an opportunity to hike the .9 mile Lakeshore Trail to the Willaby Campground and back or you can just relax at the Lodge and enjoy the view. After lunch, we will head to the world's largest Sitka Spruce, a short .2 mile hike. No trip would be complete without a visit to this 1,000-year old giant. Bring money to purchase lunch in the Lodge restaurant or bring a picnic lunch to enjoy on the lakeshore. Total distance is 2.7 miles. Difficulty rating: Easy

Oct. 1 Sun. 7 am – 5 pm $49 + tax
Lacey City Hall

Adult Classes

Taiko Drumming

(16+ yrs) Taiko, the art of Japanese Drumming, is now available to you! If you have ever wondered what it is like to play the big drums, now is your chance! This is a physical activity that requires being able to stand for an hour and flex and stretch. No experience needed for the beginning class, and drums provided. *We will be using River Ridge High School's practice drums and playing on the rawhide drums during the final class.*

Oct. 19 – Nov. 16	Thu.	$30
BEGINNER	6 – 7 pm	
INTERMEDIATE	7:10 – 8:10 pm	

River Ridge High School Band Room 608

Belly Dancing

(16+ yrs) Learn the basics of belly dance, improve fitness, and develop core strength while working out to great world music! Class emphasizes posture and stretching to avoid injury, and muscle isolation for improving strength, and repetition for a balanced workout. *****Instructor's approval required

Sep. 19 – Nov. 28	Tue.	$49
ADVANCED*	6 – 7 pm	
BEGINNER	7:10 – 8:10 pm	

Lacey Community Center

First Aid CPR Class

(12+ yrs) Learn valuable "basic lifesaving skills" during this one-day program covering personal safety, blood-borne pathogens, choking, all levels of CPR, and other essential topics. This program provides a 2 -year certification for infant, child, and adult first aid/CPR and meets L&I and DSHS child care requirements. Class covers, but does not certify, AED. Bring a sack lunch.

Sept. 9	Sat.	8:30 am – 3 pm	$20
Oct. 14	Sat.	8:30 am – 3 pm	$20
Nov. 4	Sat.	8:30 am – 3 pm	$20
Dec. 9	Sat.	8:30 am – 3 pm	$20

REGISTER NOW

(non-refundable; Instructor will collect additional $25 material fee at class)
Lacey City Hall

All classes held at The Tuned in Academy
202 Phoenix St. NE
Olympia, WA

Music Lessons

Songwriting Lab

(13+ yrs) This is a one of kind opportunity to get into songwriting, to learn how to write your own songs that sound great and allow you to express yourself. whether you want to learn just for fun or whether you hope to make a living at it, this is your opportunity to study songwriting with a Berklee College of Music graduate who isn't only extremely capable and experienced in her craft, but is literally signing song contracts all the time and will have songs airing on extremely popular shows many of you may even watch this month.

Sept. 27 – Nov. 15 Wed. 6 – 6:30 pm $140
The Tuned in Academy

Piano Accompaniment for Vocalist and Songwriters

(13+ yrs) This class is for singers and songwriters that don't play piano, but would like to learn the basics to be able to chord and/accompany themselves at least on a basic level, to set their song to music.

Sept. 27 – Nov. 15 Wed. 6:30 – 7 pm $140
The Tuned in Academy

Adult Piano Lab

(18+ yrs) This is a beginning piano class with no experience necessary. Students must have a piano or keyboard at home for practice. The lab is upstairs so students need to be able to get up a small flight of stairs easily.

Oct. 2 – Nov. 20 Mon. 11 – 11:30 am $140
The Tuned in Academy

The Drumming Experience

(13–17 yrs) An improvised music/drumming group! Whether you're a seasoned musician or new to playing instruments, you are invited to learn, explore, and express yourself in our drumming group. Facilitated by Board-Certified Music Therapists Sam Wasson and Josie Borchert (of Music 1st, our sister school).

Oct. 3 – Nov. 21 Tue. 7:30 – 8 pm $170
The Tuned in Academy

Teen/Adult Basic Latin Dance

(16+ yrs) Have you ever wanted to try a beginner Latin dance class that includes Salsa, Merengue, Flamenco and more? This is a great introductory class for ages 16 years and older to anyone who has wanted to try it, or wants a refresher of the basic steps. We will be working on basic steps, posture, short combinations and more. Comfortable dance shoes (not tennis shoes) or heels can be worn for class. Dress in something comfortable like workout attire and if you are wanting to add some flare, you can wear a skirt or dress. (No class Oct. 2)

SESSION I Sept. 18 – Oct. 16 Mon. 6:10 – 7:10 pm $50
SESSION II Oct. 23 – Nov. 13 Mon. 6:10 – 7:10 pm $50
Jacob Smith House

Voice-Overs: Now is Your Time

(18+ yrs) In what could be the most enlightening 2 hours you've ever spent, this class will show you how you can actually begin using your speaking voice for commercials, films, videos, and more. Most people go about it the wrong way. In this introductory class, you will learn about a unique, outside the box way to break into this creative, fulfilling, and potentially lucrative industry. Voice-overs can be managed on your own terms, on your own turf, in your own time, and with minimal overhead! Whether you choose to pursue voice-overs part-time or full-time, this could be the game changer you've been looking for.

Nov. 1 Wed. 6 – 8 pm $49
Tumwater Fire Department Training Room
311 Israel Rd SW
Tumwater, WA 98501

Ask us about financial asssistance
See page 32

All classes held at Lengua Rica
303 10th Ave. SE
Olympia WA

Language Lessons

Beginning Spanish: Azul

(18+ yrs) Hybrid class (in person/virtual) for Beginning Spanish students. Covers spatial relationships, family relationships, regular verbs, negation, how to form questions, and the irregular verbs QUERER, VENIR, DECIR, OÍR, and PODER. Class activities include conversation, children's books in Spanish, singing. Please bring: 3 ring binder, pen/pencil, and loose-leaf paper. Course material will be emailed.

Oct. 16 – Dec. 4 Mon. 10 am – noon $250
Lengua Rica

Intermediate Spanish: Celeste AM & PM

(18+ yrs) Hybrid class (in person/virtual) for Intermediate students. Spanish proficiency phone assessment required. Covers talking about likes and dislikes (the verb GUSTAR and its ilk) and using direct and indirect object pronouns. Language of instruction: Spanish. Class activities include lots of small-group work, conversation, games, and singing. Please bring: 3 ring binder, pen/pencil, and loose-leaf paper. Course material will be emailed. INSTRUCTOR ASSESSMENT REQUIRED FOR PLACEMENT

Oct. 17 – Dec. 5 Tue. 10 am – noon OR 6 – 8 pm $250
Lengua Rica

Advanced Intermediate Spanish: Convocación de palabras AM & PM

(18+ yrs) Hybrid class (in person/virtual) for Advanced Intermediate students. Spanish proficiency phone assessment required. Covers the gaps between our Intermediate classes and our Advanced discussion class. Students do weekly assigned readings (short stories, articles) and discuss them in class along with whatever other interesting topics arise. Grammar covered will include review of the imperative, irregular verbs, prepositions, and direct and indirect object pronouns. Language of instruction: Spanish. Class activities include small-group work, conversation, and games. Material provided. There is an assignment for the first class. Please bring: 3 ring binder, pen/pencil, and loose-leaf paper. INSTRUCTOR ASSESSMENT REQUIRED FOR PLACEMENT

Oct. 18 – Dec. 6 Wed. 10 am – noon OR 6 – 8 pm $250
Lengua Rica

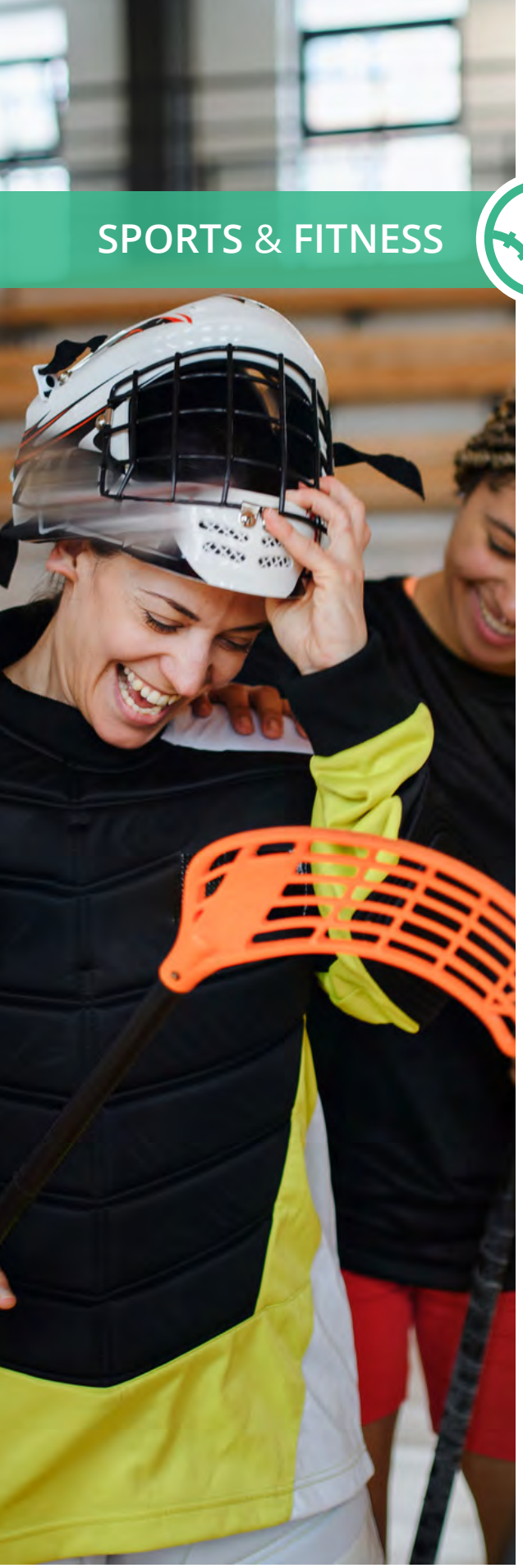
Advanced Spanish: Ficciones AM & PM

(18+ yrs) Hybrid class (in person/virtual) for Advanced students. Spanish proficiency phone assessment required. Each week in this course, students will read a selection from "Ficciones," a collection of short stories by celebrated Argentine author Jorge Luis Borges. We will discuss the themes contained therein, practice vocabulary, and play word games. Grammar addressed will include review of the past subjunctive, preposition use, and the passive voice. Language of instruction: Spanish. Class activities include small-group work, conversation, and games. Material provided. There is an assignment for the first class. Please bring: 3 ring binder, pen/pencil, and loose-leaf paper. INSTRUCTOR ASSESSMENT REQUIRED FOR PLACEMENT

(No class on Nov. 23)

Oct. 19 – Dec. 14 Thu. 10 am – noon OR 6 – 8 pm $250
Lengua Rica

SPORTS & FITNESS



Floorball

(5–13 yrs) Looking for a new sport for your young athlete? Floorball is one of the fastest growing sports in the United States and worldwide, and is a recognized International Olympic and Special Olympic Sport! Floorball is fun, fast-paced and a sport that anyone can play! A team sport with minimal contact and lightweight, safe equipment, floorball has become the sport of choice for individuals across the world, regardless of age or physical ability. Amy Johnson and her team will teach Floorball skills, drills, and strategy as you try this rapidly growing sport. Wear comfortable clothes & athletic shoes. Eye protection can be worn but is not necessary. (No class Nov. 23)

SESSION I	Sept. 21 – Oct. 19	Thu.	$50
SESSION II	Nov. 9. – Dec. 14	Thu.	$50
5 – 7 yrs	6 – 6:35 pm		
8 – 13 yrs	6:40 – 7:25 pm		

Lakes Elementary School

Archery Tag

(7–13 yrs) Experience the latest new sport craze called ArcheryTag® with Amy Johnson and her experienced team of instructors. Enjoy learning the skill of archery while you battle it out "Old School Warrior Style" with true bows and safe arrows for the world's first safe archery battle.

We'll teach you how to shoot at targets and then get you and your friends battling it out behind bunkers with top-of-the-line official ArcheryTag® equipment. Our bows and arrows are safe to play with. Our arrows have foam tips and bows are easy to use.

SESSION I	Sept. 18 – Oct. 16	Mon.	6:40 – 7:25 pm	$50
SESSION II	Nov. 6 – Dec. 11	Mon.	6:40 – 7:25 pm	$50

Lakes Elementary School

Help Yourself and Help Others - Be A Coach or Team Manager!

Volunteers live longer, healthier lives. It's a fact. Wouldn't you like to improve your life and connect with others? Volunteer a few hours a week for Lacey Youth Basketball League and we'll provide the resources needed to equip you with the knowledge for coaching basketball. All volunteers must successfully complete an application, background check, screening, and training course. Your reward (besides a t-shirt and ball cap) will be the satisfaction of learning new skills, strengthening our community, and providing a positive activity for children! To receive a volunteer application email dbriggs@ci.lacey.wa.us

Volunteer forms and background checks will need to be completed and turned in by October 2nd.

Sport Sprouts Club

(3–6 yrs with parent) Give your child the opportunity to enjoy a positive and successful introduction to sports skills through our Sport Sprouts Club program! This is a 4-week parent participation program. Each child must be accompanied by an adult who is ready to help them learn! Whether your child is just beginning or has experience, our enthusiastic head coach will demonstrate the skills and direct them through each activity station.

BASKETBALL

3–4 yrs	Sept. 19 – Oct. 10	Tue.	5:30 – 6:05 pm	$40
5–6 yrs	Sept. 19 – Oct. 10	Tue.	6:10 – 6:45 pm	$40

Evergreen Forest Elementary

SOCCER

3–4 yrs	Sept. 21 – Oct. 12	Thu.	5:30 – 6:05pm	$40
5–6 yrs	Sept. 21 – Oct. 12	Thu.	6:10 – 6:45pm	$40

Evergreen Forest Elementary

MULTI-SPORT (GOLF, TRACK, AND FIELD)

3–4 yrs	Oct. 17 – Nov. 7	Tue.	5:30 – 6:05 pm	$40
5–6 yrs	Oct. 17 – Nov. 7	Tue.	6:10 – 6:45 pm	$40

Evergreen Forest Elementary

MULTI-SPORT (T-BALL AND FOOTBALL)

3–4 yrs	Oct. 19 – Nov. 9	Thu.	5:30 – 6:05 pm	$40
5–6 yrs	Oct. 19 – Nov. 9	Thu.	6:10 – 6:45 pm	$40

Evergreen Forest Elementary

Lacey Youth Basketball

(Grades K – 6) Lacey Youth Basketball is back and offering more groups than ever! Your young ballplayer and the whole family can enjoy excitement and fun at the gym this fall as part of the Lacey Youth Basketball League! Whether it's the happy moment of making the shot, or the joy of making new friends, your child will have a great experience. This program emphasizes skill-building and teamwork for girls and boys under the guidance of volunteer coaches. Our league motto is "All Adults Working for the Benefit of All the Children" and our recreation staff provides support to ensure a positive atmosphere during league activities. Games are played at local middle schools. As a safety rule, a parent or guardian must accompany each player to all practices and games. Teams will practice one night a week, dates, times and location will be determined after teams are created. Practices are one weekday evening; games are on Saturdays. Registration will close 5:00 pm October 9 or when full. Each player receives a uniform shirt!

DIVISION 1 CO-ED (GRADES K/1)
Oct. 30 – Jan. 20 $85

DIVISION 2 CO-ED (GRADES 2/3)
Oct. 30 – Jan. 20 $85

DIVISION 3 CO-ED (GRADES 4/5)
Oct. 30 – Jan. 20 $85

DIVISION 4 GIRLS (GRADE 6)
Oct. 30 – Jan. 20 $85

DIVISION 4 BOYS (GRADE 6)
Oct. 30 – Jan. 20 $85

Meet Coach Anita Campbell, former UW Husky All-American.

Cross Country

(5–13yrs) Come join Lacey Parks & Recreation this Fall for a series of outdoor cross country running as we incorporate age-appropriate running workouts and games to help improve fitness, have fun, and prepare runners for an optional series of cross country meets to put their hard work to the test. Our cross-country program is open to runners of all ability levels.

Please send your runner with a pair of running shoes, athletic clothing, water bottle, and a towel for ground exercises.

Oct. 3 – Oct. 26	Tue./Thu.	
5–8 yrs	3:30 – 4:30 pm	$130
9–13 yrs	4:30 – 5:30 pm	$130
Regional Athletic Complex		

SPECIAL SATURDAY RUNS

Oct. 14	9 – 10 am
Oct. 28	9 – 10 am
Regional Athletic Complex	

Skyhawks

Soccer

(3–12 yrs) Skyhawks was founded as a soccer club in 1979. Thirty years later we are still the number one choice for parents looking to refine their child's fundamentals of the world's most popular sport. Using our progressional curriculum, our sport-specific staff will ensure your young athlete will gain the technical skills & sport knowledge required for their next step into soccer. This camp focuses on dribbling, passing, shooting, and ball control. By the end of the camp your child will have learned new life skills such as teamwork and sportsmanship, made new friends, and improved their sport skills!

REGISTER NOW

SESSION I	Sept. 11 – Oct. 2	Mon.
3–4 yrs	4:15 – 4:50 pm	$69
5–8 yrs	5 – 5:45 pm	$69
9–12 yrs	6 – 6:45 pm	$69
SESSION II	Oct. 9 – Oct. 30	Mon.
4–7 yrs	4:15 – 5 pm	$69
8–12 yrs	5:15 – 6 pm	$69
Evergreen Forest Elementary		

Ask us about financial asssistance
See page 32

Flag Football

(4–12 yrs) Experience the excitement of football with Skyhawks Flag Football Fueled by USA Football. Using a curriculum developed by the experts from USA Football, coaches will teach skills like passing, receiving, kicking and flag pulling. Participants will gain confidence and learn important life lessons in a fun, positive environment.

REGISTER NOW

SESSION I	Sept. 12 – Oct. 3	Tue.
4–7 yrs	5 – 5:45pm	$69
8–12 yrs	6 – 6:45pm	$69
SESSION II	Oct. 7 – Nov. 4	Sat.
4–7 yrs	10 – 10:45 am	$69
8–12 yrs	11 – 11:45 am	$69

Evergreen Forrest Elementary

Golf

REGISTER NOW **(4–12 yrs)** Skyhawks Beginning Golf is powered by Payne Stewart Golf Experiences, the recommended entry-level golf program for PGA Junior Golf Camps. The unique, games-based play program and modified learning equipment make it easier for kids to hit the ball and experience early success. Putting, chipping, pitching and full swing, are all taught through games, simple repetitive motions and learning rhymes that make it easy for young kids to remember and repeat. Specially designed, age-appropriate golf equipment is provided.

Sept. 13 – Oct. 4	Wed.	
4–7 yrs	5 – 5:45 pm	$69
8–12 yrs	6 – 6:45 pm	$69

Regional Athletic Complex

Basketball

(3–12 yrs) This fun, skill-intensive program is designed for beginning to intermediate players. Using our progression-based curriculum, we focus on the whole player - teaching sportsmanship and teamwork. Boys and girls will learn the fundamentals of passing, shooting, ball handling, rebounding and defense through skill-based instruction and small-sided scrimmages.

REGISTER NOW

SESSION I	Sept. 14 – Oct. 5	Thu.
3–4 yrs	4:15 – 4:50 pm	$69
4–7 yrs	5 – 5:45 pm	$69
8–12 yrs	6 – 6:45 pm	$69

Regional Athletic Complex

SESSION II	Oct. 12 – Nov. 2	Thu.
3–4 yrs	5:45 – 6:25 pm	$69
4–7 yrs	6:30 – 7:15 pm	$69
8–12 yrs	7:20 – 8:05 pm	$69

South Bay Elementary

Tennis

REGISTER NOW **(6–12 yrs)** Grab your tennis racket and get ready to play! Whether you're a beginning, an intermediate or an advanced player, this program will improve your game and help you get more enjoyment from tennis. Our tennis programs focus on skill refinement as well as practice and match play to develop consistent, well-rounded tennis players. Each player is given personal attention and taught through repetition in an enjoyable, lively atmosphere. Skyhawks Sports tennis breaks down the fundamental skills of tennis through easily understood games and exercises to help improve the athlete's overall coordination and technique. Players learn proper grips, footwork, strokes, volleys, and serves during a series of drills designed to teach skills in a fun and dynamic way. In addition to developing a love for tennis, athletes will learn the rules and etiquette that make tennis such an exciting game to play. Due to limited court space, these programs fill quickly.

Sept. 16 – Oct. 7	Sat.	
6–8 yrs	10 – 10:45 am	$69
9–12 yrs	11 – 11:45 am	$69

Rainier Vista Community Park

Baseball

(4–12 yrs) Skyhawks baseball takes the rich history of the game from Cooperstown to your town. Our progressional curriculum teaches the fundamentals of fielding, catching, throwing, hitting, and base running in a fun, positive environment by local Skyhawks staff. All athletes regardless of skill level will learn new baseball skills along with vital life lessons such as respect, teamwork and responsibility. All participants will come away with new friends, new skills and love for the game.

Oct. 11 – Nov. 1	Wed.	
4–7 yrs	4:15 – 5 pm	$69
8–12 yrs	5:15 – 6 pm	$69
Homann Park		

Gymnastics

Recreational Gymnastics through Black Hills Gymnastic

(18 mos – 10 yrs) The goal of our recreational gymnastics classes is to give families an affordable and safe opportunity to experience the benefits of gymnastics. The professional staff at Black Hills Gymnastics emphasize safety, fun, building coordination, confidence, and basic skills. Instructors follow a planned curriculum which is evaluated and updated regularly. *Children must meet minimum age requirement by date of first class.*

Parent & Tot Gymnastics

(18–36 mos) Tumbling, songs, exercises, and fun equipment are a great way to give your child healthy playtime! This is an exciting, parent-participation class that gives moms, dads, and little ones a chance to meet new friends, too. Each class is expertly led by an enthusiastic and knowledgeable coach at Black Hills Gymnastics. Activities are designed to develop motor skills, agility, and spacial awareness.

SESSION I	REGISTER NOW			
	Sept. 7 – Sept. 28	Thu.	11 – 11:30 am	$55
SESSION II	Oct. 5 – Oct. 26	Thu.	11 – 11:30 am	$55
SESSION III	Nov. 2 – Nov. 16	Thu.	11 – 11:30 am	$42
Black Hills Gymnastics				

Kindernast Gymnastics

(3–5 yrs) One way to keep kids healthy is to develop their love of movement and activity. Kindernast is a wonderful "first gymnastics adventure" which will build your child's confidence and agility. The energetic instructors at Black Hills Gymnastics are all about SAFETY along with fun! Sessions meet one day per week for four weeks. If your youngster is ready to explore movement skills without assistance from mom or dad, they will have a great time in this secure, success-oriented program.

SESSION I	REGISTER NOW			
	Sept. 7 – Sept. 28	Thu.	11:30 am – noon	$60
SESSION II	Oct. 5 – Oct. 26	Thu.	11:30 am – noon	$60
SESSION III	Nov. 2 – Nov. 16	Thu.	11:30 am – noon	$45
Black Hills Gymnastics				

Girls Beginning Gymnastics

(5–10 yrs) Gymnastics develops agility, strength, and self-esteem. In this class, your child will learn specific gymnastics skills, in a safe environment and, enjoy the opportunity to build confidence and new friendships! The professional and dedicated coaches at Black Hills Gymnastics know how to motivate students and maintain their enthusiasm. If your youngster is ready to follow instructions, they will benefit from the fun and exercise, too!

SESSION I	REGISTER NOW			
	Sept. 7 – Sept. 28	Thu.	6 – 7 pm	$68
SESSION II	Oct. 5 – Oct. 26	Thu.	6 – 7 pm	$68
SESSION III	Nov. 2 – Nov. 16	Thu.	6 – 7 pm	$52
Black Hills Gymnastics				

Boys Beginning Gymnastics

(5–10 yrs) Boys will develop a solid athletic foundation through this class! The staff at Black Hills Gymnastics are professionals at motivating kids and maintaining their enthusiasm through participation in fun, physical activities that emphasize safety and basic gymnastics skills. If your youngster is ready to follow instructions, he will be too busy having fun to realize how much exercise he is getting.

SESSION I	REGISTER NOW			
	Sept. 7 – Sept. 28	Thu.	5 – 6 pm	$68
SESSION II	Oct. 5 – Oct. 26	Thu.	5 – 6 pm	$68
SESSION III	Nov. 2 – Nov. 16	Thu.	5 – 6 pm	$52
Black Hills Gymnastics				

Martial Arts and Fitness

Master Na's Taekwo-Do: Kinder-Karate

(4–6 yrs) Join us as Master Na teaches the essentials of Taekwondo. Children will improve self-esteem, coordination, and build character. This is a great, safe, and positive introductory experience to Master Na's programs.

SESSION I Sept. 25 – Oct. 18 Mon./Wed. 3:30 – 4 pm $35
Master Na's Life Skills School

Beginner Taekwondo

(6–12 yrs) Learn the secrets of Taekwondo. Participants will become skilled at the basics of this traditional martial art, improve coordination, and build self-esteem. Enjoy this great introduction to Master Na's programs.

SESSION I Sept. 25 – Oct. 18 Mon./Wed. 4 – 4:45 pm $35
Master Na's Life Skills School

Kim's Taekwon-Do

(8+ yrs) This non-contact Korean martial art has been taught through Lacey Parks since 1993, by 7th Degree Black Belts, Masters Cheryl Buren and Sharon Buren. Join today to learn self-defense, get in shape, and earn a Black Belt! We emphasize academic performance and teach students the importance of using self-discipline in achieving personal goals. Classes are offered year-round. (Beginning students, as their introduction to Taekwon-Do, are separated from the main class for their first, 8-week session.) (No class Dec. 25)

SESSION I REGISTER NOW
Sept. 6 – Oct. 30 Mon./Wed. 6 – 7 pm $52
SESSION II Nov. 1 – Dec. 27 Mon./Wed. 6 – 7 pm $52
Lacey Community Center

Ask us about financial asssistance

See page 32

Fitness

Yoga Level l - Beginning

(16+ yrs) This class is for students new to Yoga and those returning to their practice. This Hatha Yoga class is focused on asana (poses) and breathing techniques that increase flexibility, strengthen the body, and release stress. Students may stay at this level for as long as they feel it fits their needs. Senior teacher, Ray Grace, Founder of OlyYoga leads the class. Please bring a Yoga mat and any props you like to use. (No class Nov. 22 and 23)

SESSION I REGISTER NOW

Sept. 13 – Nov. 1	Wed.	4 – 5:15 pm	$100
Sept. 14 – Nov. 2	Thu.	5:30 – 6:45 pm	$100

SESSION II

Nov. 8 – Dec. 20	Wed.	4 – 5:15 pm	$75
Nov. 9 – Dec. 21	Thu.	5:30 – 6:45 pm	$75

Lacey Community Center

Yoga Level ll - Continuing

(16+ yrs) This class is for students advancing their practice from the Level l class or with other yoga experience. This Hatha Yoga class moves forward into a faster paced class and more advanced poses. Before moving to this level, the student must have a firm grasp of how to modify poses for their needs and be willing to challenge themselves a bit more. Senior teacher, Ray Grace, Founder of OlyYoga leads the class. Please bring a Yoga mat and any props you like to use. (No class Nov. 23)

SESSION I REGISTER NOW

Sept. 14 – Nov. 2	Thu.	7 – 8:15 pm	$100
SESSION II Nov. 9 – Dec. 21	Thu.	7 – 8:15 pm	$75

Lacey Community Center

AQUATICS

Ask us about financial asssistance
See page 32

Aquatic Fitness

Fitness/Lap Swim

(18+ yrs) Three lanes will be open for lap swimming with a maximum of two people per lane. (No class Nov. 22)

MONDAYS

SESSION I	Sept. 18 – Oct. 30	5:30 – 6:30 pm or 6:30 – 7:30 pm	$49
SESSION II	Nov. 6 – Dec. 18	5:30 – 6:30 pm or 6:30 – 7:30 pm	$49

WEDNESDAYS

SESSION I	Sept. 20 – Nov 1	5:30 – 6:30 pm or 6:30 – 7:30 pm	$49
SESSION II	Nov. 8 – Dec. 20	5:30 – 6:30 pm or 6:30 – 7:30 pm	$42

North Thurston High School Pool

On Your Own in the Deep

(18+ yrs) Create your own deep-water workout in two lap lanes. There is no instructor or music playing during these sessions. (No class Nov. 22)

MONDAYS

SESSION I	Sept. 18 – Oct. 30	5:30 – 6:30 pm or 6:30 – 7:30 pm	$49
SESSION II	Nov. 6 – Dec. 18	5:30 – 6:30 pm or 6:30 – 7:30 pm	$49

WEDNESDAYS

SESSION I	Sept. 20 – Nov 1	5:30 – 6:30 pm or 6:30 – 7:30 pm	$49
SESSION II	Nov. 8 – Dec. 20	5:30 – 6:30 pm or 6:30 – 7:30 pm	$42

North Thurston High School Pool

AQUATIC FITNESS BENEFITS

- Perfect low-impact class for joint injuries or pain.
- Easily customizable for every age and fitness level by adjusting range and speed of movement.
- Exercising in the water is naturally cooling so you can exercise comfortably without sweating.
- A great way to socialize with new people, laugh, and have fun while burning calories.
- Exercise in almost any form can act as a stress reliever.

Swim Lessons

BEGINNER SWIM LESSONS		
LEVEL 1 3 – 4 yrs only	**LEVEL 2** 5 – 6 yrs only	**LEVEL 3** 7 – 12 yrs only
"Just the right fit" for all new and returning swimmers. Utilizing well-organized progressions, swimmers will practice breath control, basic swimming strokes, safety skills, and how to have fun in the water! No pre-requisite skills required.		
All swimmers in Level 1, 2 & 3 are required to wear a "learn to swim" float vest (provided at pool) if less than 48 inches tall. Class located in the shallow end.		

Sunday Swim Lessons

One day per week for 6 weeks North Thurston High School Pool

SESSION I Oct. 1 – Nov. 5 $72
SESSION II Nov. 12 – Dec. 17 $72

	LEVEL 1 3 – 4 yrs only	**LEVEL 2** 5 – 6 yrs only	**LEVEL 3** 7 – 12 yrs only	**LEVEL 4** 7 – 12 yrs Approval Required
9:30 – 10 am	✓		✓	
10:10 – 10:40 am		✓	✓	
10:50 – 11:20 am		✓	✓	
12 – 12:30 pm		✓		✓
12:40 – 1:10 pm		✓	✓	

ADVANCED SWIM LESSONS
LEVEL 4 7 – 12 yrs ** Must pass level 3 to register **
Instructors will introduce and guide swimmers through new strokes including back crawl, butterfly, and breast stroke while continuing to teach safety and skill refinement. Current swimmers can enroll for Level 4 if they have received an instructor approval indicating they have accomplished the required skills. Participants will be in deep water, swimming the width of the pool.

Registration Information

- Register based on your child's age. On the first day of class the instructors will adjust children into classes as needed to make sure they are in classes with children of similar skill level.
- Don't be discouraged if a class is full, we often add classes based on the waitlist. If you are registering online you can add yourself to any waitlist or call our office.
- Our goal of instructor-to-student ratios are 4:1 for Level 1 and 6:1 for Level 2 through 4.

We're Recruiting

Have you ever thought about working or volunteering for the Parks, Culture and Recreation Department? We have many opportunities in aquatics, sports, facilities, special events, and at the Lacey Museum.

Check us out at LaceyParks.org.

FREE!

HISTORY TALKS!

with the Lacey Museum

Discover something new about the people and places that came before. Engage your mind by learning from these fascinating speakers!

Where: Lacey City Hall, Council Chambers and online via Zoom, registration required

See our website laceymuseum.org for more HistoryTalks!

A HISTORY OF THE LACEY FIRE DEPARTMENT

THEIR FIRST DECADE

Discover how the Lacey Volunteer Fire Department got started through the hard work and ingenuity of its early residents who were dedicated to the safety of their community. Paul R. Webb, author of *History of the Lacey Fire Department – The First Decade* and son of pioneering firefighter Dick Webb, will share his insights on the service club origins of the fire department and the work of its many volunteers to provide 24 hour-a-day fire and medical protection to Lacey and Thurston County.

When: Wednesday • September 13 • 6:30 pm

40 YEARS OF WOLF RESCUE, RECOVERY, AND ADVOCACY

In 1982, Steve and Linda Kuntz founded Wolf Haven International to provide a home for displaced, captive-born wolves. Wolves who, for the most part, had no other place to go. Accredited by both the American Sanctuary Association (ASA) and the Global Federation of Animal Sanctuaries (GFAS), Wolf Haven has rescued and provided a lifetime home to over 300 animals in the past 40 years at their sanctuary locations in Tenino, Washington and Bridger, Montana. The organization also participates in federally managed recovery programs for the red wolf and the Mexican wolf. Join Wolf Haven's Communications Specialist, Emily Evans, for a deep dive on the history of the organization and the work they continue to do to conserve and protect wolves and their habitat.

When: Tuesday • October 10 • 6:30 pm

A CONFLUENCE OF CONSERVATION A HISTORY OF THE NISQUALLY DELTA AND THE US FISH AND WILDLIFE SERVICE.

The Nisqually Delta is a landscape that embraces time, change, and continuity. Two different cultures clashed here, yet connected to hold a space for wilderness. Julia Pinnix, Visitor Services Manager for the Billy Frank Jr. Nisqually National Wildlife Refuge Complex, will explore some of the storylines that converge in today's national wildlife refuge.

When: Wednesday • November 8 • 6:30 pm

LACEY PARKS
FACILITIES

We Can Make Your Next Event Memorable

Lacey Parks, Culture and Recreation Department operates facilities that provide venues for park events, programs, and classes. Our friendly, knowledgeable staff is prepared to help make your event a success. They will be available the day of your event to provide assistance, including the physical set up of the room.

Jacob Smith House

Jacob Smith House is a civil-war-era structure that features 3 acres of park-like grounds and is available on a rental basis for weddings, receptions, seminars, and retreats.

Lacey Community Center

Lacey Community Center seats up to 360 and is the site of numerous community events. It is also available on a rental basis and is an ideal location for banquets, weddings, receptions, meetings, and conferences.

For more information or to schedule a visit, please call 360-412-3191

PARK AMENITIES

	PICNIC SHELTERS						CHILDREN'S PLAY EQUIPMENT			SWINGS			WALKING																	
	PICNIC SHELTERS	RESERVABLE PICNIC SHELTERS	PICNIC TABLES (UNSHELTERD)	RESTROOM	PARKING LOT	FREE STANDING GRILLS	INCLUSIVE PLAY EQUIPMENT (ADA)	2-5 YEAR OLD PLAYGROUND	5-12 YEAR OLD PLAYGROUND	INCLUSIVE SWING (ADA ACCESSIBLE)	TODDLER SWING	YOUTH SWINGS	NATURAL SURFACE	PAVED SURFACE	TRAIL ACCESS	DOGS ON LEASH	BASEBALL/SOFTBALL FIELDS	SOCCER/FOOTBALL/ RUGBY FIELDS	BASKETBALL COURTS	PICKLEBALL COURTS	TENNIS COURTS	SAND VOLLEYBALL COURTS	SKATEPARK	DISC GOLF	SWIMMING	FISHING	EVENT AREA	EVENT BUILDING	OUTDOOR PERFORMANCES/EVENTS	UNDEVELOPED
1. Avonlea Park	■		■			■		■	■		■					■		■	■											
2. Brooks Park					■											■														
3. Civic Plaza					■										■	■														
4. Homann Park			■	■	■		■		■		■	■		■		■	■	■	■											
5. Horizon Pointe Park	■		■			■			■							■		■	■											
6. Huntamer Park			■	■					■							■											■		■	
7. I-5 Park & Trail					■									■	■	■														
8. Jacob Smith House					■																						■	■		
9. Lacey Community Center					■										■												■	■		
10. Lacey Depot Park	■	■	■	■	■				■						■	■											■	■		
11. Lacey Museum					■																									
12. Lake Lois Habitat Reserve			■										■			■										■				
13. Lake Lois Park			■		■								■			■										■				
14. Lakepointe Park			■					■	■							■	■	■	■	■	■									
15. Long Lake Park			■	■	■								■			■						■			■					
16. McAllister Community Park																■														■
17. Meridian Neighborhood Park	■		■	■	■	■		■	■		■	■			■	■			■											
18. Mullen Road Habitat Reserve													■			■														
19. Pleasant Glade Park			■													■														■
20. Rainier Vista Park	■	■	■	■	■	■		■	■					■		■	■	■	■	■	■	■	■				■		■	
21. Regional Athletic Complex	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■								■		■	
22. Thornbury Park	■		■			■		■	■		■	■				■		■	■											
23. Virgil S. Clarkson Senior Center					■																						■	■		
24. Wanschers Community Park			■		■								■	■		■										■				
25. William A. Bush Park	■		■			■		■	■		■	■				■		■												
26. William Ives Trail													■			■														
27. Wonderwood Park	■		■	■	■	■	■	■	■	■			■	■		■	■		■	■	■									
28. Woodland Creek Community Park	■	■	■	■	■	■		■	■		■	■	■	■	■	■								■		■				
29. Karen Fraser Woodland Trail														■		■														

* Dog prohibited on beach and swim area

LACEY PARKS

CULTURE & RECREATION

PARKS MAP

Class Policies & Reminders

Refund Policy

Program cancellation or change requests are not accepted via email, please call our office for these transactions. Unless otherwise noted, refunds, less costs incurred, will be given if notified:

2 business days prior to 1st class = 100% Less than 2 business days prior to

First class = 75%
2nd class = 50%
3rd class = 0%

Trips & Tours:

7 or more days prior to the trip: = 100% less any fees incurred. Less than 7 days = 0%

No exceptions for sickness, personal emergencies or No Shows. You may substitute another person at any time before the day of the trip/tour without a penalty, must contact our office to do so. Trips go rain or shine. Please note, our vans are not ADA accessible and have very limited storage space.

Day Camps:

by 5pm Thursday prior to camp = 100% 1st camp day = 50%

2nd camp day = 0%

No refunds for camp violation/ dismissal

No refunds for events or programs meeting 3 times or less, or for sport leagues/tournaments once draws have been made.

Refunds are issued in the form of the original method of payment. Cash will be refunded by check to the person listed as the primary guardian of the household account.

Refunds for children linked to more than one household account will be issued to the primary guardian of the household account in which the class registration was originally processed.

North Thurston Public Schools Disclaimer

Unless otherwise specifically noted, the programs listed in this brochure are NOT school-sponsored activities. The North Thurston Public Schools has neither reviewed nor approved the sponsoring organization or its programs, personnel, and activities announced in this catalog. The sponsoring organization and participants agree to protect, indemnify, and hold harmless the District, its board of directors, employees, and agents, from any and all claims, liabilities, damages, expenses or rights of action, directly or indirectly attributed to the organization, or its programs, personnel, and activities. Permission to distribute this brochure through the schools should not be considered an endorsement or recommendation of these programs by North Thurston Public Schools.

Weather Cancellations

Lacey Parks, Culture and Recreation will make a decision regarding class or program cancellations due to inclement weather as early in the day as possible, and will notify all registered participants. Please check City of Lacey website for updates.

Specialized Recreation Programs

Lacey Parks, Culture and Recreation provides special services programs to area residents in cooperation with Thurston County Parks and Recreation. These programs strive to meet the needs of the developmentally and physically challenged. For more information, please contact Thurston County Parks and Recreation 360-786-5595. For the hearing impaired, the TDD number is 360-754-2933.

ADA Accommodations

The City of Lacey provides reasonable accommodations to the public with disabilities. We invite you to contact the Parks, Culture and Recreation Department two (2) weeks in advance of the date a program begins or forty-eight (48) hours before meetings to discuss any special accommodations which are necessary. Individuals with disabilities may register for any program offered by the Lacey Parks, Culture and Recreation Department provided program requirements can be met and the safety of other program participants is not affected. Accommodations will be determined on a case-by-case basis.

Gender Equity Policy

The City of Lacey does not discriminate against any person on the basis of sex in the operation, conduct, or administration of community athletic programs or sports facilities. Any citizen who feels she or he has been the victim of discriminatory treatment in violation of this policy should report this concern to the Parks, Culture and Recreation Director, the Recreation Manager, or the Recreation Supervisor of the program, for appropriate investigation.

Fall Registrations Starts Wednesday, September 13 at 9 am.

*Register Now programs will open at 9 am on August 30.

HOW TO REGISTER FOR PROGRAMS:

ONLINE

Register and pay online! This is the quickest registration tool. You can set up your household account and register for programs 24/7 once registration opens! Visit https://laceyparks.org/activities/register and click on Online Registration.

Please note that a few programs are not available for online registration. These are noted with this symbol

BY PHONE

We suggest online registration as the speediest registration tool, but we are happy to assist you by phone as well. Thank you in advance for your patience. Our phone lines will be open and staffed, you may experience a wait as we assist each customer in the order the call is received.

FULL PAYMENT IS DUE AT TIME OF REGISTRATION VIA VISA/MC. WE DO NOT STORE CREDIT CARDS, SO BE SURE TO HAVE YOURS HANDY WHEN YOU REGISTER.

REGISTRATION RECOMMENDATIONS

Plan ahead! Set up your account before Sept. 13. If the program you wanted is already full, ask to be put on our waitlist. We recommend you sign up for programs as far in advance as possible to insure your spot and to prevent program cancellations. After a class has already started, please contact our office for registration info.

APPLY FOR FINANCIAL ASSSISTANCE

The Parks, Culture and Recreation Department has a financial assistance fund available to ensure recreation programs are accessible to everyone in our community. Applicants must show proof of residency (City of Lacey or North Thurston Public School) and of financial need. Email laceyparksscholarships@ci.lacey.wa.us for full details and the applicaiton.

LACEY PARKS
CULTURE & RECREATION

Register today at LaceyParks.org

For more information, call 360-491-0857

Visit the Lacey Museum

LACEY MUSEUM
AND CULTURAL CENTER

Hours: Thu. & Fri. 11 am – 3 pm
Sat. 10 am – 4 pm
829 Lacey Street SE
(360) 438-0209
museum@ci.lacey.wa.us

LACEY PARKS
CULTURE & RECREATION

PUT US ON YOUR **PLAY**LIST!

420 College St SE, Lacey, WA 98503

LaceyParks.org facebook.com/cityoflacey @CityofLacey

Stories of the South Sound

as told by those who lived it

An oral history project told from the perspective and experiences of people of different cultural, racial and ethnic backgrounds, and LGBTQIA+ community members.

Learn more here

Purpose:

- To represent our local communities
- To build community relationships
- To be intentional and inclusive in our storytelling
- To portray a wider history of the South Sound region

Contact us:

Lacey Museum
829 Lacey St. SE
Lacey, WA

museum@ci.lacey.wa.us
360-438-0209
laceymuseum.org

LACEY MUSEUM AND CULTURAL CENTER

FREE!

SUMMER CRAFTS AT THE LACEY MUSEUM

June 2023
Weathervanes

Did you know that Lacey was once a small farming community? Ever wonder what those metal roosters were doing atop farmhouses? Join us at the Lacey Museum for a crafting activity to learn about weathervanes and some history about Lacey farms!

Thurs-Fri 11am-3pm, Sat 10am-4pm

July 2023
Biplanes

We're flying into July in style with our custom biplanes! Join us at the museum to build and design your own biplane while we share some stories about local aviation history.

Thurs 11am-3pm and Sat 10am-4pm

829 Lacey St. SE, Lacey, WA
(360) 438-0209
laceymuseum.org

Admission and craft programs are **free**

LACEY MUSEUM AND CULTURAL CENTER

City of Lacey
Regional Athletic Complex

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

City of Lacey - Regional Athletic Complex

Event/ Activity/ Program Name *

Sue Falash

Event Location

multiple locations

Event Date

01/01/24

Amount Requested*

$8,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

910-819427

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities ☐

Tourism-Related Facility ☑

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Golf Cart for Special Events and RAC Events: Special events in our larger parks and other facilities (Saint Martin University) necessitate more mobility for staff to get to around the event in an efficient manner and a golf cart would give us that mobility. It can be used to move items around along with getting 1-4 staff to an area of need quickly. The cart would also improve our emergency response during events giving us access to areas where larger vehicles can't access during a crowded event. The cart would be advantages at the Regional Athletic Complex to assist tournament directors and special event director with getting their equipment and supplies without having to take a cart away from the maintenance staff, delaying their ability to get their responsivities done.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The RAC is a state of the art facility that has attracted local as well as regional and national tournaments. Actual and realized increases in Lacey tourism continue to improve as spectators and athletes experience the RAC as well as the surround amenities in Lacey. As word of mouth spreads about the exceptional facility including fields, staffing, and maintenance at the RAC it is anticipated that bidding for tournaments at all levels as well as community events will keep the facility busy 52 weeks a year. Given the capacity the RAC can realize it can only improve and promote tourism for Lacey and the area surrounding the RAC. The event is advertised in the Olympian online/print, local Oly Arts publication & online, radio ads, regional magazines and on social media as well as distribution of posters (print & digital) throughout the community. We also promote with JBLM to reach families new to the area. This event draws families from outside the area due to being free to attend AND participate in the various activities. The 2 day event draws vendors from around the pacific northwest to Lacey to participate in the event.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Our events are open to anyone who would like to attend, and is
free to all. We require vendors to be inclusive & welcoming and non discriminating with their participation.
Staff plan & prepare with an emergency action plan and work with
onsite police and fire during the event to provide a safe experience for
all attendees.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

We promote the event via radio and print advertising drawing folks from beyond Thurston county to attend the multicultural event, and the web as well as

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

25000

Unpaid Overnights*

10000

Visits by Day Travel*

35000

Other Attendance*

500000

Out-of-State Visitors*

6000

How Many Attendees*

1,000,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The event has a variety of community businesses as sponsors and as vendors providing an opportunity to connect with the public directly while putting them in front of their potential customers, as well as place them in the positive light of a great community festival where people come to have fun, connect with their neighbors and make memories. Our events have a variety of community businesses as sponsors and as vendors providing an opportunity to connect with the public directly while putting them in front of their potential customers, as well as place them in the positive light of a great community festival where people come to have fun, connect with their neighbors and make memories.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The success of our complex is measured by the amount of returning tournament directors and users. On any given year, we have more requests for dates than we can accommodate. Working with Experience Olympia and Beyond Sports Commission has allowed us to utilize their economic indicator. We were able to show we brought in over $16,000,000 into the Thurston County. Please see attached Economic Impact sheet. Our events continue to grow and enhance our community

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

Yes

If yes, what hotel(s) have you reserved rooms at?*

Other

---

9. What is the total budget for your event, activity, or program?*

$8,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

Yes

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

100%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

See attachment

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

We have no funding for this

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Last LTAC $180,000

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

-365

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/01/24

PEAK GOLF & UTV | Club Car

SALES ORDER

MARYSVILLE	OLYMPIA	PASCO
14109 Smokey Point blvd	3121 Pacific Ave. SE	1115 North Oregon Ave
Marysville, WA 98271	Olympia, WA 98501	Pasco, WA 99301
360-454-1880	253-850-1476	509-416-4005

Account # _____
Customer City of Lacey - Jeannette Sieler
Address 420 College Street SE
City Lacey
State WA **ZIP** 98503
Phone 360-438-2631
Email / Fax JSieler@ci.lacey.wa.us
Contact _____

Date _____ **PO#** _____
Ship To SAME
Address _____
City _____
State _____ **ZIP** _____
Phone _____
Email / Fax _____
Contact Name _____

Quantity	Model # / Part #	Item / Serial #	Description	Total Price
1	Precedent	PH1340-407406	2013 Refurbished Precedent Blue	$ 7,112.00
			4 Pass/Utility Kit	$ 598.00
			SUB TOTAL	**$ 7,710.00**

NOTES:

*****Refurbished Cart Includes New: Batteries, Body Plastics, Seats, Struts, Tires, Canopy and Head Light

TRADE IN CREDIT

Make _____ **Model** _____ **Lien Holder** _____
Serial # _____ **Year** _____ **Hours** _____ **Payoff** $ -

BILL OF SALE: FOR TRADE IN DESCRIBED HEREIN. WE CERTIFY THAT THERE IS NO LIEN, CLAIM, DEBT, MORTGAGE OR ENCUMBRANCE OF ANY KIND, NATURE OR DESCRIPTION AGAINST THIS PROPERTY NOW EXISTING, OF RECORD OR OTHERWISE AND THAT SAME IS FREE AND CLEAR AND IS MY/OUR SOLE AND ABSOLUTE PROPERTY EXCEPT AS NOTED ABOVE.

BUYER'S SIGNATURE X

Document Fee _____
Delivery Fee $ -

Taxable Amount $ 7,710.00
Sales Tax @ 9.50% $ 732.45
Code FAC658E0C4 3400

Factory Rebates	Amount
TOTAL DISCOUNTS	$ -

Financing
Rate _____
Term (mo) _____
Payment _____

Rental Purchase Option (RPO)
Rent/Month _____
Months _____
- then -
Rate _____
Term (mo) _____
Payment #NUM!

Bobcat Lease
Rate _____
Term (mo) _____
Payment _____

Plus Trade-in Payoff $ -

TOTAL PRICE $ 8,442.45

Down Payment _____

BALANCE DUE $ 8,442.45

This Sales Order is subject to the terms and conditions below. The undersigned Purchaser agrees that it has read and understands the terms and conditions, warranty disclaimers, and limitations of liability set out in the additional terms and conditions below and that the same are included and are part of this Sales Order as if set forth on the face hereof. Payment information is estimated. Actual payment is determined by lender. Quotation is valid until the end of the current month unless specified in the Notes section of the Sales Order.

Purchaser _____ **Sales Rep** Josh Lewis

Print Name _____ **Branch** Olympia

Title Owner **Date** _____ **Date** 6/7/2023

Terms And Conditions

1. Sales/Rental of Equipment. Agreement to Terms of this Sales/Rental Order. Peak Industrial, Inc. hereby sells/rents to the Customer, and Customer hereby purchases/rents from Peak Industrial, Inc. subject to the terms and provisions of this Sales/Rental Order, the equipment or other personal property as described above, together with all accessories, replacement parts, repairs, attachments and subject to the to the property (the "Equipment"). Customer acknowledges and agrees by accepting delivery of the Equipment and a copy of this Sales/Rental Order that the Equipment purchased/rented under this Sales/Rental Order is of the size, design, capacity and manufacture selected by the Customer, and that the Customer has relied solely on its own judgment in selecting the Equipment.

2. Terms of Payment. Unless the Customer has an approved open account with Peak Industrial, Inc. terms are prepayment (if the "Terms" box reads "COD") or if "Terms box is empty (no terms indicated). If the customer has an approved open account with Peak Industrial, Inc. and the "Terms" box reads "Net 10" the Customer shall make payment of the balance due under the Sales/Rental Order, including applicable taxes, by the 10th day of the month following the date of invoice; provided, however that if this purchase/rental would cause the account balance to exceed the Customer's approved credit limit, the Customer must prepay the excess or obtain "over credit limit" approval from the Credit Department. If the balance due is not paid according to these terms, Customer agrees to pay Peak Industrial, Inc., without limitation, (a) as liquidated damages for late payment, 1-1/2% per month on all past due invoices, which amount is equal to 18% annum, and (b) Peak Industrial, Inc.'s reasonable collection costs, including but not limited to costs described below in paragraph 14(A)

3. Additional Terms and Conditions. Customer acknowledges and agrees by signing this Sales/Rental Order, or by accepting delivery of the Equipment and a copy of this Sales/Rental Order, that Customer has read all terms and conditions appearing on this form, and that Customer is bound by all such terms and conditions, including but not limited to the EXCLUSIVE WARRANTY and LIMITATION OF LIABILITY provision, all of which the Customer has read and understands and agrees to. The terms and conditions on this Sales/Rental Order, together with any agreements entered into pursuant to paragraph 5, constitute the entire agreement of Peak Industrial, Inc. and Customer with respect to the Equipment. The Customer acknowledges that all of such terms and conditions, including but not limited to EXCLUSIVE WARRANTY and LIMITATION OF LIABILITY provisions were freely negotiated and bargained for with Peak Industrial, Inc. and that the Customer has agreed to purchase/rent the Equipment subject to these terms and conditions. Peak Industrial'S ACCEPTANCE OF THIS SALES/RENTAL ORDER IS EXPRESSLY CONDITIONED ON CUSTOMER'S ASSENT TO ALL OF SUCH TERMS AND CONDITIONS.

2024 Lodging Tax Funding Applications for Events

2024 Lodging Tax Funding Applications for Events

Table A						
Lodging Tax Funding Applications for Events						
	Applicant Name	Event Name	Amount Requested	Location	Duration of Event	Estimated Visitors from Funding
1	City of Lacey: Parks, Culture, & Recreation	Lacey Cultural Celebration	$11,000	Lacey	1 day	3,000
2	City of Lacey: Parks, Culture, & Recreation	Lacey Spring Fun Fair	$20,000	Lacey	2 days	20,000
3	City of Lacey: Parks, Culture, & Recreation	Lacey Fireworks Spectacular (3rd of July)	$27,000	Lacey	1 day	20,000
4	City of Lacey: Parks, Culture, & Recreation	Lacey in Tune Summer Entertainment Series	$23,000	Lacey	16 single days	8,000
5	Capital Lakefair, Inc.	Capital Lakefair	$14,000	Olympia	5 days	175,000
6	Team-Tomorrow, LLC	South Sound Block Party	$15,000	Olympia	2 days	5,000
7	Fred U Harris Lodge #70	Juneteenth Celebration	$10,000	Lacey	1 day	1,800
8	City of Lacey: Community & Economic Development	Lacey Market at the Depot	$15,000	Lacey	14 single days	700
		Total Amount Requested for Events	**$135,000**			

Lacey Cultural Celebration

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey Parks, Culture & Recreation

Event/ Activity/ Program Name *

Lacey Cultural Celebration

Event Location

Saint Martin's University

Event Date

03/09/24

Amount Requested*

$11,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The annual Lacey Cultural Celebration brings folks from Thurston County, plus Pierce & King county as participants and attendees together to explore the cultures and customs of their neighbors with live entertainment, craft & food vendors, along with information & activity booths with hands on experiences for kids. This is a unique event in that instead of just highlighting one culture it explores a variety of cultures with clubs and organizations participating.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Marketing for this event includes advertisements with the Olympian both in print and online, radio advertisements that reach beyond Thurston county, regional magazines with print/online/email blasts that reach surrounding communities, along with our website & facebook promotion. Local businesses that represent diverse cultures are encouraged to participate as vendors or information booth hosts.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

This event is open to anyone who would like to attend, and is free for all. It is especially inclusive recognizing the diversity of our participants in the event, sharing their culture & heritage with attendees, bringing everyone together celebrating our differences and seeing our similarities as the community.

Community festivals help people get to know their neighbors and build a sense of community spirit. They unite people from different cultures & religions in a friendly atmosphere, helping to remove any misunderstandings between them.

Staff creates and trains for a complete emergency action plan, addressing possible safety concerns to participants and attendees.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With the increase in costs for everything from supplies to professional services, the funds will help us to present a quality event that will draw more folks from other areas with high quality features (entertainment, special activities). The funds will allow us to do more paid targeted promotion beyond Lacey.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

0

Unpaid Overnights*

0

Visits by Day Travel*

100

Other Attendance*

3000

Out-of-State Visitors*

-2

How Many Attendees*

3,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The event has a variety of businesses as sponsors, and as vendors providing an opportunity to connect with the public directly while putting them in front of their potential customers, as well as place them in a positive light of a great community festival where people come to have fun, connect with and learn about their neighbors, and make memories. in 2023: sponsors TwinStar Credit Union, Lacey Collision, Kevin Hayward State Farm Ins, Nisqually Tribe, NTPS plus numerous restaurants, food trucks, community groups, and businesses as vendors.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

This event has a long history in Thurston County, it was originally hosted by Olympia Parks and in 2011 it moved to Lacey to be held at Saint Martin's University. The event continues to draw a crowd each year. Staff will review the event by tracking attendance & surveying attendees for their input.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

25,500.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

Yes

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

40%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. promotional materials design & print $750 2. radio spots $500 3. the Olympian newspaper online & print promotion $1200 4. regional magazines print/online/direct email campaign $1200 5. signage/banner update for event promotion $350 6. Military JBLM promotion $500 7. Facility rental & pipe & drape $4500

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Nisqually Tribe charitable funds

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

City budget $11,500
Lodging Tax $11,000
Sponsorship $7,000
possibly Nisqually charitable funds $5,000
vendor fees $2,000

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$9,000 in 2023 for this event

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

The cost of everything has increased from equipment rental to professional services and supplies. In order to continue to provide this event free to the public we need additional funds.

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

03/09/24

LACEY PARKS
CULTURE & RECREATION

Lacey Cultural *Celebration*

Saturday, March 4 • 10 am - 6 pm

What's happening this week around Thurston County

Events happenings Feb. 26 through March 5.

FEBRUARY 26, 2023 7:00 AM

BLOGS & COLUMNS

Letters to the editor for March 2

MARCH 02, 2023 1:00 AM

Black History museum shows how far we've come and how far we need to go | Opinion

FEBRUARY 05, 2023 5:05 AM

Salmon management must build on the lessons of the past 50 years | Opinion

UPDATED FEBRUARY 25, 2023 2:08 PM

TRENDING STORIES

Sacrificing a 'slower' friend isn't the way to escape bears, NPS says. Here's what is

MARCH 01, 2023 2:49 PM

Shelton police open homicide investigation after finding body of 21-year-old Tuesday night

UPDATED MARCH 01, 2023 2:07 PM

Watch northern lights dance over Alaska and Washington in 'display of the decade'

UPDATED FEBRUARY 28, 2023 4:35 PM

Bald eagles Jackie and Shadow keep

LACEY PARKS
CULTURE & RECREATION

Celebración Cultural de Lacey

EVENTO GRATIS!

Presentado por: TwinStar CREDIT UNION

SÁBADO
4 DE MARZO • 10 am – 6 pm

En Saint Martin's University • 5300 Pacific Ave SE

NIÑOS! PARTICIPEN EN EL JUEGO DE PASAPORTES Y GANEN UN PREMIO!

actividades para niños • vendedores de comida y artesanos • musica y baile • puestos culturales y de recursos

en cooperación con:

City of LACEY · North Thurston Public Schools · 94.5 ROXY · Lacey Chehalis Capital & Extreme Collision Centers · SHOWCASE today's magazine for artful living

Para un calendario de eventos, por favor visite **laceyparks.org/events**

LACEY PARKS
CULTURE & RECREATION

Lacey Cultural *Celebration*

FREE EVENT

Presented by: TwinStar CREDIT UNION

SATURDAY

MARCH 4 • 10 am – 6 pm

At Saint Martin's University • 5300 Pacific Ave SE

KIDS! PLAY THE PASSPORT GAME AND WIN A PRIZE!

Children's Activities • Food & Art Vendors • Music & Dance Performances • Cultural & Resource Booths

In cooperation with:

CITY OF LACEY · NORTH THURSTON PUBLIC SCHOOLS · 94.5 ROXY · LACEY CHEHALIS CAPITAL EXTREME COLLISION CENTERS · SHOWCASE today's magazine for artful living

For schedule of events, please visit **laceyparks.org/events**

Lacey Spring Fun Fair

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey Parks, Culture & Recreation

Event/ Activity/ Program Name *

Lacey Spring Fun Fair

Event Location

Saint Martin's University

Event Date

05/18/24

Amount Requested*

$20,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Lacey Spring Fun Fair celebrated 35 years in 2023 and this popular community event is unique in that it offers FREE activities including all the entertainment, rides and experiences. We provide rides, inflatables, interactive activities, bands and dance groups provide entertainment, and community groups and businesses participate by providing free kids activities. We also have food vendors and commercial and craft vendors for people to shop with. On Sunday we have a car show. Families come from surrounding cities to enjoy the 2 day event and we also draw a variety of vendors from the pacific northwest bringing their wares along with their followers to Lacey.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The event is advertised in the Olympian online/print, local Oly Arts publication & online, radio ads, regional magazines and on social media as well as distribution of posters (print & digital) throughout the community. We also promote with JBLM to reach families new to the area. This event draws families from outside the area due to being free to attend AND participate in the various activities. The 2 day event draws vendors from around the pacific northwest to Lacey to participate in the event.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Lacey Spring Fun Fair is open to anyone who would like to attend, and is free to all. We require vendors and kids world booth hosts to be inclusive & welcoming and non discriminating with their participation.

Staff plan & prepare with an emergency action plan and work with onsite police and fire during the event to provide a safe experience for all attendees.

starting in 2023 Fun Fair added a focus on those in our community with neurodivergent issues by providing a sensory recovery area along with bags that could be check out containing items to help those who need some help in situations with large crowds and noise including noise canceling headphones and fidget items. This was to help more of our community feel welcome to participate in the event. We plan to expand this service for 2024 with additional funds.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With the increase costs for everything from supplies to professional services, the funds will help us to present a quality event that will draw more folks from other areas and will allow us to do more targeted promotion beyond Lacey.

In 2022 & 2023 Fun Fair's attendance has grown substantially as people come back together to experience in person events, this means more rides and activities are needed to assist with longer lines and wait times and to improve the attendees' experience.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

10

Unpaid Overnights*

10

Visits by Day Travel*

50

Other Attendance*

20000

Out-of-State Visitors*

0

How Many Attendees*

20,000

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5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The event has a variety of community businesses as sponsors and as vendors providing an opportunity to connect with the public directly while putting them in front of their potential customers, as well as place them in the positive light of a great community festival where people come to have fun, connect with their neighbors and make memories. Sponsors in 2023 included Pacific disposal, Navy Federal Credit Union, BECU, Molina Healthcare, Grand Canyon University, Olympia Federal Savings, T-mobile, Chris Boston American Family Insurance, US Martial Arts, South Sound YMCA, Capital Heating & Cooling, Intercity Transit, Del Taco, Country Financial Mike Oliver, The Joint Chiropractic, Lacey Fire Dept, Roxy radio, the Olympian, KGY radio, Capital Development Plus numerous restaurants, food trucks, community groups, and businesses as vendors

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6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

Lacey Spring Fun Fair celebrated 35 years in 2023. It continues to grow in popularity due to it's family friendly focus and community participation.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$70,000.00

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

28%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. Regional magazine ads print/online/email blasts $1675 2. Olympian newspaper print/online $1200 3. JBLM promotion $500 4. event signage $500 5. print posters $100 6. facility & pipe & drape & security $9200 7. stage & tent rental $6825

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13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

City Budget $54,900
Vendors $29,800
Lodging Tax $20,000 request
Sponsors $12,200
Car Show $1500

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15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

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16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$15,000 for this event

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17. Is this application for new funds?*

No

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18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

The cost of everything has increased from equipment rental to professional services and supplies. In order to continue to provide this event free to the public we need additional funds.

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

2

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

05/18/24

Lacey Fireworks Spectacular

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey Parks, Culture & Recreation

Event/ Activity/ Program Name *

Lacey Fireworks Spectacular (July 3rd)

Event Location

Rainier Vista Community Park

Event Date

07/03/24

Amount Requested*

$27,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities	Tourism-Related Facility	Events/Festivals
☐	☐	☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

For over 50 years Lacey has celebrated Independence Day early with fireworks and most recently (since 2016) a huge community party with kids activities, food vendors, live entertainment and more! This event draws around 20,000 folks to Rainier Vista Park to enjoy the free activities with some being from outside of Thurston County.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The event is promoted via social media and on radio along with posters sent out virtually and in local businesses. Local restaurants & food trucks are encourage to participate as vendors at this event. Local businesses are encouraged to participate as a sponsor to be onsite and connect with potential customers.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Lacey Fireworks Spectacular is open to anyone who would like to attend, and admission & activities are free to all.

Staff plan & prepare with an emergency action plan and work with onsite police and fire during the event to provide a safe experience for all attendees.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With the increase in cost for everything from supplies to professional services, the funds will help us to present a quality event that will draw folks from other areas. Quality bands selected for the entertainment help to bring people from outside the area to enjoy their shows along with a quality fireworks show. Increased funds will allow us to do more paid targeted promotion beyond Lacey.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

0

Unpaid Overnights*

-1

Visits by Day Travel*

100

Other Attendance*

19998

Out-of-State Visitors*

0

How Many Attendees*

20,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The event has a variety of community businesses as sponsors and vendors providing an opportunity to connect with the public directly while putting them in front of their potential customers, as well as place them in a positive light of a great community festival where people come to have fun, connect with their neighbors and make memories. 2023 sponsors include: TwinStar Credit Union, Capital Development Company, Interstate Batteries, Lacey Collision, Fastenal, PNW Marketing & Travel, Grand Canyon University, Little Gym, PSE, KGY radio, plus numerous food trucks/restaurants as vendors.

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6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

July 3rd Lacey Fireworks Spectacular has a long history and continues to grow in attendance. Staff will review the event by tracking attendance and surveying attendees for their input. 2023 also saw an increase in sponsorship for this event.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$69,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

39%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

poster & promo pieces design & print $1000 jblm promotion $500 mobile stage & sound support $11,500 3d glasses $2250 inflatable rentals for kid zone $11,750

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

2023:
Sponsorship $31,000
Lodging Tax $22,000
Vendors fees $5750

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$22,000 for this event

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

The cost of everything has increased from equipment rental to professional services and supplies. with the increase in attendance, In order to continue to provide this event free to the public we need additional funds.

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

07/03/24

Lacey's 57th Annual

Fireworks Spectacular

Monday, July 3 • 4 – 11 pm
Rainier Vista Community Park • Lacey

10 pm FIREWORKS SET TO MUSIC

FOOD VENDORS

FREE

FAMILY FUN

4:00 pm & 6:45 pm

Wings

Aerial Acrobatics & Circus Show

Get your FREE 3D Fireworks viewing glasses!

GLASSES SPONSORED BY: Lacey Chehalis Capital Aetrame Collision Centers

5:00 pm

The Coats

The Pacific Northwest's Premier A Cappella Group

KIDS ZONE SPONSORED BY: Fastenal BK 5K

FREE KIDS ACTIVITIES

8:00 pm

Groove Nation

Dance Party—Featuring Music Of All Styles from the 70's to Now

For more information, including FREE bus rides to the event, parking details, and traffic impacts, visit **laceyparks.org/events** or scan:

FIREWORKS SPONSORED BY:

TwinStar Credit Union · Interstate Batteries · South Sound Center

THURSDAYS

July 6–Aug 10

Family Entertainment

Visit laceyparks.org/events

Play in the Parks

2:00 pm

July 6

Japan Creative Arts

Taiko Drum Show

WONDERWOOD PARK

July 13

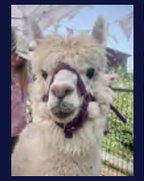
Wings

Aerial Acrobatics & Circus Show

RAINIER VISTA SOCCER FIELD

July 20 Dreamland Petting Zoo

WOODLAND CREEK COMMUNITY PARK



August 3

Border Collies International

Performing Dogs

MERIDIAN NEIGHBORHOOD PARK

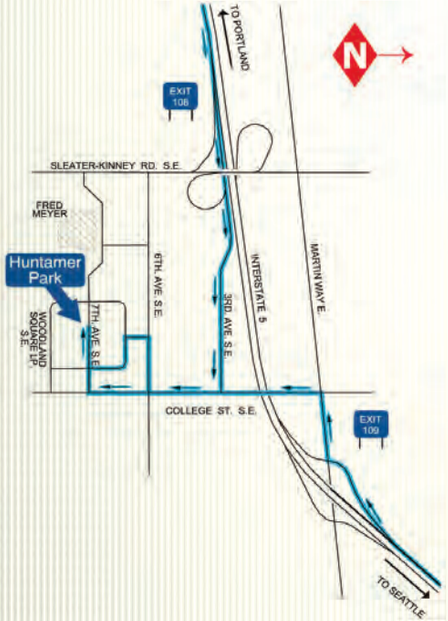
August 10

Eric Ode

Award Winning Children's Singer / Songwriter

DEPOT PARK

LACEY PARKS
CULTURE & RECREATION
PUT US ON YOUR PLAYLIST!



LACEY PARKS
CULTURE & RECREATION
PUT US ON YOUR PLAYLIST!
— PRESENTS —

ALL EVENTS FREE

Lacey in Tune

MUSIC MOVIES ENTERTAINMENT

Huntamer Park

Corner of 7th & Woodland Sq Lp

laceyparks.org/events

TUESDAYS

Children's Entertainment Series
July 11–Aug 15 • 6:30pm

WEDNESDAYS

Concert Series
July 5–Aug 9 • Noon–1pm

FRIDAYS

Food Trucks, Concerts & Movies
July 14–Aug 4
Food Trucks at 6:00pm
Concerts at 7:00pm & Movies at Dusk

Play in the Parks

Family Entertainment at Various Lacey Locations
Thursdays • 2–3pm
July 6–Aug 10

Lacey in Tune

MUSIC movies ENTERTAINMENT

TUESDAYS
July 11–Aug 15
6:30 pm
Children's Entertainment Series

July 11
The Not-Its
Kid's Rock Band

July 18
Creature Teachers
A World of Animals

July 25
Talewise: Saving Earth Together
Science Show

August 1
Angel Ocasio
Comedy Show

August 8
Brian Vogan & His Good Buddies Band
Indie Rock for Kiddos

August 15
Brian Ledbetter
Magician

Co-Sponsored By Friends Of The Lacey Timberland Regional Library

WEDNESDAYS
July 5–Aug 9
12:00 noon
Concert Series

July 5
WA Nat'l Guard Full Metal Racket
Rock Band

July 12
The Brazil Project
Bossa Nova & Beyond with Dmitri Matheny

July 19
Soul Searching Band
King & Queen(s) Tribute
Aretha & Elvis Tribute

July 26
Zydeco Low Down
Louisiana Zydeco

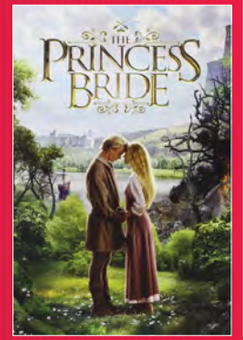
August 2
Good Company
Funk, Pop, Electro Swing

August 9
Slim Wizzy
Blues Anthem Rock

FRIDAYS
July 14 –Aug 4
7:00 pm
Food Trucks, Concerts & Movies
Food Trucks at 6:00pm, Concerts at 7:00pm, Movies at Dusk

July 14
Heart by Heart
Heart Tribute

Princess Bride *(PG)*



July 21
Credence Revelation
CCR Tribute

Minions: The Rise of Gru *(PG)*

July 28
Olson Bros Band
Original Country Rock

Top Gun: Maverick *(PG-13)*

August 4
Catch a Wave
Beach Boys Tribute

Moana *(PG)*

Entertainment for all ages!

Bring Your Own Seating • Food Vendors Available At All Performances • 18ft x 18ft Screen • Concessions for Sale • Bring Your Own Seating

SPONSORED BY:

Interstate Batteries – Outrageously Dependable
BECU
Lacey Chehalis Capital Extreme Collision Centers
Heritage Bank
Columbia Bank
OlyFed – Banking That's Mutual
Timberland Regional Library
Showcase – today's magazine for artful living
The Olympian
Roxy
Oly Arts
Play 96.1
Olympia KGY 1563
Thurston Community Media

LACEY PARKS
CULTURE & RECREATION
PUT US ON YOUR **PLAY**LIST!

(360) 491-0857
laceyparks.org/events

57th Annual

Lacey FIREWORKS SPECTACULAR

Monday, July 3 • 4 - 11 pm
Rainier Vista Community Park

5 p.m.
The Coats
Premier A cappella Band

8 p.m.
Groove Nation
Dance Party – 70s to Current

10 p.m.
Fireworks
Set to Music!

Kid Zone *sponsored by:*

FASTENAL BK 5K

4 & 6:45 p.m.
Wings
Aerialist Acrobats

FREE Kids Activities • Food Vendors • Family Fun!

Learn more:
LaceyParks.org/ Events or scan:

Presented by:
CITY OF LACEY

Special Thanks
to Fireworks Sponsors:

TwinStar CREDIT UNION *Bright Solutions*

INTERSTATE BATTERIES *Outrageously Dependable*

SOUTH SOUND CENTER

On-site parking opens at 3 p.m. with limited availability. Catch a free shuttle from Lakes, Mountain View, and Timberline school parking lots to Rainier Vista from 3:30-9:30 p.m. and get a return ride after the fireworks.

57th Anual Espectáculo de Fuegos Artificiales de Lacey

Lacey FIREWORKS SPECTACULAR

Lunes 3 de Julio • 4 - 11 pm
Rainier Vista Community Park

5 p.m.
The Coats
Grupo a capella Destacado

8 p.m.
Groove Nation
Fiesta de Baile - años 70 a presente

10 p.m.
Fuegos Artificiales
Con Musica!

Kid Zone *(zona de niños)*
patrocinado por:
FASTENAL BK 5K

4 & 6:45 p.m.
Wings
Acróbatas Trapecistas

Actividades para niños GRATIS • Vendedores de Comida
Diversion Familiar

Para más información:
LaceyParks.org/Events o escanea:

Presentado por:
CITY OF LACEY

Agradecimientos especiales a nuestros patrocinadores de fuegos artificiales:

TwinStar CREDIT UNION *Bright Solutions*

INTERSTATE BATTERIES *Outrageously Dependable*

SOUTH SOUND CENTER

El estacionamiento abre a las 3 p.m. con disponibilidad limitada. Tome un autobús de enlace gratis desde las escuelas Lakes, Komachin, y Timberline a Rainier Vista de las 3:30-9:30 p.m. y obten un viaje de regreso después de los fuegos artificiales.

Lacey In Tune

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey Parks, Culture & Recreation

Event/ Activity/ Program Name *

Lacey in Tune Summer Entertainment Series

Event Location

Huntamer Park

Event Date

07/09/24

Amount Requested*

$23,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities	Tourism-Related Facility	Events/Festivals
☐	☐	☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

since 1995 Lacey has been entertained with concerts and other entertainment at Huntamer Park. The series currently consists of 6 weeks of Children's Entertainment and lunch time concerts and 4 weeks of Friday night concerts & movies in the park. The popular series brings the community together around live entertainment and various bands bring folks from surrounding communities to see them perform live. Some bands come from beyond Western Washington including from other states.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The series is advertised in the Olympian online/print, local Oly Arts publication & online, radio advertisements, social media promotion, as well as poster and pocket calendar distribution around the community.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Lacey In Tune is open to anyone who would like to attend, and is free to all.

Staff plan & prepare with an emergency action plan to provide a safe experience for all attendees.

Starting in 2023 Lacey in Tune added a focus on those in our community with neurodivergent issues by providing ear plugs to those who need them, and for the hearing impaired we also always offer the option of a sign language interpreter and using the closed captions option on movies if asked. This is to help more of our community feel welcome to participate in the event.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With the increase in costs for everything from supplies to professional services, the funds will help us to present a quality series that will draw more folks from other areas and will allow us to do more paid targeted promotion beyond Lacey.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

4

Unpaid Overnights*

0

Visits by Day Travel*

40

Other Attendance*

7000

Out-of-State Visitors*

10

How Many Attendees*

8,000

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5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The series has a variety of community businesses as sponsors providing an opportunity to connect with the public directly while putting them in front of their potential customers, as well as places them in a positive light of a great community festival where people come to have fun, connect with their neighbors and make great memories. 2023 sponsors include: Olympia Federal Savings, Umpqua Bank, BECU, Lacey Collision, Lacey Timberland Library, Interstate Batteries, Heritage Bank, Molina Healthcare, JOLTnews, Showcase Magazine, Olympic Crest Coffee Roasters, KGY Radio, 94.5 Roxy radio, the Olympian, and Girl Scouts.

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6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

Lacey in Tune has been a summer highlight for many years and continues to draw crowds for each show. Staff reviews attendance by crowd counts and noting performance type and weather to help us better plan for future shows. We also survey attendees to help guide future planning.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

55,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

27%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

design & printing of promotional materials $3600 promotional give aways $2300 JBLM promotion $500 regional magazines print/online/email blasts $4400 Oly Arts print & online $1500 Olympian newspaper print/online $1600 pro services sound support $6000 pro services some performers fees $3100

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13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

city budget $35,500
Lodging tax $18,000 (2023)
Sponsorship $13,000
vendors fees $600

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$18,000 lodging tax for this event

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

The cost of everything has increased from equipment rental to professional services and supplies. In order to continue to provide this event free to the public we need additional funds.

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

16

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

07/09/24

Lacey's 57th Annual

Fireworks Spectacular

Monday, July 3 • 4 – 11 pm
Rainier Vista Community Park • Lacey

10 pm FIREWORKS SET TO MUSIC

FOOD VENDORS

FREE

FAMILY FUN

4:00 pm & 6:45 pm

Wings

Aerial Acrobatics & Circus Show

Get your FREE 3D Fireworks viewing glasses!

GLASSES SPONSORED BY: Lacey Chehalis Capital Aetrame Collision Centers

5:00 pm

The Coats

The Pacific Northwest's Premier A Cappella Group

KIDS ZONE SPONSORED BY: Fastenal BK 5K

FREE KIDS ACTIVITIES

8:00 pm

Groove Nation

Dance Party—Featuring Music Of All Styles from the 70's to Now

For more information, including FREE bus rides to the event, parking details, and traffic impacts, visit **laceyparks.org/events** or scan:

FIREWORKS SPONSORED BY:

TwinStar Credit Union · Interstate Batteries · South Sound Center

THURSDAYS

July 6–Aug 10

Family Entertainment

Visit laceyparks.org/events

Play in the Parks

2:00 pm

July 6

Japan Creative Arts

Taiko Drum Show

WONDERWOOD PARK

July 13

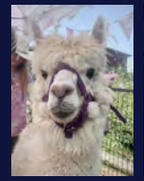
Wings

Aerial Acrobatics & Circus Show

RAINIER VISTA SOCCER FIELD

July 20 Dreamland Petting Zoo

WOODLAND CREEK COMMUNITY PARK



August 3

Border Collies International

Performing Dogs

MERIDIAN NEIGHBORHOOD PARK

August 10

Eric Ode

Award Winning Children's Singer / Songwriter

DEPOT PARK

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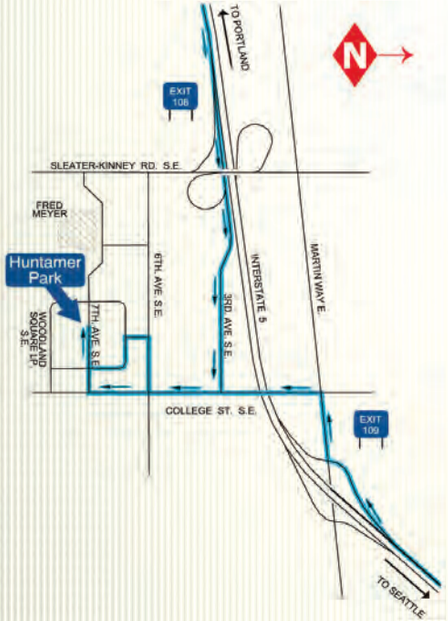

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ALL EVENTS FREE

Lacey in Tune

MUSIC MOVIES ENTERTAINMENT

Huntamer Park

Corner of 7th & Woodland Sq Lp

laceyparks.org/events

TUESDAYS

Children's Entertainment Series
July 11–Aug 15 • 6:30pm

WEDNESDAYS

Concert Series
July 5–Aug 9 • Noon–1pm

FRIDAYS

Food Trucks, Concerts & Movies
July 14–Aug 4
Food Trucks at 6:00pm
Concerts at 7:00pm & Movies at Dusk

Play in the Parks

Family Entertainment at Various Lacey Locations
Thursdays • 2–3pm
July 6–Aug 10

Lacey in Tune

MUSIC movies ENTERTAINMENT

TUESDAYS
July 11–Aug 15
6:30 pm
Children's Entertainment Series

July 11
The Not-Its
Kid's Rock Band

July 18
Creature Teachers
A World of Animals

July 25
Talewise: Saving Earth Together
Science Show

August 1
Angel Ocasio
Comedy Show

August 8
Brian Vogan & His Good Buddies Band
Indie Rock for Kiddos

August 15
Brian Ledbetter
Magician

Co-Sponsored By Friends Of The Lacey Timberland Regional Library

WEDNESDAYS
July 5–Aug 9
12:00 noon
Concert Series

July 5
WA Nat'l Guard Full Metal Racket
Rock Band

July 12
The Brazil Project
Bossa Nova & Beyond with Dmitri Matheny

July 19
Soul Searching Band
King & Queen(s) Tribute
Aretha & Elvis Tribute

July 26
Zydeco Low Down
Louisiana Zydeco

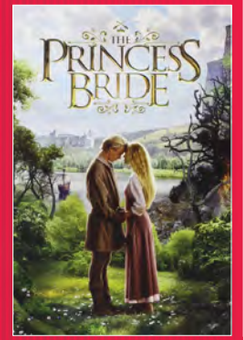
August 2
Good Company
Funk, Pop, Electro Swing

August 9
Slim Wizzy
Blues Anthem Rock

FRIDAYS
July 14 –Aug 4
7:00 pm
Food Trucks, Concerts & Movies
Food Trucks at 6:00pm, Concerts at 7:00pm, Movies at Dusk

July 14
Heart by Heart
Heart Tribute

Princess Bride *(PG)*



July 21
Credence Revelation
CCR Tribute

Minions: The Rise of Gru *(PG)*

July 28
Olson Bros Band
Original Country Rock

Top Gun: Maverick *(PG-13)*

August 4
Catch a Wave
Beach Boys Tribute

Moana *(PG)*

Entertainment for all ages!

Bring Your Own Seating • Food Vendors Available At All Performances • 18ft x 18ft Screen • Concessions for Sale • Bring Your Own Seating

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Showcase – today's magazine for artful living
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Roxy
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Olympia KGY 1563
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Lacey in TUNE

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FREE

Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2023

laceyparks.org/events

TUESDAYS Children's Entertainment Series 6:30 pm

July 11
The Not-Its
Kid's Rock Band

July 18
Creature Teachers
A World of Animals

July 25
Talewise: Saving Earth Together
Science Show

August 1
Angel Ocasio
Comedy Show

August 8
Brian Vogan & His Good Buddies Band
Indie Rock for Kiddos

August 15
Brian Ledbetter
Magician

WEDNESDAYS Concert Series Noon

July 5
WA Nat'l Guard
Full Metal Racket
Rock Band

July 12
The Brazil Project
Bossa Nova & Beyond with Dmitri Matheny

July 19
Soul Searching Band
King & Queen(s) Tribute
Aretha & Elvis Tribute

July 26
Zydeco Low Down
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August 2
Good Company
Funk, Pop, Electro Swing

August 9
Slim Wizzy
Blues Anthem Rock

FRIDAYS Food Trucks 6:00 pm Concerts 7:00 pm Movies at Dusk

July 14
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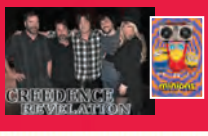
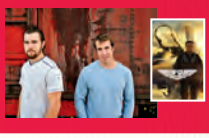


July 28
Olson Bros Band
Original Country Rock
Top Gun: Maverick *(PG-13)*



Aug 4
Catch a Wave
Beach Boys Tribute
Moana *(PG)*

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www.theolympian.com

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Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2023

TUESDAYS

6:30 pm

Children's Entertainment Series

6:30 pm

July 11 – Aug 15

WEDNESDAYS

12:00 noon

Concert Series

Noon – 1:00 pm

July 5 – Aug 9

FRIDAYS

7:00 pm

Music AND Movies

Concerts at 7:00 pm

Movies at Dusk

July 14 – Aug 4

18ft x 18ft Screen • Concessions for Sale • Bring Your Own Seating

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Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2023

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LACEY PARKS
EVENTS

For more info
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Olympia KGY 1410

Thurston Community Media

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UPDATED JUNE 30, 2023 12:11 PM

Gov. Inslee calls for more speed cameras as fatal crashes in WA state rise

JUNE 29, 2023 10:41 AM

Average 2022 annual wage in Washington grew 2% to $84,167

JUNE 28, 2023 1:47 PM

MORE IN POLITICS & GOVERNMENT →

Royal Bjoborie carefully close to pulling off historic achievement, says Barbara Schett

UPDATED JUNE 30, 2023 4:40 PM

MORE IN SPORTS →

What's happening this week around Thurston County

Events happening June 25 to July 2.

JUNE 25, 2023 7:00 AM

Type here to search | 78°F Sunny | 4:56 PM 6/30/2023

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lspiller@ci.lacey.wa.us

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Size | Categories | Mention

35 KB | 50 KB | 45 KB | 39 KB | 633 KB | 129 KB | 38 KB

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Fri 6/30/2023 4:23 PM

lease pack your camper a bathing suit, towel, and change

Program registrations, cancellations or change requests are not accepted via email. Please call the office for these transactions.

Items: 2,306 | All folders are up to date. Connected | Automatic Replies | 100%

4:56 PM 6/30/2023

Capital Lakefair

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Capital Lakefair, Inc.

Event/ Activity/ Program Name *

Capital Lakefair

Event Location

Heritage Park in Olympia

Event Date

07/17/24

Amount Requested*

$14,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

23-7131672

City of Lacey Business License Number *

Olympia

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Capital Lakefair holds a 5-day Summer festival the third week of July to celebrate our community in the South Sound. Our float travels to more than 15 parades each year to festivals in Washington, Oregon, and British Columbia. The float is accompanied by the current president, 3-5 scholarship ambassadors, and our Capital Lakefair volunteers. The float incorporates themes, announcements, and signage representative of and promoting travel to Lacey, Olympia, and Tumwater. In response to our travel, the majority of festivals that we attend return the favor by attending our festival, therefore bringing visitors from Washington, Oregon, and even another country (British Columbia, Canada). These visitors will not only need lodging but will spend funds on food, gas, etc. while they are here in town. In addition to other festival visitors, past residents of our local community return home to enjoy the tradition of Capital Lakefair.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Capital Lakefair Week brings high traffic to our area and when lodging isn't available in the immediate surrounding area of Lakefair, it creates a need for lodging in neighboring communities such as Lacey, WA. The need extends to Lacey businesses, restaurants, and retail stores. Visitors include other festival organizations, vendors, past residents, and newcomers. Lakefair promotes Lacey as one of our top supporters on our website, our social media, local articles about us, our own annual program, and on the applications that vendors and entertainers from all over have to fill out in order to be accepted into Lakefair events. We would be very willing to partner with any Lacey lodging establishment(s) of your choice and include them in all of our promotional materials, as well as all of our vendor, parade, and entertainment application materials.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Capital Lakefair is committed to being a safe, inclusive, and welcoming place for all. All of our events are open to the public and free to everybody. Nobody is turned away from enjoying Lakefair, whether it be attendees, vendors, musicians, parade goers, etc. We have included many differently abled nominees in our Lakefair Scholarship program including LGBTQ, mentally ill, people of color, homeless, and most recently, created a category for Community Ambassador in order to include a scholarship nominee who was a student with exceptional disabilities. The Lakefair scholarship program has helped all nominees and ambassadors with their future educational costs since the 1950s. We would be happy to provide more details on our past nominees who have given permission to share their stories on their differences.

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

We would use the Lacey lodging funds to help offset our travel to 15+ festivals in Washington, Oregon, and British Columbia where we would feature the City of Lacey as a highly regarded community supporter in all of our promotions while there. As for our own local event, we would use the Lacey lodging funds for marketing, signage, etc. that would feature the City of Lacey as an important source of support which would include your logo, your social media links, etc.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

250

Unpaid Overnights*

750

Visits by Day Travel*

5000

Other Attendance*

169000

Out-of-State Visitors*

500

How Many Attendees*

175,000

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

Every year the surrounding community looks forward to Capital Lakefair, whether it be for the carnival, the food, the arts & crafts, the car show, the main stage entertainment, the parade, and/or our fireworks show. Some of the businesses we have collaborated with are Intercity Transit, KGY/KAYO, Heritage Bank, FastSigns, Olympia Federal, MIXX, Nisqually Red Wind Casino, Print NW, JackNuts, Eagles, VFW, Bay Equity, Color Graphics, and most recently, Providence Swedish. Most of these are return collaborations.

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

Capital Lakefair has multiple ways of measuring our success for our event. We talk to attendees at each festival we go to, as well as our own event. We get numbers from all of our vendors and the carnival sales. We monitor our website and social media closely. Every couple of years we have a survey asking for attendee opinions, both good and bad. We get attendance counts from various organizations such as Intercity Transit, the State Patrol, the Olympia Police Department, Washington State DES, gatekeepers, local vendors, and carnival food/ticket sales. All of this information give us a good idea of what is working well and what we can do to make Capital Lakefair a better experience.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

200,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

7%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. 5k for promotional travel to other festivals (hotel, food, promotional materials, gas) 2. 4k for marketing (radio/print ads, articles, signage, merchandise) 3. 5k for insurance (our festival, festivals we travel to, our rentals, etc.)

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

Tumwater and Olympia

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

1. Carnival - 145k
2. Vendor fees - 25k
3. Sponsorships/Donations - 25k
4. Lacey Lodging tax - 10k
5. Merchandise sales - 3k

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

City of Lacey Lodging tax - 10k

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

Due to the pandemic, we've had a slow time bouncing back to the success we had before 2020. We've lost volunteers. We've lost sponsors and donations. Loss of attendance that creates a loss of revenue from carnival and vendor sales.

---

19. Location: Where will your event, activity, or program be located? (10 points)*

Other

If other, where will the event be held? *

Heritage Park next to Capitol Lake. Please also take all of travel destinations into account where we promote the

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

5

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

07/17/24

Sadie Siglin

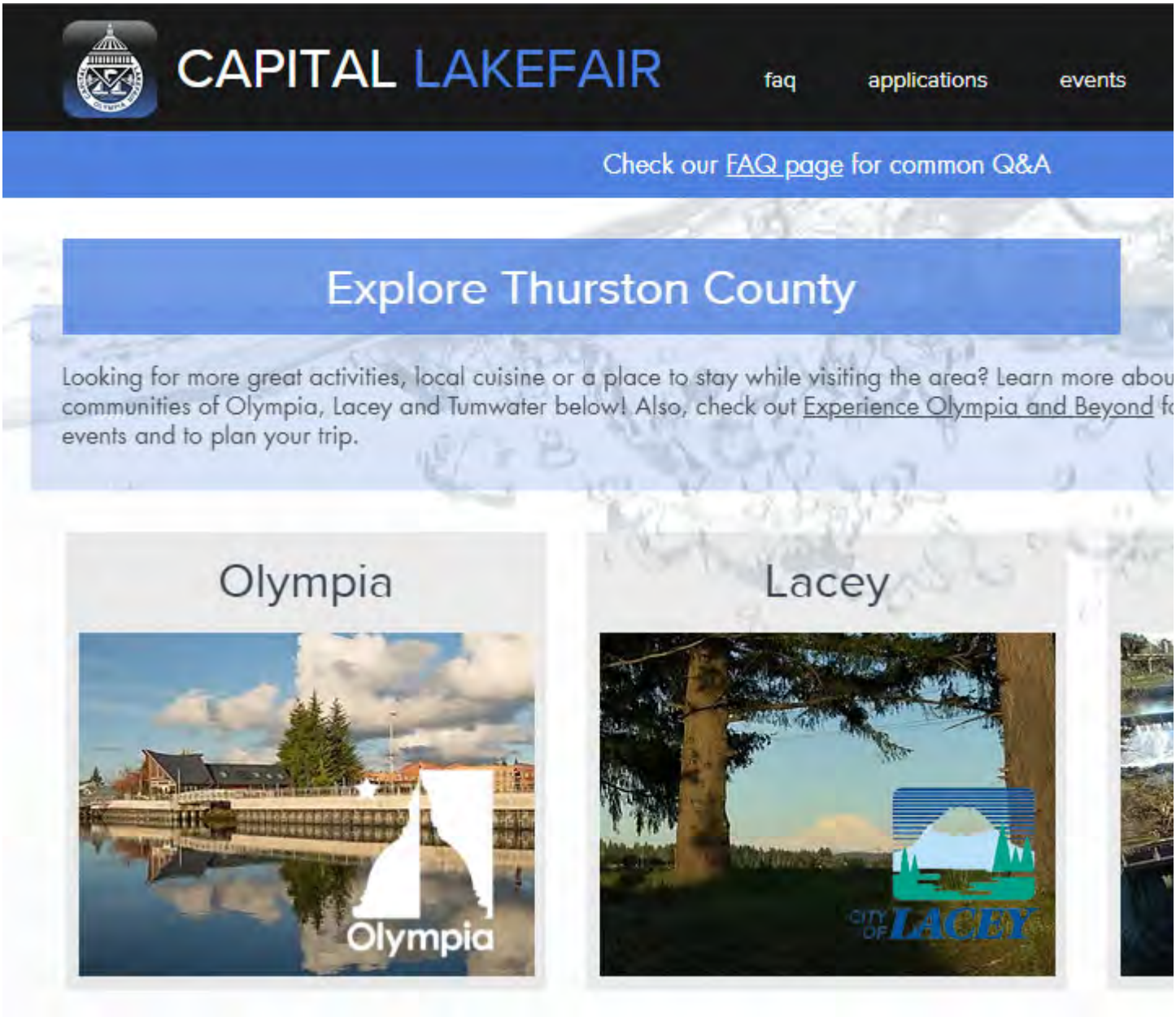
From: Lakefair Office <office@lakefair.org>
Sent: Friday, September 1, 2023 4:37 PM
To: Sadie Siglin
Subject: Re: 2024 Lodging Tax Funding Application
Attachments: LTAC Explore Thurston County Website.png; LTAC FAQ Stay and Eat Website.png; LTAC FAQ Activities Website.png

You don't often get email from office@lakefair.org. Learn why this is important

Caution: This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IS Department

Hi Sadie, I still wasn't able to get ALL the screenshots I needed due to the clunky site we use for vendor/parade/entertainment/etc applications. However, I do have screenshots and attachments of how we promote the City of Lacey on our website www.lakefair.org. In the first shot which is our main index page, the three cities are listed and linked to their respective government pages. The next 2-3 shots are from our FAQ page where we promote Lacey with two FAQ questions/answers and even list multiple options for people to use when looking for lodging, food, etc.

This screenshot is from www.lakefair.org



This screenshot is from https://www.lakefair.org/faq

This is also from https://www.lakefair.org/faq but shows the relevant question/answer on lodging/food:

We're coming in from out of town, where else can we stay and eat in the area?

Olympia, Tumwater, and Lacey all have great lodging and restaurant businesses that you can choose from
cities to partner with their hotels and other businesses that we will be listing on our website.

What else is there to do while visiting the area?

PO Box 2569
Olympia, WA 98507
office@lakefair.org

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This is also from https://www.lakefair.org/faq but shows the relevant question/answer on activities:

What else is there to do while visiting the area?

Olympia, Tumwater, and Lacey have all kinds of activities in the area. Olympia has the Capitol building a
Farmer's Market, Hands on Children's Museum, Squaxin Park, Percival Landing Park, and a great downto
Brewery Park at Tumwater Falls, the old Brewery, the Centennial Rose Garden at the historic Schmidt Hou
the Olympic Flight Museum, Overlook Pointe Park, Tumwater Farmer's Market, hiking/walking trails, and
(don't miss the classic Eagan's/Big Tom's diner!). Lacey has the Lacey Museum, a variety of events at Hur
three Lacey high schools (for those hot July days), wineries, walking/bike trails, and their fantastic Region

PO Box 2569
Olympia, WA 98507
office@lakefair.org

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We would like to work with you on partnering with hotels in Lacey and add more specific information here. I was thinking La Quinta (Wyndham) in Lacey might be a hotel you'd like to promote.

We are in the middle of rewriting our vendor/entertainment contracts where we will be giving specific lodging information out and would like to add any businesses you want to partner with on that, too.

If by some luck I can get to the applications on Wufoo to screenshot in the next thirty minutes, I'll send those along, but it isn't looking good. I'm not actually the person who updates the website or the applications site so it takes longer to get things done with the third party involved. I'm hoping to have access to update and maintain the website and the Wufoo site one day.

Please add these to our application.

Anyway, thank you so much and I hope you stay cool over the weekend! Gonna be a hot one tomorrow! Those pools in Lacey are looking mighty sweet about now.

Best,

Chris E Rea
Office Manager
Capital Lakefair
office@lakefair.org
360.943.7344

On Fri, Aug 25, 2023 at 1:42 PM Lakefair Office <office@lakefair.org> wrote:

> Thank you. I have to dig into some clunky apps we use to get the screenshots I need to send as attachments. They will mostly show how we promote Lacey to people who apply to our events (vendors, parades, etc.) where we give suggestions on where to lodge, etc.
>
> On Fri, Aug 25, 2023 at 11:53 AM Sadie Siglin <ssiglin@ci.lacey.wa.us> wrote:
>
> > You can send me any additional materials before the due date if you would like and I will add them to your application.
> >
> > This is the first year with online applications which I understand comes with a learning curve for applicants and us.
> >
> > Please let me know if you have any other questions.
> >
> > Sent from my iPhone
> >
> > On Aug 25, 2023, at 11:47 AM, Lakefair Office <office@lakefair.org> wrote:

You don't often get email from office@lakefair.org. Learn why this is important

Caution: This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IS Department

Hi Sadie, please use the one with attachments. I think I was trying to do something but I can't remember what it was. I do know that I wanted to send more attachments but never heard back from Nicole as to whether that was allowed or not. I stupidly applied without having everything I needed ready. I think I hoped that I could start the application, see what was needed, and then return to finish and submit, but that wasn't possible. So, yes, please ignore the one without attachments. Thank you for checking! Chris

On Fri, Aug 25, 2023 at 11:10 AM Sadie Siglin <ssiglin@ci.lacey.wa.us> wrote:

Good morning Chris,

I have received two copies of your online 2024 Lodging Tax Funding Application. One has attachments and one does not. I wanted to see if both applications were for consideration or if maybe a duplicate without attachments was submitted in error? I know this is the first year with online applications and wanted to check in.

Thank you

<image001.png>

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 07/19/2023
Effective Date: 07/19/2023
UBI #: 601 318 258

Annual Report

BUSINESS INFORMATION

Business Name:
CAPITAL LAKEFAIR, INC.

UBI Number:
601 318 258

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES

Principal Office Mailing Address:
PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

Expiration Date:
07/31/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
07/29/1957

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
TO PROVIDE OUR COMMUNITY WITH A LOCAL SUMMER FESTIVAL WHILE PROVIDING SCHOLARSHIP MONEY TO LOCAL HIGH SCHOOL STUDENTS, AND A RESOURCE FOR LOCAL SERVICE CLUBS TO RAISE MONEY.

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000?
- Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **23-7131672**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
CAPITAL LAKEFAIR INC	627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES	PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

PRINCIPAL OFFICE

Phone:
3609437344

Email:
OFFICE@LAKEFAIR.ORG

Street Address:
627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, USA

Mailing Address:
PO BOX 2569, OLYMPIA, WA, 98507-2569, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		KAREN	ADAMS-GRIGGS
GOVERNOR	INDIVIDUAL		KELLI	MORGAN-AYRES
GOVERNOR	INDIVIDUAL		KEN	RINGERING

NATURE OF BUSINESS

- TO PROVIDE OUR COMMUNITY WITH A LOCAL SUMMER FESTIVAL WHILE PROVIDING SCHOLARSHIP MONEY TO LOCAL HIGH SCHOOL STUDENTS, AND A RESOURCE FOR LOCAL SERVICE CLUBS TO RAISE MONEY.

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? **- Yes**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
   a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered “yes” to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:
CAPITAL LAKEFAIR
Email:
OFFICE@LAKEFAIR.ORG
Address:
PO BOX 2569, OLYMPIA, WA, 98507-2569, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **- No**

EMAIL OPT-IN

☑ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
INDIVIDUAL

First Name:
CHRIS E

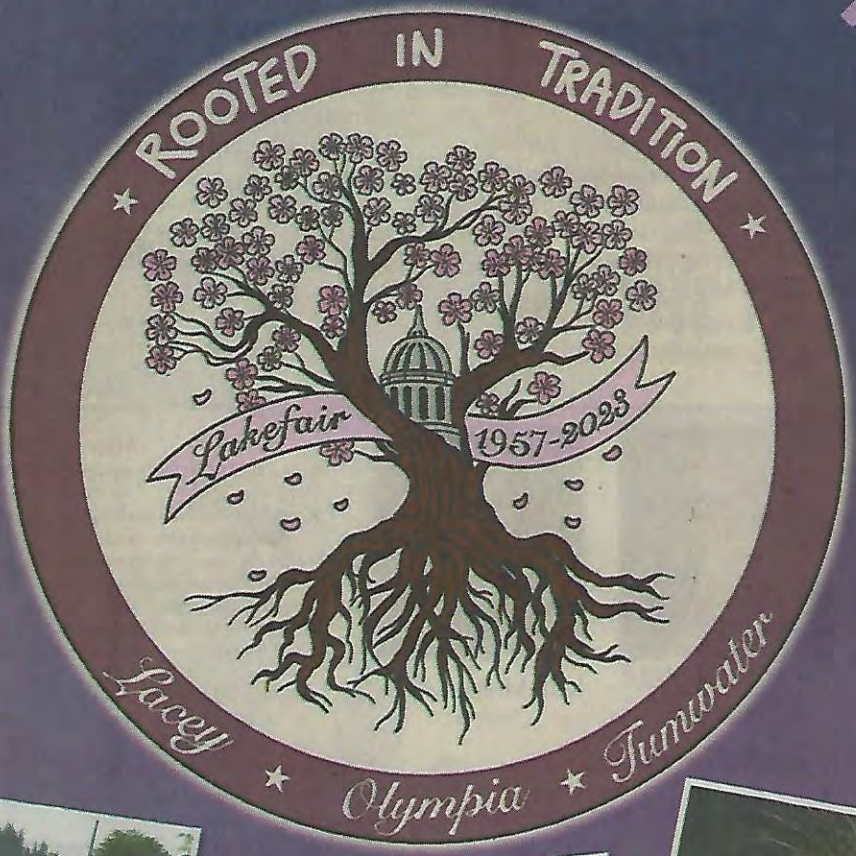
Last Name:
REA

Title:
OFFICE MANAGER

☑ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

66TH ANNUAL OFFICIAL PROGRAM

CAPITALs



LAKEFAIR

WWW.LAKEFAIR.ORG

JULY 12-16, 2023

2023 Capital Lakefair Sponsors

Since 1957, Capital Lakefair has brought people together every summer around Capitol Lake for 5 days of fun, food and community spirit!

This is achieved by the generosity and partnerships forged with local businesses and other organizations who want to get involved and give back. As a 501(c)3 non-profit organization, Lakefair is made possible by the support of our sponsors, donors and operations from the annual summer festival.

Lakefair Week is a great venue that attracts more than 200,000 visitors to the area and sponsors have access to a variety of flexible marketing opportunities to help get their business noticed. Contributions are also tax-deductible.

~ Community Sponsors ~

Contributions of any amount help us continue providing annual summer entertainment for our neighbors in the South Sound. This includes funding the Lakefair Scholarship Program open to students from area high schools, supporting local non-profit groups and other community outreach efforts throughout Thurston County and across the Pacific Northwest.

James Woo

San Francisco St Bakery

Hannah's Bar & Grill

DoubleTree by Hilton

Ayres & Associates, PLLC

Check our FAQ page for common Q&A

Explore Thurston County

Looking for more great activities, local cuisine or a place to stay while visiting the area? Learn more about all there is to see and do in the communities of Olympia, Lacey and Tumwater below! Also, check out Experience Olympia and Beyond for more information on upcoming events and to plan your trip.

Olympia

Lacey

Tumwater

What else is there to do while visiting the area?

Olympia, Tumwater, and Lacey have all kinds of activities in the area. Olympia has the Capitol building and grounds, Capitol Lake, the Farmer's Market, Hands on Children's Museum, Squaxin Park, Percival Landing Park, and a great downtown area. Tumwater has the Brewery Park at Tumwater Falls, the old Brewery, the Centennial Rose Garden at the historic Schmidt House, several craft breweries to try, the Olympic Flight Museum, Overlook Pointe Park, Tumwater Farmer's Market, hiking/walking trails, and several excellent restaurants (don't miss the classic Eagan's/Big Tom's diner!). Lacey has the Lacey Museum, a variety of events at Huntamer Park, swimming pools at three Lacey high schools (for those hot July days), wineries, walking/bike trails, and their fantastic Regional Athletic Complex.

PO Box 2569
Olympia, WA 98507
office@lakefair.org

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We're coming in from out of town, where else can we stay and eat in the area?

Olympia, Tumwater, and Lacey all have great lodging and restaurant businesses that you can choose from. We are working with all three cities to partner with their hotels and other businesses that we will be listing on our website.

What else is there to do while visiting the area?

PO Box 2569
Olympia, WA 98507
office@lakefair.org

Copyright © 2023 Capital Lakefair, Inc.

Check our FAQ page for common Q&A

The volunteer membership of Capital Lakefair wants to extend a special thank you to the individuals, local businesses and community partners that provide essential support that makes this annual celebration possible.

2023 sponsors & partners

Providence SWEDISH Together, for you.

Olympia Federal Savings

Nisqually REDWIND CASINO

96.9 KAYO Country

Olympia's KGY 95.3

International Brotherhood of Electrical Workers · Affiliated with American Federation of Labor & Congress of Industrial Organizations & Canadian Labour Congress · Organized Nov. 28, 1891 · Reg. U.S. Pat. Off.

Olympia Yacht Club · Established 1904

VFW Veterans of Foreign Wars · No one does more for veterans.

City of Lacey

Print NW

boston harbor photography

olympia hotel | capitol lake

STA BUILT Construction · Specializing in Pavers, Retaining Walls and Synthetic Turf

Washington Festivals & Events Association · wfea.org

South Sound Block Party

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Team-Tomorrow, LLC

Event/ Activity/ Program Name *

South Sound Block Party

Event Location

1210 Marine Dr NE Olympia, Wa (a vacant, un-activate parking lot)

Event Date

08/23/24

Amount Requested*

$15,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

83-323-8594

City of Lacey Business License Number *

OLYMPIA

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

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, seasonal employment, commerce, fun (!!) and pride in the community. When booking talent for the event, a "Radius Clause" is put into effect on our top tier talent - forbidding them to perform in Seattle or Portland on this tour. As a result, patrons from those cities come to SSBP to see them perform their only show in the PNW. Our advertising (both digital, influencer and radio) reaches from Bellingham to Portland and as far east as Spokane. We have hard data and a proven track record on bringing folks in from 50 miles away or more.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

If awarded LTAC grants we will not only add hotels on our website, but we push priority properties and programs to our socials and our direct-to-fan email CRM list (7,000+ and growing) Last year we had over 200 clicks to the hotels listed on our website. These properties were Olympia and Tumwater who both awarded us funds. In addition, we are always happy to amplify local and priority events to our network. Please see attached posts, email blasts and more. In 2022 we personally booked over 30 hotel rooms for bands and staff. We bring in patrons from Seattle, Portland and beyond. These folks spend money at hotels, restaurants, bars, gas stations, leisure, boating and more. As the event starts in the afternoon, guests have 2 full morning to explore the surrounding area. We point them to trails, boating, local food and drink hot spots and more via our mailing list and social media accounts. We do this year-round - supporting various community events, fundraising, new restaurants, the colleges and more.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The South Sound Block Party lineup is intended to be broad in terms of both musical genre and level of notoriety. This, “something for everyone” approach will maximize the number and diversity of patrons who will travel to the area for a weekend of live music, enhancing tourism to the entire county. On our website you will find our Vision and Mission. It includes the following:

"Love and respect will be expected of all those in the South Sound Block Party community, whether at the festival or online, and any form of hatred or discrimination will not be tolerated. To put it bluntly, BE NICE.

Both the South Sound Block Party site and our social media channels are intended to be a safe space to enjoy live music and our great PNW community. Our zero-tolerance policy includes no sexual harassment or misogyny, no racism, no homophobia or transphobia, no religious or political bigotry, and no acts of violence or aggression."

We have an ADA section in front of the sound board.
Children under 12 are free

We are exploring a "pay what you will" and "scholarship" model for a limited number of tickets.

We are exploring a mandatory donation for guest list patrons.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

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. If I receive LTAC money from Lacey - the festival will not only In bring a 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.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

500

Unpaid Overnights*

150

Visits by Day Travel*

350

Other Attendance*

1500

Out-of-State Visitors*

250

How Many Attendees*

5,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The South Sound Block Party is owned and produced by a small, grassroots team based in Olympia, WA. We aim to help spotlight, preserve and contribute to the historic and legendary Thurston County scene for years to come. We aim to build community through unforgettable events, artist advocacy and development and amplifying Thurston County's identity as a music town and destination. We provide revenue, jobs, and experience for the working musicians and production community in Thurston County. 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

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We measure success in ticket sales and overall attendance. At the time of this writing SSBP23 has not played out but ticketing revenue is up 36% YTD. We also send out a short questionnaire to ticket-buying patrons after the event. We also had a 100% staff retention rate and 89% volunteer retention rate - which I think is worth mentioning and shows a level of functional success.

---

7. What is the targeted age group of your event?*

20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

280k

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

3%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Digital Marketing: Meta, Bandsintown: $5k Production Rentals: generators, light towers, lifts and diesel: $10

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Various private grants via HELLO ALICE or other industry and VC groups

Other City LTAC Funding*

Oly, Thurston County, Tumwater

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Ticket Sales
Private Sponsorship
LTAC Grants
Private Grants

---

15. Do you plan to become self-funded? *

Yes

If yes, how do you plan to become self-funded?*

Increasing attendance and decreasing expenses to stabilize. Then incremental ticket price increases

---

16. Have you ever received funds from the City of Lacey?*

No

If yes, what funds have you received?

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

Other

If other, where will the event be held? *

1210 Marine Drive NE Olympia

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

2

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

08/24/24

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MEMORANDUM OF AGREEMENT

This Memorandum of Agreement (the "MOA" or "Memorandum"), in entered into on OCTOBER 1, 2022 the "Effective Date"), by and between the Team Tomorrow, LLC located at 3701 Pacific Ave SE #403 Olympia, Wa 98501 (the "First Party"), and the 4 The Love Foundation located at 3226 Hoadly St SE Olympia, Wa 98501 (the "Second Party"). First Party and Second Party may be referred to individually as the "Party" or collectively as the "Parties".

1. Mission

The partnership on which the Parties are intending to collaborate, has the following intended mission in mind: To produce, staff and execute the Beer Garden at the South Sound Block Party 2023.

2. Objectives

The Parties shall endeavor to work together to produce and staff the 2023 South Sound Block Party

3. Responsibilities and Obligations of the Parties

Any Party may decide not to proceed with the partnership contemplated herein for any reason or no reason. Should this occur it is the responsibility of the Party canceling the partnership to inform any and all municipal partners, in writing, at least 10 business days to the dissolution of the partnership. As of the effective date of this action, any lodging tax contracts or municipal contracts entered will terminate and expire and not be eligible for reimbursement.

Parties shall render and provide the following services that include, but are not limited to:

Team Tomorrow will produce, execute, staff and market the 2023 South Sound Block Party which includes but is not limited to: hiring vendors, talent buying, marketing, advertising, all official affiliated social media and websites, merchandise, on-ground logistics and sponsorships.

4 The Love will work with Team Tomorrow to staff and execute the South Sound Block Party 2023 Beer Garden and Alcohol Points of Sale (POS) in GA and VIP.

4. Terms of Understanding

The term of the Memorandum shall be between January 1, 2023 and January 1 2024. All funding must be expended by OCTOBER 31, 2023.

4 The Love Foundation will promptly and correctly invoice necessary municipal parties to receive awarded municipal grants.

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Team Tomorrow will provide receipts, contracts and other necessary items to ensure a complete and accurate invoicing packet.

Team Tomorrow will invoice the 4 The Love Foundation for 90% of the funds awarded via municipal grants. The invoiced funds will be paid to Team Tomorrow within five (5) business days of receipt from the municipality.

All funding expenditures require copies of contracts for contractors, W9's, receipts and invoices for work completed. The term of the Memorandum may be extended upon written mutual agreement of both Parties.

5. Confidentiality

The parties will treat the terms of this MOU, and the documents submitted herewith, in the strictest of confidence, and that such terms will not be disclosed other than to those officers, representatives' advisors, directors and employees of any Party who need to know for the purpose of evaluation. Exception will also be made when this MOU is subject to public record as part of municipal grant funding.

6. **Non-Discrimination paragraph**

Neither Party shall not unlawfully discriminate against any employee, volunteer, applicant, or client based on any legally protected class status including, but not limited to: race, color, creed, religion, national origin, age, sex, marital status, veteran status, gender identity, sexual orientation, or the presence of any disability; provided that the prohibition against discrimination in employment because of the disability does not apply if the particular disability prevents the performance of the essential functions required of the position.

7. **Hold Harmless/Indemnification section**

Team-Tomorrow, LLC shall defend, indemnify, and hold 4 The Love Foundation AND the City of Olympia, its officers, officials, employees, and volunteers harmless from any and all claims, injuries, damages, losses, or suits, including attorney fees, arising out of or resulting from the acts, errors, or omissions of Team-Tomorrow, LLC in performance of this Contract, except for injuries and damages caused by the sole negligence of 4 The Love Foundation or the City of Olympia.

4 The Love shall defend, indemnify, and hold Team Tomorrow AND the City of Olympia, its officers, officials, employees, and volunteers harmless from any and all claims, injuries, damages, losses, or suits, including attorney fees, arising out of or resulting from the acts, errors, or omissions of 4 The Love in performance of this Contract, except for injuries and damages caused by the sole negligence of Team Tomorrow or the City of Olympia.

However, should a court of competent jurisdiction determine that this Contract is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons

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or damages to property caused by or resulting from the concurrent negligence of Team-Tomorrow, 4 The Love Foundation and City, its officers, officials, employees, and volunteers, Team-Tomorrow's liability, including the duty and cost to defend, hereunder is only to the extent of Team-Tomorrow's negligence.

It is further specifically and expressly understood that the indemnification provided herein constitutes Team-Tomorrow's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section survive the expiration or termination of this Contract.

8**. Insurance section**

A. Insurance Term

Team-Tomorrow, LLC shall procure and maintain for the duration of the Contract, insurance against claims for injuries to persons or damage to property, which may arise from or in connection with the performance of the Services by Team-Tomorrow, LLC its agents, representatives, volunteers, or employees.

B. No Limitation

Team-Tomorrow, LLC maintenance of insurance as required by the Contract may not be construed to limit the liability of Team-Tomorrow, LLC to the coverage provided by such insurance, or otherwise limit 4 The Love Foundation's or City of Olympia's recourse to any remedy available at law or in equity.

C. Minimum Scope of Insurance

Team-Tomorrow, LLC shall obtain insurance of the types and coverage described below:

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage must be at least as broad as Insurance Services Office (ISO) form CA 00 01.

2. Commercial General Liability insurance must be at least as broad as ISO occurrence form CG 00 01 and must cover liability arising from premises, operations, stop-gap, independent contractors, personal injury, and advertising injury. 4 The Love Foundation and City of Olympia must be named as an additional insured under Team-Tomorrow's Commercial General Liability insurance policy with respect to the work performed for 4 The Love Foundation or City of Olympia using an additional insured endorsement at least as broad as ISO endorsement form CG 20 26.

3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.

4. Professional Liability insurance appropriate to Team-Tomorrow's profession.

D. Minimum Amounts of Insurance

Team-Tomorrow, LLC shall maintain the following insurance limits:

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1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of $1,000,000 per accident.

2. Commercial General Liability insurance must be written with limits no less than $2,000,000 each occurrence, $2,000,000 general aggregate.

3. Professional Liability insurance must be written with limits no less than $2,000,000 per claim and $2,000,000 policy aggregate limit.

4. Other Insurance Provision
Team-Tomorrow, LLC Automobile Liability and Commercial General Liability insurance policies are to contain or be endorsed to contain that they are primary insurance as respects 4 The Love Foundation and City of Olympia. Any insurance, self-insurance, or self-insured pool coverage maintained by 4 The Love Foundation or City of Olympia is excess of Team-Tomorrow, LLC insurance and does not contribute with it.

E. Acceptability of Insurers
Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

F. Verification of Coverage
Team-Tomorrow, LLC shall furnish 4 The Love Foundation and City of Olympia with original certificates and a copy of the amendatory endorsements, including but not limited to the additional insured endorsement, evidencing the insurance requirements of the Contract before commencement of the work.

G. Notice of Cancellation
Team-Tomorrow, LLC shall provide 4 The Love Foundation and City of Olympia with written notice of any policy cancellation within two business days of their receipt of such notice.

H. Failure to Maintain Insurance
Failure on the part of Team-Tomorrow, LLC to maintain the insurance as required constitutes a material breach of contract, upon which 4 The Love Foundation and/or City of Olympia may, after giving five business days' notice to Team-Tomorrow to correct the breach, immediately terminate this Contract or, at its discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to 4 The Love Foundation and/or City of Olympia on demand, or at the sole discretion of 4 The Love Foundation and/or City of Olympia, offset against funds due Team-Tomorrow from 4 The Love Foundation and/or City of Olympia.

I. 4 The Love Foundation and City of Olympia Full Availability of Agency Limits
If Team-Tomorrow maintains higher insurance limits than the minimums shown above, 4 The Love Foundation and City of Olympia are insured for the full available limits of

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Commercial General and Excess or Umbrella liability maintained by Team-Tomorrow, irrespective of whether such limits maintained by Team-Tomorrow are greater than those required by this Contract or whether any certificate of insurance furnished to 4 The Love Foundation and City of Olympia evidences limits of liability lower than those maintained by Team-Tomorrow.

9. Legal Compliance

The Parties acknowledge and understand that they must be able to fulfill their responsibilities under this Memorandum in accordance with the provisions of the law and regulations that govern their activities. Nothing in this Memorandum is intended to negate or otherwise render ineffective any such provisions or operating procedures. The Parties assume full responsibility for their performance under the terms of this Memorandum.

If at any time either Party is unable to perform their duties or responsibilities under this Memorandum consistent with such Party's statutory and regulatory mandates, the affected Party shall immediately provide written notice to the other Party to establish a date for resolution of the matter.

10. Limitation of Liability

No rights or limitation of rights shall arise or be assumed between the Parties as a result of the terms of this Memorandum.

11. Notice

Any notice or communication required or permitted under this Memorandum shall be sufficiently given if delivered in person or by certified mail, return receipt requested, to the address set forth in the opening paragraph or to such address as one may have furnished to the other in writing.

12. Governing Law

This Memorandum shall be governed by and construed in accordance with the laws of the State of Washington.

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This agreement shall be signed by 4 The Love Foundation and the Team-Tomorrow, LLC and shall be effective as of the date first written below.

_____ _____

Christen Greene – owner, Team-Tomorrow, LLC (Date)
3701 Pacific Ave SE #403
Olympia, Wa 98501

DocuSigned by:
996D5D3CE39044B... 10/5/2022

Nicole Andres, Vice President
4 The Love Foundation (Date)
3226 Hoadly St SE
Olympia, Wa 98501

COMMUNITY ENGAGEMENT

- 37 paid staff
- 22+ volunteers
- 90% of paid staff were local
- 100% of volunteers were local
- 9 local food vendors

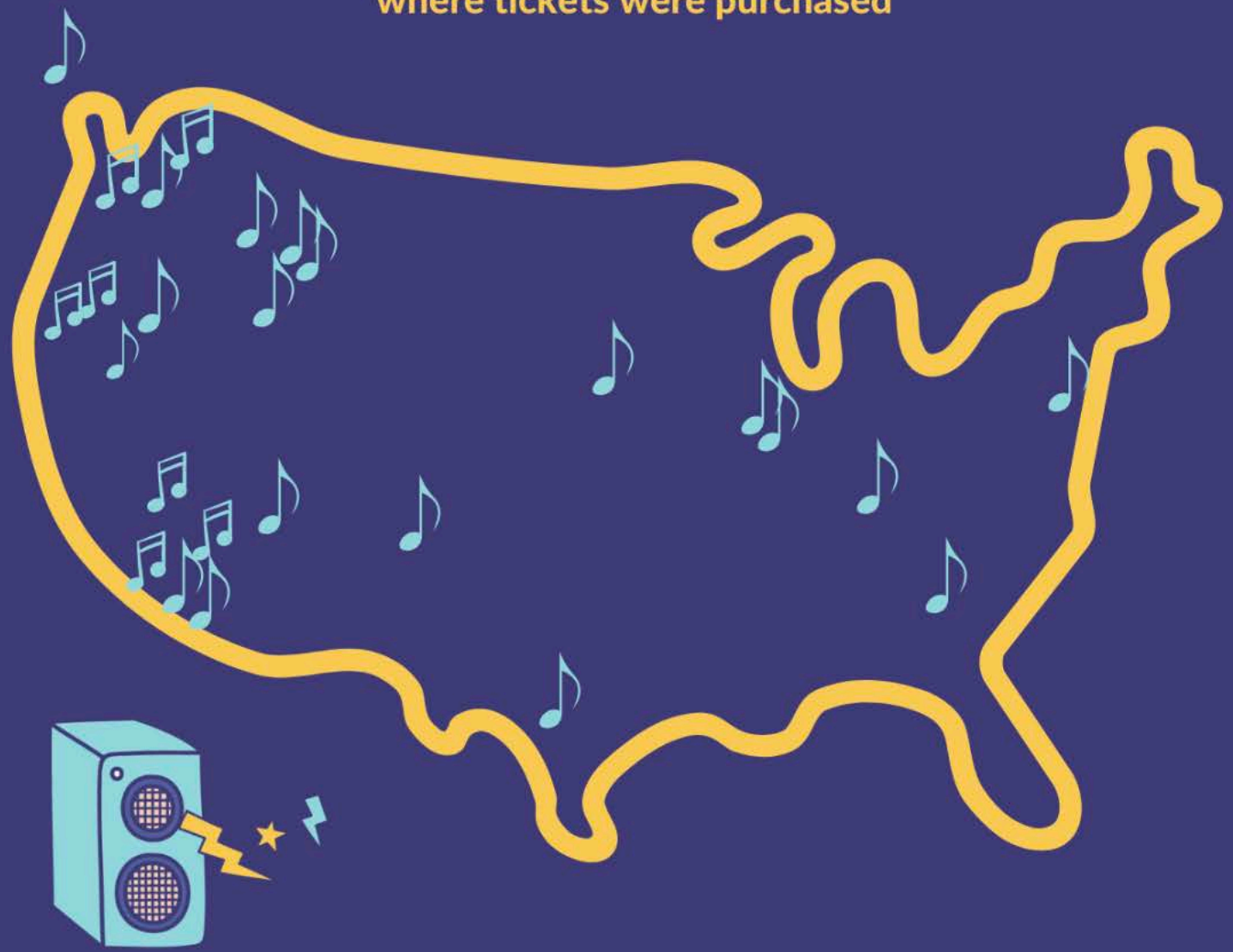
100% of staff and volunteers have signed up to return for next year's festival

Our **partnership with the non-profit, 4 The Love Foundation raised over $14,000** for hyper-local mutual aid in Thurston County

As a Festival **we patronized** the following local businesses:

The Brotherhood
Express Employment
Old School Pizzeria
Star Rentals
Lowe's of Olympia
Home Depot of Olympia
Safeway of Olympia
Meconi's
Hash
Herc Rentals
KYG/KAYO
Waves Crashing
Water Buffalo
Oh, Rose
Cap City Presents
3 Magnets Brewing
Olympia Salsa
Capital West Limo
Magic Kombucha
The Olympia Farmers Market
Dancing Goats Coffee
Uhaul of Olympia
Headless Mumby Brewing
The Cider Barrel
Dozens of Uber and Lyft Drivers
Pffc Oyster Boys
Ethan Tucker Band
Eat Drink and See Oly
The DoubleTree by Hilton
The City of Olympia
The Port Taco Truck and Cantina

Locations outside of Oly/Lacey/Tumwater where tickets were purchased



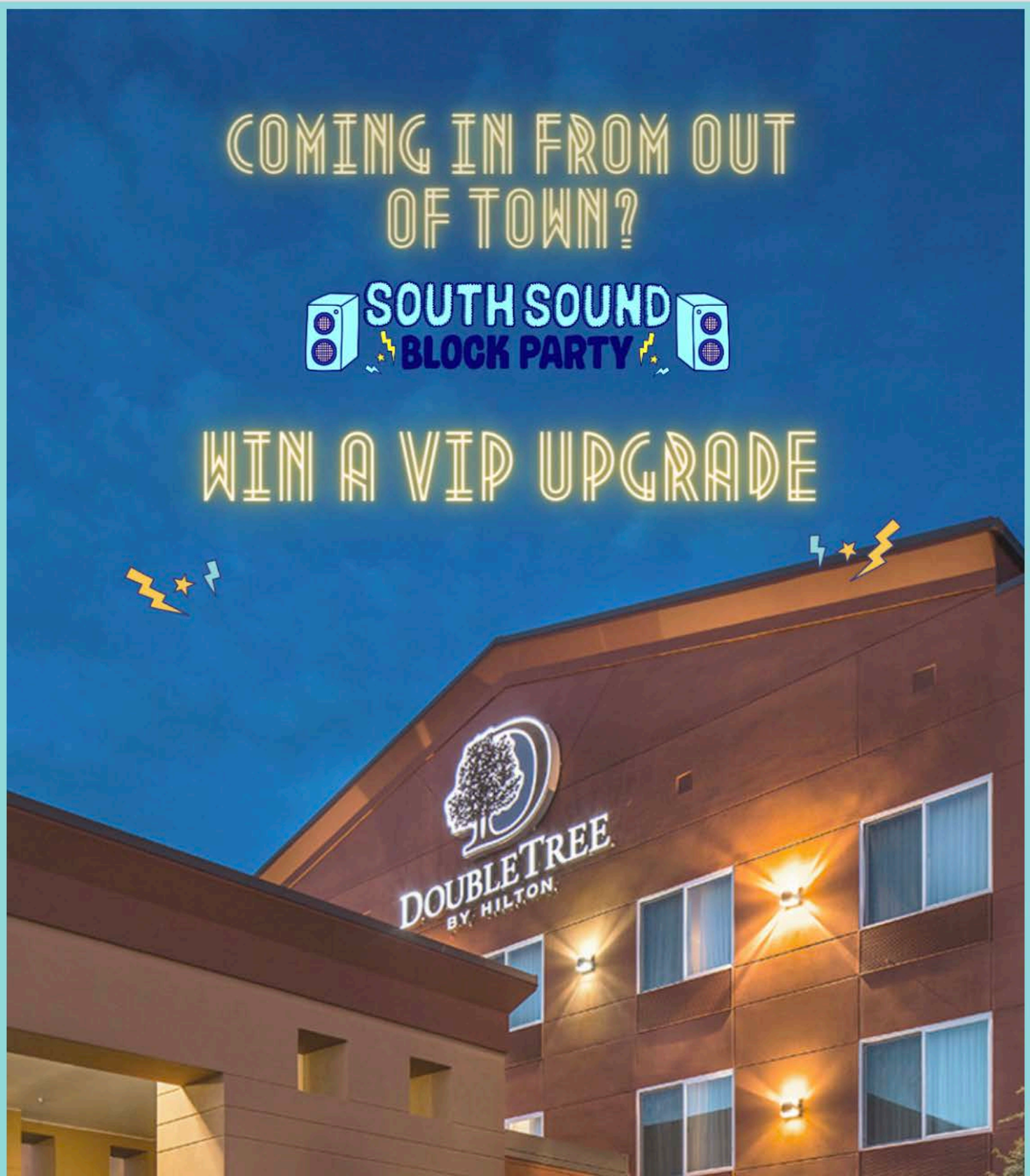
DATA ON HOTEL ROOMS

- Our official host hotel, The Doubletree by Hilton **sold out Thursday August 25 - Sunday August 27th, 2022**
- **We purchased over 35 rooms** for bands, crew and on-site staff
- At least 5 staff members paid for AirBandBs for their weekend employment
- At least 3 staff members camped in nearby campgrounds

We booked 12 hotel rooms from the following zip codes via our website link:

10596 - Verplank, NY
97214 - Portland, Or
98115 - Seattle, Wa
60618 - Chicago, Il
98103 - Seattle, Wa
97232 - Portland, Or
98271 - Seattle, Wa
98310 - Seattle, Wa

Over 33k unique visits & 100+ clicks to the hotel links from our website


COMING IN FROM OUT OF TOWN?
SOUTH SOUND BLOCK PARTY
WIN A VIP UPGRADE
DOUBLETREE BY HILTON

Our host hotel is 3/4 mile from our Main Stage. **CLICK HERE FOR A RATE at The DoubleTree by Hilton.** Enjoy a great central location to not only the festival, but the water, Olympia's historic Farmer's Market, bars and restaurants. **Reserve a room through us and be entered to win a free, VIP Upgrade** to SSBP23.

Some other suggestions on where to stay:

La Quinta - Tumwater

Best Western Olympia, Tumwater

Hilton Garden Inn - Olympia

Olympia Hotel at Capitol Lake

Red Lion Inn & Suites

southsoundblockparty
Olympia, Washington

southsoundblockparty Exploring Olympia's Gems! 🌟
#NotAnAd

The amazing SSBP23 staff shared their top Olympia spots, and we're blown away!

Start your day with a RevMo coffee (with a side of chopper), chill at Broho for a cold one, or have a picnic at one of our fantastic parks.

There's so much to do in Olympia and beyond!

Have a go-to spot we missed? Share it with us! 😊

2w

roqqqsiii @revmochoppers is now on my morning commute route and they have breakfast sammies. Life savers!

roqqqsiii
Roxy Boggio

1,416	1,154	1,648
posts	followers	following

Boost post

Post

Message

Following

2023

SOUTH SOUND BLOCK PARTY

PORT OF OLYMPIA, WA —— AUGUST 25TH & 26TH

Tune-Yards

JAKE WESLEY ROGERS

BALTO ✸ Daisies ✸ Kelsey Magnuson
Oranj Goodman —— Os Mutantes
Skating Polly ✸ Sub-Radio ✸ Sunny War
Terror/Cactus —— The Lowest Pair
The Moss —— Them Badgers
Wild Powwers —— Wildermiss

PORT of OLYMPIA · etix · SPSCC South Puget Sound Community College · 4 THE LOVE FOUNDATION · Olympia & Beyond

Juneteenth Celebration

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Fred U Harris Lodge #70

Event/ Activity/ Program Name *

Juneteenth Celebration

Event Location

Regional Athletic Complex, 8345 Steilacoom RE, SE, Lacey, WA 98513

Event Date

06/15/24

Amount Requested*

$10,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-6058182

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

This event commemorates and celebrates an historical event that occurred in our nation, USA, in 1865 and is celebrated nationally since the federal recognition of the event in 2021. Fred U. Harris Lodge #70 has celebrated this event featuring games and food free to the community. This year's event, 2023, brought over 1500 people from the Cities of Lacey, Tumwater, Olympia, Tacoma, Seattle, and Portland.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Resources of the event comes from businesses and organization operating within the greater Lacey area. Resources will continue to come from these sources. Each year this event has grown in attendees and is anticipated to be larger than the over 1500 attendees to the 2023 event. This will result in use of more resources.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Fred U. Harris Lodge is composed of men of various race, nationality and culture, which is exposed through the various community events sponsored by the lodge.

The Juneteenth Event marks a moment in history where are all citizens became free to pursue life and happiness and this event celebrates freedom of all citizens.

The lodge has sponsored Juneteenth for over 40 years and has attracted people of all makes through its community giving.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

Portions of the funds will be used to increase promotion of event in various media sources, to include outreach activities to other groups businesses and individuals, who can contribute to promoting the event within their span of contact and resources.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

5

Unpaid Overnights*

15

Visits by Day Travel*

200

Other Attendance*

1300

Out-of-State Visitors*

5

How Many Attendees*

1,800

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

Franz Bakery Northwest Meats Safeway Distributors

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

Success of event will be measured by, 1. Number of Attendees, 2. Participating Vendors 3. Community Feedback 4. Assessment of deliverables a. Quality and quantity of food items b. Preparation and Staging c. Participants engagement in event activities

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$20,000.00

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

Yes

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

100%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

The bulk of the funding will be used to purchase food items that include, 1. Pork Ribs 2. Chicken 3. Hot Dogs (including buns) 4. Hamburger (including buns) 5. Condiments (ketchup, mustard, relish, etc.) 6. Side Dishes such as, a. A starch sources (Mac and Cheese, potatoes, etc.) b. Vegetable sources (salad, collard greens, string beans, etc.) c. Fruits (melons, apples, etc.) 7. Liquids (water, soda, fruit punch, coffee, tea, etc.) 8. Eating utensils *2023 event feed over 1300 people at a cost of over $9,000.00 in food cost alone.

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13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

City of Tumwater

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

City of Lacey - LTAC
City of Tumwater - LTA
Pearl Foundation

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15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

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16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

LTAC - up to $10,000.00

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17. Is this application for new funds?*

Yes

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18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

06/15/24

Lacey Market at the Depot

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

City of :Lacey

Event/ Activity/ Program Name *

Lacey Market at the Depot

Event Location

5700 Lacey Blvd. SE, Laecey, WA 98503

Event Date

05/03/24

Amount Requested*

$15,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

910819427

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

It is a market event series, scheduled for 2 events per month; starting late April to end of October 2024. It is a venue to support local/micro businesses to increase sales and brand recognition. It provides a place/activity for community members to check out the offerings and enjoy each other's companionship. 2024 will be the third year for these events. We are planning 12-14 half-day events. In 2023, our events averaged 600-700 people attendees. Majority of the attendees are local, but we do have visitors from Thurston County, Mason County, and Pierce County take part in the market events.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

We list the event dates and description on the City website. A week or 2 weeks before each event, we do multiple social media posts to let folks know of the event. Our social media tool has over 7,000 followers. Our events have been featured in local media outlets, like the Thurton Talk and JOLT.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Market Events are free to attend; all are welcome. The events are designed to be family-oriented events with multiple kids (and pets) and family activities like face painting and costume contest (October event). We organized live entertainment acts such as musician and magician to provide a festive atmosphere. The event location has handicap parking spaces for those that need them. On the safe (safety) aspect, we have volunteers that assisted us to create a safe and orderly parking area. We are mindful of extension cords and other barriers that might cause accident and attempt to reduce those risks.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With this additional funding, we can provide more entertainment and activities to draw more folks to Lacey. With this higher attendance number, we will have more people from "out-of-town:" coming to these events. With more attendees, we will have more vendors and building out these events. The hope is to build this market event series into a recognized regional event series and attract attendees and vendors from multiple counties.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

10

Unpaid Overnights*

20

Visits by Day Travel*

100

Other Attendance*

500

Out-of-State Visitors*

10

How Many Attendees*

700

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5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

Aside from bring folks to the events, this project partner with small (and local) businesses to make these market events possible. Our goal is to partner with about 50 vendors at each event: from food truck vendors to home-made earring designers. In 2023, we have averaged about 30/35 vendors per event. With the additional fund from the Lodging Tax, we hope to attract more business vendors to assist them to increase their revenue and build their business.

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6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

Our goal is to make this market event series sustainable. We are investigating into ways to make it sustainable without scarifying our results. We are looking into vendor fee and entertainment sponsorship. The measure of success for the market event series are the increase revenue of the business vendors and the increase attendees at each of the event. Success is when the market events become regionally known and create excitement for the Lacey community.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

50,000.00

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

30%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

live entertainment acts -$8,000 kid activities - $3,000 other activities (i.e., photo booth) - $1,200 portable toilets - $800 event coordination - $2,000 TOTAL - $15,000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

vendor fee
sponsorship
grant
vendor sale percentage
donation

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

economic development fund - $35,000

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

expanding the market and making it into a regional market event

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

14

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

04/28/24

4:52 5G

City of Lacey, Washington -...

Posts About Videos More

City of Lacey, Washington - Government

35m ·

Planning a #Staycation this weekend? Stop by our #FirstFriday event and get a great start!

FRI, SEP 1 AT 5 PM AND 1 MORE

First Fridays @The Depot

Lacey Food Truck Depot

Interested

Daisha is interested

2024 Lodging Tax Funding Applications for Events

2024 Lodging Tax Funding Applications

Table A

Lodging Tax Funding Applications for Events

	Applicant Name	Event Name	Amount Requested	Location	Duration of Event	Estimated Visitors from Funding
9	American Lung Association	Reach the Beach	$15,000	Lacey	1 day	500
10	Lacey South Sound Chamber of Commerce	Lacey South Sound Chamber Golf Classic	$5,000	Lacey	1 day	250
11	Washington State Senior Games	Washington State Senior Games	$15,000	South Sound	60 single days	2,000
12	Lacey South Sound Chamber of Commerce	Lacey South Sound BBQ Festival	$20,000	Lacey	1 day	22,000
13	Lacey South Sound Chamber of Commerce	Winterfest- Sip, Savor, and Shop	$5,000	Lacey	1 day	600
14	City of Lacey: Parks, Culture, & Recreation	Glow in the Park	$25,000	Lacey	1 day	7,498
15	Oly Soccer Foundation	Oly Town Soccer	$55,000	Lacey	20 single days	10,000
16	Spouses' Club of Lewis-McChord	Kris Kringle Market	$12,500	Lacey	2 days	4,000
17	Gateway Rotary Club	Bunkers, Balls, & Birdies	$5,000	Olympia	1 day	143
18	Deschutes Rugby Club	2023 Men's Division 1 & Women's Division 2 Rugby Season	$66,044	Lacey		150
		Total Amount Requested for Events	**$223,544**			

Reach the Beach

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

American Lung Association

Event/ Activity/ Program Name *

Reach the Beach WA

Event Location

Starting location is Lacey, WA. Finish line in Westport, WA

Event Date

09/28/24

Amount Requested*

$15,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

13-1632524

City of Lacey Business License Number *

KNWDMEVEDXL3

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Reach the Beach WA is a fundraising event benefiting the American Lung Association supporting the mission to save lives by improving lung health and preventing lung disease through research, education and advocacy. RTBWA is a point to point 100-mile cycling event from Lacey, WA to Westport, WA with 4 distance options. It is a fully supported, fast and flat, end of season, in-person ride. In 2023, RTBWA is trending to have over 350 participants, with 90% participating outside of the Lacey 50 mile radius (50% from PDX zip codes and 50% from SEA zip codes) Along with established partnerships with the City of Westport LTAC, Grays Harbor LTAC, City of Olympia LTAC and Experience Olympia and Beyond, participants are recruited through a marketing plan consisting of digital marketing, sponsorship visibility and grassroots recruiting targeting Seattle, Tacoma, Olympia and Portland. Dual event marketing with Reach the Beach OR ensures year-round exposure for this event. Additionally, with the growth of the Reach the Beach brand in 2024 to CA, participant passport registration and cross promotion of events will be encouraged. In 2024, we will also partner with a bike rental company, that will appeal to out of state participants who don't wish to transport their bike. Finally, media advertising and sponsorship through KIRO 7 and Hubbard Radio (98.9 KPNW and MOViN 92.5) ensure TV and radio promotion outside of Thurston and Grays Harbor counties. In 2024, we will be auditing options for a 2-day ride scheduled to be in 2025. Increased funding request will cover logistic company fees to scout route, schedule and build partnerships with additional communities. Preliminary drafts include Lacey hosting the overnight.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Currently, all marketing materials promote the location of the route, Lacey, WA- Westport, WA. Lodging RFP is requested through Experience Olympia & Beyond that includes a promoted room rate for participants and a Friday night packet pick-up at the host hotel. We only offer packet pickup the night before the event, which encourages out of town guests to stay near the start line. The RTBWA route includes the bike trails promoted by the Thurston Regional Planning Council and a Bike Thurston County map is provided. Lodging partners are actively promoted on social media and lodging section of the website. In addition, a partnership with Cascade Bike, ensures promotion of Reach the Beach WA at several major cycling events in the PNW, including Seattle to Portland (STP), Chilly Hilly (Bainbridge Island), and advertising in Breaking News, which is distributed to 139,000+ cyclist subscribers. Please see attachments of collateral.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Reach the Beach WA is also committed to inclusion, regardless of ability. Many of our participants ride adaptive, recumbent, or electric pedal assist bikes. Bikes and abilities of all levels are encouraged to participate. Participants ages range from teenagers to cyclists in their 80's. The American Lung Association continues to address the many health disparities that exist within the US and are largely compounded by systemic issues. Sadly, these systemic issues contribute to health disparities, including for those facing lung cancer. People of color who are diagnosed with lung cancer face worse outcomes compared to white Americans because they are less likely to be diagnosed early, less likely to receive surgical treatment, and more likely to not receive any treatment. More than half of the 31 million uninsured Americans are people of color, and research is clear that having health coverage impacts people's medical care and ultimately their health outcomes. Addressing racial disparities in healthcare coverage is critical to addressing racial disparities in lung cancer care. We are committed to address the unique needs of all populations with an understanding of the disproportionate impact of systemic racism and social injustice on the health of certain communities.

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

RTBWA is requesting contribution to the marketing and acquisition plan for 2024. Currently, the plan includes a digital lead generator campaign through social media channels, temporary staffing to manage the increase communication work load and in-kind/paid campaign through a partnership with Cascade Bike and their STP (Seattle to Portland) event. We also plan to do include radio and TV advertising leading up to the event. Additional funding requested will impact 2025 event cycle with inclusion of a 2-day ride with Lacey as the overnight location.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

175

Unpaid Overnights*

25

Visits by Day Travel*

50

Other Attendance*

25

Out-of-State Visitors*

150

How Many Attendees*

500

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

With an estimated 400 riders, another 100 volunteers and 100 spectators, Lacey should experience economic impact through retail, lodging and vendor contracts. 90% of our riders come from outside the Lacey/Olympia areas. Whenever possible, we use local vendors to contract, including food, waste, sanitation, and medics. We also communicated with area schools to offer volunteer hours for students. Finally, our rest stop locations were equipped with mission activities from supporting tobacco cessation, a school alternative to suspension program, an air quality program, and a support group for living with lung disease. We have worked with hotels to offer rates to participants and actively promote lodging to our riders through email and social media. In 2022 we reserved rooms at the Quality Inn and 2023 at Comfort Inn for our staff and volunteers. We have worked with Quality Inn, and Candlewood suites in the past as well. We also promote these lodging options to our participants.

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The Reach the Beach WA ride is in its 8th year. We are continually looking to grow this event in participation, reach and fundraising. We will determine success by looking at recruitment numbers of new riders and return riders. Our robust marketing plan includes social media, TV, Radio and grassroots efforts. In addition, we are looking to partner with a bike rental company in 2024 that will encourage cyclists from out of state to travel to PNW to ride. Looking to grow the event even further in 2025, we are requesting RFP's to grow this event into a 2-day, 200 mile cycling event, with Lacey as the halfway point.

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7. What is the targeted age group of your event?*

40 to 49, 50 to 59

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

Yes

If yes, what hotel(s) have you reserved rooms at?*

Comfort Inn

---

9. What is the total budget for your event, activity, or program?*

$175,000. 90% of the event funding comes from participant fundraising. Other sponsors providing cash spons

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

5%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. Digital Lead Generator Campaign - $5000 2. Temporary Staffing to manage added communication from digital campaign $2500 3. Radio - $3000 4.Partnership with Cascade Bike $3500 5.Event company RFP for 2-day event in 2025 $17,500

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13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

City of Olympia 15K, Grays Harbor 15K, City of Westport 15K

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

1.$110K in Fundraising
2. $25K in Sponsorship (including 5K from City of Lacey)
3. $10K in Registration fees

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

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16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

2022/2023, 5000

---

17. Is this application for new funds?*

No

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18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

In addition to the marketing funding that the Lacey LTAC has assisted with last year, we are requesting assistance with developing a new 2-day route for event year 2025, including Lacey as the overnight location.

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

09/28/24

5460	Media/Adv	$ 14,000.00	**Media & Advertising**	
			$ 5,000.00	Social Media Lead Generator Campaign
			$ 2,500.00	Temporary staffing to manage added commu
			$ 3,000.00	Radio advertisting campaign
			$ 3,500.00	Cascade Bicycle Club Partnership
5200	Profession	$ 17,500.00	**Professional and Consulting fees**	
			$ 17,500.00	Event Company RFP for 2-day event in 2025

unication from lead generator campaign

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

05/05/2023

AMERICAN LUNG ASSOCIATION
CORPORATE CREATIONS NETWORK INC
707 W MAIN AVE STE B1
SPOKANE WA 99201-0631

UBI Number: 601 301 561
Business Name: AMERICAN LUNG ASSOCIATION
Expiration Date: 06/30/2024

Greetings CORPORATE CREATIONS NETWORK INC,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

To file online, request certified copies and certificates, conduct searches, subscribe to corporation and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

If you have questions, need assistance, or would like to provide feedback, please visit the Corporations Division website at www.sos.wa.gov/corps email corps@sos.wa.gov or call 360-725-0377.

Sincerely,
Washington Secretary of State
Corporations and Charities Division
corps@sos.wa.gov

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GREENLAYER

American Lung Association.

Reach the Beach Cycle For Air

Reach the Beach Washington

September 30, 2023

Fully Supported | 4 route distances

Our mission is to save lives by improving lung health and preventing lung disease through research, education and advocacy.

Washington Routes

Lacey	100 miles
Olympia	78 miles
Elma	44 miles
Aberdeen	24 miles

Finish in Westport, WA!

Come Along for the Ride!

Rehydration Stops
Complimentary Meals
Mechanical Support
Baggage Transfer
Support Vehicles
Bus Transfer Back to Start
(additional fees applies)
Medical Support

Register today at ReachtheBeachWA.org

206-512-3283 | RTBWA@Lung.org

Media Sponsor: KIRO 7 CARES

Gold Sponsor: Mi Foundation, Milgard

Local Sponsors: City of Lacey, Experience Olympia & Beyond, Unforgettable Grays Harbor Washington, City of Westport Washington, Olympia

American Lung Association.

Reach the Beach

Cycle For Air

September 30, 2023

ReachtheBeachWA.org

Lacey South Sound Chamber
Golf Classic

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey South Sound Chamber of Commerce

Event/ Activity/ Program Name *

Lacey South Cound Chamber Golf Classic

Event Location

Capitol City Golf Course, Lacey, WA

Event Date

05/10/24

Amount Requested*

$5,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-0842081

City of Lacey Business License Number *

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The Lacey South Sound Golf Classic is one of the premier golf tournaments in Thurston County. We attract almost 150 golfers for the day and over 30 sponsoring businesses. Our promotions for the tournament are geared to people who are looking for a day trip, over-night experience, a stay-cation with their family and participation in the event. We will work with our marketing partners in Grays Harbor, Kitsap, Lewis, Mason, Pierce and Thurston counties to promote attendance from their communities. This tournament has a long standing history of bringing guests in from all of these areas.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

We work with local businesses to supply everything we need to put on this event. From decor to rental items along with food and beverages. Many of these businesses we work with and others have tents set up to share business information, encourage participation in activities and share food or gifts to all who attend the event. Many folks attending the tournament will go to local restaurants and coffee shop prior to the event in the morning and many go out for dinner or drinks after the event. They also stop at local stores the day of to pick up any needs they may have for the tournament.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Lacey South Sound Chamber welcomes people from all walks of life to our events. We pride ourselves in creating a welcoming enviroment starting with our vistor center that welcomes anyone and everyone into Lacey. We do this by creating an enviroment of mutual respect, we are open to other cultures and experiences, we ask for input from others and we dont assume, we allow paticipants to self identify.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

We will use the funds to help market the event and draw in participants from out of town. The particpants will typically stay over night in Lacey and will also frequent Lacey'd restaurants, coffee shops and local businesses.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

12

Unpaid Overnights*

20

Visits by Day Travel*

185

Other Attendance*

15

Out-of-State Visitors*

4

How Many Attendees*

250

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

We have partnered with a number of business including but not limited to, Chicago Title Company, Candlewood Inn and Suites, Keller Williams Real Estate, Twin Star Credit Union, Heritage Bank, The Law Offices of Harold Carr, Pardiman Productions, Original House of Donuts, ThurstonTalk, The Rants Group and many more. As you can tell our tournament brings together all different types of businesses and particpants for a day of fun and networking on the golf course.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

By the number of players and sponsors.

---

7. What is the targeted age group of your event?*

20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69, 70 to 79

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$20,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

25%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Venue cost to Capitol City Golf Club- $5,000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Event Sponsors-
The Law Offices of Harold Carr
Twinstar Credit Union
The Rants Group
Chicago Title
Oly Ortho

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

LTAC Funds for $5,000

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

05/10/24

LACEY
SOUTH SOUND CHAMBER
Annual Golf Classic

2022 Golf Classic Sponsorship Form

Date: Friday, May 13th
Location: The Golf Club at Hawks Prairie
Time: 8:00am – 2:00pm

Name of Business/Organization: _____

Contact Name: (First) _____ (Last) _____

Email: _____ Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Please fill in the appropriate information below that applies to your involvement.
Circle level of sponsorship.

Tournament Sponsors	Cash/Check/CCC	AMOUNT
Venue		$3000
Signage		$1500
Apparel		$1500
Golf Cart		$1000
Hole in One		$750
Water Sponsor		$500
Chipping & Putting		$500
Beverage Sponsor		$500
Driving Range		$500
Trophy & Awards Sponsor		$500
Birdie Bag Sponsor		$300
Breakfast Sponsor		$150
Weather Sponsor		$100
Hole		$500

Venue Sponsor ($3000):

- Company logo on all printed materials, advertisement, and tournament banner
- Company logo presented at golf tournament
- Company logo presented at golf award ceremony
- Company logo and name recognized at Chamber monthly functions
- **Complimentary golf team**admissions
- **Complimentary hole space** at tournament for business booth/tent
- Customize stake sign(s) at tournament
- Other desire marketing & promotional benefits can be discussed

Signage Sponsor ($1500):

- Company logo on all printed materials, advertisement, and tournament banner
- **Complimentary two golfers** admissions
- **Complimentary drink ticket and lunch**
- Customize stake sign at tournament

Apparel Sponsor ($1500):

- Company logo on all printed materials, advertisement, and tournament signage
- Company logo featured on the sponsored apparel item (hat, t- shirt, or vest)
- **Complimentary two golfers** admissions
- **Complimentary hole space at tournament** for business booth/tent
- **Complimentary drink ticket and lunch**
- Customize stake sign at tournament

Cart Sponsor ($850):

- Company logo on all printed materials, advertisement, and tournament signage
- Company logo on all tournament golf carts
- **Complimentary two golfers** admissions
- **Complimentary drink ticket and lunch**
- Customize stake sign at tournament

Hole in One Sponsor ($750):

- Company logo on all printed materials and event tournament banner
- Customize stake sign at Hole in One
- **One (1) complimentary golfer admission**
- **Complimentary hole space** at tournament for business booth/tent
- **Complimentary drink ticket and lunch**
- Customize stake sign at Hole in One

Chipping/Putting Sponsor ($500):

- Company logo on all printed materials and event tournament signage
- **One (1) complimentary golfer admission**
- **Complimentary drink ticket and lunch**
- Customize stake sign at hole space

Driving Range Sponsor ($500):

- Company Logo on all printed materials and event tournament signage
- **One (1) complimentary golfer admission**
- **Complimentary hole space** at tournament for business booth/tent
- **Complimentary drink ticket and lunch**
- Customize stake sign at water hole space

Trophy and Award Sponsor ($450):

- Company Logo on all printed materials and event tournament signage
- **Complimentary drink ticket and lunch**
- Signage by Club House

Birdie Bag Sponsor ($250 in-kind trade):

- Company sponsors tote bags for golfers, sponsors, and volunteers

Breakfast Sponsor ($150

- Logo recognition on all printed materials and event tournament signage
- Signage at breakfast service table at club house

Weather Sponsor ($100):

- Company Logo on all printed materials and event tournament signage
- **Complimentary drink ticket and lunch** by Club House

Hole Sponsor ($500):

- Company Logo on all printed materials and event tournament signage
- **Complimentary drink ticket and lunch**
- Customize stake sign at designated hole space

Questions? Contact us at: 360-491-4141
Mailing Address: 420 Golf Club Road SE, Lacey, WA 98503
Primary Contact: Blake Knoblauch, Executive Director

BUSINESS INFORMATION

Business Name:
LACEY SOUTH SOUND CHAMBER OF COMMERCE

UBI Number:
601 043 368

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Principal Office Mailing Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Expiration Date:
10/31/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

Charitable Corporation:
☐

Nonprofit EIN:
91-0842081

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Mailing Address:

2023 SOUTH SOUND CLASSIC

2023 GOLF CLASSIC PHOTOS PROVIDED BY CLAIR FERRIS

TOURNAMENT HIGHLIGHTS

"On Friday, May 12, Capitol City Golf Club hosted hole sponsors and golfers from all over the pacific northwest as the Lacey South Sound Chamber held their annual South Sound Classic golf tournament.

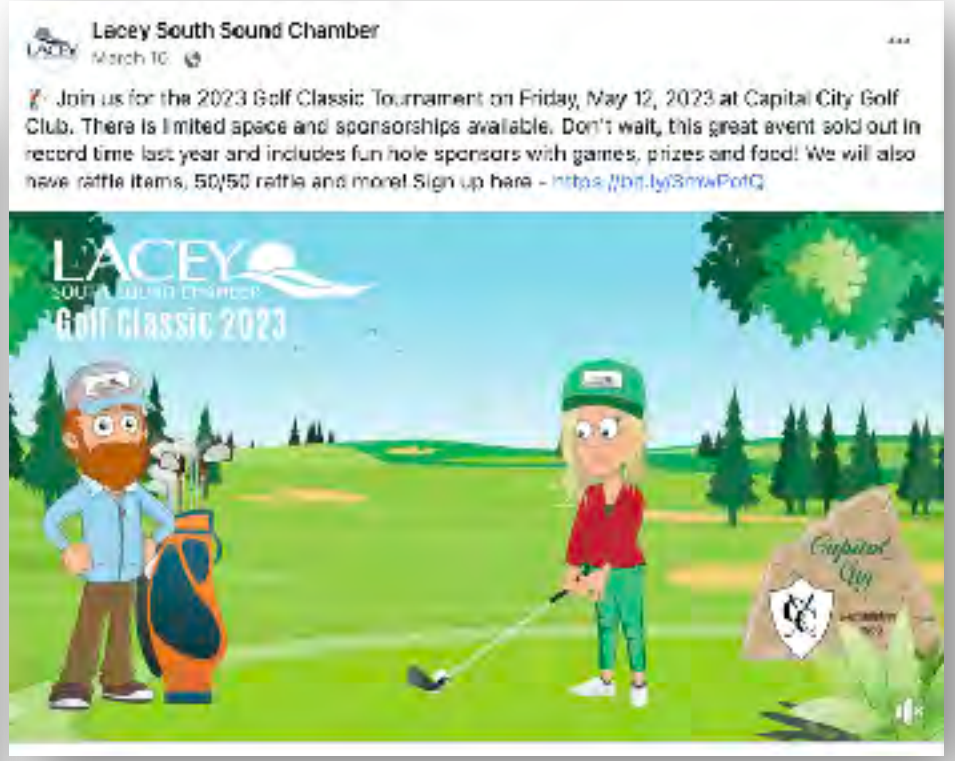
This community event promoted local businesses, brought golfers to the Lacey area, and they stayed with family, friends and in area hotels."

2023 GOLF CLASSIC PHOTOS PROVIDED BY CLAIR FERRIS

Attendees Traveled From: Canada, Idaho, Pierce & Thurston County
Local Businesses Involved: 45
Attendee Count: 148

2023 GOLF CLASSIC PHOTOS PROVIDED BY CLAIR FERRIS

FACEBOOK HIGHLIGHTS



PROPOSED 2024 GOLF CLASSIC - MARKETING EXPENSES

EXPENSE	AMOUNT
Decorations	$100.00
Event Coordination/Marketing	$7,500.00
Food and Beverage	$6,000.00
50/50 Raffle Prize	$400.00
Hole in One Insurance	$250.00
Supplies	$500.00
Trophies/Awards	$100.00
Venue	$7,000.00
Signage	$1,500.00
Staffing	$4,000.00

2023 GOLF CLASSIC PHOTOS PROVIDED BY CLAIR FERRIS

Washington Senior Games

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Washington State Senior Games

Event/ Activity/ Program Name *

Washington State Senior Games

Event Location

South Sound (various)

Event Date

06/15/24

Amount Requested*

$15,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-2073918

City of Lacey Business License Number *

Applied for a non-profit business license for Lacey with DOR on 8/29/2023

Tourism Promotion Activities	Tourism-Related Facility	Events/Festivals
☐	☐	☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Each year the Washington State Senior Games, a volunteer-only 501(c)(3) organization, hosts the Washington State Senior Games, a sports competition earmarked for "senior" men and women. Over the years, the Games consistently attract the largest gathering of senior athletes in the state, with activities held in venues throughout Tumwater, Olympia, and Lacey. Our highest number of competitors was in 2018 with just over 2,000 athletes. The competitors travel from throughout the northwest, some from around the country, to the South Sound to compete in twenty-four different sports in an atmosphere promoting health, physical fitness, competition, and companionship. It is the vision of the Washington State Senior Games that our greatest natural resource is our senior citizens whose lives are rich with experience and vision, and who, perhaps most importantly, are inspirational in the lives of the following generations. 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 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. Having a goal of competing in our Games helps the athletes focus on preparing physically and mentally to be successful. It's a reason to get up each morning and something they look forward to each year, not only for the competition, but the chance to travel to the South Sound and to enjoy our wonderful area.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The Senior Games attracts senior participants who tend to have higher than average disposable income and will spend those resources in Lacey's motels, restaurants and business establishments. Lacey lodging establishments will be listed on our website (and linked to the hotel websites), in our e-newsletters that are published prior to the Games, and in other promotional materials such as our event guide. At each of our venues, we will have copies of the Experience Olympia & Beyond Guide available to help athletes find places to each, stay, and visit in the area. This helps them not only for their current visit, but for helping to plan their return next year. 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. One of the members of our Board of Directors became a "certified tourism ambassador" in May and, with her assistance, we will look for opportunities to promote Lacey and other attractions in the Lacey area to encourage tourists to visit the South Sound region.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Each year, we receive many positive comments after the Senior Games thanking us for the opportunity to compete in the wide variety of sports. The positive spirit and goodwill among all those participating in the various competitions is one of the reasons the athletes continue to make the journey to the Lacey area each year to participate in the Washington State Senior Games. All competitors are welcomed, respected, and treated as winners for their accomplishments.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

A significant number of our popular events are held at venues in Lacey, including soccer and pickleball. As a result, many participants travel to and stay in motels that are close to these event sites. In the case of the Senior Games, the word "participants" includes the competing athletes, plus family and friends that accompany them, plus officials and volunteers. Approximately 60% of the participants and their families come from all over the State, and 20% come from other states and Canada. Many of these competitors, their families, and officials stay in local motels, eat in local restaurants, and enjoy the many amenities of the local area.

The main events held in the Lacey area, pickleball and soccer, are both multi-day events. For 2023, we had a record number of pickleball players with just over 500 participants. We had 19 soccer teams competing with an average of 16 players per team. The funds received will help us continue to host these events each year and continue to increase the number of people traveling to Lacey and the Lacey UGA.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

400

Unpaid Overnights*

300

Visits by Day Travel*

500

Other Attendance*

800

Out-of-State Visitors*

300

How Many Attendees*

2,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The influx of competitors, their families, and officials staying in local motels, eating in local restaurants, and enjoying the many amenities in and around Lacey definitely appeals to the businesses in the community. The excitement and energy of the athletes inspire others around them. Many volunteers and organizations from the community support the Games by helping at our events. We partner with organizations and staff associated with the venues for our various events to help make the events successful. We have also partnered with Experience Olympia and Beyond, with members of their staff helping to produce the Athlete's Event Guide for 2023. In addition, we have worked with a local business within the City of Lacey for our medals, athlete t-shirts, and promotional materials.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The success of our events will be measured by realizing an increase in # of participants & teams along with receiving positive feedback. Each of our separate events are successful by making the competition a positive experience for all participants, inspiring them to return each year and to spread the word to others be part of the Washington State Senior Games. With 2024 being a qualifier for the 2025 National Senior Games, we are hoping to hit a record number of entries in all our sports.

---

7. What is the targeted age group of your event?*

50 to 59, 60 to 69, 70 to 79, 80 and beyond

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$146,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

10.30%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

1. Venue costs = $7,500 2. Payments to referees, officials, and judges = $2,500 3. Advertising, marketing, and promotional expenses = $2,500 4. Medals, ribbons, and athlete t-shirts = $2,500

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

Tumwater, Olympia, and Thurston County

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

1.Athlete registration fees$70,000
2. City of Olympia$20,000
3. City of Lacey$15,000
4. City of Tumwater$13,000
5.Thurston County$7,500

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Lodging Tax funds $15,000

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

Other

If other, where will the event be held? *

Lacey, Lacey UGA, Tumwater, Olympia, Shelton, Littlerock, Lakewood, Renton, University Place, and Puyallup

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

60

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

06/15/24

City of Lacey LTAC: Itemized Budget for 2024

Washington State Senior Games

Proposed: August 29, 2023

Description of budgeted item	Amount
Lacey Parks - Regional Athletic Complex soccer fields	$ 2,000.00
Lacey Parks - Rainier Vista Park tennis & pickleball courts	$ 2,000.00
Cirque - rock climbing venue, event setup/takedown, belaying	$ 3,500.00
Referees for the soccer tournament (2 days)	$ 2,500.00
Media articles, advertising, sport flyers, and eNews	$ 2,500.00
Medals, ribbons, and athlete t-shierts	$ 2,500.00
Total of proposed budgeted items	**$ 15,000.00**

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/02/2023
Effective Date: 08/02/2023
UBI #: 601 816 978

Annual Report

BUSINESS INFORMATION

Business Name:
WASHINGTON STATE SENIOR GAMES

UBI Number:
601 816 978

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
7243 TWIN CEDAR LN SE, TUMWATER, WA, 98501-5677, UNITED STATES

Principal Office Mailing Address:
PO BOX 14547, TUMWATER, WA, 98511-4547, UNITED STATES

Expiration Date:
09/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/10/1997

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC, PRESENTATION OF ATHLETIC COMPETITION FOR SENIORS 50 AND OVER

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000?
- Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-2073918**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

DIANNE FOSTER	7243 TWIN CEDAR LN SE, TUMWATER, WA, 98501-5677, UNITED STATES	7243 TWIN CEDAR LN SE, TUMWATER, WA, 98501-5677, UNITED STATES

PRINCIPAL OFFICE

Phone:
3604130148

Email:
DIANNE@WASENIOR.GAMES

Street Address:
7243 TWIN CEDAR LN SE, TUMWATER, WA, 98501-5677, USA

Mailing Address:
PO BOX 14547, TUMWATER, WA, 98511-4547, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		NANCY	MOSS
GOVERNOR	INDIVIDUAL		FRANCIA	REYNOLDS
GOVERNOR	INDIVIDUAL		DIANNE	FOSTER

NATURE OF BUSINESS

- ATHLETIC, PRESENTATION OF ATHLETIC COMPETITION FOR SENIORS 50 AND OVER

CHARITABLE NONPROFIT CORPORATION

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(6)? **- Yes**

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? **- Yes**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
   a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered “yes” to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:
DIANNE FOSTER
Email:
DIANNE@WASENIOR.GAMES
Address:
7243 TWIN CEDAR LN SE, TUMWATER, WA, 98501-5677, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **- No**

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
INDIVIDUAL

First Name:
DIANNE

Last Name:
FOSTER

Title:
PRESIDENT

☑ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

WSSG

www.washingtonstateseniorgames.com

Thank you to athletes, volunteers, sponsors, and fans for your continued support of the Washington State Senior Games.

EXPERIENCE Olympia & Beyond

For more information on places to eat and things to do visit
www.experienceolympia.com

SPONSORS

Aetna Healthcare
Bemer Group - Linda Watermeyer
Ben B. Cheney Foundation
City of Lacey (Lodging Tax)
City of Olympia (Lodging Tax)
City of Tumwater (Lodging Tax)
Commencement Bank
Confederated Tribes of Chehalis
Costco • Humana
Kiley-Juergens Wealth Management
Lewis-Mason-Thurston Area Agency on Aging
Mason County PUD
Olympia Federal Savings
Olympia Orthopaedic Associates
Paddle Palace • Pickleball Central
R.L. Angeline & Associates
Squaxin Island Tribe
Thurston County (Lodging Tax)
Thurston County Public Health Department
Thurston Mason County Medical Society
Valley Athletic Club
Wembley Soccer

WSSG

EVENTS FOR 2023

- Archery
- Badminton
- Ballroom Dance *Cancelled*
- Basketball
- Beach Volleyball
- Bowling
- Cowboy Action Shooting
- Cycling
- Disc Golf
- Golf
- Pickleball
- Power Walking
- Race Walking
- Racquetball
- 5 and 10K Road Races
- Rock Climbing
- Shuffleboard
- Soccer
- Softball
- Swimming
- Table Tennis
- Tennis
- Track and Field
- Volleyball

2023 GUIDE

WSSG

National Senior Games Association® PROUD MEMBER

Washington State Senior Games

June through August 2023

Event Schedule & Regional Map

Your Full Guide to the Games!

FRIDAY, JULY 21

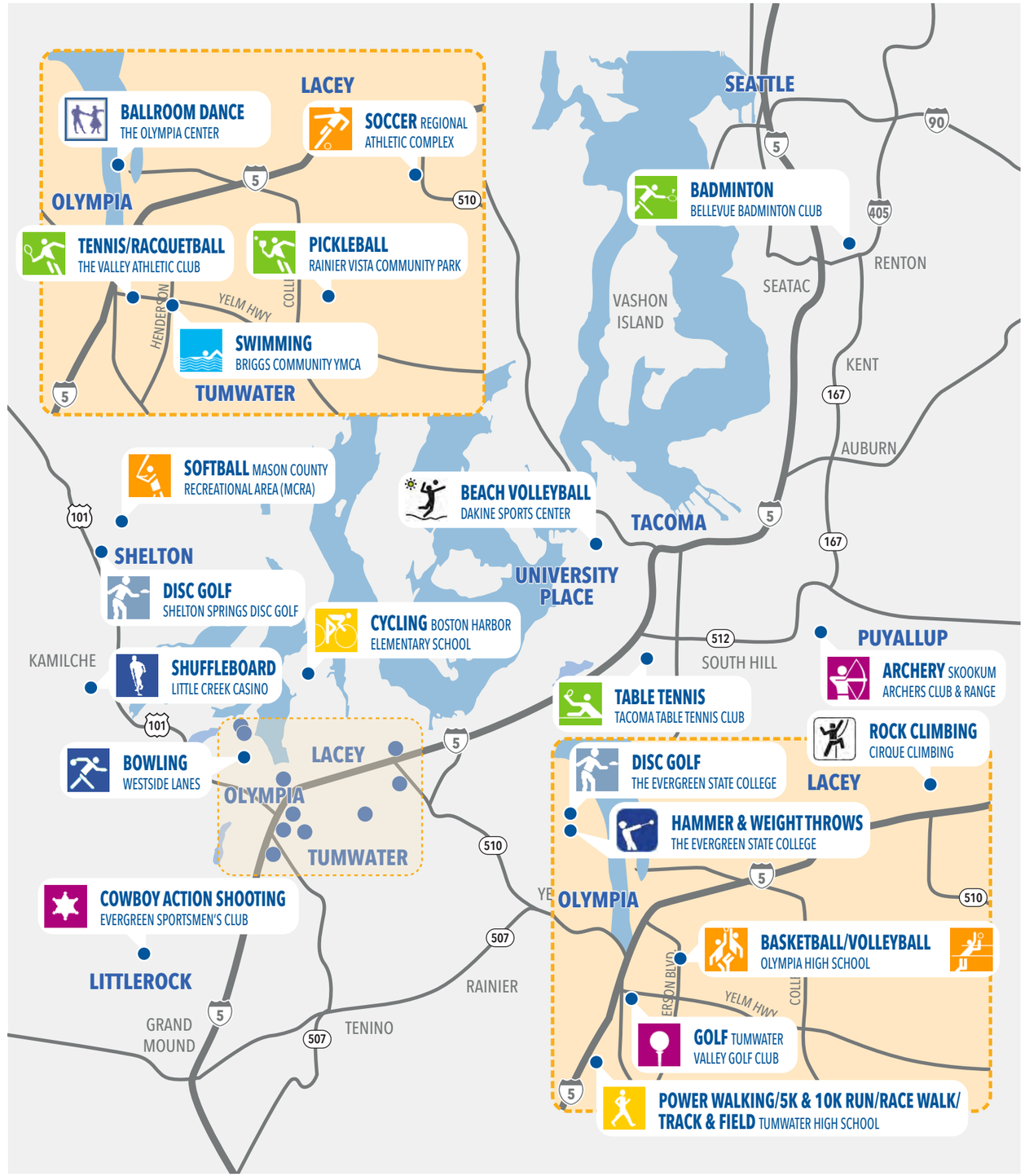
10:00 am	Rock Climbing	Rules review
10:30 am	Rock Climbing	Climbing begins

SATURDAY, JULY 22

7:30 am	Basketball	Gym opens/check-in
		Free Throw and Hot Shot
8:00 am	Power Walk	1500 Meter (on the track)
8:30 am	Softball	50+, 55+, 60+, Women
8:45 am	Race Walk	5K (on the track)
	Road Run	5K and 10K - check in at 7:30
9:00 am	Basketball	3-on-3
	Racquetball	Check-in
	Track & Field	See schedule below
10:00 am	Racquetball	Matches begin
11:30 am	Race Walk	1500 Meter
	Track & Field	***See schedule below***
9:30 am	Table tennis	Matches begin
10:00 am	Racquetball	Matches begin
11:30 am	Race Walk	1500 Meter

TRACK & FIELD EVENTS - SAT. JULY 22

8:00 am	1500M Power Walk	Women's and Men's
8:45 am	5K Race Walk	Women's and Men's
9:00 am	Discus	Women's
	Shot Put	Men's
10:00 am	200 Meter Dash	Women's and Men's
	High Jump	Women's
	Long Jump	Men's
	Pole Vault	Men's
	Discus	Men's
10:30 am	800 Meter Run	Women's and Men's
	Long Jump	Women's
11:00 am	50 Meter Dash	Women's and Men's
	High Jump	Men's
	Pole Vault	Women's
	Javelin	Women's
11:30 am	1500M Race Walk	Women's and Men's
12:00 pm	100 Meter Dash	Women's and Men's
	Shot Put	Women's
	Javelin	Men's
	Standing Long Jump	Women's and Men's
12:30 pm	400 Meter Dash	Women's and Men's
12:45 pm	Triple Jump	Men's
1:15 pm	1500 Meter Run	Women's and Men's
12:45 pm	Triple Jump	Women's
1:15 pm	1500 Meter Run	Women's and Men's
	Triple Jump	Women's



SPECIAL DATES/LOCATIONS

May 13-14	Disc Golf	Shelton Springs Disc Golf
		Evergreen Disc Golf Course
June 10-11	Table Tennis	Tacoma Table Tennis Club
June 30-July 2	Tennis	The Valley Athletic Club
July 8-9	Bowling	Westside Lanes
July 9	Cowboy Action Shooting	Evergreen Sportsman Club (Littlerock)
July 9	Archery	Skookum Archers Club & Range
July 20-21	Softball 65+, 70+, 75+, 80+	Mason County Recreation Area (Shelton)
July 22-23	Softball 50+, 55+, 60+, all women's divisions	Mason County Recreation Area (Shelton)
July 24-26	Shuffleboard	Little Creek Casino (Shelton)
July 27	Golf	Tumwater Valley Golf Club
July 29-30	Beach Volleyball	DaKine Sports Center (Tacoma)
July 29-30	Soccer	Regional Athletic Complex (Lacey)
July 30	Cycling	Boston Harbor Elementary
August 4-6	Pickleball	Rainier Vista Community Park (Lacey)
August 12	Badminton	Bellevue Badminton Club (Renton)

SUNDAY, JULY 23

8:00 AM	Volleyball	Check-in
8:30 AM	Hammer/Weight	Implement check-in
	Softball	50+, 55+, 60+, Women
	Swimming	***See schedule below***
8:45 AM	Volleyball	Captain's meeting
9:00 AM	Volleyball	Team tournament
10:00 AM	Hammer/Weight	Competition begins

SWIMMING EVENTS - SUN. JULY 23

8:30 am to 9:20 am	Warm-up
9:30 am	500 yd Freestyle
	20 minute cool-down, warm-up
Remaining events are listed in the order they will be held.	
100 yd Breaststroke	400 yd IM (deck entries allowed)
25 yd Butterfly	100 yd Medley Relay (mixed)
200 yd Freestyle	100 yd Butterfly
25 yd Backstroke	25 yd Breaststroke
200 yd Freestyle Relay (mixed)	50 yd Butterfly
50 yd Freestyle	100 yd Backstroke
200 yd Individual Medley	200 yd Breaststroke
50 yd Breaststroke	100 yd Individual Medley
200 yd Backstroke	25 yd Freestyle
100 yd Freestyle	50 yd Backstroke
	200 yd Butterfly

Lacey South Sound
BBQ Festival

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey South Sound Chamber

Event/ Activity/ Program Name *

Lacey South Sound BBQ Festival

Event Location

Huntamer Park, Lacey

Event Date

07/13/24

Amount Requested*

$20,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-0842081

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The Lacey South Sound BBQ Festival is a family friendly community event held annually in July to promote local businesses and to capture the wonderful experience of the the City of Lacey. The festival includes food vendors, retailers, non profits, breweries, wineries, restaurants, live entertainment and a large kid's zone. Through our marketing the festival draws people of all ages from all over Western Washington and showscases eat, play, stay and explore Lacey.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The BBQ Festival is truly a business to consumer event. We feature over 30 retail vendors and 15 food vendors. We showcase local breweries, wineries and ditlilleries. We work with local businesses to supply everything we need for the event, from decor, to rental items, and food and beverages. Many of our vendors have a booth at the event to showcase their goods.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Lacey South Sound Chamber welcomes people from all walks of life to our events. We pride ourselves in creating a welcoming enviroment starting with our vistor center that welcomes anyone and everyone into Lacey. We do this by creating an enviroment of mutual respect, we are open to other cultures and experiences, we ask for input from others and we dont assume, we allow paticipants to self identify. The BBQ Festival is free to attend and is welcoming to all who would like to attend. We create a safe envirmoent by partnering with the Lacey Police and Fire Department.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

We will use the funds to further our marketing campaign. We currently use web, social media, print, radio and email marketing. We market to King, Pierce, Mason, Lewis, Grays Harbor, Pacific and Thurston Counties.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

60

Unpaid Overnights*

100

Visits by Day Travel*

1000

Other Attendance*

20000

Out-of-State Visitors*

75

How Many Attendees*

22,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

We work with a number of businesess to on the BBQ Festival a few include, Celebrations, State Farm Insurance, Ricardo's, The Hub, MJR, Chicago Title, Keller Williams, Candlewood Suites, TwinStar, ACU, Red Wind Casino, and Amazon.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We will measure the success of the event by the number of participants that we have and the number of returing vendors.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

45,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

55%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Marketing $12,000 Rentals $3,000 Entertainment $3,000 Kids Zone $1,000 Beer Garden $1,000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

City of Lacey LTAC $20,000
Sponsorships $ 15,000
Vendor Sales $7,500
Beer Garden $$2,500
Brat Booth $1,250

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

In years past LTAC $20,00

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

07/13/24

BUSINESS INFORMATION

Business Name:
LACEY SOUTH SOUND CHAMBER OF COMMERCE

UBI Number:
601 043 368

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Principal Office Mailing Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Expiration Date:
10/31/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

Charitable Corporation:
☐

Nonprofit EIN:
91-0842081

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Mailing Address:

2023 LACEY SOUTH SOUND BBQ FESTIVAL

HOSTED BY: LACEY SOUTH SOUND CHAMBER OF COMMERCE

LACEY
SOUTH SOUND CHAMBER

2023 SOUTH SOUND BBQ FESTIVAL PHOTOS PROVIDED BY CLAIR FERRIS

FESTIVAL HIGHLIGHTS

"On Saturday, July 8, Huntamer Park in Lacey hosted BBQ enthusiasts from all over the pacific northwest as the Lacey South Sound Chamber held their annual Lacey South Sound BBQ Festival.

This community event promoted local businesses, brought attendees to the Lacey area, and they stayed with family, friends and in area hotels."

2023 SOUTH SOUND BBQ FESTIVAL PHOTOS PROVIDED BY CLAIR FERRIS

Attendees Traveled From: Canada, Idaho, Oregon & Western Wa
Local Businesses Involved: 65
Attendee Count: 24,000+

2023 SOUTH SOUND BBQ FESTIVAL PHOTOS PROVIDED BY CLAIR FERRIS

FACEBOOK HIGHLIGHTS

FB REACH: 12,947

PAID REACH: 13,655

ENGAGEMENT: 2,357

PROPOSED 2024 BBQ FESTIVAL - MARKETING EXPENSES

EXPENSE	AMOUNT
Decorations	$1,500
Marketing	$20,000
Beer Garden	$4,000
Brat Booth	$2,500
Tables & Chairs	$3,000
Trophies	$500
Venue	$1,500
Music Supplier	$5,000

2023 SOUTH SOUND BBQ FESTIVAL PHOTOS PROVIDED BY CLAIR FERRIS

Participant Menu

Backyard Joe Competition

$100

- 10x10 exhibit space at BBQ Festival in competition area
- Entry into Backyard Joe Cooking Competition
- Chance to win prizes
- Provide a taste for judging that fits within BBQ Categories
  - Beef Brisket
  - Pork Baby Back Ribs
  - Chicken Thighs
  - Seafood
  - Open

Non-Food Vendor

$350 Non-Member Price

$250 Member Price

- 10x10 vendor booth space at BBQ Festival
- Business name on BBQ Festival website and social media
- Hyperlink to website
- Business listed on festival Pit Pass
- If you would like to sell items, there will be an additional $100 charge
- To reserve space, 50% of your balance must be paid at the time of registration, deposit is non-refundable

Pro-Food Vendor

$700 Non-Member Price

$600 Member Price

- 10x20 vendor booth space at BBQ Festival
- Provide at least one menu item for "taste" for $4
- Business name listed on event materials as a participant
- Logo displayed on signage at event
- Logo and name on BBQ Festival website and social media
- Hyperlink on BBQ Festival website
- Vendors must remain open until 6pm
- To reserve space, 50% of your balance must be paid at the time of registration, deposit is non-refundable

LACEY
SOUTH SOUND CHAMBER

Sponsor Menu

Recipe Book Sponsor

$200

- Business card sized ad in recipe book given out to the first 1000 attendees of the festival
- Opportunity to submit a BBQ recipe to the recipe book
- Name listed as a sponsor of the BBQ Festival on website

Bronze Sponsor

$500

- Business name on the BBQ Festival website, social media, and select festival marketing materials
- Hyperlink on BBQ Festival website
- Access to VIP Reception
- Recognition on select BBQ Fest signage
- Opportunity to hang a banner at the event (4' x 8' max, located inside eating tent)
- Thank you in select Lacey South Sound Chamber Communications

Silver Sponsor

$1000

- 10x10 vendor booth space at BBQ Festival
- Business logo on the BBQ Festival website, social media, and select marketing materials
- Hyperlink on BBQ Festival website
- Access to VIP Reception
- Recognition on select BBQ Festival signage
- Thank you in select Lacey South Sound Chamber Communications

Gold Sponsor

$2000

- 10x10 vendor booth space at BBQ Festival
- Business logo on the BBQ Festival website, social media, and select marketing materials
- Hyperlink on BBQ Festival website
- Access to VIP Reception
- Recognition on select BBQ Festival signage
- Business card sized ad in recipe book given out to the first 1000 attendees of the festival
- Thank you in select Lacey South Sound Chamber Communications
- Featured in radio advertisements
- 4 tickets to be used in the beer garden and 4 tickets to be used at the Lacey South Sound Chamber Brat Booth

Platinum Sponsor

$3500

- 10x10 vendor booth space at BBQ Festival
- Business logo on the BBQ Festival website, social media, and select marketing materials
- Hyperlink on BBQ Festival website
- Access to VIP Reception
- Recognition on select BBQ Festival signage
- Business card sized ad in recipe book given out to the first 1000 attendees of the festival
- Thank you in select Lacey South Sound Chamber Communications
- Featured in radio advertisements and media platforms such as ThurstonTalk, The Olympian, etc.
- Logo on stage signage
- Recognition from the stage as sponsor during festival
- 6 tickets to be used in the beer garden and 6 tickets to be used at the Lacey South Sound Chamber Brat Booth

Diamond Sponsor

$5000

- 10x10 vendor booth space at BBQ Festival
- Business logo on the BBQ Festival website, social media, and all marketing materials
- Hyperlink on BBQ Festival website
- Access to VIP Reception
- Recognition on all BBQ Festival signage
- Full page ad in recipe book given out to the first 1000 attendees of the festival
- Thank you in select Lacey South Sound Chamber Communications
- Featured in radio advertisements and media platforms such as ThurstonTalk, The Olympian, etc.
- Logo on stage signage and stage banner
- On-stage interview at festival
- Logo on volunteer shirts
- 10 tickets to be used in the beer garden and 8 tickets to be used at the Lacey South Sound Chamber Brat Booth

LACEY SOUTH SOUND
CHAMBER OF COMMERCE
BBQ FESTIVAL
Lacey, WA

Winterfest
Sip, Savor, and Shop

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey South Sound Chamber

Event/ Activity/ Program Name *

Winterfest - Sip, Savor and Shop

Event Location

Lacey Community Center, Lacey

Event Date

11/16/24

Amount Requested*

$5,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

91-0842081

City of Lacey Business License Number *

Lacey

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Winterfest is a fun community event that brings food, beverages, retail, crafts, non profits and informational vendors together for a holiday themed sip, savor and shop experience. Guests will enjoy a festive atmosphere, wonderful vendors and local dance, martial arts, and school muscians perfroming on stage. It will be a great day or overnight trip and guests will be able to experience the best of Lacey. It will be marketed in King, Pierce, Lewis, Mason, Grays Harbor, Pacific and Thurston Counties.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Winterfest works with all local businesses to provide all of the supplies, rental items, food and beverages needed to put on the event. Many of these businesses provide a booth with activities, samples, information and items for sale to the patrons of Winterfest. This will be our 4th annual event. It continues to grow and we expect the same for this year.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Lacey South Sound Chamber welcomes people from all walks of life to our events. We pride ourselves in creating a welcoming environment starting with our visitor center that welcomes anyone and everyone into Lacey. We do this by creating an environment of mutual respect, we are open to other cultures and experiences, we ask for input from others and we don't assume, we allow participants to self identify.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

By holding Winterfest we are promoting the opportunity for people to experience Lacey. Visitors will have the chance to sample different food and beverages from local restaurants and bakeries, it also offers a space for retail vendors to sell their goods to the public. It is a great platform for people to see a lot that lacey has to offer, from dining, shopping and live entertainment.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

10

Unpaid Overnights*

25

Visits by Day Travel*

550

Other Attendance*

25

Out-of-State Visitors*

10

How Many Attendees*

600

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

We have a number of businesses that we partner with for Winterfest. Some include Fastsigns, Tart Cider, Amazon, Dutch Brothers, Swae Candles, ACU, MIXX 96, U.S. Martial Arts Academy, Olympic Tranmission and Auto Care, Print NW and many more.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We will measure the success on the number of guests and the number of vendors that we have participating.

---

7. What is the targeted age group of your event?*

20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69, 70 to 79, 80 and beyond

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$20,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

25%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Marketing - $4,000 Venue - $1,000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Amazon
ACU
Twinstar
Fastsigns
Steadman Properties

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Past LTAC Funds $5,000

---

17. Is this application for new funds?*

No

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

11/16/24

BUSINESS INFORMATION

Business Name:
LACEY SOUTH SOUND CHAMBER OF COMMERCE

UBI Number:
601 043 368

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Principal Office Mailing Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Expiration Date:
10/31/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

Charitable Corporation:
☐

Nonprofit EIN:
91-0842081

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
3925 8TH AVE SE STE C, LACEY, WA, 98503-1122, UNITED STATES

Mailing Address:

10x10 Vendor Booth Application Form:

**All vendors are REQUIRED to be licensed and provide UBI or EIN number*
**Booth reservations will be processed in the order applications and payments are received*

BUSINESS/ORGANIZATION: _____ **UBI/EIN #:** _____

CONTACT NAME: _____ **PHONE:** _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP CODE:** _____

EMAIL: _____

☐ LSSC Member 10x10 Vendor Booth $125.00 ☐ Non-Member 10x10 Vendor Booth $150.00

☐ LSSC Member 7x5 Vendor Booth $100.00 ☐ Non-Member 7x5 Vendor Booth $125.00

VENDOR BOOTH CATEGORY: ☐ Beverage ☐ Food ☐ Craft ☐ Retail ☐ Information ☐ Non-Profit

DO YOU NEED POWER? ☐ Yes ☐ No

☐ **YES, I WOULD LIKE TO DONATE A RAFFLE PRIZE** _____ **VALUE OF RAFFLE DONATION (DUE OCTOBER 26, 2023)**

TELL US ABOUT YOUR BUSINESS AND BRIEF DESCRIPTION OF THE VENDOR BOOTH:

_____

_____

PAYMENT TYPE: ☐ Check ☐ Credit Card

CREDIT CARD #: _____ **CVV#:** _____ **EXP:** _____ **ZIP CODE:** _____

MAKE CHECKS PAYABLE TO LACEY SOUTH SOUND CHAMBER

Return to Lacey South Sound Chamber
360.491.4141
3925 8th Ave SE Ste C, Lacey WA 98503
events@laceysschamber.com

LACEY
SOUTH SOUND CHAMBER

Winter Fest

SIP, SAVOR, SHOP

Saturday, November 4, 2023, 9:00 a.m. - 3:00 p.m.
The Lacey Community Center, Lacey

www.laceysschamber.com - (360) 491-4141

The Lacey South Sound Chamber Presents

Winter Fest

SIP, SAVOR, SHOP

Sponsorship Opportunities

PLATINUM SPONSOR $3,500

- (6) Six complimentary tickets
- Premier logo placement on event signage (digital and print)
- Premier logo placement on signage & verbal recognition during chamber events
- Recognition in the chamber e-newsletter and chamber website
- Premier logo placement on event marketing materials
- Space for stand-up banner in downstairs lobby area
- Complementary 10x10 vendor booth - Premium location

GOLD SPONSOR $1,500

- (2) Two complimentary tickets
- Logo recognition on event signage (digital and print)
- Logo recognition on signage & verbal recognition during chamber events
- Recognition in the chamber e-newsletter and chamber website
- Logo recognition on event marketing materials
- Complimentary 10x10 vendor booth

SILVER SPONSOR $1,000

- (2) Two complimentary tickets
- Logo recognition on event signage (digital and print)
- Logo recognition on signage and verbal recognition during Chamber events
- Recognition in the chamber e-newsletter and chamber website
- Logo Recognition on event advertising
- Complimentary 7x5 vendor booth

BRONZE SPONSOR $500

- (2) Two complimentary tickets
- Logo recognition on event signage (digital and print)
- Recognition on chamber website & social media
- Logo Recognition on event advertising
- Complimentary 7x5 vendor booth

LACEY SOUTH SOUND CHAMBER

Sponsorship Commitment Form

Please complete, include payment details, and return to Lacey South Sound Chamber

BUSINESS/ORGANIZATION: _____

CONTACT NAME: _____ **TITLE:** _____

PHONE: _____ **EMAIL:** _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP CODE:** _____

SPONSOR LEVEL: _____ **PAYMENT TYPE:** ☐ Check ☐ Credit Card

CREDIT CARD #: _____ **CVV#:** _____ **EXP:** _____ **ZIP CODE:** _____

MAKE CHECKS PAYABLE TO LACEY SOUTH SOUND CHAMBER

Return to Lacey South Sound Chamber
360.491.4141
3925 8th Ave SE Ste C, Lacey WA 98503
events@laceyssschamber.com

FRIEND OF CHAMBER SPONSOR $250

- (2) Two complimentary tickets
- Logo recognition on event signage (digital and print)
- Recognition on chamber website & social media

2023 WINTER FEST

HOSTED BY: LACEY SOUTH SOUND CHAMBER OF COMMERCE

2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

WINTER FEST HIGHLIGHTS

“On Saturday, November 12, Lacey Community Center hosted shoppers from all over the pacific northwest as the Lacey South Sound Chamber held their annual Winter Fest.

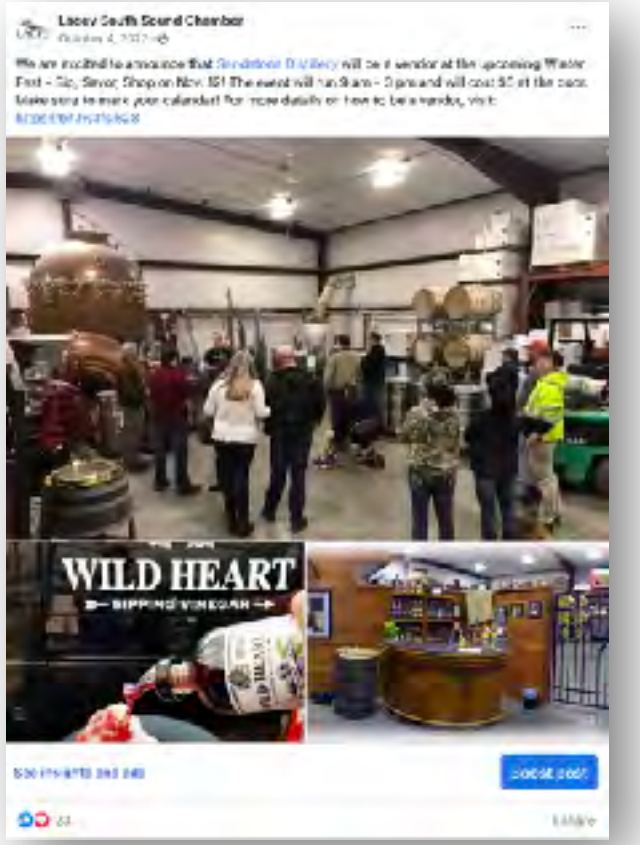
This community event promoted local businesses, brought attendees to the Lacey area, and they stayed with family, friends and in area hotels."

2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

Attendees Traveled From: Western Wa
Local Businesses Involved: 35
Attendee Count: 550

2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

FACEBOOK HIGHLIGHTS



PROPOSED 2024 WINTER FEST - MARKETING EXPENSES

EXPENSE	AMOUNT
Decorations	$1,000
Marketing	$7,500
Printing	$500
Permit	$60
Entertainment	$1,000
Venue	$2,950

2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

Glow in the Park

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey Parks, Culture & Recreation

Event/ Activity/ Program Name *

Glow in the Park

Event Location

RAC

Event Date

09/07/24

Amount Requested*

$25,000.00

Are you a Non-Profit or Public Agency?*

Public Agency

Federal Tax ID Number*

91-0819427

City of Lacey Business License Number *

Tourism Promotion Activities	Tourism-Related Facility	Events/Festivals
☐	☐	☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

'Glow in the Park' will be a unique event that will combine a synchronized lighted drone show, a balloon glow with full sized hot air balloons glowing in time to music, plus an assortment of light up, family friendly activities. In addition the event will include food trucks and music inviting families and folks of all ages to come out and enjoy the afternoon/evening. There are only a few other drone shows and balloon glows throughout the state and even less (maybe 1?) event that combines these things in one fun event, giving this the potential to be a big draw to bring folks from far and wide. Since it is an evening event, (4pm-9:30pm) it would make sense that some would stay the night and enjoy the weekend here in Lacey.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Local businesses will be asked to participate as sponsors and restaurants can join in as food vendors. The cool aspect of this event is that sponsors can see their name/logo in lights in the drone show or on one of the hot air balloon baskets for a big impact. This event will be marketed to surrounding counties in a variety of ways including paid social media campaigns.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The event will be open to anyone who would like to attend. Safety measures are in the forefront of our planning and executing of the event with our emergency action plan and will include onsite police and fire/medical representation.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

Glow in the Park will offer two very unique features, a drone show and a balloon glow. There are very few of either of these types of events in the state and even fewer that offer both! Also, being an evening event could encourage folks to consider staying the night in Lacey.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

20

Unpaid Overnights*

0

Visits by Day Travel*

200

Other Attendance*

7500

Out-of-State Visitors*

0

How Many Attendees*

7,498

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

We will solicit sponsorship from local businesses and the uniqueness of this event plus the fact that their name/logo can be incorporated into the drone show or put on a balloon basket gives extra incentive to sponsor. We can also have smaller sponsorships for some of the activities giving more businesses a chance to participate.

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6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The successful event will have ample sponsorship/community support as well as attendance numbers that will determine if this event would continue.

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7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

51,000.00

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

49%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Drone Show $24000 promotion in and outside of Thurston Co inc. paid social $1000

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Lodging Tax $25,000
Sponsorship $22,000
Food Vendors fees $2500
City special events budget $1500

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15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

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16. Have you ever received funds from the City of Lacey?*

No

If yes, what funds have you received?

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17. Is this application for new funds?*

Yes

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18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

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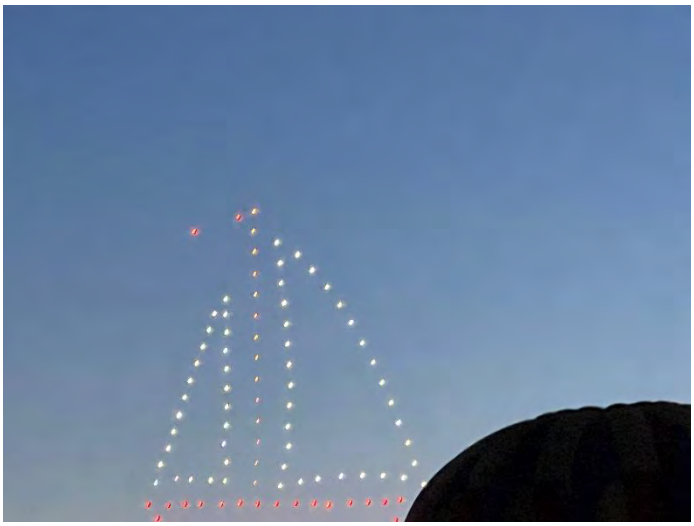
21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

09/07/24

Examples of an event with drone show & Hot Air Balloon Glow. The balloons and drones both can do their shows to music. Drone show are fully animated and tell a story, they can recognize sponsors and the city in their show and sponsors can get their banner on a balloon too.

Prime video



Oly Town Soccer

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Oly Soccer Foundation

Event/ Activity/ Program Name *

Oly Town Soccer

Event Location

South Sound Stadium & RAC

Event Date

01/27/24

Amount Requested*

$55,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

88-3864707

City of Lacey Business License Number *

604 957 038

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

No

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

We are a USL soccer franchise for both women and men's soccer (pro-am with all american college players moving to Lacey for 3 months to play). We are the sole women's franchise in the state of Washington and one of only two teams in the state for men. All other USL teams are from outside the state and travel in and stay in hotels, use local restaurants, etc. This also includes fans, family of the visiting clubs and its players, staff and coaches. Also the majority of our players are from out of state in USL which drives many parents, family and friends to fly in and stay here in town for matches. With this in mind it is a unique entity as it primarily drives in a large number of guests from out of state naturally due to the competitions location which includes CA, OR, etc which due to league rules requires overnight stay. We have also been given notice that the City of Lacey and South Sound Stadium has been successfully vetted to host the 2024 USL National Playoffs. A significant economic opportunity for the region due to our successful application in 2023.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The City of Lacey businesses feel and see a direct impact on match weekends with increased hotel stays, food and drinks being bought and random other commerce. Our matches yield on average 10,000 people per season with 30-35% of that number coming from our opposing clubs region which is out of state or out of region. We continually partner with only local businesses too for food, drink, amenities and media partnerships. In fact it is largely brought up that all of our income goes out to local businesses as well due to the desire to work with only local professional groups across multiple industries to stand up our game day events.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Soccer and sport is one of the key contributors to peace within our society. It is a place where all walks of life, race, gender, diversity come together and root on a team together.

We actively participate in social awareness, inclusivity and promote a healthy environment at our games and events.

We have held large family functions with inflatables, entertainers and game day experiences for little kid's to grown adults.

We are a safe place for people to enjoy all local small businesses, sport and entertainment.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

Largely the marketing budget to expend our reach and footprint via radio, digit ads, newspaper, etc. We are looking for more dollars to expand our attendance to a greater distance. Also strategically with our clubs from out of state.

These dollars will positively impact our event operations and offset much needed dollars to drive in more people to attend our events and matches.

Also the largest dollar amount is for City of Lacey field rentals and North Thurston School District stadium rentals.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

500

Unpaid Overnights*

300

Visits by Day Travel*

3000

Other Attendance*

6000

Out-of-State Visitors*

3500

How Many Attendees*

10,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

We have worked with so many local businesses that even call Lacey home including Wembley Soccer Shop, C-Sharp Images, OlyDog, O'Blarneys, Shurkleen, LoveLocal Events, etc to maximize the opportunity for these local businesses to grow inside our community at our events. The community appeal is the family friendly attractions we provide including game day specials like photo booths (local vendor), foam cannons at halftime, inflatable soccer field, fun food and drink vendors to be parked at games for the kid's (all local vendors). We strive to use all local agencies too to promote the matches and events.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We are in year 9 going into 10 of our existence. We grow by the number of followers on social media (went from 3,000 to 7,000 this year), attendance at events (went from 350 a game to averaging 500 a game this year) and the number of subscribers in our mailing system. Our website has even shattered records making our website being visited by over 100,000 people in 2023. The analytics are staggering in 2023 compared to any other year in our existence. There are a number of larger initiatives we are working on for the future too with the City of Lacey, especially parks and recreation.

---

7. What is the targeted age group of your event?*

All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

Yes

If yes, what hotel(s) have you reserved rooms at?*

Other

---

9. What is the total budget for your event, activity, or program?*

200,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

Yes

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

30%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Looking at a few categories only: South Sound Stadium in Lacey, WA = $29,210 RAC in Lacey, WA = $10,500 Local Media Assets & Advertising = $16,000

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Tribal Banners and local sponsors

Other City LTAC Funding*

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Local Sponsors = $10,000
Ticket Sales = $5,000
Merchandise Sales = $5,000
LTAX = TBD

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$10,000.00

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17. Is this application for new funds?*

Yes

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18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

Large Facility Cost Increases

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

20

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

01/27/24

FORMA
FORMA
FORMA
FORMA

OLY TOWN FC
Oly Town Clinches
2023 National Playoff
JEEP FORMA

GOOD LUCK
OLY TOWN
ARTESIANS
Love Local
#OLYOLYOLY
KIDS
FOAM CANNON | OBSTACLE COURSE
BALLOON ART | FACE PAINT | KONA ICE
KID'S 12 & UNDER FREE
GENERAL ADMISSION $15
USL 2
League Two
OLY TOWN KID'S NIGHT
OPENS AT 630PM
FRI JULY 14 | 7PM KICKOFF | 4201 6TH AVE NE

WELL 80
ARTESIAN BREWING
OLY TOWN
ARTESIANS

USL W
USL 2
League Two

Kris Kringle Market

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Spouses' Club of Lewis-McChord

Event/ Activity/ Program Name *

Kris Kringle Market

Event Location

Lacey Community Center

Event Date

11/17/23

Amount Requested*

$12,500.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

51-0185341

City of Lacey Business License Number *

Tourism Promotion Activities ☐

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

The Kris Kringle Market is a 2-day vendor market that offers a variety of food and local, artisan, craftsman an opportunity to sell their PNW unique gifts. This is a fundraiser opportunity for our organization as well as the JBLM Scholarship Fund. Proceeds from this event goes towards scholarships for military children and qualified spouses which attracts people throughout the region.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

The Kris Kringle Market will draw attendees and vendors to stay in local lodging as well as utilize local restaurants and retail businesses. Our more centralized location in Lacey allows for greater visual coverage throughout that area of Lacey.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

As a military related organization, we have people from all walks of life, ethnicities, cultures, and backgrounds. We fully support who they are as a person they want to be. We do not discriminate against any person or groups. Our event will encompass the same principles of inclusion.

---

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

With these additional funds, we will be able to hire more types of entertainment from musicians to reindeer to offering a FREE Santa photo options for attendees, while also being able to lower ticket prices for those attendees. We've learned from past experience with events that the lower we can make the tickets and the higher return of what it includes really draws people to an event—especially during this "inflation" period on our economy.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

10

Unpaid Overnights*

20

Visits by Day Travel*

500

Other Attendance*

3500

Out-of-State Visitors*

0

How Many Attendees*

4,000

---

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

We have and will work with Troy Kirby for ticketing/radio advertisment; Cider Barrel and Columbia Distribution for our beer garden operations; then all the vendors are local to the area Lacey / DuPont / Olympia / JBLM areas. Certain food items we acquire from near facilities (like donuts or cookies that we don't have a vendor for) as well as photo opportunities from seasonal Santa workers.

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We measure our success by the amount we fundraise for our Community Grants fund and JBLM Scholarship fund. The more we are able to offset from sponsors or grants allows for more money we're able to give away to the JBLM community.

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7. What is the targeted age group of your event?*

20 to 29, 30 to 39, 40 to 49, 50 to 59

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

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9. What is the total budget for your event, activity, or program?*

18,000.00

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10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

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11. What percentage of your budget originates from Lacey Lodging Tax funding?*

50%

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12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

$5,200 - Facility Fee $1,000 - Catering/Bartender Fee $3,000 - Santa & Photography Set-Up $1,500 - Decorations $2,000 - Advertising / Marketing $1,500 - Food & Beverage $1,000 - Equipment Rentals $1,000 - Operational Expenses $12,500 - to be reimbursed with Lodging Tax funding

---

13. Have you applied for other funding for your event, activity, or program?*

No

Other Grants?*

Other City LTAC Funding*

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14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

$9,500 - City of Lacey
$6,000 - Vendor Fees
$5,000 - Ticketing
$3,000 - Beer Garden
$2,500 - Sponsorships

---

15. Do you plan to become self-funded? *

No

If yes, how do you plan to become self-funded?*

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

Lodging Tax Funds - $9500

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17. Is this application for new funds?*

No

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18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

We are requesting an increase to add more to our event that will attract people from afar to utilize more lodging. Since this is ultimately a fundraiser, we are need to do more than just break even and make it worth our volunteer's time and effort. Additionally, since we have moved venues, we had to decrease our vendors, which decreases that venue source.

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19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

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20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

2

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21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

11/17/23

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 14 2020

SPOUSES CLUB OF LEWIS-MCCHORD
PO BOX 331400 PMB 175
LEWIS-MCCHORD, WA 98433

Employer Identification Number:
51-0185341
DLN:
26053542003670
Contact Person:
MITCHELL P STEELE ID# 31360
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
May 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
December 24, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Your exemption under IRC Section 501(c)(3) is effective as of the date listed at the top of this letter. You were exempt under Section 501(c)(4) prior to this date.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities,

SPOUSES CLUB OF LEWIS-MCCHORD

which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

SPOUSES' CLUB OF LEWIS-MCCHORD
PRESENTS

The 3rd Annual Kris Kringle Market

Friday, November 17th from 5-8pm
Saturday, November 18th from 10-6pm

Lacey Community Center
6729 Pacific Ave SE, Lacey, WA

Kids 18 and under are FREE!

30+ Artisan Vendors || Food Trucks
Indoor Beer Garden || Toy Drive
Photos with Santa || Craft Corner for Kids

Scan to purchase tickets early to save time & money
https://olytickets.sasquatchticket.com/event/kriskringle

Follow us on social media
@spousesclublm

For more information visit:
https://www.spousesclublm.org

Bunkers, Balls, & Birdies

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Gateway Rotary Club (Bunkers, Balls & Birdies

Event/ Activity/ Program Name *

Bunkers, Balls & Birdies

Event Location

Capital City Golf Course

Event Date

08/07/24

Amount Requested*

$5,000.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

30-0695208

City of Lacey Business License Number *

Tourism Promotion Activities ☑

Tourism-Related Facility ☐

Events/Festivals ☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Our first event (2023) brought in 120 golfers, 10 different sponsors and 20 volunteers from throughout the county. We used a lot of personal capital to promote the event. This coming year 2024 we will be conducting digital e-marketing and inviting outside Rotary Clubs, JBLM, PSNS & Mason, Gray Harbor, Lewis and Pierce counties golf and chamber of commerce to market the event and work with both local lodging and restaurants to promote a 3 day window to support visiting golfers and increase the Local sponsor outreach to further promote both local businesses and the City of Lacey.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

We will be conducting site visit to JBLM and PSNS to coordinate with partner-military organizations. Advertising through the local military unit and military affiliated newspapers and digital media. Will be coordinating with local media company to promote the event similar to the one that South Sound Lacey Chamber of Commerce utilized. We are building a new website through Eventcaddy and they help with digital marketing. We will also market through Washington Golf to increase our marketing through the golf clubs outside Thurston County. Lastly we will be utilizing the 50+ different Rotary Clubs in our the 6 county region with are working through.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

The Gateway Rotary Club's "Bunkers, Ball & Birdies" Charity Golf Tournament is a collaborative fun fundraising event that is supporting the upcoming joint Gateway Rotary- City of Lacey Bush Park Playground Equipment Replacement Project.

Ultimately the replacement of the playground equipment will continue to make the City of Lacey and surrounding area a safe and welcoming place for all children residing or just visiting.

Together Gateway Rotary Club is here to serve the community and make the livelihood of all children its primary focus one project at a time.

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4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

This will allow us to actually have a marketing budget and focus that budget targeting the military organizations and utilizing secondary and tertiary affiliated marketing to show case the Park and the Golf Tournament. We will promote, in partnership with the local businesses (restaurants and lodging), South Sound Lacey Chamber of Commerce, visit Olympia and Beyond to stay, shop & eat in Lacey.

The 2023 golf tournament only brought in 5% out of county visitors and 3 room-nights with zero marketing. I know with marketing we will increase awareness the golf tournament and utilizing the local military networks will increase the marketing and awareness of the local parks and the City of Lacey

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

2

Unpaid Overnights*

2

Visits by Day Travel*

1

Other Attendance*

9

Out-of-State Visitors*

1

How Many Attendees*

143

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5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

2023 we only partnered with Capital City Golf Course and Hop-n-drops directly and a few other businesses within South Sound Lacey Chamber of Commerce. Mainly through sponsorship and the limited reciprocal digital marketing through fb. We also only planned the 2023 event with a 4 month window and zero marketing. For 2024, we will better partner with the sponsors and work with lodging to support visiting golfers outside Thurston County. We are also working with lodging to offer a getaway package as a prize-incentive. We will better work with local restaurants to offer promotional meals for the event

---

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

The number of outside visitors, amount of money raised to support the playground equipment. This will be measured in part by us and also with Experience Olympia and Beyond.

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7. What is the targeted age group of your event?*

10 to 19, 20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69, All Ages

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8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

No

If yes, what hotel(s) have you reserved rooms at?*

---

9. What is the total budget for your event, activity, or program?*

$39,000.00

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

9%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Paid Lodging if allowed ($200) EventCaddy website ($200) JBLM MWR advertising ($1000) PSNS MWR advertising ($1000) Volcano, Stars & Stripes, Ranger & Airlift Print advertising ($1000) Mail Fliers ($1000) FB and Youtube e-advertising ($600)

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

Tumwater

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

Tournament Admissions ($18000)
Lacey LTAC ($5000)
Tumwater LTAC (S5000 - applied for but not guaranteed)
Sponsors - $15000 (Hopefully)
Olympia LTAC ($5000 - will apply for once notified of open window)

---

15. Do you plan to become self-funded? *

Yes

If yes, how do you plan to become self-funded?*

Working on increasing event and cause awareness and partnering with local businesses to increase out of county marketing

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$5000 LTAC in 2022 but for a different event. This is a new event

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

No

If yes, describe the reason for the increase. *

---

19. Location: Where will your event, activity, or program be located? (10 points)*

Lacey Urban Growth Area

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Single Day Event

If your event is a multi-day event, how many days will it be? *

---

21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

08/07/24

Thank You For Sponsoring!

You made the first annual

Gateway Rotary Club "Bunkers, Balls & Birdies" Charity Golf Tournament

a success and supporting the Bush Park Playground Equipment Project

TwinStar Credit Union

Edward Jones

Harbor Wholesale

Tiburon Design

Gateway Rotary Club

FastSigns

Harley-Davidson Sales

kw Keller Williams

Navigate Financial

Creative Office

Beverage Cart Sponsor

Driving Range Sponsor

Putting/Chipping Sponsor

Cart Sponsor

Mulligan Sponsor

Signage Sponsor

Hole-In-One Sponsor

Water Hazard Sponsor

Water Sponsor

Birdie Bag Sponsor

Trophy Sponsor

Golf Course Sponsor

North Thurston — Hole Sponsor

Gateway Rotary Club — Hole Sponsor

Glen Wells Architect — Hole Sponsor

Creative Office — Hole Sponsor

Coldwell Bankers — Hole Sponsor

Umpqua Bank — Hole Sponsor

Hole Sponsor

Hope Church — Hole Sponsor

Hole Sponsor

Hole Sponsor

Gateway Rotary Club — Hole Sponsor

Country Financial — Hole Sponsor

acu — Hole Sponsor

Gateway Rotary Club — Bunker Sponsor

Gateway Rotary Club — Bunker Sponsor

Bill McGregor — Bunker Sponsor

Gateway Rotary Club — Bunker Sponsor

Gateway Rotary Club — Bunker Sponsor

Bunker Sponsor

Doug Mah & Associates — Bunker Sponsor

FastSigns — Bunker Sponsor

Gateway Rotary Club — Bunker Sponsor

Window Genie — Bunker Sponsor

ROXY — Rotarian Sponsor

Mike Jones — Rotarian Sponsor

Dog Head Carp — Rotarian Sponsor

Pope John Paul II — Rotarian Sponsor

Nathan Magee — Rotarian Sponsor

Steve Brooks — Rotarian Sponsor

Jonathan Sprouffske — Rotarian Sponsor

Diane Cockrell — Rotarian Sponsor

Gateway Rotary Club

ROTARY

GOLF

WHEN YOUR FRIENDS GO GOLFING WITHOUT YOU....

There's still time to register $125 a golfer $500 per team.
(5 teams available)
Play golf and raise fund for Bush Park Playground Equipment Replacement

Gateway Rotary Club

1st ANNUAL GATEWAY ROTARY CLUB
"BUNKERS, BALLS & BIRDIES"
CHARITY GOLF TOURNAMENT

Wednesday, August 2, 2023
Capital City Golf Course
Registration Opens at 7:30 a.m.
Shotgun Start at 8:30 a.m.

Register

https://gatewayrotary.net/

Get the details and register at gatewayrotary.net

Bunkers
Balls
Birdies

GATEWAY ROTARY

Gateway
Rotary
Club

Bunkers
Balls
Birdies

GATEWAY ROTARY

Gateway
Rotary
Club

THANK YOU SPONSORS!

TwinStar Credit Union

Harbor Wholesale Foods

Edward Jones
ERIC ROWE KEVIN ROWE
"Your Local Lacey Financial Advisors"

FASTSIGNS
Make Your Statement™

Tiburon Systems

AMANDA VEY

Navigate Financial
NANCY LAPOINT

Glenn Wells Architect

TROY OLIVER

ACU

Country Financial

Christine Forney Real Estate Broker

Chicago Title
NITA SELL

Creative Office

DAN & MARY WEISS

ITG Computer Network & Services

North Thurston Education Foundation

Umpqua Bank
JASON VATNE

Hometown Property Management

Harley-Davidson Motor Company

Coldwell Banker
MITCH DIETZ

Hops & Drops

GRACE KENDALL
Sign FASTSIGNS

RANDY MOELLER

Doug Mah & Associates

MIKE JONES

MATTHEW KENNELLY

Window Genie

MIKE BELL

LEN FAUCHER

Dirty Dave's

BILL MCGREGOR

Trophy Sponsor
Creative Office

ROTARIAN SPONSORS: 94.5 ROXY JERRY FARMER MIKE JONES GENE VEY POPE JOHN PAUL II
NATHAN MAGEE STEVE BROOKS JONATHAN SPROUFFSKE DIANE COCKRELL

Gateway Rotary Club

"Bunkers, Balls & Birdies"
CHARITY GOLF INVITATIONAL

SAVE THE DATE fore "BUNKERS, BALLS & BIRDIES"

Visit Us

https://gatewayrotary.net/

Visit us on FB

https://www.facebook.com/bunkersballsbirdies

8 AUG 2024 (2nd WED of Aug)
Registration: 730 am
Shotgun start: 830 am

CAPITAL CITY GOLF CLUB
5225 Yelm Highway SE
Olympia, WA 98513

Let's PAR-TEE for the Kids & RAISE some GREEN for the Bush Park Playground Restoration Project

2023 Men's Division 1 & Women's Division 2 Rugby Season

2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Deschutes Rugby Club

Event/ Activity/ Program Name *

2023 Mens Division 1 and Women's Division 2 Rugby Season

Event Location

Regional Athletic Park

Event Date

09/09/23

Amount Requested*

$66,044.00

Are you a Non-Profit or Public Agency?*

Non-Profit

Federal Tax ID Number*

87-4599925

City of Lacey Business License Number *

Our events are held in and around Lacey and the Lacey UGA, centered prima

---

Tourism Promotion Activities

☐

Tourism-Related Facility

☐

Events/Festivals

☑

EVENT, ACTIVITY, OR PROGRAM INFORMATION

0. Is your event, activity, or program new? (10 points)*

Yes

SUPPLEMENTAL QUESTIONS

1. Tourist Attraction: Describe your event, activity, or program and the tourism-related activities. (20 points)*

Include how your event, activity or program demonstrates the ability to attract visitors from 50 miles or more away.

Deschutes Rugby Club will be hosting matches, tournaments and events that bring home and opposing team players, staff and fans from across WA, OR, ID and beyond. These traveling teams and their fans will need to access local businesses for a combination of food, beverages and accommodations. DRC hosted tournaments will bring no less than 4 teams and up to 10 teams per tournament, which equates to approximately 120-300 players with an additional fan base of up to 250 fans. As Rugby is a very family oriented sport which builds community within Communities, and we look after our own, so in addition to basic needs we provide information on other local attractions and activities to support the whole family ensuring families who travel together know what is available for everyone in their unit maximizing their experience while visiting us and providing ease in travel planning. We believe this is primary to ensuring player/family/fan satisfaction.

2. Marketing: How will your event, activity, or program promote and enhance tourism for the City of Lacey? (10 points)*

Describe how your event, activity, or program will encourage support of Lacey businesses, restaurants, and retail. Please upload/attach copies of proposed promotional materials at the end of this application.

Rugby is a highly visible, very popular and extremely competitive sport that naturally grows more interest and room for additional clubs within the local community. Supporting the growth of Deschutes encourages the formation of additional competitor clubs which in turn, draws additional fans and pulls in additional revenue within the local tourism industry. As rugby is one of the fastest growing sports, supporting Deschutes allows for the City of Lacey to benefit as we grow not only our club, but as we inspire our local competition to grow as well.

3. Safe, Inclusive, and Welcoming: Tell us how your event, activity, or program reinforces the City's commitment to being a safe, inclusive, and welcoming place for all. (20 points)*

Deschutes Rugby Club is a non profit sports club competition in USA Rugby sanctioned competitions and with the stated objective of being 'performance rugby club focused on building a strong community for minority, and economically disadvantaged men and women in the South Puget Sound. At its core, rugby is rooted in respect, inclusion and community. Deschutes is bringing these value-based traditions that rugby fosters to the larger community. Our objective expands to be inclusive of all marginalized persons, groups, and communities and Deschutes Rugby Club is committed to seeing that our Board and staff work hard to ensure all players, and fans of our club and our visiting teams feel safe and welcome when they are hosted on field and during social events in the city of Lacey. In addition, DRC also holds to the values of the World Rugby Charter and to the belief that Rugby is an inclusive sport. The World Rugby Playing Charter states, "rugby provides players of different physiques, skills, genders and ages with the opportunity to participate at their levels of ability in a controlled, competitive and enjoyable environment. The charter also states that it is through discipline, control and mutual respect that the spirit of the game flourishes. These are the qualities which forge the fellowship and sense of fair play so essential to the game's ongoing success and survival." Source: Rugby for All | World Rugby

4. Project Impact: How will the funds received increase the number of people traveling to Lacey or the Lacey UGA? (10 points)*

Deschutes Rugby Club prides itself on its active online presence and community engagement coupled with its active board and membership that is well connected with the PNW & broader USA rugby community. We leverage the above to trumpet our events and make it as easy and welcoming as possible for individuals and group to come and enjoy some 'Crow' hospitality in the beautiful City of Lacey.

Provide an estimate of the number of participants who will attend the event:

Paid Overnights*

100

Unpaid Overnights*

20

Visits by Day Travel*

260

Other Attendance*

0

Out-of-State Visitors*

100

How Many Attendees*

150

5. Community and Business Collaboration: Describe the community and business appeal and support of your event, activity, or program. (20 points)*

List any businesses you have collaborated with to support your event, activity, or program.

The South Sound, centered on Lacey and its interstate access and sports facilities, is now home to the newest top flight club team in the Northwest. In our second year, the South Sound community has embraced the Deschutes Crows to such an extent the club has added a senior women's club team (and a lower level senior team in Yakima). Our social events are attended by members of the public and are viewed by some as "must attend" affairs. We work with our business partners to do fundraisers for charitable causes. For instance, we are currently planning a "beat cancer" cornhole tournament in conjunction with Capital Heating Cooling and Plumbing as it raises money for the American Cancer Society, and the Club supports Be The Match and Fred Hutchison Cancer Research. Some of the oldest businesses in the area have embraced the Crows. The club is active in the Thurston County Chamber. The Club strives to provide wraparound services to its members. The Club, by design and intention, is a sports and social club striving to make a positive impact on the community.

6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

DRC measures its success by increased membership, both players and social members. In addition, we measure our success by the demand for more rugby opportunities (which has resulted this year in TWO additional teams) and the demand of other rugby clubs and organizations to use the facilities that we have established in conjunction with the active participation of the City of Lacey.

---

7. What is the targeted age group of your event?*

All Ages

---

8. Have you reserved hotel rooms in Lacey for your event, activity, or program?*

Yes

If yes, what hotel(s) have you reserved rooms at?*

Other

---

9. What is the total budget for your event, activity, or program?*

The Club strives to maintain a minimum budget target of $100,000, knowing years vary.

---

10. Does your event, activity, or program rely solely on Lodging Tax funding from the City of Lacey?*

No

---

11. What percentage of your budget originates from Lacey Lodging Tax funding?*

40%

---

12. Provide an itemized list identifying each type of expenditure and the amount to be reimbursed with Lodging Tax funding.*

Include the type of expenditure and the itemized cost.

Portable goal post x2 = $3690 Protective Post Covers x4 = $2536 Scrum Machine = $6346 Portable Lights = $10924 Training Balls x50 = $900 Match Balls x10 = $500 Tackle Sausages x10 = $1600 Tackle Shields x 10 = $1950 Sideline Flags = $470 20' Shipping Container = $2500 Tournament/ Event Advertising = $7000 Match Day Directional Signage = $400 Bleachers x2 $11658 Tent = $3000 Body Wedge Tackle Protection = $1770 Rugby Specific Conditioning Equipment = $3089 Tackle Mat = $1741 Tackle Rings x2 = $1070

---

13. Have you applied for other funding for your event, activity, or program?*

Yes

Other Grants?*

Other City LTAC Funding*

We have applied to Tumwater as related specifically to fundraisers that occur with our Tumwater-based sponsor at its property in Tumwater.

---

14. Financial Sustainability: Identify your programs top five (5) sources of funding: (5 points)*

Include the source and the amount of funding. List the City of Lacey if applicable.

1. Sponsorship
2. Grants
3. Merchandise sales
4. 501 c3 donations
5. Various fundraising events

---

15. Do you plan to become self-funded? *

Yes

If yes, how do you plan to become self-funded?*

Continuing to grow sponsorship, event revenue, merchandize sales and memberships

---

16. Have you ever received funds from the City of Lacey?*

Yes

If yes, what funds have you received?

$22,500.00

---

17. Is this application for new funds?*

Yes

---

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

We have grown from one team to three teams

---

19. Location: Where will your event, activity, or program be located? (10 points)*

City of Lacey

If other, where will the event be held? *

---

20. Multi Day Events: Is your event, activity, or program a single or multi-day event? (20 points)*

Multi-Day Event

If your event is a multi-day event, how many days will it be? *

639

---

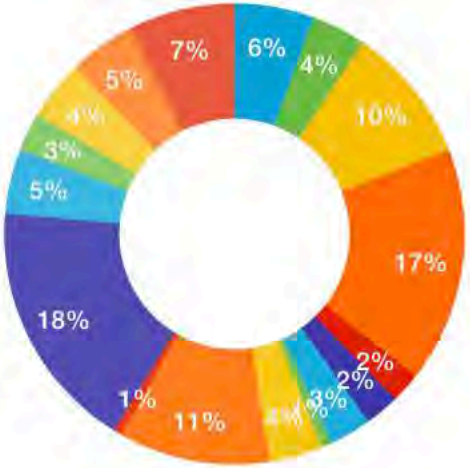
21. Shoulder Season: What is the date of your event, activity, or program? (10 points)*

09/09/23

City of Lacey LTAC

Itemized Budget 2023-24

ITEMIZED BUDGET REQUEST	
Portable Posts x2	$3,690
Protective Post Covers x 4	$2,536
Scrum Machine	$6,346
Portable Lights	$10,924
Training Balls x 50 - Match Balls x10	$1,400
Tackle Sausages x 10	$1,600
Tackle Shields x 10	$1,950
Sideline Flags	$470
20' Shipping Container	$2,500
Tournament / Event Advertising	$7,000
Match Day Directional Signage	$400
Bleachers x2	$11,658
Tent	$3,000
Body Wedge Tackle Protection x15	$1,770
Rugby Specific Conditioning Equipment *	$3,089
Tackle Safety Equipment	$2,811
Field Rentals	$4,900
TOTAL EXPENSES	**$66,044**



- Portable Posts x2
- Protective Post Covers x 4
- Scrum Machine
- Portable Lights
- Training Balls x 50 - Match Balls x10
- Tackle Sausages x 10
- Tackle Shields x 10
- Sideline Flags
- 20' Shipping Container
- Tournament / Event Advertising
- Match Day Directional Signage
- Bleachers x2
- Tent
- Body Wedge Tackle Protection
- Rugby Specific Conditioning Equipment *
- Tackle Safety Equipment
- Field Rentals

- Conditioning Prowler Sleds x 5 = $1025
- Power Speed Harness Sleds x 5 = $364
- 190lb Olympic Rubber Bumper Plates x 5 = $1699.95

** Tackle Safety Equipment
** Tackle Mat = $1741
** Tackle Rings x 2 = $1070

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, STEVE R. HOBBS, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

DESCHUTES RUGBY CLUB

A **WA NONPROFIT CORPORATION**, effective on the date indicated below.

Effective Date: 01/20/2022
UBI Number: 604 861 359

Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Steve R. Hobbs, Secretary of State

Date Issued: 01/20/2022

Pacific Northwest Rugby Football Union created an **event**.

Jul 21 ·

SAT, NOV 4 AT 7 PM CDT

PNW Rugby Hall of Fame Awards Dinner

☆ Interested

For This, I Will Try

OUR CLUB

Deschutes' mission is to be a **performance rugby club focused on building a strong community for minority and economically disadvantaged men in the South Puget Sound**. At its core, rugby is rooted in respect, inclusion and community. Deschutes is bringing these values-based traditions that rugby fosters to the larger community.

Deschutes Rugby Club strives to provide a **sustainable outlet for non-college bound athletes and those in need of a supportive community**. The minority and economically disadvantaged South Puget Sound community is underserved in athletics due to social and economic barriers.

Deschutes has in 2023 established a senior women's side and an additional men's side in Yakima.

We are:

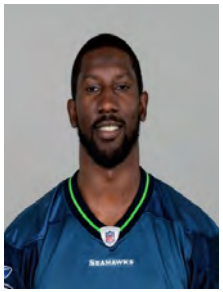
- Professionalizing our club at every level from leadership and coaching to our developmental teams.
- Expanding the footprint of rugby through our partnership with the City of Lacey (WA).
- Deepening community connections beyond rugby-specific organizations with partnerships with local businesses and schools.
- Recruiting and supporting the best players and putting an exciting product on the field.
- Doing things no other club does: a strong social media presence, a club shop, a video program that includes games, interviews and informational content that drives partnership exposure
- Taking the Club outside of its "natural" environment to wherever it can have a competitive match that increases Club presence on a national, and international, stage

LEADERSHIP

The Crows have pulled together a team of professionals (who happen to be passionate about rugby) to drive the day-to-day and long-term vision of the club.

Thor Hoyte
Board President – attorney and judge

Justin Fitzpatrick
Board Vice President – former International player, Sports Executive



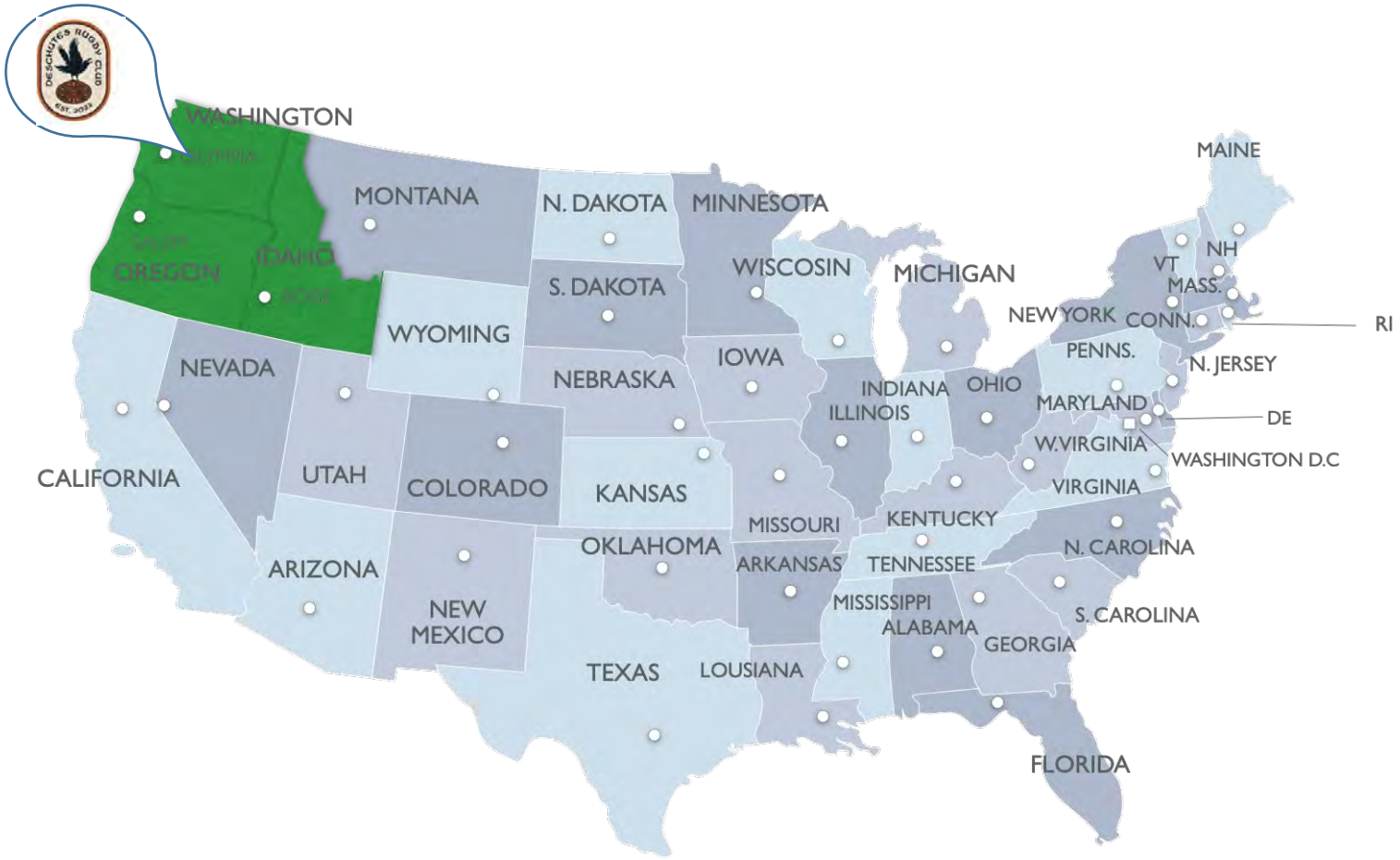
Marcus Trufant
Board Member – former NFL player, business investor

Aaron Toso
Board Member – tech and public affairs consultant

Chelsie Green	Board Secretary/Treasurer – Non-profit specialist
Kat Santana	Board Member – Jobs training and local government specialist
Jessie Simmons	Board Member – Local political strategist
Kelly Fujimoto	Board Member – Public relations
Rosa Delgado	Board Member – Multimedia
Jay Zwirblis	Board Member – US Army officer, logistics

ON THE FIELD

The Crows field men's fifteens teams, competing in the
Pacific Northwest Division I (Lacey/Olympia), II (Women) and III (Yakima).



COMMUNITY DEVELOPMENT

Rugby is the fastest growing sport in the United States. Youth sports camps in the South Sound fill up in hours after registration is open. Deschutes Rugby Club is prepared to meet that demand with fun, well-coached youth rugby programs in partnership with the City of Lacey Parks & Recreation and the South Sound Rugby Union.

DRC’s goal is to foster community with the values of rugby and create lifelong players and fans of the Crows.

THE NEST

Deschutes Rugby Club is proud to call Lacey, Washington home. DRC's partnership with the City of Lacey created "The Crow's Nest", rugby specific fields for practice and matches. The Crows enjoy the only permanent rugby uprights south of Tacoma and north of Portland, Oregon. With two practice fields available to the club, the facility enjoys ample parking and restroom facilities, with room for merchandising and ticket sales. The Nest is 5 minutes from Interstate 5 at Exit 111 and has hundreds of hotel and motel rooms, restaurants, and other amenities within minutes. The Yakima team plays in downtown Yakima at a public park dedicated to the sport.

RUGBY IS GLOBAL

USA TO HOST THE RUGBY WORLD CUP – World Rugby is supporting the U.S. in developing the game of rugby in the country before the Men's Rugby World Cup in 2031. The Rugby World Cup is the 3rd most popular sporting event in the world only behind the FIFA World Cup and the Olympic Games, with its attendance and viewership reaching hundreds of millions of people.

World Rugby is supporting the U.S. in growing rugby at all levels and plans to bring rugby's international success stateside. The U.S. has long been considered the "sleeping giant" of rugby to the international community, and now it's been seen to be on the rise.

The Deschutes Rugby Club Crows are an important cog in the development of the game in the United States before the World Cup in 2031. The Crows have a global reach, and local impact. The Crows play at a level of rugby that attracts international up and comers as well as domestic talent.

JOIN THE MURDER

The Crows are cultivating a devout following in the South Sound and beyond. Young sports fans seek out communities that they can play an active role in developing and growing. A passionate fanbase is ”Joining the Murder” and take part in promoting the Crows’ story through exciting kit and merchandise.

Our kits were designed by a nationally known sportswear designer who has garnered awards for their work.

CLUB STORE

The Deschutes Rugby Shop is open and taking sales. The Club does aggressive merchandise sales world-wide. The online shop has kits, custom designed t-shirts, off field gear, and hats. Merchandise will regularly be rotated and augmented through the store.

PARTNERSHIPS

Why partner with Deschutes Rugby Club?

Joining the rugby community means joining not only the fastest growing sport in the United States, but also joining one of the strongest cultures in the sports market. Now is the perfect time to build a partnership with open creativity and unique activations.

The Crows are structured as a 501(c)(3) tax exempt organization. Your support may be tax deductible.

Partner Assets

- Customized community involvement and activation experiences specifically tied to your company vision
- Product/Service distributed to players and partner clubs
- Premier Brand placement on selected kit merchandise
- Branding on website, social media and email
- Match day recognition through on field signage & social channels

SOCIAL MEDIA PRESENCE

www.deschutesrugby.com *and* www.deschutesrugbyshop.com

@DeschutesRugby

@DeschutesRugby

@DeschutesRugby

@DeschutesRugby

@DeschutesRugby

@DeschutesRugby

DESCHUTES
RUGBY CLUB

Thor Hoyte | President
thor@deschutesrugby.com
(253) 820-9392

Justin Fitzpatrick | Vice President
justin@deschutesrugby.com
(206) 484-8861

DESCHUTES
RUGBY CLUB

Join The Crows for some fun & frivolity

Mixed touch Rugby
& BBQ

Sunday 7th May @ 1pm
Crow's Nest
8345 Steilacoom RD SE,
Olympia, WA
Field 4

Follow us
@deschutesrugby

#JOINTHEMURDER

DESCHUTES RUGBY CLUB MEN'S PREMIERSHIP 23-24 SCHEDULE

DESCHUTES RUGBY CLUB EST. 2022

PNW RUGBY PREMIER

FALL 2023

9/9 AWAY VS CHUCKANUT GEODUCKS
9/16 HOME VS EASTSIDE TSUNAMI
9/23 AWAY VS BOISE UNITED
9/30 HOME VS TACOMA NOMADS
10/7 AWAY VS PORTLAND PIGS
10/14 HOME VS SEATTLE RUGBY CLUB
10/21 AWAY VS ORSU
10/28 HOME VS VALLEY KANGAROOS
11/11 AWAY VS EASTSIDE TSUNAMI
12/9 PNRFU CUP AT STARFIRE

SPRING 2024

3/2 HOME VS BOISE UNITED
3/9 AWAY VS TACOMA NOMADS
3/16 HOME VS PORTLAND PIGS
3/23 AWAY VS SEATTLE RUGBY CLUB
3/30 HOME VS ORSU
4/6 AWAY VS VALLEY KANGAROOS
4/20 PNRFU PLAYOFFS - TBD
5/4 SUPER REGIONALS - LAS VEGAS

HOME FIELD: REGIONAL ATHLETIC COMPLEX
8345 STEILACOOM RD SE, LACEY 98513

THANK YOU TO OUR SPONSORS

CHAPMAN CIDER CO.
BE THE MATCH
ALL SEASON TRANSPORT
SHINY PRIZE OLYMPIA, WA
CAPITAL HEATING · COOLING PLUMBING · ELECTRIC
PINTS DOG HOUSE
Fred Hutch Cancer Center

DESCHUTESRUGBY.COM
@DESCHUTESRUGBY

DESCHUTES RUGBY CLUB MEN'S CHALLENGER TEAM 23-24 SCHEDULE

DESCHUTES RUGBY CLUB
EST. 2022

PNW RUGBY
CHALLENGER

FALL 2023

9/9 HOME VS SEATTLE QUAKE
9/16 HOME VS SPOKANE RAZORBACKS
9/23 AWAY TRIPLE HEADER VS SPOKANE RAZORBACKS AND CHUCKANUT GEODUCKS
10/7 AWAY VS SEATTLE QUAKE
10/14 HOME VS SEATTLE SNOHOMISH RHINOS
10/21 AWAY VS PORTLAND LUMBERJACKS
10/28 HOME VS KITSAP RENEGADES
11/11 JAMBOREE AT LACEY CROWS NEST
12/9 PNRFU CUP AT STARFIRE

SPRING 2024

3/9 HOME VS FEDERAL WAY WARRIORS
3/23 AWAY VS KITSAP RENEGADES
3/30 AWAY VS SPOKANE RAZORBACKS
4/13 FOOL'S FEST AT SPOKANE
4/27 PNRFU CUP - LOCATION TBD
5/4 PNRFU CUP - LOCATION TBD

HOME FIELD: 7505 ZIER RD, YAKIMA

THANK YOU TO OUR SPONSORS

CHAPMAN CIDER CO.
BE THE MATCH
ALL SEASON TRANSPORT
SHINY PRIZE OLYMPIA, WA
CAPITAL HEATING · COOLING PLUMBING · ELECTRIC
PINTS DOG HOUSE
Fred Hutch Cancer Center

DESCHUTESRUGBY.COM
@DESCHUTESRUGBY

DESCHUTES RUGBY CLUB WOMEN'S CHALLENGER TEAM 23-24 SCHEDULE

FALL 2023

9/16 HOME TOURNAMENT
9/30 TOURNAMENT @ SALEM
10/14 TOURNAMENT @ SEATTLE
10/21 JAMBOREE @ CHUCKANUT
10/28 PORTLAND HALLOWEEN TOURNAMENT
11/11 HOME JAMBOREE
12/9 JAMBOREE @ STARFIRE

SPRING 2024

3/9 TOURNAMENT @ PORTLAND
3/23 TOURNAMENT @ DESCHUTES
4/6 TOURNAMENT @ CHUCKANUT
4/13 FOOL'S FEST @ SPOKANE

HOME FIELD: REGIONAL ATHLETIC COMPLEX
8345 STEILACOOM RD SE, LACEY 98513

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For a traditional

BURNS NIGHT

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