



City of Lacey, Washington Lodging Tax Advisory Committee Meeting Agenda

Refer to the bottom of the agenda for meeting information.

Wednesday, September 20, 2023	8:30 AM	Council Chambers and Online
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- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Agenda, Previous Meeting Minutes, and Consent Items:**
 - A. Approval of Agenda
 - B. Approval of September 13, 2023, meeting minutes
- 4. Public Comment:**

Refer to the bottom of the agenda for instructions on how to provide public comment.
- 5. Agenda Items**
 - A. 2024 Lodging Tax Funding Applicant Presentations
 - B. Budget Tool Review
- 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
<https://us02web.zoom.us/j/89675874418>

Website: <https://cityoflacey.org/government/public-meetings/>

YouTube: <https://www.youtube.com/watch?v=uPk4j5e7VVo>

Phone: (888) 788-0099 or (877) 853-5247 (Webinar ID 896 7587 4418)



City of Lacey, Washington
LTAC Meeting Minutes
Wednesday, September 13, 2023 - Council Chambers and Online

1. Call to order

2. Roll Call

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

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

3. Approval of Agenda, Previous Minutes, and Cons

- A. Approval of Agenda
- B. Approval of August 9, 2023, meeting minutes

Andrew Shin moved to approve the agenda and previous minutes.
Chad Carpenter seconded. Motion carried.

4. Public Comment:

No public comment was provided.

5. Agenda Items:

A. Review of 2024 Lodging Tax Funding Applications

Sadie Siglin, Management Analyst

Siglin provided a review of the 2024 Lodging Tax Funding applications. Siglin reviewed applications for marketing and capital projects. Discussion ensued. Siglin reviewed results of the pilot scoring rubric for event applications and event applications. Discussion ensued.

The Committee selected applicants for supplemental presentations and requested additional information from some applicants.

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

6. Adjourn

Chair Miller adjourned the meeting at 1:52 p.m.



Time	Applicant	Application	Category	2024 Funding Requested
8:30 - 8:45 AM	Call to order & prep			
8:45 - 9:30 AM	City of Lacey-Parks Culture & Recreation	RAC- Maintenance and Operations	Capital	\$ 180,000
	City of Lacey-Parks Culture & Recreation	RAC- Golf Carts	Capital	\$ 8,000
	City of Lacey-Parks Culture & Recreation	Lacey Cultural Celebration	Event	\$ 11,000
	City of Lacey-Parks Culture & Recreation	Lacey Spring Fun Fair	Event	\$ 20,000
	City of Lacey-Parks Culture & Recreation	Lacey Fireworks Spectacular- 3rd of July	Event	\$ 27,000
	City of Lacey-Parks Culture & Recreation	Lacey in Tune	Event	\$ 23,000
	City of Lacey-Parks Culture & Recreation	Glow in the Park	Event	\$ 25,000
	City of Lacey- Public Affairs	Banners	Marketing	\$ 10,000
	City of Lacey- Community & Economic Development	Lacey Market at the Depot	Event	\$ 15,000
15 min break & review				
9:45 - 10:15 AM	Lacey South Sound Chamber	Tourism & Promotion	Marketing	\$ 70,000
	Lacey South Sound Chamber	Lacey South Sound Chamber Golf Classic	Event	\$ 5,000
	Lacey South Sound Chamber	Lacey South Sound BBQ Festival	Event	\$ 20,000
	Lacey South Sound Chamber	Winterfest- Sip, Savor, & Shop	Event	\$ 5,000
15 min break & review				
10:30 AM	American Lung Association	Reach the Beach	Event	\$ 15,000
10:45 AM	Deschutes Rugby Club	2023 Men's Division 1 & Women's Division 2	Event	\$ 66,044
11:00 AM	Oly Soccer Foundation	Oly Town Soccer	Event	\$ 55,000
11:15 AM	Gateway Rotary Club	Bunkers, Ball, & Birdies	Event	\$ 5,000
15 min break & review				
11:45 AM	Spouses Club of Lewis-McChord	Kris Kringle Market	Event	\$ 12,500
12:00 PM	North American Talk Media Group	Thurston Talk	Marketing	\$ 38,000
15 min break & review				
12:30 PM	Team-Tomorrow	South Sound Block Party	Event	\$ 15,000
12:45 PM	Capital Lakefair Inc.	Lakefair	Event	\$ 14,000
15 min break & review				
1:15 - 1:30 PM	Budget Tool Review			

Applicants were asked to prepare the following for their interviews:

Please prepare a brief presentation, no more than 5 minutes. If you wish to give a PowerPoint presentation, your presentation should be no more than 5 slides and must be submitted by email to Sadie Siglin at ssiglin@ci.lacey.wa.us **by 5:00 pm Monday, September 18, 2023**. Your presentation should include answers to the following questions, as applicable:

1. Provide a brief overview of your event/program, how it will attract visitors from greater than 50 miles, and how you market Lacey hotels.
2. If you have requested an increasing in funding from previous Lodging Tax Funding Cycles, please explain the reason for the increase and the intended use of funds.
3. If you were granted Lodging Tax funds from the 2023 funding cycle, please provide a comparison of your projected metrics for 2023 and 2024.
4. If you have previously applied for Lodging Tax funding and your event/program has changed please explain why.
5. What is the duration of your event and cancellation policy/plan?
6. How will your event/program be impacted if you do not receive the full funding you requested?

Applicants were asked to confirm their interview and provide the name(s) of representatives presenting.



2024 Abbreviated Lodging Tax Funding Applications

For access to all applications and materials please visit:
<https://laceywa.portal.civicclerk.com/event/807/files>

Table A

Lodging Tax Funding Abbreviated Applications for Interviews

<u>Applicant</u>	<u>Application</u>	<u>Category</u>	<u>2024 Funding Requested</u>	<u>Increase from 2023 Funding</u>
City of Lacey	RAC- Maintenance and Operations	Capital	\$180,000	
	RAC- Golf Carts	Capital	\$ 8,000	
	Lacey Cultural Celebration	Event	\$11,000	\$2,000
	Lacey Spring Fun Fair	Event	\$20,000	\$5,000
	Lacey Fireworks Spectacular- 3rd of July	Event	\$27,000	\$5,000
	Lacey in Tune	Event	\$23,000	\$5,000
	Glow in the Park	Event	\$25,000	
	Banners	Marketing	\$10,000	
	Lacey Market at the Depot	Event	\$15,000	
Lacey South Sound Chamber	Tourism & Promotion	Marketing	\$70,000	
	Lacey South Sound Chamber Golf Classic	Event	\$5,000	
	Lacey South Sound BBQ Festival	Event	\$20,000	
	Winterfest- Sip, Savor, & Shop	Event	\$5,000	
American Lung Association	Reach the Beach	Event	\$15,000	\$10,000
Deschutes Rugby Club	2023 Men's Division 1 & Women's Division 2 Rugby Season	Event	\$66,044	\$38,814
Oly Soccer Foundation	Oly Town Soccer	Event	\$55,000	\$45,000
Gateway Rotary Club	Bunkers, Balls, & Birdies	Event	\$ 5,000	
Spouses Club of Lewis-McChord	Kris Kringle Market	Event	\$12,500	\$3,000
North American Talk Media Group	Thurston Talk	Marketing	\$38,000	
Team-Tomorrow	South Sound Block Party	Event	\$15,000	
Capital Lakefair Inc.	Capital Lakefair	Event	\$14,000	\$4,000

City of Lacey Applications



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.

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

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 trails 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.

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.

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?*

Regional Athletic Complex in 2023 were \$1,332.495

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?*

-13.50%

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.

Please see budget sheets attached

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.

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
-

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?*

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? *

364

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

01/01/24



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 responsibilities 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



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



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.

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

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



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.



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?*

\$70,000.00

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?*

28%

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

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 Budget \$54,900
Vendors \$29,800
Lodging Tax \$20,000 request
Sponsors \$12,200
Car Show \$1500

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?

\$15,000 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. 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? *

2

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

05/18/24



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.

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.

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?*

\$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%

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*

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.

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



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.

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

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.

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.

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?*

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

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 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

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

07/09/24



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.

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*	Unpaid Overnights*
20	0
Visits by Day Travel*	Other Attendance*
200	7500
Out-of-State Visitors*	How Many Attendees*
0	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.

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.

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?*

51,000.00

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?*

49%

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*

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

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?*

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)*

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)*

09/07/24



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



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, Lacey, 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 Thurston 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.

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

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.

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.

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?*

50,000.00

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?*

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.

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

Lacey South Sound Chamber Applications



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 activities 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 created 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, activities, 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.



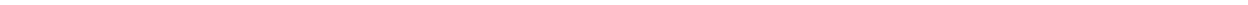
6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

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?*

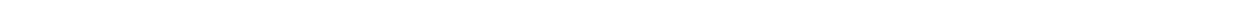
All Ages



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,

A handwritten signature in black ink, appearing to read "Annette Pitts", written in a cursive style.

Annette Pitts

CEO

Experience Olympia & Beyond



2024 CITY OF LACEY LODGING TAX FUNDS APPLICATION

Organization/ Agency Name*

Lacey South Sound Chamber of Commerce

Event/ Activity/ Program Name *

Lacey South Sound 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 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 will use the funds to help market the event and draw in participants from out of town. The participants will typically stay over night in Lacey and will also frequent Lacey's 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 participants 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



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 showcases 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 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. The BBQ Festival is free to attend and is welcoming to all who would like to attend. We create a safe environment 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 businesses 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.



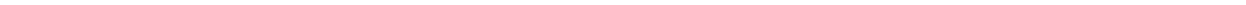
6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

We will measure the success of the event by the number of participants that we have and the number of returning vendors.



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

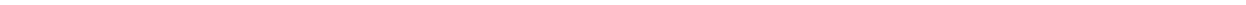
All Ages



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:



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 performing 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 Transmission and Auto Care, Print NW and many more.



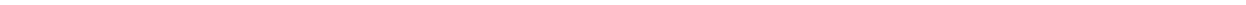
6. Program Sustainability: How will you measure the success of your event, activity, or program? (5 points)*

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?*

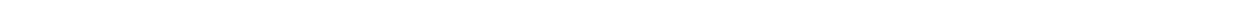
20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69, 70 to 79, 80 and beyond



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:

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.

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 p

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%

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 communicatic 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

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

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?*

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

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.

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)*

09/28/24

**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 Lac

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

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

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

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?*

Other City LTAC Funding*

Tribal Banners and local sponsors

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

17. Is this application for new funds?*

Yes

18. Is this application for increased funds?*

Yes

If yes, describe the reason for the increase. *

Large Facility Cost Increases

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? *

20

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

01/27/24

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.

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

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.

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

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 (\$5000 - 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

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 advertisement; 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.

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?*

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

18,000.00

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.

\$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*

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

17. Is this application for new funds?*

No

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.

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? *

2

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

11/17/23

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 tourism 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 inquiries 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 ClarkCountyTalk.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

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

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 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

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

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 L

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