



City of Lacey, Washington Lodging Tax Advisory Committee Meeting Agenda

Refer to the bottom of the agenda for meeting information.

Thursday, September 12, 2024

3:00 PM

Council Chambers and Online

1. Call to Order

2. Roll Call

3. Land Acknowledgment

We, the City of Lacey, are on the ancestral land of the Tribal People of the Treaty of Medicine Creek, including the Nisqually Indian Tribe and Squaxin Island Tribe. We acknowledge, and remember those Tribal People not recognized today who were absorbed or relocated into other tribes for survival. We recognize the ancestors and their descendants who are still here. We recognize and respect the Tribal People of the Treaty of Medicine Creek as the traditional stewards of this land since time immemorial and their role today in taking care of these lands in perpetuity. We recognize and have the responsibility to call attention to the histories of dispossession, forced removal, and abridged treaty rights that allowed our nation, state, and city to develop as they have today. We recommend that community members read the Medicine Creek Treaty of 1854.

4. Approval of Agenda, Previous Meeting Minutes, and Consent Items

A. Approve Draft Meeting Minutes April 4, 2024

5. Public Comment

Refer to the bottom of the agenda for instructions on how to provide public comment.

6. Business Items

A. Advisory Board Handbook Update

Shannon Kelley-Fong, Assistant City Manager

B. Budget Update

Troy Woo, Finance Director

C. Scoring Rubric & Budget Tool Review

Sadie Siglin, Management Analyst

D. Review of 2025 Lodging Tax Funding Applications

Sadie Siglin, Management Analyst

7. Adjourn

Attendance and Public Comment

Attend Remote or In-Person

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

In-Person	Council Chambers at Lacey City Hall 420 College Street SE, Lacey, WA 98503
Zoom:	https://us02web.zoom.us/webinar/register/WN_IEGjboUEQi-yYQRRizNJXA
Website:	https://cityoflacey.org/government/public-meetings/
Facebook:	https://www.facebook.com/cityoflacey
YouTube:	https://www.youtube.com/watch?v=Ea4vnw2FPd4
Cable:	Channel 77 with your local cable provider
Phone:	(888) 788-0099 or (877) 853-5247 (Webinar ID 895 7594 9276)

Verbal Public Comment

Each speaker is limited to three minutes. Comments are welcome on matters connected to City business or specific agenda items.

Prior to starting your comments, please provide your:

- a. Name
- b. City of residence or connection to the City
- c. Topic or subject matter of your comments

Those wishing to provide verbal public comment may do so in-person or by Zoom:

In-Person:	Use the sign-up sheet located at the meeting location.
Zoom:	Preregister using the following Zoom link no later than two hours prior to the meeting: https://us02web.zoom.us/webinar/register/WN_IEGjboUEQi-yYQRRizNJXA

Instructions and access details will be provided once registration is complete.



Written Public Comment

Public comments may also be submitted by email to LodgingTax@cityoflacey.org. The commenting period will close two hours before the meeting time. Written comments will be provided to the committee electronically prior to the meeting. Comments will not be addressed during the meeting; however, comments received will be added to the official record.





City of Lacey, Washington
Lodging Tax Advisory Committee Meeting Minutes
Thursday, April 4, 2024 - Council Chambers and Online

1. Call to Order

Chair Miller called the meeting to order at 5:12 p.m.

2. Roll Call

LODGING TAX ADVISORY COMMITTEE MEMBERS PRESENT: Chair Malcolm Miller; Committee Members Ruth Weigelt, and Chad Carpenter (Remote)

LODGING TAX ADVISORY COMMITTEE MEMBERS EXCUSED: Committee Member Andrew Shin

STAFF PRESENT: Shannon Kelley-Fong, Assistant City Manager; Troy Woo, Finance Director; Elissa Fontaine, City Clerk; and Brandy Legomina, Deputy City Clerk

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

A. Approval of the Minutes of September 25, 2023

Committee Member Weigelt moved to approve the minutes of the September 25, 2023, meeting. Committee Member Carpenter seconded. Motion carried.

4. Public Comment:

The Committee received no written or spoken public comment.

5. Agenda Items

A. **2023 Award Review**

Shannon Kelley-Fong, Assistant City Manager
Troy Woo, Finance Director

Kelley-Fong and Woo presented a review of the 2023 awards; revenues and

expenditures; and details on externally funded LTAC events.

B. 2024 LTAC Planning Update

Shannon Kelley-Fong, Assistant City Manager

Kelley-Fong presented 2024 LTAC Updates. This presentation included discussion on transparency and clarity updates to the website, award recipient documentation, contracts, and reporting and invoicing functions. Kelley-Fong overviewed creating specific applications for events, operations and capital projects, and marketing.

Kelley-Fong presented results from the regional LTAC staff meeting with the cities of Lacey, Olympia, Tumwater, and Thurston County, including a lodging tax overview with definitions, limitations on use of LTAC funds, applicant reporting requirements, and application procedures. Application questions, interview processes, and scoring processes for each jurisdiction were compared for similarities and differences.

Kelley-Fong presented an analysis of 2024 LTAC activity funding and 2023 application cycles by jurisdiction. Discussion ensued regarding draft scoring rubrics. Proposed changes for LTAC meeting dates for the 2025 event cycle were also discussed.

C. Advisory Board Stipend Program and Email Addresses

Shannon Kelley-Fong, Assistant City Manager

Elissa Fontaine, City Clerk

Kelley-Fong and Fontaine presented the Advisory Board Stipend Program including discussions on the background of the program; steps required to opt-in or opt-out of the program; protocols for using government-issued email addresses; the voluntary advisory board demographic survey; and accessing materials through the CivicClerk board portal.

D. Land Acknowledgment

Shannon Kelley-Fong, Assistant City Manager

Kelley-Fong presented the City of Lacey's policy to adopt the reading of the Abbreviated Land Acknowledgment.

Committee Member Weigelt moved to adopt the reading of the Abbreviated Land Acknowledgment. Committee Member Carpenter seconded. Motion carried.



6. Adjourn

Chair Miller adjourned the meeting at 6:31 p.m.

DRAFT





Advisory Board Handbook Standards, Protocols, and Ground Rules

Updated 08.06.2024 – Effective 09.02.2024

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FOREWORD

The Lacey City Council is very appreciative of community members that serve on City of Lacey (City) Advisory Boards. The work that these volunteers perform in support of our community, and in partnership with the Lacey City Council, is invaluable. City Advisory boards emphasize the Lacey City Council's commitment to community and service.

As a representative of the City and ambassador of our community, Advisory Board members are expected to have common and consistent standards, protocols, and ground rules, similar to those that are used by the Lacey City Council. This handbook is intended as a comprehensive resource guide for Advisory Board members.

Copies of this document are posted on the City's website, visit <https://cityoflacey.org/government/lacey-city-council/advisory-boards>

Approved: February 12, 2015
Amended: March 18, 2018
October 7, 2021
August 6, 2024

CHAPTER 1

Introduction and Overview

Municipal Code City

The City was incorporated in December 1966 and is designated as an optional municipal code city. The optional municipal code, [RCW 35A](#), was devised as an alternative to the existing statutory system of municipal government in Washington. The basic objective of the code was to increase the abilities of cities to cope with complex urban problems provided by broad statutory home rule authority in matters of local concern to all municipalities, regardless of population.

Under the optional municipal code, cities may take any action on matters of local concern so long as that action is neither prohibited by the State Constitution nor in conflict with the general law of the state. The powers granted to code cities includes all the powers granted to any other class of city in any existing or future legislative enactment, unless the legislature specifically makes a statute inapplicable to code cities.

City of Lacey Mission Statement

The City's adopted Mission Statement guides the actions of the organization, defines the City's overall goals, provides a sense of direction and purpose, and informs decision-making.

"Our mission is to enrich the quality of life in Lacey for all our citizens... to build an attractive, inviting and secure community. We pledge to work in partnership with our residents to foster community pride, to develop a vibrant, diversified economy, to plan for the future, and to preserve and enhance the natural beauty of our environment."

City of Lacey Vision Themes

- The City's eight (8) guiding themes to implement the City's vision are:
- Environmental Stewardship
- A Vibrant Place to Live, Work and Play
- Coordinated and Collaborative Planning
- Excellence in Programs and Services
- An Engaged Community
- Quality Transportation and Utility Infrastructure
- A Safe and Secure Community
- Financial Stewardship and Accountability

Organizational Values

The City of Lacey adopted a set of core values that guide the organization.

- Integrity
- Productivity
- Stewardship
- Empathy
- Leadership
- Collaboration
- Service
- Professionalism
- Innovation
- Diversity
- Accountability
- Honesty

Motto

Shaping Our Community Together

1.01 Advisory Boards

Community members serve on the City's Advisory Boards in a volunteer, advisory role. Advisory boards make recommendations on issues related to land use, zoning, social services, parks, library services, and historical matters. Advisory Boards include boards, commissions, committees, and other bodies serving in an advisory capacity to the Lacey City Council.¹ Community involvement is a key element in the Council's decision-making process. The duties and responsibilities of advisory boards members are defined in the [Lacey Municipal Code](#) (LMC), the [Revised Code of Washington](#) and through intergovernmental agreements. Prior to serving on one of Lacey's Advisory Boards, the full Council shall confirm all advisory board appointments forwarded by the Mayor.²

If a member resigns prior to their term expiration, a letter of resignation will be submitted to the Mayor, or City Manager for the Civil Service Commission. If a member serves a complete term and does not seek reappointment, they will be recognized by the Mayor at a Regular Council meeting. The City Clerk's office coordinates the recruitment process to fill vacancies on Council Advisory Boards. Positions are advertised on the City's website, through local media, and by word of mouth. Potential candidates are interviewed by the Mayor and staff liaison to the advisory board. The Mayor appoints, subject to confirmation by Council, at a Regular Council meeting.³

¹ With the exception of Civil Service Commission which is appointed by the City Manager.

² Same as above.

³ Same as above.

Codified Advisory Boards are defined in the [Lacey Municipal Code](#) as City law, or in the Revised Code of Washington as state law. Additionally, the [Advisory Boards Standards, Protocols, and Ground Rules Handbook](#) is available online.

For the latest information on Advisory Board meeting times and agendas, visit <https://cityoflacey.org/government/public-meetings/>

To learn more about Advisory Boards, visit <https://cityoflacey.org/government/lacey-city-council/advisoryboards/>

Planning Commission

The nine-member Planning Commission develops recommendations for long-range comprehensive planning goals and policies in the City and areas outside the City, which may seek annexation. The Planning Commission determines its own meeting times and location.

Reference:	LMC 2.32
Length of Term:	Three Years
Term Limit:	Two Terms
Number of Members:	Nine Commissioners
Residency Requirements:	Seven of the nine Planning Commissioners must be Lacey City residents. The remaining two Commissioners may be either Lacey residents or residents of Lacey's Urban Growth Area.
Who Appoints:	The Mayor appoints Planning Commissioners, subject to confirmation by the Council.

Historical Commission

The eight-member Historical Commission provides leadership in raising awareness of Lacey's history and preservation of local historic resources. The Historical Commission guides creation of public education and interpretive programs, encourages conservation of items and properties that are of historic significance, and reviews nominations to the Lacey Register of Historic Places. The Historical Commission determines its own meeting times and location.

Reference:	LMC 2.42
Length of Term:	Three Years
Term Limit:	Two Terms
Number of Members:	Seven Commissioners, plus one Lacey Youth Council representative
Residency Requirements:	Five of the seven Commissioners (not including the Lacey Youth Council representative) must be Lacey City residents. Two of the eight Commissioners must be professionals with a background in history, architecture, planning, or American studies. The Lacey Youth Council appoints one member to serve as the youth representative to the Historical Commission.
Who Appoints:	The Mayor appoints Historical Commissioners, subject to confirmation by the Council. The Mayor appoints the Lacey Youth Council member, subject to confirmation by the Council.

Parks, Culture and Recreation Board

The eight-member Parks, Culture, and Recreation Board makes recommendations to the Council regarding planning, promotion, acquisition, construction, and development of parks and open spaces, recreation facilities and recreation programs. The Parks, Culture and Recreation Board determines its own meeting times and location.

Reference:	LMC 2.44
Length of Term:	Three Years
Term Limit:	Two Terms
Number of Members:	Seven Commissioners, plus one Lacey Youth Council youth representative
Residency Requirements:	<p>Five of the seven Commissioners (not including the Lacey Youth Council representative) must be Lacey City residents. Two of the seven Commissioners can be either a Lacey City resident or a resident of Lacey's Urban Growth Area.</p> <p>The Lacey Youth Council appoints one member to serve as the youth representative to the Parks, Culture and Recreation Board.</p>
Who Appoints:	<p>The Mayor appoints Parks, Culture and Recreation Board members, subject to confirmation by the Council.</p> <p>The Mayor appoints the Lacey Youth Council member, subject to confirmation by the Council.</p>

Library Board

The six-member Library Board, comprised of five general members and one youth representative, assists in facilitating long-range planning for library capital facility needs and recommends building improvements for the Lacey Timberland Library. The Library Board selects its own chairperson and officers from its membership. Lacey's Timberland Library has one of the highest circulations of the 27 libraries in the Timberland Regional Library system. The Library Board determines its own meeting times and location.

Reference:	LMC 2.46
Length of Term:	Five Years
Term Limit:	Two Terms
	Number of Members: Five Board Members, plus one Lacey Youth Council representative.
Residency Requirements:	Four of the five Board Members (not including the Lacey Youth Council representative) must be Lacey City residents. One of the five Board Members can be either a Lacey City resident or a resident of Lacey's Urban Growth Area.
	The Lacey Youth Council appoints a Lacey Youth Councilmember to serve as the youth representative.
Who Appoints:	The Mayor appoints Library Board Members, subject to confirmation by the Council.
	The Mayor appoints the Lacey Youth Council member, subject to confirmation by the Council.

Commission on Equity

The eight-member Commission on Equity, comprised of seven general members and one youth representative, work to identify and advance opportunities that will create a more welcoming community, continue critical conversations on race and equity, seek greater participation from underrepresented community members, and identify existing gaps and barriers which could prevent full participation in government and public policy.

Reference: [LMC 2.34](#)

Length of Term: Three Years

Term Limit: Two, if there are no applicants for a vacant term on month prior to the expiration of the term, the incumbent may be reappointed to an additional three-year term.

Number of Members: Seven Commissioners, plus one Lacey Youth Council representative.

Residency Requirements: Commissioners (not including the Lacey Youth Council representative) may be a Lacey City resident or reside within Lacey's Urban Growth Area.

Who Appoints: The Mayor appoint Commission on Equity members, subject to confirmation by the Council.

The Mayor appoints the Lacey Youth Council member, subject to confirmation by the Council.

LEOFF Disability Board (Law Enforcement Officers Fire Fighters)

The 5-member Law Enforcement Officers and Fire Fighters (LEOFF) Disability Board administers LEOFF I benefits and entitlements. The LEOFF Disability Board determines its own meeting times and location.

Reference: [RCW 41.26.110](#)

Length of Term: Two Years

Term Limit: No term limit

Number of Members: Five Board Members

Residency Requirements: Two members must currently serve on the Lacey Council. Two members must be active or retired City law enforcement officers. One member must be from the public at large who resides within the City.

Who Appoints: The Mayor appoints two Councilmembers, subject to confirmation by the Council. Law enforcement officers employed by or retired from the city who are subject to the jurisdictions of the board elect and appoint the two law enforcement Board Members. The remaining Board Members appoint the one at-large Board Member.

Civil Service Commission (Non-Council Advisory Board)

By statute, the City Manager appoints members to the Civil Service Commission. The three-member Civil Service Commission adopts rules for the regulation of personnel matters and competitive examinations for classified employees of the Lacey Police Department. It also hears appeals arising from the administration of the Civil Service rules and regulations. The Civil Service Commission determines its own meeting times and location.

Reference:	LMC 2.52.040 ; RCW 41.12
Length of Term:	Six Years
Term Limit:	Two Terms
Number of Members:	Three Members
Residency Requirements:	Civil Service Commissioners may be Lacey City residents or residents of Lacey's Urban Growth Area.
Who Appoints:	The City Manager appoints Civil Service Commissioners.

Lodging Tax Advisory Committee (LTAC)

The five-member Lodging Tax Advisory Committee recommends to the Council how best to use lodging tax revenues. Lodging tax revenues are generated through a 4% hotel-motel tax imposed by the City on each room rental night. The Lodging Tax Advisory Committee determines its own meeting times and location.

Reference: [RCW 67.28.1817](#); [LMC 13.03.045](#)

Length of Term: Three Years

Term Limit: No term limit

Number of Members: Five Members

Residency Requirements: One member must be an elected official of the City, and will serve as Chair. Two Committee Members must represent businesses that collect the lodging tax, and two Committee Members must represent activities authorized to be funded by lodging tax revenues.

Who Appoints: The Mayor appoints Lodging Tax Advisory Committee members, subject to confirmation by the Council.

Non-codified Advisory Boards are *not* enacted as law in the LMC.

Public Facilities District (PFD)

The seven-member Public Facilities District Board has fiduciary responsibility for the appropriate use of sales tax revenue it collects and distributes. The Board meets annually to review financial statements and to issue an annual report to the public on the use of those funds. The Public Facilities District Board determines its own meeting times and location.

Reference: [RCW 82.14.390](#)

Length of Term: Four Years

Term Limit: No term limit

Number of Members: Seven Board Members

Residency Requirements: The Public Facilities District Board must have one member from each jurisdiction, and three regional members.

Who Appoints: Four members are representatives from each jurisdiction (Lacey, Olympia, Tumwater, and Thurston County). The Mayor appoints Lacey's representative, subject to confirmation by the Council. Each jurisdiction appoints their own representative.

Three members are regional representatives, subject to recommendations from local business and community organizations, and appointed by the elected bodies of all four jurisdictions.

Removal of Advisory Board Member:

General or Lacey Youth Council representatives who serve on the LMC codified Advisory Boards (e.g., Commission on Equity, Historical Commission, Library Board, Parks, Culture and Recreation Board, or Planning Commission) may be removed from the Advisory Board prior to the expiration of their term of office by the Council for inefficiency, neglect of duty, an unlawful act, or by violation of the protocols of the Lacey Advisory Boards Standards, Protocols, and Ground Rules Handbook. The Council may remove a general member or Lacey Youth Council representatives who have three or more unexcused absences at regular meetings in a calendar year. Removal should not occur for disagreement with an official recommendation of the Board or its members.

Prior to the decision to remove or not remove an Advisory Board member, the Mayor, or their designee, will conduct a fact-finding process to fully assess whether the Advisory Board member's actions meet the criteria for removal.

1.02 Interpersonal Standards, Protocols, and Ground Rules

Advisory Board members value positive and productive working relationships amongst themselves, the City Council, other members of Advisory Boards, elected officials, neighboring colleagues, City staff, and the general public. Toward that end, the Council adopted a set of interpersonal standards, protocols, and ground rules to foster and promote collaborative, respectful, and healthy working relationships as follows:

General Protocol

- Always conduct oneself in a professional, courteous, and respectful manner.
- Never compromise your personal integrity or the honor and good faith of the Advisory Board, the Lacey City Council, or the City.
- Do not criticize in public. Issues should be addressed in private, when possible.
- Listen attentively. Avoid interrupting. Be respectful even with those you disagree.
- Do not act as a committee of one. Governing a city requires a team effort.
- Remember, we represent all of the people, not a select few interests.
- Never allow conflicts of interest to arise between your public duties and your private interests.
- Deal directly with those individuals affected. Attempt to resolve individual differences privately before involving City Council and/or City staff.

Meetings Protocol

- Arrive on time. Be prepared for meetings. Read and study your materials.
- Avoid engaging in debates with the public or individual community members. Some meetings may be designed for more community engagement.
- Avoid texting, e-mailing, making, or receiving calls during meetings.
- Strive for consensus as an operating goal.

- When a matter is brought before the Advisory Board for a vote, respect the majority decision regardless of how you voted.
- Make recommendations on the basis of public policy and be consistent.
- Do not be misled by the strong demands of special interest groups. Find the long-term public interest of the community as a whole.
- Do not rush to judgment. Seek out the facts before drawing quick conclusions.
- Do not give quick answers when you are not sure.
- Do not make promises you cannot deliver. Many decisions and actions require the approval of the governing body or must be consistent with adopted policy
- Be respectful of differences. Accept disagreements. Vote and move on.
- Participate in official meetings with the dignity and decorum fitting of those who hold a position of public trust.
- Do not be afraid to ask questions. It is one of the best ways to learn
- Vote yes or no on motions. Do not abstain, except when you have a conflict of interest.
- Respect the letter and the intent of the open meetings law.
- Do not bypass the system. Stay focused on policy decisions and avoid personal involvement in the day-to-day operational decisions of the City.
- Do not personally criticize other Advisory Board members who vote against or disagree with you.

Communication Protocol

- Always be respectful of one another, the public, and City staff.
- Be open, honest, and diplomatic when communicating.
- Accept and give constructive input and feedback.
- Return calls and emails in a timely manner. Be responsive to inquiries.
- Do not surprise colleagues and staff, especially at formal meetings. Notify others of issues and concerns ahead of time.
- Know your peers. Get to know other professionals and officials in local and state government as it pertains to your Advisory Board.
- Do not use your title as an Advisory Board member to express your personal opinion.

CHAPTER 2

Open Government Requirements

2.01 Open Public Meetings Act

All meetings of the Advisory Boards shall be open to the public, and notice of the meetings shall comply with the Washington [Open Public Meetings Act, RCW 42.30](#). A meeting takes place when a quorum is present and information concerning City business is received, discussed, and/or acted upon.

Under the Americans with Disabilities Act, the City of Lacey provides accommodations access meetings for people with disabilities. Assisted-listening devices are available for use upon request. If special accommodations are required, please contact the City Clerk three days prior to the meeting.

2.02 Public Records Act

At all Advisory Board meetings, assigned City staff shall take meeting minutes . A copy of all minutes shall be filed with the City Clerk as the official record. Any rules and regulations adopted by any Advisory Board meeting shall be filed with the City Clerk.

Members should be aware that any written communication and documents that they create, receive or use as part of their duties related to serving on an Advisory Board may be considered a public record under RCW 42.56 and may be subject to retention requirements and disclosure. There is no distinction regarding whether or not the record was created or stored on a personal device or account, it will still be a public record subject to retention and disclosure requirements.

2.03 Open Government Training

Per [Open Government Trainings Act, RCW 42.56.150](#), all members of governing bodies (including Advisory Boards) must be trained regarding the Open Public Meetings Act and the Public Records Act, as well as records retention requirements.

All Advisory Board members must receive this training no later than 90 days after appointment and participate in refresher training at least every four years thereafter. The City Clerk's office will provide training resources in coordination with assigned City staff.

2.04 External Communications including Social Media

Advisory Board members should exercise caution when speaking publicly regarding City business to ensure that they accurately reflect the position of their respective Advisory Board. Individual members should clearly indicate when they are speaking as an individual and not representing the position of the City or of their respective Advisory Board.

Members are strongly discouraged from using private social media sites and tools for communicating City business. Members are asked to include the following disclaimer on all personal social media accounts to avoid confusion and potential violations of open government requirements.

Disclaimer

- The views expressed represent the views of the author and may not reflect the views of the City of Lacey.
- Responses to this communication by other Advisory Board members may be limited by the provisions of the Open Public Meetings Act under which a policy discussion must be held in an open public meeting if a quorum participates.
- Posts, comments, or other content posted to this site, may be considered public records subject to public disclosure under the Washington State Public Records Act (RCW 42.56).

2.05 City Issued Email Addresses

The City shall provide Advisory Board members with official City email addresses. City issued email accounts may not be used for personal communication. City email accounts will be archived and retained per the City's public records practices.

2.06 City Issued Electronic Devices

The City may provide Advisory Board members with City-owned electronic devices, such as tablets, to better facilitate sharing of city documents with members. The City Manager will determine Advisory Boards or members that are provided City-issued devices. If the City does provide City-owned electronic devices, members are expected to use that device for all City business, rather than a personal device. City-owned devices may only be used to conduct City business and may not be used for any personal activities.

Permitted and Prohibited Uses

Permitted Uses

The City's technology resources are provided to assist Advisory Board members in fulfilling the functions of their appointments and serving the public. The City's technology resources and equipment are to be used for City business purposes only. Advisory Board members with technology issues shall contact the assigned City-staff to resolve the issues.

Prohibited Uses

Use of City devices and technologies that violates federal, state, or local laws, codes and regulations, and city policies and procedures is strictly prohibited.

In addition, while not an exhaustive list, the following uses of the City's devices and technologies are inappropriate and are prohibited at all times:

- Accessing pornographic, sexually explicit, or indecent materials, or that are otherwise unreasonably offensive.
- Any type of harassment or discrimination, including transmissions of obscene or harassing messages to any individual or group because of their sex, race, creed, religion, national origin, sexual orientation, or other protected class status.
- Gambling.
- Commercial use for personal business or gain.
- Solicitation of others for non-City sponsored profit or non-profit oriented sales, ventures, or fundraisers.
- Religious or political causes.
- Promotion or distribution of information about outside organizations that is not related to City business functions.
- Any activity that could adversely affect the City's image or reputation.
- Usage which precludes or hampers City network performance, such as viewing or listening to streaming audio and/or video, except for limited usage for City business such as accessing streaming audio/video for training purposes.
- Unauthorized copying of copyrighted material.
- Usage which violates software license agreements.
- Downloading of software unless approved by the Information Services department.
- Transmission of information to unauthorized persons or organizations.
- Unauthorized entry or attempt of entry into other City departments sub-directories, files, or resources.
- Excessive use of the system so as to unreasonably deprive others of system use or resources, whether with malicious intent or unintentional.
- Use of another City official's password or credentials to access or log-on to any City-owned technology resource, or use of another City official's password or credentials to access that employee's files or records on any City-owned technology resource.

2.07 Failure to Comply

Advisory Board members who fail to comply with the requirements of this chapter and any of the applicable open government statutes may be removed.

2.08 Public Comment

The Lacey City Council adopted the following Public Comment policy. This policy supersedes any Advisory Board adopted policy and is applicable to all Advisory Boards:

Public Comment

During Public Comment, individuals may address the [Advisory Board] regarding matters connected to City business, including on specific agenda items.

The [Advisory Board] accepts public comment in the following ways:

In-person: All individuals providing public comment in-person should sign-in on the City-approved sign-in sheet in the Council Chambers prior to the start of the meeting. Provided there is time, the Presiding Officer will invite individuals that did not sign-in to provide public comment.

Remotely: All individuals providing public comment remotely shall pre-register at least two-hours prior to the meeting using the City-approved tools provided on the Meeting agenda. The Presiding Officer will not invite individuals that did not pre-register at least two-hours prior to the meeting to provide public comment.

Written: Individuals providing written public comment must do so by mail or email to the City Clerk two hours in advance of the meeting. Comments received will be provided to the [Advisory Board] prior to the meeting. Written comments will not be addressed during the meeting. Comments will be added to the official meeting record.

The City will include information on this policy on the sign-in table for in-person public comment. For remote comment, the City will include information on this policy at the point of pre-registration.

The following rules apply to public comment:

1. The Presiding Officer will determine the order of receiving comments (e.g., individuals that signed-in in-person first, individuals that pre-registered remotely second, etc.). Speakers are called forward in the order in which they signed-in or pre-registered.
2. All individuals providing comment must provide:
 - a. Name,
 - b. City of residence or connection to the City, and
 - c. Topic or subject matter of their comments.
3. Individuals providing comment in-person or remotely are limited to three minutes. Individuals may not donate time to another speaker. The City will mute the microphone of individuals that continue beyond this time limit. The Presiding Officer may provide a verbal reminder that the time limit is exhausted and that the individuals must end their comments (e.g., "Thank you for your comment, your time has expired and we need to now move on to the next comment [or agenda item]. A city staff member will connect with you regarding your comments.").

Public Comment is allotted for a total of thirty minutes. This period may end before this time if all registered individuals have had the opportunity to speak.

This time allotment may be extended at the discretion of the Presiding Officer, with the consent of the [Advisory Board]. The Presiding Officer, with the consent of the [Advisory Board], may also add an additional Public Comment period as the final agenda item of a Regular meeting.

The Presiding Officer, provided there is time, with the consent of the [Advisory Board], may ask individuals that did not sign-in in-person to provide public comment.

4. The following are prohibited at Public Comment:
 - A. Addressing topics that have specified Public Hearings.
 - B. Electronic or physical presentations, recordings, or props are not allowed. Banners and signs are allowed along the back wall as long as they do not impede the view or the [Advisory Board]'s work.
 - C. Disruptions or interruptions (including, clapping, cheering, booing, interrupting speakers, candidate endorsements) are not allowed. The Body maintains the ability to stop people from speaking to the Body when not recognized by the Body to speak.
 - D. Specific threats of violence targeted against a person or group with a reasonable fear of harm to person or property, or sexual harassment.

2.09 Public Hearings

The Lacey City Council adopted the following Public Hearings policy. This policy supersedes any Advisory Board adopted policy and is applicable to all Advisory Boards:

[ADVISORY BOARD] holds Public Hearings at the time specified on their meeting agenda.

The [ADVISORY BOARD] accepts testimony in the following ways:

In-person: All individuals providing testimony in-person should sign-in on the City-approved sign-in sheet in the [Advisory Board] Chambers prior to the start of the meeting. Provided there is time, the Presiding Officer will invite individuals that did not sign-in to provide testimony.

Remotely: All individuals providing testimony remotely shall pre-register at least two-hours prior to the meeting using the City-approved tools provided on the Meeting agenda. The Presiding Officer will not invite individuals that did not pre-register at least two-hours prior to the meeting to provide testimony.

Written: Individuals providing written testimony must do so by mail or email to the City Clerk two hours in advance of the meeting. Testimony received will be provided to the [Advisory Board] prior to the meeting. Written testimony will not be addressed during the meeting. Written testimony will be added to the official meeting record.

The City will include information on this policy on the sign-in table for in-person testimony. For remote testimony, the City will include information on this policy at the point of registration.

Procedure:

1. The Presiding Officer opens the Public Hearing.
2. The Presiding Officer will determine the order of receiving testimony (e.g., individuals that signed-in in-person first, individuals that pre-registered remotely second, etc.). Speakers are called forward in the order in which they signed-in. The Presiding Officer, with the consent of the [Advisory Board], may separate commenters into groups favoring or opposing a proposed action, such as when the hearing is called to endorse or oppose a ballot measure.
3. All individuals providing testimony are required to provide:
 - a. Name
 - b. City of residence or connection to the City.
4. Testimony is limited to the specific matter for which the Public Hearing occurs and are limited to three minutes. Individuals may not donate time to another speaker. The City will mute the microphone of individuals that continue beyond this time limit. The Presiding Officer will provide a verbal reminder that the time limit is exhausted and that the individuals must end their testimony (e.g., "Thank you for your testimony your time has expired and we need to now move on to the next individual [or agenda item].")
5. After the Public Hearing closes, individuals are not permitted to address the [Advisory Board] or staff on that specific issue during the meeting.
6. The following are prohibited at Public Hearings:
 - A. Addressing topics unrelated to the Public Hearing item or other items that have specified Public Hearings.
 - B. Electronic or physical presentations, recordings, or props are not allowed. Banners and signs are allowed along the back wall as long as they do not impede the view or the [Advisory Board]'s work.

- C. Disruptions and interruptions (including, clapping, cheering, booing, interrupting speakers, candidate endorsements) are not allowed. The Body maintains the ability to stop people from speaking to the Body or the audience when not recognized by the Body to speak.
- E. Specific threats of violence targeted against a person or group with a reasonable fear of harm to person or property, or sexual harassment.

The Presiding Officer closes the Public Hearing.

2.10 Meeting Disruptions

In cases of serious disruption, Washington state law allows governing bodies, like Advisory Boards, to:

1. Remove the disrupters (RCW [42.30.050](#))
2. Have the room cleared (RCW [42.30.050](#))
3. Adjourn the meeting (RCW [42.30.090](#))
 - a. The following must occur in this order:
 1. The [ADVISORY BOARD] must vote to adjourn the meeting and vote on the new location; the presiding officer cannot do this unilaterally.
 2. The [ADVISORY BOARD] must provide the media in attendance with notice of the new location; the media has a right to attend unless they were part of the disruption.
 3. The [ADVISORY BOARD] must post an order of adjournment, citing the new time and location, at the doorway of the location of the disrupted meeting.
 4. The [ADVISORY BOARD] may only take final action on items listed on the agenda for the adjourned meeting.
 5. The [ADVISORY BOARD] is authorized to adopt procedures for allowing members of the public into the reconvened meeting.

Appendices

1. Planning Commission
 - a. Rules of Procedure

 2. Historical Commission
 - a. Attendance Policy
 - b. Meeting Policy
 - c. Election of Officers Procedure
 - d. Historian of the Year Procedure
 - e. Mitigation Policy for Proposed Demolition or Significant Alteration of Historic Properties
 - f. Pioneer Award Procedure

 3. Board of Parks Commissioners (now Parks, Culture, and Recreation Board)
 - a. Public Hearing Procedure

 4. Library Board
 - a. By-Laws

 5. Commission on Equity
 - a. Policies and Procedures
- Additional Meeting Resources*
6. Public Comment Script
 7. Notes regarding Public Comment
 8. Disruption Script

Appendix 1(a)

5.29.19 Draft Revisions RULES OF PROCEDURE LACEY PLANNING COMMISSION

We, the members of the Planning Commission of the City of Lacey, State of Washington, created by Chapter 2.32 of the City of Lacey City Council, pursuant to Revised Code of Washington 35A.63 do hereby adopt, publish and declare the following Rules of Procedure.

I. Name

The official name shall be the "Lacey Planning Commission".

II. Meetings

A. Regular Meetings – The Planning Commission shall meet regularly on the first and third Tuesday of each month from 7:00 p.m. to 9:00 p.m.

B. Special Meetings – May be called by the Chair of the Planning Commission when a certain case, question or matter of interest arises where it would be necessary and proper for the Planning Commission, or committee, to meet.

C. All Planning Commission meetings will be held at Lacey City Hall, 420 College Street SE, Lacey, Washington, unless otherwise directed by the Chair of the Planning Commission.

D. When a regular meeting falls on a legal holiday, the Planning Commission will meet on the day following that legal holiday or as scheduled.

E. If no matter over which the Planning Commission has jurisdiction is pending on its calendar, a meeting may be cancelled at the notice of the Chair, and notice should be posted at the meeting place.

F. Except as modified by these Rules of Procedure, Robert's Rules of Order, Revised, shall guide the formal decision process by the Planning Commission in making their recommendation to Council.

G. Planning Commission work sessions, public meetings and deliberations should be conducted in an informal manner, inclusive of all meeting attendees, facilitated by the Planning Commission Chair.

III. Election of Officers

A. The officers of the Planning Commission shall be a Chair and a Vice-Chair elected by the appointed members of the Planning Commission, and such other officers as the Planning Commission may elect.

B. The election of officers shall take place each year on the occasion of the last regular meeting in December of each calendar year. The term of each officer

shall begin each year on the occasion of the first regular meeting in January of each calendar year. The term of each officer shall run until the subsequent election.

- C. In the event of the vacancy of the Chair, the Chair will be replaced by the Vice-Chair, and the Vice-Chair will be replaced by a vote of the members of the Planning Commission.

IV. Chair

- A. The Chair shall preside over the meetings of the Planning Commission and may exercise all powers usually incident to the office, retaining the right to have a vote recorded in all deliberations of the Planning Commission.
- B. The Chair shall have power to create temporary committees of one or more members. Committees of the Planning Commission shall be created at the direction of the Planning Commission and shall be appointed by the Chair. Temporary committees may be charged with such duties, examinations, investigations and inquiries relating to matters of interest to the Planning Commission. No committee shall have the power to commit the Planning Commission to the endorsement of any plan, case or program without the approval of the Planning Commission.
- C. The Chair shall rule on issues regarding the committee of the whole, handling of meeting items and discussions, conflict of interest, appearance of fairness, suspension of meetings, timing for discussion of issues, and clarification of issues and questions.

V. Chair's Absence

The Vice-Chair shall, in the absence of the Chair, perform all duties of the Chair. The Chair and Vice-Chair, both being absent, the members present may elect for the meeting a temporary Chair who shall exercise the powers of the elected Chair.

VI. Secretary

The Staff shall perform the usual and necessary secretarial functions of the Planning Commission including preparation of minutes of each meeting.

VII. Quorum

A majority of the membership of the Planning Commission shall constitute a quorum for the transaction of business. Any action taken by a majority of those present, when those present constitute a quorum, at any regular or special meeting of the Planning Commission, shall be deemed and taken as the action of the Commission.

VIII. Absence of Members

In the event of a member being absent from three consecutive regular meetings, or being absent from 35 percent of all meetings (including committee) in any six-month period, the member's record shall be forwarded by the Chair to the Mayor for consideration of asking for the member's resignation.

IX. Conflict of Interest

Any member of the Planning Commission who has a conflict of interest with a particular case should publicly announce this conflict of interest at the earliest possible opportunity or when the conflict is realized. This member shall recuse themselves from participation and decisions on the particular case in question.

X. Application and Petition

A. Applications and petitions will be accepted by the Planning Commission only when properly filed as in XII-B. below.

B. In order that proper deliberations and consideration, be given to any application, the Planning Commission reserves the right to withhold any decision on any application for a period not to exceed the time set forth in the governing ordinance.

XI. Organization and Responsibility

A. Regular Meetings – Public Hearings

1. All recommendations of the Planning Commission shall be forwarded to the Lacey City Council for final action. Cases for which no action is taken by the Planning Commission shall be forwarded to a City Council committee for review and recommendation.
2. On matters requiring public hearings, such hearings shall be held only after complying with State Environmental Policy Act procedures. A matter may be heard at the public hearing pending the threshold determination, but such matter shall not be referred from the Planning Commission to the City Council prior to the rendering of the threshold determination or the preparation of a Final Environmental Impact Statement if one is required.
3. Presentation of each item of business at the public hearing will be done by the Staff. Following the public hearing and necessary discussion, a recommendation for action will be made to the Planning Commission by the Staff, or committee, if the case has been so referred.
4. No official action from the Planning Commission or recommendation of any committee will be considered prior to any required public hearing. Exceptions may be considered only on items which have had prior hearings and which have been resubmitted for consideration, provided that no new conditions or no new information is present.

5. It shall be the responsibility of the Chair to present to the City Council, through the Staff, special information regarding those cases or proposals having unusual significance.

B. Filing Date Deadlines for Planning Commission Agendas

1. Public Hearings: Ten days prior to the regular meeting date, to allow for legal advertising, posting, notification and administrative processing of application.
2. Other Business: Five days prior to the regular meeting.
3. Information Items: Any additional information, charts, maps, etc., that is to be considered for any case or question before the Planning Commission shall be submitted to the Commission staff at least five working days prior to the meeting for which the matter has been scheduled. Failure by an applicant to meet this deadline will result in consideration of the matter being continued to a subsequent meeting. This rule may be waived by the concurrence of two-thirds of the members of the commission present and voting.
4. Other Agency Reports: Reports from consulted agencies when appropriate, should be forwarded to the Planning Commission at the earliest possible date, but not later than five working days prior to a commission meeting on the subject matter.

All informational items and reports to be presented shall be referred to the Commission members as soon as possible.

XII. Amendment

The Rules of Procedure may be amended at any regular or called meeting of the Planning Commission by a majority vote of the entire membership.

XIII. Approval

APPROVED by the City of Lacey Planning Commission this ____ day of _____, 2019.

Paul Enns
Chair

Sharon Kophs
Vice Chair

Appendix 2(a)

ATTENDANCE

Approved by the Lacey Historical Commission on October 21, 2015

This policy shall apply to the attendance by the Lacey Historical Commissioners at monthly meetings, ad hoc committee meetings, and Commission events.

1. Monthly meetings

- a. Lacey Historical Commissioners are expected to attend all regularly scheduled monthly meetings, usually 12 a year, held once a month on a regularly scheduled day and time.
- b. Attendance shall be recorded in the minutes of the meeting as excused or unexcused. Excused absences include illness, vacations, funerals, work and school obligations, family commitments, etc.
- c. In the event a Commissioner will miss a monthly meeting, that absence shall be reported to staff or the Chair of the Commission prior to the meeting. Excused absences shall be made known to the Chair prior to or during the monthly meeting.
- d. When a Commissioner misses two (2) or more monthly meetings with an unexcused absence, or a total of four (4) or more unexcused or excused absences in a calendar year, the Commissioner will be contacted by the Chair to determine the cause of the absence and to discuss this policy.
- e. When a Commissioner misses three (3) or more regular meetings with an unexcused absence, or a total of five (5) unexcused or excused absences in a calendar year, the Chair will contact that Commissioner to determine their desire to continue on the Commission. The Historical Commission will then consider the attendance record of the member at its next regular meeting, the impact the absences have on the ability of that person to fulfill the duties of a Commissioner, and the commitment by the Commissioner to attend future regular meetings. If the majority of the Commissioners present at the regular meeting recommend action relative to the removal of the Commissioner from the Historical Commission, such action shall be forwarded to the Mayor for consideration at a City Council meeting.
- f. In accordance with Section 1.03 of the Boards & Commissions Standards, Protocols, and Ground rules handbook Commissioners may be removed for neglect of duty.

2. Ad Hoc Committee Meetings

- a. Lacey Historical Commissioners either volunteer to serve or are asked by the Chair to serve on an ad hoc committee. The Chair either appoints a committee chair, or the ad hoc committee members may elect their own chair.
- b. Ad hoc committee members are expected to attend all regularly scheduled committee meetings, held on a regularly scheduled day and time.
- c. In the event a Commissioner will miss an ad hoc committee meeting, that absence shall be reported to staff or the Chair of the ad hoc committee prior to the meeting.

Excused absences shall be made known to the committee chair prior to or during the meeting.

d. When a Commissioner misses two (2) or more ad hoc committee meetings in a calendar year with an unexcused absence, the Commissioner will be contacted by the committee chair to determine the cause of the absence, and to determine their desire to continue serving on the committee.

3. Commission Events

a. Attendance is encouraged at events; however, attendance is not taken.

b. If a Commissioner commits to attending or volunteering at an event, the individual is expected to fulfill that commitment.

Appendix 2(b)

MEETINGS

Approved by the Lacey Historical Commission on October 21, 2015

1. Monthly Meetings

- a. All regular monthly Commission meetings shall be held at the Lacey City Hall unless a special location is approved by the Commission no less than one monthly meeting in advance. Appropriate notice shall be given of any location change.
- b. Regular Commission meetings shall be held the third Wednesday of each month at 6:00pm, be open to the public and comply with provisions of the Washington State Open Public Meetings Act (RCW 42.30).
- c. Written minutes of the meeting shall be recorded. An audio recording may be made of the meeting.

2. Ad Hoc Committee Meetings

- a. Ad hoc committee meetings may be held at either Lacey City Hall or the Lacey Museum.
- b. All ad hoc committee meetings shall be open to the public and comply with provisions of the Washington State Open Public Meetings Act (RCW 42.30).
- c. Notes of the meeting shall be recorded.
- d. Work product of the Ad Hoc Committee is subject to review and approval by the Lacey Historical Commission.

Appendix 2(c)

ELECTION OF OFFICERS

Approved by the Lacey Historical Commission on October 21, 2015

- a. The officers shall consist of a Chair and Vice Chair elected from the members of the Historical Commission.
- b. Nominations for officers shall be made at the regular monthly meeting in October, with the election at the November regular monthly meeting.
- c. Terms for officers shall run for one year, beginning January 1 and expiring December 31 of each year.
- d. Vacancies of an office caused by resignation, removal, or expiration of term of any officer during the term of office shall be filled for the remainder of the term by a majority vote of a quorum of the Historical Commission.
- e. The Chair shall preside over meetings of the Historical Commission, with the Vice Chair presiding when the Chair is absent. In the event both are absent, members present at the meeting may elect a temporary Chair.

Appendix 2(d)

HISTORIAN OF THE YEAR

Approved by the Lacey Historical Commission on October 21, 2015

Accepting nominations for and selecting a "Historian of the Year" is a process by which the Mayor and Lacey City Council can recognize an individual or a group who has made a significant contribution to preserving the history and heritage of the citizens of Lacey.

This policy shall apply to the nomination and selection process by the Lacey Historical Commission to name a "Historian of the Year".

1. Nomination
 - a. The call for nominations should be made at least two months prior to the first day of Lacey History month.
 - b. Nomination forms may be submitted by Lacey Historical Commissioners, the Museum Curator, the Lacey Historical Society, city council members, and the public at large.
 - c. Nomination forms shall be submitted to the Lacey Historical Commission, due one month prior to the first day of Lacey History Month. This allows sufficient time for copies of nomination forms to be included in the monthly agenda packet.
 - d. All nomination forms submitted shall be reviewed by the Lacey Historical Commission at the regular monthly Commission meeting.
2. Selection
 - a. The criteria for selection shall be based on the individual's or group's significant contribution to the promotion or preservation of Lacey's history.
 - a. Criteria may include but is not limited to: hours/time, duration, significance, donation of tangible property or monetary contribution.
 - b. The selection shall be made by the majority vote of commissioners, provided a quorum is present.
 - c. No individual shall be selected more than once.
 - d. The preference is to select only one Historian of the Year each year. (Two or more individuals or a group (family, corporation, etc.) may be nominated on the same nomination form for a joint contribution, project or program).
3. Presentation
 - a. The honoree will be recognized as the Lacey Historian of the Year at a City Council meeting.

This procedure shall apply to the nomination and selection process by the Lacey Historical Commission to name a "Historian of the Year".

1. Nomination Process

- a. A call for Nominations shall be announced by press release, on the City website, and by making nomination forms available at the museum and city hall.
 - b. The nomination form is a standard form, which may be altered upon the majority vote of the Commission, at least 90 days prior to the call for nominations.
 - c. Nomination forms shall be available on the city website, at events and in community buildings.
2. Selection Process
 - a. The honoree selected shall not be named publicly before the presentation.
 3. Presentation
 - a. A presentation of the accomplishments and/or activities of the Historian of the Year that led to selection shall be made at a City council meeting.
 - b. The city shall issue a press release the day following the city council meeting presentation announcing the Historian of the Year, and post the announcement on the city web site.

Appendix 2(e)

MITIGATION POLICY FOR PROPOSED DEMOLITION OR SIGNIFICANT ALTERATION OF HISTORIC PROPERTIES

Approved by the Lacey Historical Commission on April 15, 2015

Mitigation is a process used to moderate adverse effects by documenting the property before it is lost or significantly altered.

This policy shall apply to Properties listed on the local and state register, Properties on the Local Inventory of Historic Properties, and Properties eligible for listing on the Lacey Historic Register.

When city staff becomes aware of a Historic Property that may be moved from its original or current site, demolished or significantly altered (hereinafter "action"), mitigation shall be initiated, in accordance with the levels A - C. If the Property is on the Lacey Historic Register, the action must be reviewed by the Lacey Historical Commission in accordance with LMC 16.53.040, prior to mitigation.

Level C: Properties eligible for the Lacey Historic Register. The Property should meet criteria for determining designation in LMC 16.53.030.

1. A written report shall contain the following information:
 - A. Name of Structure
 - B. Location (street, city or vicinity, county, state)
 - C. Parcel number and legal description
 - D. If available, copies of images of the building from an earlier period
 - E. Date of construction
 - F. Bibliographic citation for historic views
 - G. Images taken with a digital camera having a high resolution.
2. Required images:
 - A. Each exterior elevation (minimum of four) with indication of scale.
 - B. Close-ups of historical architectural elements or features.
 - C. Significant interior spaces or elements.
 - D. Setting (surrounding area, buildings, street)
 - E. Images should be taken three months or less than the date of action.
 - F. For significantly altered buildings post-alteration images must be taken.
3. Images must be accompanied by the following documentation:
 - A. Brief description of view, including compass orientation
 - B. Day, month, and year of view
 - C. Photographer's name
 - D. Name of photographer's firm, if applicable

Level B: Properties on the Local Inventory of Historic Properties

1. Documentation should include all of the items in Level C plus:
 - A. Original inventory form, with comparative analysis.

- B. Complete stylistic and/or architectural description of the resource including documentation of changes that have occurred over time
- C. Description or architectural and/or associative significance using reliable sources
- D. Contextual information, which equates the significance of the property
- E. Original and current function
- F. History of conveyance (ownership) and occupancy
- G. Name and biographical information of architect and/or builder

Level A: Properties on the Local Register of Historic Properties

- 1. Documentation should include all of the items in Level B plus:
 - A. Maps, including location map, parcel map, and plat map.
 - B. Aerial photograph
 - C. The application for nomination, with comparative analysis.
- 2. An interpretive marker should be considered for display on the site after action.

The report and images should be added to the permanent collection in the Lacey Museum, and a copy offered to the appropriate state agency.

Appendix 2(f)

LACEY PIONEER AWARD

Approved by the Lacey Historical Commission on April 19, 2017

Selecting a recipient for the “Lacey Pioneer Award” is a process by which the Lacey Historical Commission can honor Lacey pioneers or their descendants, who by virtue of this familial connection have made a significant or long-lasting contribution to promote and/or preserve the history and heritage of the citizens of Lacey. This award is only given from time to time whenever the Commission feels that the award is merited.

4. Nomination

- e. Nominations for the Lacey Pioneer Award may be submitted at any time.
- f. Nominations are put forward by Lacey Historical Commissioners in writing to the Commission, outlining their reasons for the nomination and how they meet the criteria outlined below.
- g. Any nominations submitted shall be added to the next regularly scheduled Lacey Historical Commission meeting agenda for consideration.
- h. A decision should be made at a subsequent meeting within 90 days of the original nomination.

5. Selection

- e. The criteria for selection shall first be based on the individual’s genealogical connection (by birth or adoption) to Lacey pioneers or be a Lacey pioneer in their own right.
- f. “Lacey pioneer” means either someone who was among the original settlers of what would later become the Lacey area, in 1891 or before; or someone who was instrumental in the formation of Lacey as an incorporated city in 1966.
- g. The second criteria for selection is the contribution to the promotion or preservation of Lacey’s history. The contribution should be over a long period of time and/or have a lasting effect on the Lacey community.
- h. The selection shall be made by the majority vote of commissioners, provided a quorum is present.
- i. No individual shall be selected more than once.
- j. The Pioneer Award is awarded at the discretion of the Lacey Historical Commission, as frequently or infrequently as they see fit.
- k. The honoree shall not be named publicly before the presentation.

6. Presentation

- c. The honoree will be recognized at a City Council meeting.

This award was inspired by Zelma Bernd, a relative of the Lacey pioneers, George Himes and Emmeline Ruddell Kilmer, who tirelessly devoted herself to the promotion of Lacey's Oregon Trail history. She was the first recipient of this award in 2015.

Appendix 3(a)

Parks Board Public Hearing Procedure

PUBLIC HEARING PROCEDURE

Chair will announce, "Individuals who wish to address the Board of Park Commissioners should sign in."

The Chair will open the public hearing, and state the purpose/issue.

Recording secretary will note the time for the record.

Speakers will be called forward in the order in which they signed in.

Speakers are required to state their name and address.

Comments are limited to the specific matter for which the public hearing is being held and are limited to 3 minutes, unless a longer period is permitted by the Chair.

Written comments are permitted prior to and during the public hearing, and should be submitted to the recording secretary before the public hearing is closed.

Comment cards are provided on the sign-in table for that purpose.

Written documents will be entered into the record, but will not be read aloud, unless time permits. Written documents will be announced by name and address of the author, and may be summarized by the Chair.

Once everyone on the list has spoken and been heard, the Chair will ask three times if there are any additional citizens who wish to speak at the public hearing.

The Chair announces that the public hearing is closed and the recording secretary records the time.

After the public hearing is closed, no member of the public shall be permitted to address the Board of Park Commissioners on that specific issue.

If desired, or an issue is raised during testimony, the record could be held open for a defined period of time for submittal of additional written testimony if motion made and approved by the commissioners.

Appendix 4(a)

LACEY LIBRARY BOARD BY-LAWS

Article I. Identification

This organization is the Lacey Library Board of the Lacey Timberland Library, in Lacey, WA, established by the municipality of Lacey, WA., according to the provisions of Chapter 2.46 of the Lacey, WA Municipal Code, and exercising the powers and assuming the duties granted to it under said statute.

Article II. Membership

Section 1. Appointments and Terms of Office

Appointments and terms of Office are defined in Chapter 2.46.020 of the Lacey Municipal Code.

Section 2. Meeting Attendance

Board members shall be expected to attend all meetings. If a board member should find it necessary to be absent from any meeting, the board member is expected to notify the chair of the board prior to that meeting.

Article III. Officers

Section 1. Election of Officers

The officers shall be a chair and a vice-chair/secretary, elected annually from among the appointed board members.

Section 2. Duties of the Chair

The chair shall preside at meetings of the board, authorize calls for special meetings, appoint all committees, execute all documents authorized by the board, serve as ex-officio voting member of all committees except the nominating committee, issue notice of all regular and special meetings, and generally perform all duties associated with the office of the chair.

Section 3. Duties of Vice-Chair/Secretary

The vice-chair in the event of the absence, disability of the chair, or a vacancy in that office, shall assume and perform the duties and functions of the chair.

The secretary shall keep true and accurate minutes of all meetings of the board and shall perform such other duties as are generally associated with the office of secretary.

Section 4. Role of Library Manager

The library manager shall be staff advisor to the board. The manager shall be invited to attend all board meetings (but may be excused from a closed session) and shall have no vote.

Article IV. Meetings

Section 1. Regular Meetings

The regular meetings shall be held on the second Wednesday of each month at 5:30 p.m.

There shall be at least four regular meetings per year. A consensus of the board shall determine the date of each regular meeting. Additional meetings shall be determined at the pleasure of the board.

Section 2. Annual Meeting

The annual meeting, which shall be for the purpose of the election of officers, shall be held in January of each year.

Section 3. Agendas and Notices

The chair shall prepare all meeting agendas and notices shall indicate the time, date, and place of the meeting and indicate all subject matters intended for consideration at the meeting. The chair will provide copies of the agendas and notices to the Lacey City Manager.

Section 4. Minutes

Minutes of all meetings shall, at a minimum, name all board members present, all items of business, all motions (except those that were withdrawn), and the result of all votes taken. Copies of the approved board minutes shall be given to the Lacey City Manager. Current board minutes shall be available to the public upon request.

Section 5. Special Meetings

Special meetings, other than regular and annual meetings, may be called at the discretion of the chair. At least 48 hours' notice shall be given.

Section 6. Quorum

A quorum for the transaction of business at any meeting shall constitute three (3) members.

Section 7. Open Meetings Law Compliance

All Board meetings and all committee meetings shall be held in compliance with Lacey, WA Municipal Code and WA State Open Meetings Act.

Section 8. Parliamentary Authority

The rules contained in Robert's Rules of Order, latest revised edition shall govern the parliamentary procedure of the meetings, in all cases in which they are not inconsistent with these bylaws and any statutes applicable to this board.

Article V. Committees

Section 1. Standing Committees

The following committees: by-laws committee shall be appointed by the chair promptly after the annual meeting and shall make recommendations to the board as pertinent to board meeting agenda items.

Section 2. Ad Hoc Committees

Ad hoc committee(s) shall be appointed by the chair, with the approval of the board, to serve until the final report of the work for which it was created has been completed. These committees also may include staff and public representatives, as well as outside experts.

Section 3. Power of Committees

No committee shall have other than advisory powers.

Article VI. Purview of the Board

Section 1. Defined

All powers and duties of the board are defined in Chapter 2.46.050 of the Lacey Municipal Code.

Section 2. Annual Capital Budget

In order to conduct the responsibilities of the board, the library manager shall provide all necessary information in a timely manner. The board shall review with the library manager the facility needs and make appropriate capital budget recommendations to the Lacey City Council for the ensuing budget year.

Section 3. Facility Policies and Procedures

The board may adopt policies and procedures that pertain to the use of the facility. However, any adopted board policies and procedures are subject to the current facility policies and procedures of Timberland Regional Library system and the Lacey City Council.

Article VII. General Section 1. Majority Vote

An affirmative vote of the majority of all members of the board present at the time shall be necessary to approve any action before the board.

Section 2. Suspension of the Rules

Any rule or resolution of the board, whether contained in these by-laws or otherwise, may be suspended temporarily in connection with business at hand, but such suspension to be valid, may be taken only at a meeting at which two-thirds of the members of the board are present and two-thirds of those present so approve.

Section 3. Amendment of By-Laws

These by-laws may be amended at any regular meeting of the board by majority vote of all members of the board, provided written notice of the proposed amendment shall have been given to all members at least ten days prior to the meeting at which such action is proposed to be taken.

These bylaws were approved at a meeting of the Lacey Library Board meeting by a two thirds majority vote on October 10, 2012.

Minor modifications to these bylaws were approved at a meeting of the Lacey Library Board by unanimous vote on November 13, 2019.

Scott T. Robinson - Board Chair
November 13, 2019

Appendix 5(a)

COMMISSION ON EQUITY RULES OF PROCEDURE

Adopted 7.26.2021

1. Meetings

1.1. General:

- 1.1.1. All Commission meetings will be held at Lacey City Hall, 420 College Street SE, Lacey, Washington, unless otherwise directed by the Chair of the Commission.
- 1.1.2. A Commission meeting may be cancelled at the notice of the Chair, and notice should be posted online on the City's website and at the meeting place.
- 1.1.3. Except as modified by these Rules of Procedure or in conflict with state law, ordinances of the city or resolution, Robert's Rules of Order, Revised, shall guide the formal decision process by the Commission in making their recommendation to Council.

1.2. Regular Meetings:

- 1.2.1. The Commission shall meet regularly on the fourth Monday of each month at 5:30 p.m. Commissioners will attempt to conduct business at all Regular Meetings in a manner, which will allow for adjournment no later than 8:30 p.m.
- 1.2.2. When a regular meeting falls on a legal holiday, the Commission will meet on the day following that legal holiday or as scheduled by the Commission.
- 1.2.3. In general, regular meetings will include the following elements:
 - Call to Order
 - Approval of agenda, previous meeting minutes, and consent items
 - Public Comment
 - Commission Business (includes, reports, presentations, etc.)
 - Commissioner Reports
 - Director's Report
 - Adjourn

1.3. Worksessions and Special Meetings:

- 1.3.1. The Chair of the Commission may call for a Worksession or special meeting when a certain case, question or matter of interest arises where it would be necessary and proper for the Commission, or committee, to meet.
- 1.3.2. Although most formal Commission action occurs at Regular Meetings, the Commission may make decisions and take official action at Worksessions or Special Meetings.
- 1.3.3. In general, Worksession and special meetings will include the following elements:
 - Call to Order
 - Commission Business (includes, reports, presentations, etc.)
 - Adjourn

2. Terms of Office

2.1. Terms for Commissioners shall be for three years, with the following exception:

2.1.1. Initial terms appointed in 2021 for Commissioner Positions One (1), Two (2), and Three (3) will be appointed until 2024, all subsequent terms will be appointed on a three-year cycle.

2.1.2. Initial terms appointed in 2021 for Commissioner Positions Four (4), Five (5), Six (6), and Seven (7) will be appointed until 2025, all subsequent terms will be appointed on a three-year cycle.

3. Election of Officers

3.1. The officers of the Commission shall be a Chair and a Vice-Chair elected by the appointed members of the Commission, and such other officers as the Commission may elect.

3.2. The election of officers shall take place each year on the occasion of the last regular meeting in December of each calendar year.

3.3. The term of each officer shall begin on the occasion of the first regular meeting in January of each calendar year. The term of each officer shall run until the subsequent election.

3.4. In the event of the vacancy of the Chair, the Chair will be replaced by the Vice-Chair, and the Vice-Chair will be replaced by a vote of the members of the Commission.

4. Duties of Officers

- 4.1. The Chair shall preside over the meetings of the Commission and may exercise all powers usually incident to the office, retaining the right to have a vote recorded in all deliberations of the Commission.
- 4.2. The Chair shall have power to create temporary committees of one or more Commissioners.
 - 4.2.1. Committees of the Commission shall be created at the direction of the Commission and shall be appointed by the Chair. Temporary committees may be charged with such duties, examinations, investigations and inquiries relating to matters of interest to the Commission. No committee shall have the power to commit the Commission to the endorsement of any plan, case or program without the approval of the full Commission.
- 4.3. The Chair shall rule on issues regarding the committee of the whole, handling of meeting items and discussions, conflict of interest, appearance of fairness, suspension of meetings, timing for discussion of issues, and clarification of issues and questions.
- 4.4. In the absence of the Chair, the vice-chair will perform all duties of the Chair.
- 4.5. Absences of Chair and Vice-Chair: The Chair and Vice-Chair, both being absent, the present Commissioners may elect for the meeting a temporary Chair who shall exercise the powers of the elected Chair.

5. City Staff Support

- 5.1. City staff shall perform the usual and necessary administrative support functions of the Commission, including preparation of meeting minutes, drafting meeting agendas, and creating or arranging presentations to the Commission.

6. Quorum

- 6.1. Four members the Commission, excluding the Youth Representative, constitutes a quorum. A quorum is necessary for the transaction of Commission business. If a quorum is not present, the Commission meeting is cancelled.
- 6.2. Any action taken by a majority of those present, when those present constitute a quorum, at any Regular, Special meeting, or Worksession of the Commission, is deemed and taken as the action of the Commission.

7. Conflict of Interest

7.1. Any member of the Commission who has a conflict of interest with a particular case must publicly announce this conflict of interest at the earliest possible opportunity or when the conflict is realized. This member must recuse themselves from participation and decisions on the particular case in question.

8. Organization and Responsibility

8.1. All recommendations of the Commission shall be forwarded to the Lacey City Council for final action. Cases for which no action is taken by the Commission will be forwarded to a City Council committee for review and recommendation.

8.2. No official action from the Commission or recommendation of any committee will be considered prior to any required public hearing. Exceptions may be considered only on items which have had prior hearings and which have been resubmitted for consideration, provided that no new conditions or no new information is present.

8.3. It shall be the responsibility of the Chair to present to the City Council, through the Staff, special information regarding those cases or proposals having unusual significance.

9. Public Comment

9.1. The Commission will provide the opportunity for public comment at Regular Commission meetings. Public comment at Special Meetings and Worksession meetings will be allowed at the discretion of the Commission.

9.2. Members of the public providing public comment must provide their name and city of residence.

9.3. Members of the public providing public comment must limit their address to three minutes, unless the Chair permits a longer period. Groups may be provided up to ten minutes, at the discretion of the Chair.

9.4. If several members of the public wish to speak to the same issue, the Chair may limit the total amount of time dedicated to that specific issue.

9.5. The Chair may interrupt public comments that continue too long, relate negatively to others, or are otherwise inappropriate.

10. Amendment:

10.1. The Rules of Procedure may be amended at a meeting by the Commission by a majority vote of the entire membership.

APPROVED by the City of Lacey Commission on Equity on this day 26 of July 2021.

Thelma Jackson
Chair

Clifford Brown
Vice-Chair

Appendix 6

Public Comment Script

Announcement prior to the start of the Meeting:

1. "All individuals who would like to provide public comment in-person to [ADVISORY BOARD], please sign-up using the sign-up sheet located on the table near the Council Chamber entrance."

Public comment Item:

1. Now is the time to hear from our community. We welcome your comments which are very important to us.
2. Public comment is not a dialogue. The purpose of this agenda item is for YOU, to inform US, about your views. Comments made by members of the public are theirs alone and are not endorsed by the City.
3. Please address your comments to the board as a whole, not to individuals. Courtesy is appreciated.
4. Each speaker is limited to three minutes. You may not donate your time to another speaker. The total time allotted for public comment is thirty minutes. The [ADVISORY BOARD] will hear comments in the following order: 1) those listed on the in-person sign-in sheet; 2) those on that registered remotely using pre-registration; 3) provided there is time, the Presiding Officer will invite individuals in-person that did not sign-up to provide comment.

PRESIDING OFFICER: For comments over three minutes: "Thank you for your comment, your time has expired and we need to now move on to the next comment [or agenda item]."

5. Prior to starting your comments, please provide your:
 - a. Name
 - b. City of residence or connection to the City, and
 - c. topic or subject matter of your comments.

PRESIDING OFFICER: Please interject and request individuals provide this information if they do not at the beginning of their comments.

Example: "Excuse me, prior to starting, please provide your name and City of residence..."

6. Comments are welcome on matters connected to City business or specific agenda items (unless matter has specified Public Hearing or relates to a quasi-judicial matter).
7. **If there is a Public Hearing:** Comments/Testimony related to an agenda item with a public hearing will be provided during that specified Public Hearing, not during Public Comment or some other Public Hearing.
8. If you have specific factual questions or complaints, please check in with City staff. They are here to assist you.
9. Demonstrations (clapping, cheering, booing, interrupting speakers, candidate endorsements) are not allowed. They disrupt the meeting and inhibit free speech rights.
10. Electronic or physical presentations, recordings, or props are not allowed. Banners and signs are allowed along the back wall as long as they do not impede the view or the [ADVISORY BOARD]'s work.
11. Our first individual signed-up for Public Comment is... [Start public comment].

Appendix 7

Notes regarding Public Comment:

4. The public has the right to make personal, critical, or harsh remarks, including vulgarity, obscenity, and hate speech. The courts have found that members of local governments must follow the rules of decorum, but members of the public are not bound by them.
5. **Responding to Problematic Comments:** [ADVISORY BOARD] can address problematic comments (including discriminatory statements and Hate Speech) as soon as the person has concluded their remarks or at the end of the public comment period.

Example: “The comments that were just made are deeply problematic, harmful to the community, contain hate speech, and are wholly inconsistent with our community’s values. The City is committed to eradicating all forms of racism and oppression, and working to change that leads to more equitable society for ALL community members.”

Hate speech is any form of expression through which speakers intend to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color sexual identity, gender identity, ethnicity, disability, or national origin.

Hate Crimes (RCW 9A.36.080): Words alone do not constitute a hate crime offense unless the context or circumstances surrounding the words indicate the words are a threat. Threatening words do not constitute a hate crime offense if it is apparent to the victim that the person does not have the ability to carry out the threat.

6. **Responding to Comment:** Public comment is an opportunity to hear from the public, not to engage in dialogue with the Public. However, at times, there may be a need to clarify or provide additional information. Wait until the individual has provided their comment and then respond generally to the comment not the individual.

Example: “The comments that were made contain erroneous and false information. For correct information on this topic, please see City staff.”

Example: “Comments about the School District’s policies should be provided to the School District Board. The School District is a separate government body from the City and has its own policy makers.”

7. Members of the public do not have the right to DISRUPT the meeting. **However, mere words likely do not constitute a disruption in themselves.**

8. In cases of serious disruption, Washington state law allows you to:
- a. Remove the disrupters (RCW [42.30.050](#))
 - b. Have the room cleared (RCW [42.30.050](#))
 - c. Adjourn the meeting (RCW [42.30.090](#))
 - i. The following must occur in this order:
 1. The governing body must vote to adjourn the meeting and vote on the new location; the presiding officer cannot do this unilaterally.
 2. The governing body must provide the media in attendance with notice of the new location; the media has a right to attend unless they were part of the disruption.
 3. The governing body must post an order of adjournment, citing the new time and location, at the doorway of the location of the disrupted meeting.
 4. The governing body may only take final action on items listed on the agenda for the adjourned meeting.
 5. The governing body is authorized to adopt procedures for allowing members of the public into the reconvened meeting.

See draft script below.

Appendix 8

DISRUPTION SCRIPT for City Council or Advisory Boards:

INDIVIDUAL

The speaker's time has elapsed, and I've asked them to conclude their remarks. If possible, would staff please silence the public microphone and [SPEAKER's NAME], please return to your seat. [See below for non-compliance]

LARGE-SCALE

At this time, our meeting is being disrupted. I am adjourning the meeting to [OTHER LOCATION] to reconvene at [RESTART TIME]. All persons in the meeting room must exit, including members of this body.

Anyone refusing to vacate the room may be escorted out of the premises by law enforcement.

We are adjourned as ordered. [GAVEL]

[Board, staff, and public exit and law enforcement is called]

In cases of perceived or actual danger, use the panic button(s) and/or call/text 911.

**City of Lacey Lodging Tax Advisory Committee
2025 Proposed Budget**

	2023 Budget	2023 Actual	2024 Adopted Budget	2024 Y-T-D	2025 Agency Requests	Lodging Tax Advisory Committee 2025 Recommendations
Revenues:				(August 2024)		
Beginning Cash	353,848	296,976	39,772			
Hotel/Motel Tax	520,000	539,927	540,000	336,095	540,000	
Interest Income	13,382	29,120	20,228	22,079	26,441	
Misc. Revenue						
Total Revenues	887,230	866,023	600,000	358,174	566,441	-
Expenditures:						
Contract Services						
Lacey Chamber of Commerce - Visitor Center	70,000	70,000	35,000	25,394	70,000	
Washington Center For Performing Arts	30,000	30,000	30,000		35,000	
Experience Olympia and Beyond	110,000	110,000	100,000	50,000	117,998	
Promotion/Advertising/Special Events						
Lacey Spring Fun Fair	15,000	14,913	15,000	15,190	20,000	
Washington State Senior Games	15,000	15,000	15,000		15,000	
Lacey Cultural Celebration	9,000	8,977	10,000	9,955	10,000	
South Sound BBQ Festival	20,000	15,307	10,000	7,424	20,000	
Brats, Brews, and Bands/Tour de Lacey (Rotary Club of Gateway)	5,000					
Capital Lakefair	10,000	10,000	7,500		14,000	
Lacey July 3rd Fireworks Spectacular	22,000	21,995	22,000	22,020	25,000	
Polyfest	13,000	8,467			13,421	
Chamber of Commerce Golf Classic	5,000	5,000				
Chamber of Commerce Winter Fest-Sip, Savor, Shop	5,000	2,466	2,500		5,000	
TOMORROW - South Sound Block Party			5,000		10,000	
American Lung Association - Reach the Beach	5,000	5,000	5,000		15,000	
Spouses' Club of Lewis-McChord Kris Kringle Market Festival	9,500	8,816	9,500		9,500	
Juneteenth Celebration	10,000	6,722	10,000		10,000	
Olympia Soccer Foundation	10,000	11,989	39,000	39,000	50,000	
Deschutes Rugby Club	27,230	24,871	30,000			
Thurston County Fairgrounds					25,000	
Harbor Days					10,000	
USSSA Tournament					5,475	
Night Market at the Depot					40,000	
Harlequin Productions					30,000	
Night Market at Ricardo's					21,000	
Holiday Market					14,000	
Maker Space					30,000	
Olympia Funk Off					15,000	
All Kids Win					5,000	
Olympia Symphony					12,000	
Regional Athletic Complex - Marketing & Promotion						
Operation and Maintenance	180,000	180,000	180,000	180,000	180,000	
Lacey Parks						
Lacey In Tune Concert Series	18,000	17,999	18,000	18,049	23,000	
Museum Operations	48,500	48,500	48,500	48,500	48,500	
Total Museum & Contract Services	637,230	616,023	592,000	415,532	898,894	-
Capital						
Washington Center For Performing Arts Renovation	250,000	250,000		191		
Regional Athletic Complex - Golf Carts for Maintenance			8,000	8,000		
Wayfinding						
Total Expenditures	887,230	866,023	600,000	423,723	898,894	-



Table A
Lodging Tax Funding Application Scoring Rubric

Category	Details	Point Weight	Application Question
Location	Activities occur in Lacey or the Lacey UGA.	10 points	1
New Activities	Has existed three years or less. This does not include cancelled events.	10 points	2
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	20 points	3
Frequency	Duration of activities is two days or more.	20 points	4
Date of Activity	Activities occur during the shoulder season, October – April.	10 points	5
Marketing	Demonstrates the ability to promote tourism in Lacey or the Lacey UGA that encourages the support of businesses, restaurants, and retail.	20 points	6
Safe, Inclusive, and Welcoming Events	Demonstrates the City’s commitment to being a safe, inclusive and welcome place for all.	10 points	7
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	20 points	8
Financial Sustainability	Demonstrates financial stability, not dependent on lodging tax funding.	10 points	Budget
		Total Available Points 130	



Table B Lodging Tax Funding Application Scoring Rubric Criteria				
Category	Details	Point Criteria	Point Weight	Application Question
Location	Activities occur in Lacey or the Lacey UGA.	0 - Is not located in Lacey or the Lacey UGA 10 - Is located in Lacey or the Lacey UGA	10 points	1
New Activities	Has existed three years or less. This does not include cancelled events.	0 – Has existed for four years or longer 10 – Has existed for three years or less	10 points	2
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	0 - Demonstrates the ability to attract only City of Lacey community members 10 - Demonstrates the ability to attract visitors from surrounding areas 20 - Demonstrates the ability to attract visitors from areas 50 miles or greater	20 points	3
Frequency	Duration of activities is two days or more.	0 - Is only one day 20 - Is two days or greater	20 points	4
Date of Activity	Activities occur during the shoulder season, October – April.	0 - Does not occur October – April 10 - Occurs October – April	10 points	5



Table B Continued Lodging Tax Funding Application Scoring Rubric Criteria				
Category	Details	Point Criteria	Point Weight	Application Question
Marketing	Demonstrates the ability to market activities and promote tourism in Lacey or the Lacey UGA.	0 - Does not demonstrate the ability to market activities and promote tourism in Lacey or the Lacey UGA 10 - Demonstrates the ability to market activities, but does not promote tourism in Lacey or the Lacey UGA to visitors from surrounding areas 20 - Demonstrates the ability to market activities and promote tourism in Lacey or the Lacey UGA	20 points	6
Safe, Inclusive, and Welcoming Events	Demonstrates the City's commitment to being a safe, inclusive and welcome place for all.	0 - Does not demonstrate the ability to be safe, inclusive, or welcoming 10 - Demonstrates the ability to be safe, inclusive, and welcoming for all	10 points	7
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	0 - Does not demonstrate community appeal or collaboration 10 - Demonstrates community appeal 20 - Demonstrates community appeal and has collaborated with local businesses for support with their event	20 points	8
Financial Sustainability	Demonstrates financial stability, not dependent on lodging tax funding.	0 - Does not demonstrate the ability to secure other funding 10 - Demonstrates the ability to secure other funding	10 points	Budget



30 Lodging Tax Funding applications were received for the 2025 funding cycle.

Applications have been uploaded in packets, grouped by application category type:

- Tourism Marketing- Attachment 6D.a
- Tourism-Related Facility- Attachment 6D.b
- Special Events- Attachment 6D.c

The following applications included video marketing content:

- Thurston County Fair and Event Center (Event)
- Reach the Beach (Event)
- Lacey Museum (Tourism-Related Facility)

Click the link below to watch the video content.

<https://youtu.be/vXvEin3SShs>



2025 Lodging Tax Funding Tourism Marketing Applications

1. Experience Olympia and Beyond



LODGING TAX FUNDING APPLICATION

Application Type

Tourism Promotion/Marketing

ORGANIZATION INFORMATION

Organization Name *

Visitor & Convention Bureau of Thurston County

Activity Name *

Experience Olympia and Beyond provides year

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-1735847

City of Lacey Business License Number

Contact Name *

Annette Pitts

Title *

CEO

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Marketing activities will be conducted out of our office located at 2424 Heritage Ct. SW, Ste. 101, Olympia, WA, but on behalf of the City of Lacey to drive visitation to the City of Lacey and specifically, to generate paid, overnight lodging in Lacey hotels.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

3. Tourist Attraction: Describe your activities (20 points) * Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Our Research Department examines a multitude of data including sentiment survey findings (what visitors tell us they want to see and do), geofencing data (evidence of where visitors go and spend their money, AND where those visitors came from), which informs where we place our marketing dollars (what type of advertising) and how we promote to potential visitors 50+ miles away. In short, we spend time and money making sure we understand our audience residing 50+ miles away with the highest likelihood of generating lodging revenue in Lacey hotel and motel properties to ensure we drive visitors to the City of Lacey, and then, once the work is done, we measure actual visitation that we can attribute to our efforts. All marketing and development decisions are rooted in sound industry-supported, peer reviewed research, and our performance is measured, tracked, and evaluated. We measure and track visitation to all lodging tax-funded events and activities, so we understand which events, festivals and activities generate the most visitation from 50+ miles away. We actively share this information with Lacey event organizers by request at no charge to boost visitation to those events and activities as well via post-event Market Summaries. We will provide similar geofencing data to the City of Lacey about visitor trends throughout the year via quarterly Civic/Municipal Reports resulting from the marketing intelligence tools we've funded. We'll also provide market summary information upon request as needed to help support the recruitment of new businesses and amenities currently missing from the local business portfolio that could help attract and service new visitors to the City of Lacey. New Lacey content--photos, blogs, event listings, etc. will be featured on our website, social media posts and email newsletters sent to opt-in subscribers from around the world. We'll employ a year-round public relations campaign that includes Lacey in story pitches to major media outlets, social media influencer partnerships, FAM tours and crisis communications if needed. We'll continue to fund and share professional photography with the City of Lacey through our Shared Image Library. We will also continue to employ, cultivate, and develop a program that is inclusive to our residents, business stakeholders and guests. We are committed to D.E.I. not only as a program we employ, but as a core driving force behind everything we do. We will continue to offer our LTAC Award Support suite of services to market those activities and events that the Lacey LTAC funds for 2025 to markets 50+ miles away, and we will work with the City of Lacey throughout the Thurston County Destination Master Planning process which will help shape the course of our work moving and the City of Lacey as a destination for visitors and locals. Our sales team will also continue to promote City of Lacey as a top destination for Sports in 2025, helping fill Lacey fields, courses, and hotels. A substantial percentage of our award will be committed to offering sponsorships and bid fees to event organizers considering booking their events in Lacey.

4. Frequency of Activity (20 points) *

Annual Activities

5. Date of Activity (10 points) *

Research, marketing and dev

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Our organization is committed to ensuring that City of Lacey lodging tax funds are put to work with the exclusive goals of generating visitation to your community and increasing paid lodging in Lacey hotels. We do this by using industry-leading research tools including geofencing and media attribution to inform our marketing targeting, to place the actual ads, and to test and measure how much actual visitation results in the City of Lacey from our efforts, and what the economic impact is that results. We target those arrival markets most likely to generate overnight visitors in Lacey hotels and motels. We create digital ads that are served to individuals in those targeted geographic markets. When the prospective visitor clicks on the ad, they are directed to a page on our website from which a pixel is placed on their phone, effectively allowing us to track the device (not the person--no personal information is provided to us). We can then track and measure when the device is seen within the City of Lacey geofence, and more specifically, inside City of Lacey hotel and motel geofences. This allows us to clearly report on the out-of-area (50+ mile away) visitation that results from our advertising services and these visitors' economic impact on the City of Lacey. Additionally, funds received from the City of Lacey LTAC will also be used to pay for sports event sponsorships and bid fees to attract competitions and tournaments that need a little "nudge" to select the City of Lacey as their event location. Because of this, we are only reporting on room nights and visitation that we can directly attribute to Media Attribution and sports sales and marketing. While we will continue to provide comprehensive marketing and sales support that results in far greater visitation than the numbers reported, we are only claiming and reporting on visitation that we know we can prove that we influence over these two visitor segments.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Our program is committed to ensuring we are balanced, fair and inviting throughout the full scope of services we provide. We centralize around DEI practices in everything we do from leadership (Board composition) to vendor selection (ensuring we listen to vendors and prospective candidates, facilitating equity and a level playing field in all contract opportunities), to the people we include in our marketing imagery (photography and videography), and messaging. Our Board of Directors is strategically diverse. We invite directors from each region of Thurston County to participate, and we are intentionally diversifying based on tourism industry sector, individual skill set, gender, age, ethnicity, and lifestyle to the degree possible. Our staff is trained throughout their career with us through our industry affiliations on DEI best practices. We strive to ensure ample opportunities for diverse representation in our vendor selection for contract-based projects. We put out specific calls for local individuals to be featured in our marketing campaigns including Black, Indigenous, People of Color, and LGBTQIA+ individuals. These images are used year-round through all our projects. We will also continue to run our You Belong Here Campaign ensuring that all individuals feel safe and welcome here.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Because our organization is tasked with marketing the entirety of Thurston County, we work with and on behalf of all tourism-facing attractions, experiences, and services throughout the region. We work with each municipality we serve (Lacey, Olympia, Tumwater, Tenino, Yelm, Rochester, Grand Mound, Rainier, Bucoda and Thurston County). We partner with the Thurston Economic Development Council, and all Chambers of Commerce within the region. We work with Lacey hotels, restaurants, food trucks, cafes, museums, parks, sports venues, natural areas, medical centers, and centers of higher education to ensure we represent the needs of the broader Lacey community. Our Board of Directors is comprised of individuals representing businesses, organizations, and municipalities from throughout Thurston County, and Lacey is specifically represented by the following: Board President, Sue Falash (RAC), and Board Directors Michael Davidson (Cabela's) and Nic Dunning (City of Lacey Councilman). This year we will continue to offer the LTAC Award Recipient Support Program which offers a complete suite of promotional services to all City of Lacey LTAC award recipients to help drive attendance at their event and/or experience and driving overnight stays at Lacey lodgings. Every award recipient will be provided with a business and/or event listing on experienceolympia.com, each will be included in Partner and Visitor E-newsletters (reaching over 12,000 opt-in subscribers) and all events will be posted in social media as well. Lacey businesses and experiences will continue to be pitched in each Seasonal Story Pitch Sheet shared with media, travel writers and social media influencers. Lacey businesses will continue to be included in numerous itineraries for travel writers, media, and social media influencers directly. Lacey businesses and attractions such as the RAC will also be included in Sales and Media familiarization (FAM) Tours.

- 9. Have you reserved any lodging or held rooms in Lacey for your activities? *** If yes, list the lodging establishment and City. Include the number of rooms reserved or held.
See details under Tourism Impact.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

46,633

Estimated attendees/participants who will travel 50 miles or more *

41,965.00

Estimated attendees/participants who will travel from out-of-state or country*

28,773.00

Estimated paid overnights *

Stays with paid overnight accommodations.

1,408.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

30,062.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$117,998.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Marketing: \$485,279

Sales: \$77,500 *City of Lacey dedicated sports event sponsorships & bids may total up to \$44,000 with full funding.

Operations: \$137,679

Personnel: \$720,676

TPA Administration: \$17,225

What is the total budget for your activities? * Provide the total cost of your activities.

\$1,438,358.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

We are requesting or estimating for 2025:

1. Tourism Promotion Area Assessments (TPA): \$924,729

2. Lodging Tax Funds—Olympia: \$168,635

3. Lodging Tax Funds—Lacey: \$117,998

4. Lodging Tax Funds—Tumwater: \$43,933

5. Private Funds (advertising, sponsorships, event income): \$180,500

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

We will request the following:

- 1.Lodging Tax Funds—Olympia: \$168,635 (multi-year agreement, already confirmed/committed)
- 2.Lodging Tax Funds—Tumwater: \$43,933
- 3.Lodging Tax Funds-Yelm: \$7,000

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

We have new tools in our arsenal that could offer significant benefit to the City of Lacey that we could make available at an additional cost to meet needs we have had communicated to us throughout the year by City of Lacey staff and elected officials. The additional \$17,988 would represent the cost to add one of two custom options to our existing scope of services. Please review the following to consider what may be the best fit for the City's needs.

Additional Option 1:

Throughout the year, we have received requests for market intelligence support for select development opportunities in the City, which we've been happy to provide complimentary assistance for. We believe, however, that a more detailed, systematic flow of information would benefit the City's needs. Our Research Department could create highly detailed, comprehensive geofencing reports on a quarterly basis that represent the following geofences: the City of Lacey as a whole, the Regional Athletic Center (RAC), and Lacey hotel properties as an aggregate. These reports could be customized to meet the City of Lacey's planning needs and provide market intelligence that could be used to strategically recruit new businesses, make development decisions, seek development funding, and of course, market City of Lacey amenities for effectively and efficiently.

Additional Option 2:

Another option to explore would be a custom digital programmatic display advertising campaign specifically geared to guide visitors to City of Lacey amenities and hotels. Our designer would create a campaign promoting Lacey experiences targeting key need periods (those times of year when visitation flags and could use additional promotion).

Additional Option 3:

Option 3 includes linking a new destination accessibility tool—the Accessibility Playbook— with a digital programmatic advertising campaign specifically geared to guide visitors to City of Lacey amenities and hotels that offer accessible amenities. The Accessibility Playbook is designed to assist destination organizations and their local stakeholders in developing and implementing practical accessibility strategies and initiatives, enabling them to better welcome and accommodate people with disabilities within their destination.

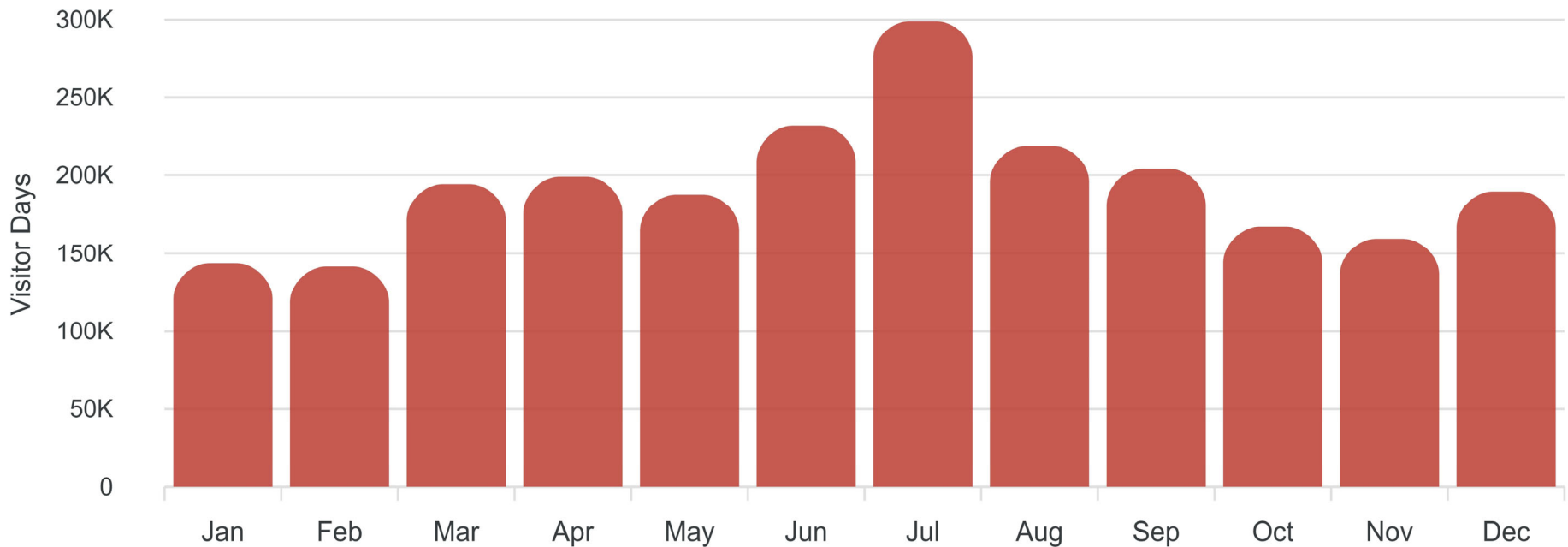
Visitor and Convention Bureau of Thurston County
 dba Experience Olympia & Beyond
 Proposed Budget 2025

INCOME		
LTAC	LTAC-Thurston County	0.00
	LTAC-Lacey	100,000.00
	LTAC-Olympia	168,635.00
	LTAC-Tumwater	37,632.00
	LTAC-Yelm	7,000.00
	Total LTAC	313,267.00
Private Funds		
	Advertising	90,000.00
	Event Income	19,000.00
	Total In Kind Income	6,500.00
	Total Sponsorship Tourism	65,000.00
	Total Private Funds	180,500.00
Grant Income	swt grant plus Quest	0.00
	TPA Income	924,729.17
TOTAL INCOME		1,418,496.17
Advertising		
	Total Advertising	149,400.00
	Total Promotions	6,000.00
Total Advertising & Promotions		155,400.00
External Public Relations		
	Total Media Relations	21,222.50
	Total FAM Tours	10,000.00
Total Public Relations External		31,222.50
Community Public Relations		
	Total Annual Meeting	10,992.00
	Meals & Registrations	3,000.00
	Total Sports Awards	10,000.00
	Legislative Reception	3,000.00
	Visitor Services/Tourism Talks	3,000.00
	Tribal Tourism	5,000.00
Total Community Public Relations		26,992.00
Products		
	Total Byway	5,100.00
	Total Community & Facility	4,000.00
	Total Other Collateral	10,150.00
	Total Visitor Guide	64,814.00
	Total Website	83,350.00
TOTAL Product		167,414.00
	Memberships & Affliaitons	15,783.00

Research	88,467.04
Total MARKETING	485,278.54
Sales	
Event Sponsorship & Bid Fees	59,000.00
Sports Index	3,750.00
Ad Sales Expense	13,000.00
Total Sales FAM Tours	4,000.00
Client Entertainment	1,500.00
TOTAL SALES	77,500.00
Operations	
Total Personnel Expense	720,675.58
Total Internet & Technology	28,049.00
Rent & Facility Charges	39,000.00
Equipment	3,400.00
Insurance	5,250.00
Licenses & Fees	250.00
Postage and Shipping	2,350.00
Printing	3,775.00
Supplies	3,500.00
Total Professional Development	14,975.00
Total Professional Fees	13,000.00
Total Travel Expenses	23,005.00
Total Bank Charges	1,125.00
TOTAL OPERATIONS	858,354.58
TPA Administration	
Insurance	4,750.00
Licenses & Fees	450.00
Printing/Postage	25.00
Recurring Contract Services	4,000.00
Legal & Accounting	8,000.00
TOTAL TPA ADMINISTRATION	17,225.00
TOTAL EXPENSE	1,438,358.12
Interest Income	\$20,000.00
TOTAL INCOME	1,438,496.17
NET INCOME	138.05

* approved YTD by EOB Finance and Policy Committee, Executive Committee, Board of Directors as of 8.2
Will be presented for final approval to the Thurston County Commissioners currently scheduled in Septemb

Visitation by Year - Visitor Days



Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,760 mi

Dates: 1/1/23 - 12/31/23

Cluster: County & Cities Included

POI: Lacey Included

Advanced Filters

Caladan |© Datafy - All Rights Reserved

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



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Experience Summer

in Olympia, Lacey, Tumwater, and scenic Thurston County

TAKE OUR SURVEY!

Tell us what makes Thurston County communities unique for a chance to win prizes!

[TAKE THE SURVEY!](#)

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GET IN THE KNOW – EMAIL NEWSLETTER

Get all the latest information about what to experience in Olympia by signing up for the e-newsletter!

[MORE INFO >>](#)



- Reports snapshot
- Realtime
- Business objectives
 - Leads
 - Sales
 - Traffic
 - User engagement & retention
- Life cycle
 - Acquisition
 - Engagement
 - Overview
 - Events
 - RFP Submissions
 - Partner Referrals
 - Pages and screens
 - Landing page: Landing pag...
 - Monetization
 - Retention
 - Library

Pages and screens: Page path and screen class

Custom Jan 1 - Aug 23, 2024

0 1K 2K 3K 4K

● /our-communities/lacey/ ● /events/annual-events/lacey-spring-fun-fair/ ● /events/lacey-fireworks-spect...

Q Lacey

Rows per page: 10 Go to: 1 < 1-10 of 77 >

	Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Key events All events	Total revenue
		12,046 2.07% of total	9,180 3.75% of total	1.31 Avg -44.65%	38s Avg -40.72%	74,345 2.07% of total	8,600.00 2.33% of total	\$0.00
1	/our-communities/lacey/	3,679	3,042	1.21	55s	40,974	1,213.00	\$0.00
2	/events/annual-events/lacey-spring-fun-fair/	1,232	1,045	1.18	8s	3,589	68.00	\$0.00
3	/events/lacey-fireworks-spectacular-2/	1,199	902	1.33	28s	4,537	1,409.00	\$0.00
4	/events/lacey-spring-fun-fair-3/	849	611	1.39	22s	3,334	688.00	\$0.00
5	/blog/top-boutique-shopping-experiences-in-olympia-tumwater-and-lacey/	653	518	1.26	46s	2,210	375.00	\$0.00
6	/directory/lacey-thurston-county-regional-athletic-complex-rac/	596	482	1.24	29s	3,269	643.00	\$0.00
7	/events/lacey-cultural-celebration-3/	350	258	1.36	34s	1,550	470.00	\$0.00
8	/directory/the-jolt-the-journal-of-olympia-lacey-tumwater/	234	193	1.21	24s	1,319	204.00	\$0.00
9	/blog/hop-on-e-bikes-to-explore-olympia-lacey-tumwater-and-scenic-thurston-county-with-ease/	227	207	1.10	31s	577	108.00	\$0.00
10	/directory/lemongrass-restaurant-lacey/	205	178	1.15	31s	1,033	183.00	\$0.00

- Local >
- Advertising >
- Social Media >
- Content Marketing >
- .Trends >
- Agency Solutions >
- MANAGEMENT +
- My Reports
- User Management
- Notes
- Online demo
- SEOquake for your browser
- Hire a digital agency
- Join our Affiliate Program
- Have you seen our new customizable API format?
- Sensor
- Prowly
- Semrush Rank
- Winners & Losers

Domains for monitoring Month Year + Add domain

Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic	Ref. Domains	Authority Score
experienceolympi... US 🗑️	27.7K -1.27%	61K +4.09%	0 0%	0 0%	1.2K +2.56%	40 0
discoverlacey.com US 🗑️	236 +7.76%	157 +685%	0 0%	0 0%	32 -3.03%	8 0
www.visitvancou... US 🗑️	6.2K +5.51%	17.4K +8.99%	0 -100%	0 -100%	1.4K +0.5%	42 0
visitgraysharbor.c... US 🗑️	1.2K +8.22%	1.2K +8.88%	0 0%	0 0%	418 +6.91%	24 0
thurstonedc.com US 🗑️	959 +2.57%	371 +71.76%	0 0%	0 0%	586 -0.51%	22 -1
thurstonchamber... US 🗑️	2K +8.99%	1.4K +9.21%	0 0%	0 0%	1.3K -5.86%	26 -1
discoverlewiscou... US 🗑️	4.5K +15.5%	6.3K -5.37%	1 +0%	21 +0%	455 -2.99%	31 +1
explorehoodcanal... US 🗑️	7.6K -17.16%	12.4K -16.83%	0 0%	0 0%	549 +1.48%	33 -1
travelsalem.com	12.7K +1.22%	28.2K +30%	3 0%	37 +42.31%	1.4K -2.32%	37 0





Upcoming Spring and Summer Events in Thurston County

OLYMPIA, Wash. (April 24, 2024) -- Experience Olympia & Beyond, Thurston County's destination marketing organization, welcomes guests near and far to experience an exceptional array of public [events](#) this spring and summer – many of them free so they're accessible to all! These community-centric events range from vibrant festivities to music in the park, lively beer festivals, block parties, enchanting harbor days, and much more, Thurston County promises the upcoming seasons will be filled with excitement.

Lacey

- **Lacey Spring Fun Fair:** Let loose at this lively, free, community event filled with games, rides, and entertainment for all ages! **(May 18 + 19)**
- **Washington State Senior Games:** Now in its 27th year, the Washington State Senior Games is the largest Olympic-style multi-sport event in the state. **(Starting June 7 and happening through Aug. 10)**
- **Juneteenth Celebration:** Join in on this community celebration at the Regional Athletic Complex with a free bbq lunch, live music, free haircuts and a short program where you'll learn a little! **(June 15)**
- **July Fireworks Spectacular:** An impressive evening awaits at Rainier Vista for the Lacey Fireworks Spectacular on July 3rd! This free festival will include exciting live entertainment, rides, face paintings and more leading up to the grand finale of the night – fireworks! **(July 3)**
- **South Sound BBQ Festival:** Four words: chicken wing eating contest. This event, on behalf of the Lacey South Sound Chamber, will also feature live entertainment, kids activities, a beer and wine garden and much more. **(July 13)**
- **Thurston County Fair:** An event not to miss! There is something for everyone, and you'll leave wanting to come back to explore more. Tasty fair food, entertaining performances, and fun-filled competitions await. **(July 31-Aug. 4)**
- **Lacey In Tune:** This series of events over the summer will provide entertainment for all! Concerts, a Reptile Man (yes, you can hold a python), a magic show, and much more are in store. **(Select date)**

To find more events in Thurston County, and specifics on ticket prices, locations, and more visit experienceolympia.com/events.

###

About Experience Olympia & Beyond

Experience Olympia & Beyond is the official destination marketing organization of Thurston County and Thurston County's Sports Commission. A naturally inspired, approachable destination situated at the foot of Puget Sound, one hour south of Seattle and two hours north of Portland by car, Washington's capital community inspires handcrafted getaways. The region is perfect for hosting meetings, sporting events and weddings. With more than 2,700 lodging rooms throughout Thurston County, there are several options, ranging from unique bed-and-breakfasts to hotels. For more information, visit experienceolympia.com or connect on Facebook and Instagram (@ExperienceOly).

For more information on Experience Olympia & Beyond, please visit experienceolympia.com.

Media Contact

Emily Lawrence, Senior Public Relations Manager, emily@experienceolympia.com

Samples of Social Media Posts Promoting Lacey Throughout the Year

Experience Olympia & Beyond Visitor & Convention Bureau
 Published by Hootsuite
 · June 3 ·

Celebrate Juneteenth with our vibrant community in Lacey! 🎉

FREE BBQ lunch 🍖🍷
 Live music by the amazing Andy Stokes 🎸
 A short program honoring the importance of Juneteenth 📺
 Free haircuts by Olympia Barber School ✂️💇‍♀️
 And so much more!
 Let's come together to celebrate freedom, unity, and the rich history of Juneteenth! 🇺🇸

📅 Date: Saturday, June 15th
 🕒 Time: 11:30 AM - 4:00 PM
 📍 Location: Regional Athletic Complex, Lacey, WA

Everyone is welcome! Spread the word and bring your friends and family for a day of fun and connection! <https://cityoflacey.org/juneteenth-celebration/>
 City of Lacey, Washington - Government #ExperienceLacey #juneteenth



Experience Olympia & Beyond Visitor & Convention Bureau
 Published by Hootsuite
 · June 25 at 3:01 PM ·

Celebrate Independence a day early with live music, kids activities, and food vendors plus a spectacular fireworks show set to music at this year's Lacey Fireworks Spectacular on July 3! <https://laceyparks.org/events/fireworks/>

Details:

- Enjoy the Vuelta La Luna Circus
- Dance to disco with Brickhouse at 5 pm... See more

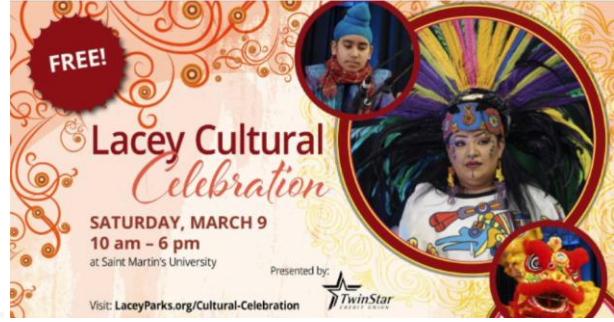


Experience Olympia & Beyond Visitor & Convention Bureau
 Published by Hootsuite · February 23 ·

Explore the world at the Lacey Cultural Celebration! This FREE, family-friendly event honoring the diverse cultures of the world takes place Saturday, March 9 from 10 a.m.– 6 p.m. at Saint Martin's University's Worthington Center and Pavilion.

Experience the sights, sounds, and traditions of various cultures, watch live dance performances, listen to music, take in a cooking demonstration, and more! Shop local makers offering a variety of merchandise, purchase delicious food from around the world, and visit with members of cultural clubs and organizations. We'll meet you there!

Lacey Parks, Culture & Recreation #experiencelacey #culturalcelebration #CulturalDiversity #FamilyFriendly



Experience Olympia & Beyond Visitor & Convention Bureau
 Published by Hootsuite · April 16 at 7:00 PM ·

A spring tradition since 1988, the Lacey Spring Fun Fair has been bringing free, family-friendly fun to the Olympia region for 36 years. With its vibrant array of activities, thrilling rides, and captivating entertainment, this annual event promises two days bursting with excitement, imagination, and education for kids of all ages. See you there! <https://www.experienceolympia.com/.../lacey-spring-fun-fair/>

City of Lacey, Washington - Government #ExperienceLacey #LaceySpringFunFair #FamilyFun #OutdoorFun #SpringFestival



Experience Olympia & Beyond Visitor & Convention Bureau
 Published by Hootsuite
 · 5 days ago ·

🔥 Calling all BBQ lovers to the 2024 South Sound BBQ Festival! 🔥

Join us on Saturday, July 13th from 11 AM to 6 PM at Huntamer Park in Lacey, WA for a day filled with mouthwatering BBQ, live music, cold drinks, and family-friendly fun! 🍖🎸🍹 Indulge in delicious BBQ from the best pitmasters in the region, sample local craft brews, sample a variety of activities for kids of all ages, and enjoy live entertainment.

Don't miss out on this summer highlight! 🌞
 #Ex... See more



Congratulations!

Lodging Tax Award Recipients



As the official destination marketing organization for Thurston County we are excited to partner with you in your effort to bring visitors to our beautiful corner of Washington State. Our mission is to reveal Thurston County's most iconic experiences for the world to discover, and we believe that by lending a hand to your program with the tools we have available, we can better serve our mission and you, as an important partner in tourism.

Our To Do List

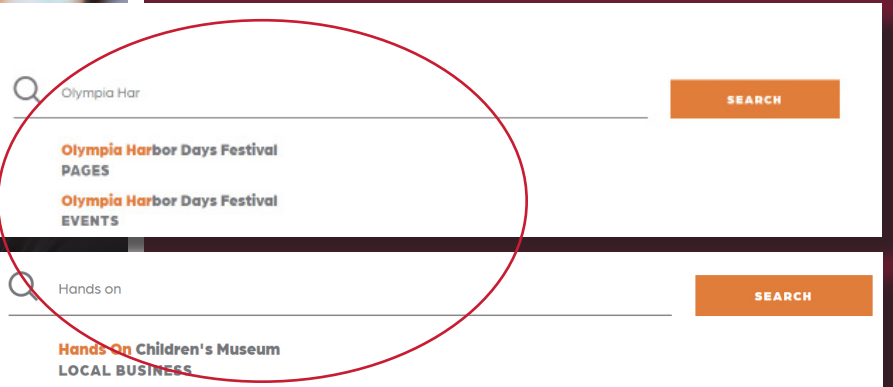
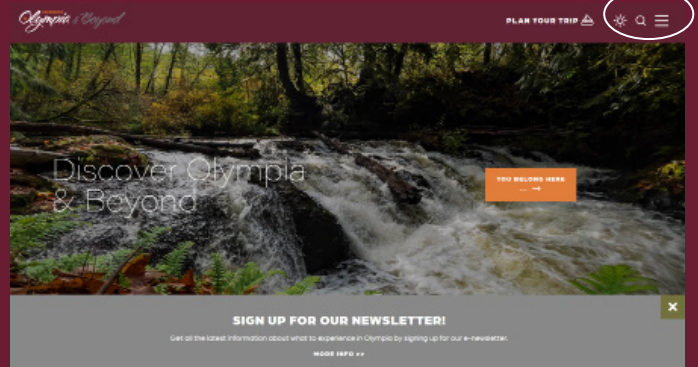
All organizations that are awarded lodging tax funding from any of the municipalities we serve will be eligible to receive the following at NO CHARGE:

- Listing(s) on experienceolympia.com
- Event Listing(s) on experienceolympia.com
- Social Media mention on FB & IG
- Inclusion in seasonal public relations efforts
- Feature in our Partner e-Newsletter
- Feature in Visitor e-Newsletter

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

Getting Started

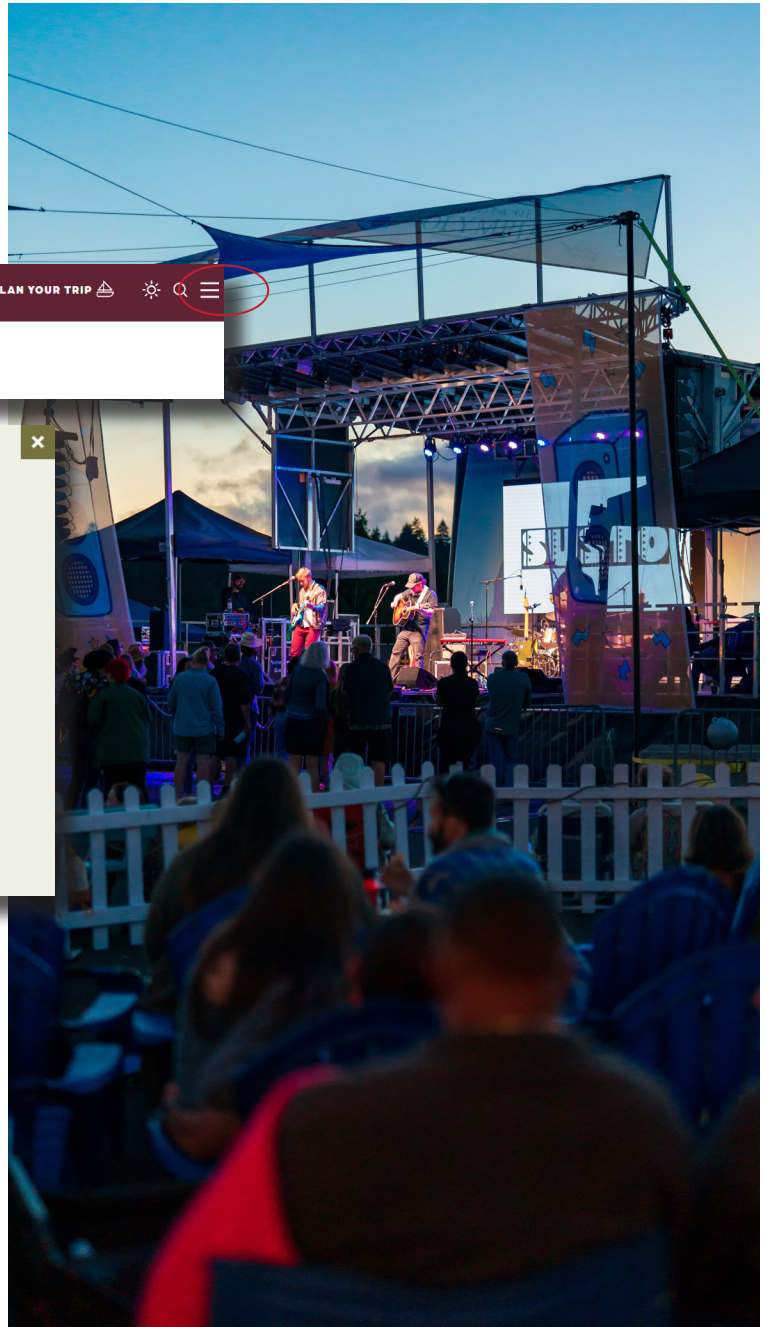
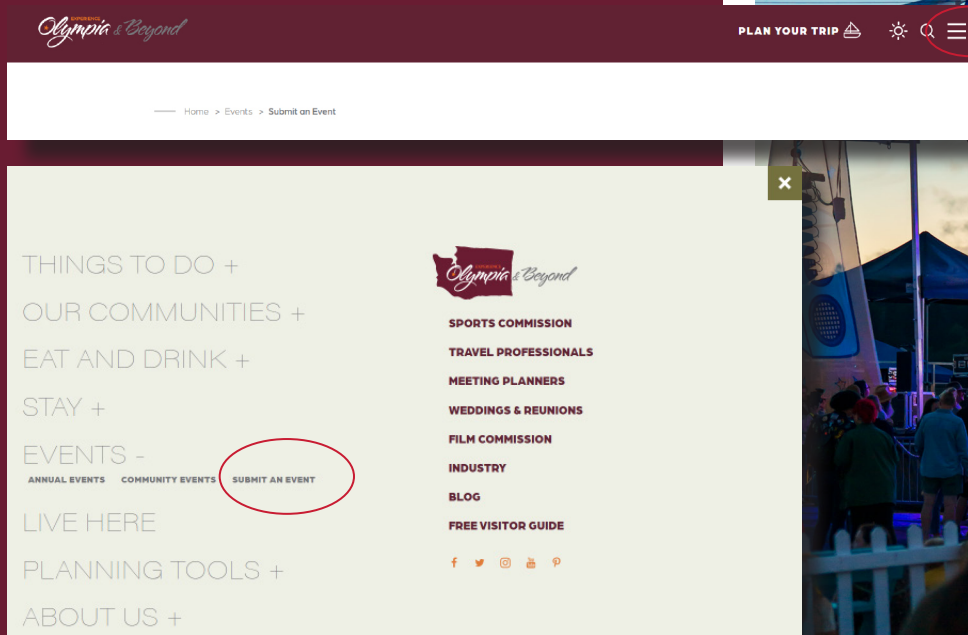
1. **Check to see if your event and or organization is currently listed on experienceolympia.com.** A great place to start is the website search. Just type in your organization or event name. You might see a Listing, a Page or an Event. If you do not see your name showing up, proceed to step 2.



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



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



Maintenance & Updates

Continue to edit your listing and event information via our Partner Portal at any time. Our team will take over from here including your information in seasonal story pitches, press releases and media alerts to media. We'll also get your details into our 2024 Workplan so you're featured in our social media and opt-in email newsletter communications.

Tips for Success

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

Questions?

Website listings, events, social media, newsletters
Senior PR Manager, Emily Lawrence
emily@experienceolympia.com

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

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

(360) 704-7544

Capital City Golf Club: 5225 Yelm Highway SE, golfcapitolcity.com
Woodlands and Links: 8383 Vicwood Lane, hawkspairiegolf.com
Woodlands and Links: 8383 Vicwood Lane hawkspairiegolf.com

8 Parks

With over 1,200 acres of parkland and open space, miles of walking and biking trails, a premier regional athletic complex, three indoor public pools and several community buildings, Lacey's residents and visitors enjoy one of the finest municipal park systems in the state. LaceyParks.org/parks-trails/

9 Community Events

Entertain your family with endless FREE events throughout the year, including the Lacey Spring Fun Fair, Lacey Cultural Celebration, Children's Day, Music and Movies in the Park at Huntamer Park, Lacey's Lighted Parade and Tree Lighting Ceremony, and of course, the 3rd of July Fireworks Spectacular, just to name a few. Looking for more? Get ready for finger-licking fun at the annual South Sound BBQ Festival in July and support Lacey businesses and restaurants in November at Winter Fest. cityoflacey.org/news/community-events/

10 Lacey Maker Space

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

11 Get Active

Pickleball fanatics will have a blast at 23 Kitchens with 6 indoor and 5 outdoor courts for players of all levels. Enjoy a friendly game of cornhole, giant Jenga, and more! Whether you're a new or experienced climber, check out the premier destination for indoor climbing and fitness in the South Sound at Cirque Climbing. Burn off some steam at Laser Fun Zone and arcade - this is the perfect place to bring kids of all ages, friends, or a group for a team-building and entertaining night out. 23 Kitchens - 2440 Marvin Rd NE 23kitchens.com
Cirque Climbing - 8276 28th Ct NE cirqueclimbing.com
Laser Fun Zone - 1225 Ruddell Rd SE laserfunzone.net

12 Tolmie State Park

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

For more information visit: laceysouthsoundchamber.com

experiencelacey.com



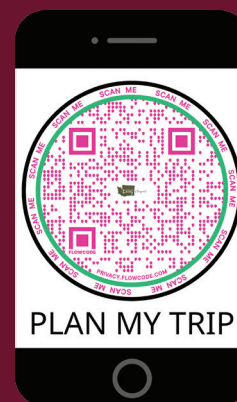
Billy Frank Jr. Nisqually National Wildlife Refuge

Your Guide To



With Limitless Indoor and Outdoor Possibilities

experiencelacey.com





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

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

Thurston Bountiful Byway, a 60-mile journey of eats and sips around Thurston County.

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

Things To Do

1 Lacey Depot Park

Located in Lacey's Depot District, the Park includes the Lacey Depot Building, a near replica of the original train depot that opened in 1891 and put Lacey (then called Woodland) on the map. It is home to several food trucks, a train-themed play structure, trail amenities, and family-friendly community events as well as the future home of the expanded Lacey Museum and Cultural Center. The Depot Building is open April–October for use of indoor picnic tables and private rentals. 5555 Pacific Avenue SE
LaceyParks.org/parks-trails/

2 Lacey Museum

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

3 Karen Fraser Woodland Trail

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

4 Producer's District

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

5 Billy Frank Jr. Nisqually National Wildlife Refuge

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

6 Lakes

Lacey is home to five lakes: Long, Pattison, Hicks, Chambers, and Lake Lois, making the city a hotspot for vacationers. For swimming and watersports, head to Long Lake Park on Long Lake, where you can swim and frolic in the grass. Take a stroll around Hicks Lake and Lake Lois, paddle out in a canoe on Pattison Lake, or drop a line in Chambers Lake in hopes of catching perch, bass, and catfish.

7 Swing Your Clubs

Three courses in Lacey provide unique 18-hole golf experiences. For a traditional course design, check out Capital City Golf Club. If you prefer a more classic Northwest feel, putt among the pines and marshes at The Woodlands. The Links offers a Scottish-style course with views of Mount Rainier and Puget Sound.



EXPERIENCE
Olympia & Beyond

2024-2025
VISITOR GUIDE
& MAP

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

Lacey

Tholmie State Park

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

BLAZE YOUR OWN TRAIL

Lacey Depot Park
With over 1,200 acres of parkland and open space, miles of walking and biking trails, a premier regional athletic complex, three indoor public pools and several community buildings, Lacey's residents and visitors enjoy one of the finest municipal park systems in the state. Coming soon, the new 540+ acre **Greg Culo Community Park** with 18 holes of disc golf, all-access playground, and trails. laceyparks.org/parks-trails

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Lacey

Lacey Depot Park

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

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

Welcome to the **Candlewood Suites Olympia/Lacey!**

Travelers of all kind stay at our established stay hotel when having the comforts of home is a top priority. Centrally located to the state capital, IJLM, Providence St. Peter Hospital and major corporate campuses.

Fully Equipped Kitchens • Complimentary Guest Laundry
Pet Friendly • 24-Hour Fitness Center • Outdoor Game and Grill

We offer **Government Per Diem** and **Extended Stay Rates**

360-491-1698
4440 3rd Ave SE, Lacey, WA 98503
www.candlewoodsuites.com

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Lacey

LOCATIONS

- ★ Candlewood Suites Lacey
- ★ Casa Mia Lacey
- ★ Gab's Olympic Cards & Comics
- ★ Huntamer Park Lacey
- ★ Linnea's Unique Boutique
- ★ Sensory Tool House

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

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

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Lacey

Lakes
Lacey is home to five lakes: Long, Pattison, Hicks, Chambers, and Lake Lois, making the city a hotspot for vacationers. For swimming and watersports, head to **Long Lake Park** on Long Lake, where you can swim and frolic in the grass. Take a stroll around **Hicks Lake** and **Lake Lois**, paddle out in a canoe on **Pattison Lake**, or drop a line in **Chambers Lake** in hopes of catching perch, bass, and catfish.

Swing Your Clubs
Three courses in Lacey provide unique 18-hole golf experiences. For a traditional course design, check out **Capital City Golf Club**. If you prefer a more classic Northwest feel, putt among the pines and marshes at **The Woodlands**. The Links offers a Scottish-style course with views of Mount Rainier and Puget Sound. Capital City Golf Club: 5225 Yelm Highway SE, golfcapitalcity.com / Woodlands and Links: 8383 Vicwood Lane, hawksprairiegolf.com

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

LACEY PARKS
CULTURE & RECREATION
FOR ALL OF WASHINGTON!

laceyparks.org

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WSSG

WA State Senior Games
June 7 to August 10, 2024

Now in its 27th year, the largest Olympic-style multi-sport event in Washington will be held at various sites throughout the South Sound. We had almost 1,700 participants take part in the 2023 WA State Senior Games. **Come join the fun!**

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

<http://washingtonstateseniorgames.com/>

Lacey

LOCATIONS

- ★ 23 Kitchens
- ★ Stottle Winery

Cirque Climbing

Parks
With over 1,200 acres of parkland and open space, miles of walking and biking trails, a premier regional athletic complex, three indoor public pools and several community buildings, Lacey's residents and visitors enjoy one of the finest municipal park systems in the state. laceyparks.org/parks-trails

Get Active
Pickleball fanatics will have a blast at **23 Kitchens**, with 6 indoor and 5 outdoor courts for players of all levels. Check out the premier destination for indoor climbing and fitness in the south sound at **Cirque Climbing**. Whether it's your first time or you're an experienced climber, there is something for everyone. Burn off some steam at **Laser Fun Zone** and arcade - this is the perfect place to bring kids of all ages, friends, or a group for a team-building and entertaining night out. 23 Kitchens - 2440 Marvin Rd NE, 23kitchens.com / Cirque Climbing - 8276 28th Cl NE, cirqueclimbing.com / Laser Fun Zone - 1225 Ruddell Rd SE, laserfunzone.net

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Annual Report

BUSINESS INFORMATION

Business Name:

VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY

UBI Number:

601 738 394

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

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

Principal Office Mailing Address:

PO BOX 1394, OLYMPIA, WA, 98507-1394, UNITED STATES

Expiration Date:

09/30/2024

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

09/12/1996

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

NONPROFIT GROSS REVENUE CERTIFICATION

Per [RCW 24.03A.960](#) does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than \$500,000?

- No

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-1735847**

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name

Street Address

Mailing Address

VISITORS AND CONVENTION
BUREAU OF THURSTON COUNTY

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

PO BOX 1394, OLYMPIA, WA,
98507-1394, UNITED STATES

PRINCIPAL OFFICE

Phone:

360-704-7544

Email:

KELLY@EXPERIENCEOLYMPIA.COM

Street Address:

2424 HERITAGE CT SW STE 101, OLYMPIA, WA, 98502-6046, USA

Mailing Address:

PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

GOVERNORS

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

NATURE OF BUSINESS

- DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

CHARITABLE NONPROFIT CORPORATION

Is the Nonprofit Corporation a Charitable Nonprofit as defined by [RCW 24.03A.010\(6\)](#)? - **No**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?

- **No**

2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?

- **No**

a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?

- **No**

3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?

- **No**

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 and 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:

Email:

KELLY@EXPERIENCEOLYMPIA.COM

Address:

P.O. BOX 1394, OLYMPIA, WA, 98507, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? - **No**

AUTHORIZED PERSON

I am an authorized person.

Person Type:

ENTITY

First Name:

KELLY

Last Name:

CAMPBELL

Entity Name:

VISITOR & CONVENTION BUREAU OF THURSTON COUNTY

Title:

VP FINANCE & ADMIN

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



2025 Lodging Tax Funding Tourism-Related Facility Applications

1. Washington Center for the Performing Arts
2. Lacey Chamber- Visitors Center
3. Regional Athletic Complex
4. Lacey Maker Space
5. Lacey Museum

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LODGING TAX FUNDING APPLICATION

Application Type

Tourism-Related Facility

ORGANIZATION INFORMATION

Organization Name *

Washington Center for the Performing Arts

Activity Name *

Washington Center for the Performing Arts

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-1182866

City of Lacey Business License Number

Contact Name *

Jill Barnes

Title *

Executive Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

The Washington Center for the Performing Arts is located in Olympia, WA at 512 Washington Street SE. We are a regional performing arts center, and at 1,000+ seats, the largest between Tacoma and Longview/Vancouver.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

The Washington Center is located in the heart of Olympia and serves as a cultural hub, offering a wide range of performances and events that draw visitors from beyond the local area, including tourists from over 50 miles away. Our activities appeal to tourists with a diverse array of performances, including concerts, theater productions, dance performances, and cultural events that cater to a wide range of tastes. This variety attracts tourists who are interested in experiencing high-quality performing arts that may not be available in their home cities. Our Washington Center Presents season features nationally and internationally recognized artists and touring shows, which are a significant draw for tourists willing to travel over 50 miles to attend unique and high-profile events. The Washington Center's activities can significantly contribute to increased tourism in Lacey by positioning the area as a complementary destination for visitors to Thurston County. Lacey's convenient location and available amenities make it an ideal base for tourists, especially those attending events at the Washington Center. The Center's activities can create a positive ripple effect, bringing more tourists to Lacey and boosting the local economy. Lacey benefits from its close proximity to the Center. Tourists attending events at the Washington Center might choose to stay in Lacey where they can find hotels, dining, parks, and amazing recreational activities, boosting tourism in Lacey.

- 4. Frequency of Activity (20 points) ***

Annual Activities

- 5. Date of Activity (10 points) ***

The Washington Center is utilized year-round. In our last season (2023-2024) we hosted 240 performances/events/meetings which includes use by local artistic and community organizations, municipal events, and commercial promoters, and Washington Center presented events. In addition, we are the box office, front of house, volunteer management, and technical crew for additional performances at South Puget Sound Community College's Kenneth J. Minnaert Center, an additional 103 performances.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The Washington Center has a strategic marketing plan to promote events and activities and this enhances tourism in Lacey. The Washington Center has extensive advertising which reaches markets beyond the immediate Olympia area, targeting cities within a 50+ mile radius. This includes online ads and media placements in regional magazines and newspapers. Tourism industry research has repeatedly demonstrated that cultural tourists stay longer and spend more than the average traveler. On average, visiting attendees spend more than twice that of their local counterparts. Having a healthy performing arts center in our region strengthens the social fabric as people gather and share an experience. Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses- restaurants, parking lots, hotels, and retail stores. According to Americans for the Arts Economic Impact of Non-Profit Arts and Cultural Organizations (AEP6), an average arts attendee spends \$38.46 per event in addition to the cost of admission. Of that, \$5.02 goes to overnight lodging and \$14.91 to meals, snacks, and refreshments. These are average numbers and Washington cities are consistently above average in cultural arts spending. Our patrons come from outside of the region to see performances that are exclusively offered on our stage. This may include patrons coming to see national/international touring acts, or friends and family coming to see their performer in an event by one of our 17 Artistic and Community Partners. Some hotel nights are paid for by patrons directly, some by the Center for visiting performing artists, and some are complimentary in exchange for sponsorship. Businesses that invest in catering to the arts and cultural audiences reap rewards of the economic activity that is generated through live performances and special events. Arts & Culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include art and culture events in their trips differ from other U.S. travelers in a number of ways: they spend more than other travelers; they are more likely to stay in overnight lodging; and they are more likely to spend \$1,000 or more during their entire stay. Two-thirds of American adult travelers say they include cultural, artistic, heritage, or historic activities on their trip when traveling 50+ miles. One-third of the nation's arts attendees are from outside the county in which the arts event took place (30.1 percent) and spent twice as much (\$60.57 vs. \$29.77) as their local counterparts. Two-thirds of nonlocal attendees (77 percent) indicated that the primary reason they were visiting was to attend that arts event. When local attendees were asked what they would have done if the arts event they were attending was not taking place, 51 percent said they would have traveled to a different community for a similar arts experience. In our last season, 30% of all ticket sales were to zip codes outside of Thurston County, aligning with national data. We work with Experience Olympia & Beyond to inform our patrons about local hotels, dining options, and experiences. We offer information for patrons on our website, and we include information for out-of-town guests on electronic tickets and performance email reminders. Patrons of the Center typically come from throughout western Washington, Oregon, and beyond, and zip code reports are available. In addition, the hundreds of artists that perform on our stages annually all stay in local hotels and eat in local restaurants during their visit. The Center offers activities that are economically broad-based by offering free and low-priced events and events that can appeal to the budget and artistic taste of any household in the region.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

The Washington Center is committed to diversity, equity, inclusion, and belonging. We make conscious choices to have artists from diverse backgrounds perform professionally on stage. We actively engage in dialogue with diverse demographics to gather input on the programming they desire to see represented on our stage. Activities at the Center are economically broad-based. Our entrance prices this season range from free to \$149/ticket. We offer some discounts and have several programs to make performances accessible including a military discount. Our Student Rush program offers \$10 to any Washington Center presented performance the day of a show. With the addition of our new Education & Community Engagement Director, we will continue the roll-out of our Low-Income Family Ticket (LIFT) Project which will provide tickets to Washington Center presented events free to significantly reduced rates to low-income families in the region. This project addresses income inequality and inequity and makes the arts accessible to families who can benefit from the creativity, innovation, and memorable family experiences that the arts provide. Our project will present all forms of performing arts including live music, theater, dance, and more. In our programming of touring artists, we consider opportunities to bring artists from historically marginalized communities to the region. This simultaneously propels careers for touring artists and brings new voices to the region for our patrons. Through these performances, we strive to break down stereotypes and expectations to create empathy and understanding. We have also seen an increase in LGBTQ and Black, Indigenous, and people of color audience participation in recent years. The Washington Center also has a unique partnership with Indigenous Performance Productions. Together we have entered a long-term collaboration to develop new Indigenous performances to tour throughout the country and beyond. The collaboration creates world premieres of theater, music, dance and multi-disciplinary performances by Native and Indigenous artists. This partnership is the first of its kind in the United States and seeks to fulfill a critical need in the field and help to reverse long standing barriers to Indigenous performing artists entering the touring circuit. We see a substantial increase in new audience members for these events, and from patrons that travel from well beyond our county. It's also an opportunity for similar organizations like the Washington Center to experience the show before contracting and committing to bringing this event to their university or community. We recently completed a capital campaign and upgraded many areas of our theater. Of note, we improved wayfinding ability through signage as well as materials including floor and wall coverings. We want the theater to be as welcoming and intuitive to first-time attendees as long-time patrons. We also enhanced our ADA seating, moving some ADA and companion seating to the front row so that the artists and stage remains visible when patrons may be standing, as well as investing in new "transfer" seats which can accommodate those with partial mobility needs. We also invested in a new assistive listening program to help patrons with hearing and attention needs. We regularly instruct and train our staff, box office associates, front of house managers, and volunteers, on proper communication with regards to patrons with special needs, as well as look for opportunities to make patrons feel comfortable and welcome at the Center. General safety for all patrons is always a top priority. We have an active safety committee and we require safety training for staff and volunteers. Volunteers receive safety reminders prior to each performance.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

The Washington Center is a beloved asset in Thurston County. We have been operating for 39 years with growing attendance, artistic and community partners, and a growing geographic patron base. We are also celebrating 100 years as a theater site, with the Liberty Theater opening in 1924. We bring nationally and internationally known artists to Thurston County, both for the benefit of the community to have access to the arts, and also to drive tourism and the economy. Attendance is the surest indicator of community support. Our most recent season just finished and was extremely successful with over 103,000 in attendance – a complete return to pre-pandemic levels. We rely on the generosity of our volunteers. We have a corps of 184 active volunteers who contributed 10,527 hours during our past season, demonstrating the significant community interest in supporting the Center. Our Lacey volunteers represent 11% of our entire volunteer force. Previous government and business support indicates that there is an understanding of the economic impact and potential with cultural tourists and that the arts mean business. We have tremendous support from Lacey-related businesses as sponsors and board members, including Capital Heating, Cooling, Plumbing, and Electric; Meconi's Italian Subs; Panorama; Right Systems; and more. The Washington Center makes a significant economic impact in Thurston County. For our last pre-pandemic fiscal year, the Washington Center is estimated to have created or sustained 52.3 jobs. In addition, all stage work at the Washington Center is performed by our technical labor crew, which is represented by IATSE Local No. 15. Because of the Washington Center, an additional \$5 million in goods & services are produced each year! This impact represents a total economic multiplier of 2.1 to Thurston County. Said another way, for every \$1 facilitated through the Washington Center, we return \$2.10 to the surrounding economy in Thurston Co. each year.

9. **Have you reserved any lodging or held rooms in Lacey for your activities? *** If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

We provide lodging for approximately 70% of our contracted artists, though we do not currently have lodging reserved in Lacey for these artists. There are some artists that secure lodging on their own and we make recommendations. There are also artists that perform on our stage that are contracted through other organizations and promoters, and we are not privy to the details of hospitality requirements. The riders of our touring artists typically ask for walking distance or close proximity to the venue, which is limiting. We do not book hotel rooms for patrons, but Experience Olympia market summary data and American for the Arts data shows a range of 8-28% of patrons from 50+ miles stay at least one night in paid lodging.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

110,000

Estimated attendees/participants who will travel 50 miles or more *

11,000.00

Estimated attendees/participants who will travel from out-of-state or country*

6,264.00

Estimated paid overnights *

Stays with paid overnight accommodations.

1,980.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

6,358.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$35,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Attached.

What is the total budget for your activities? * Provide the total cost of your activities.

\$3,749,575.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Ticket sales and fees \$1,715,583 2. Facility rentals \$651,385 3. Municipal funding (Thurston County and the cities of Olympia, Lacey, and Tumwater) \$610,449 4. Individual, corporate, and philanthropic support \$563,566 5. Concessions \$171,550

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

We have applied for LTAC funding from Thurston County as well as the cities of Tumwater and Olympia. We regularly apply for grant funding from local, state, and national organizations including the Community Foundation of South Puget Sounds, Nisqually Indian Tribe, ArtsWA, Western State Arts Federation, National Endowment for the Arts, Rotary clubs, Port of Olympia, ArtsFund, and more. We also work with local businesses and individuals for sustained funding.

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

We have received funds from the City of Lacey annually, and the support is an important part of operating a robust non-profit performing arts organization. Most recently we received \$30,000 for the calendar year 2024. We received additional funding for our capital remodel which the City Council recommended be funded through LTAC. Costs have been increasing rapidly the last few years including artist fees and artist catering/hospitality, personnel, supplies, rentals, and so much more. Increasing operating income is crucial for sustaining a world-class non-profit performing arts organization.

Lacey Lodging Tax Funds 2025

BUDGET REQUEST \$35,000

The overall annual budget of the Washington Center for the Performing Arts for 2025 is \$3.75 million. The marketing budget is over \$215,075 and includes print, postage, posters, banners, website maintenance and development, social media, and more.

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

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

24/25 SEASON  THE CENTER

100 YEAR ANNIVERSARY



Disney
CONCERTS
© DISNEY/PIXAR

TIME TO SUBSCRIBE!

SNEAK PREVIEW

GET A SNEAK PEEK AT THE NEXT SEASON BEFORE IT'S PUBLICLY ANNOUNCED!

EARLY BIRD DISCOUNT

WHEN YOU SUBSCRIBE BY JULY 3 \$30 HANDLING FEE WILL BE WAIVED!

PRESALE ACCESS

BUY TICKETS BEFORE THEY GO ON SALE TO THE PUBLIC!

EARLY ACCESS

PURCHASE SUBSCRIPTIONS & ADDITIONAL TICKETS BEFORE TICKETS GO ON SALE TO THE PUBLIC

SAME SEATS

RESERVE THE SAME SEATS FOR EACH OF YOUR SUBSCRIPTION SHOWS!*

WELCOME!

We are thrilled to announce our 2024/2025 season, marking our 100th anniversary! From our beginnings as a silent movie and vaudeville house to hosting world-class performances, we've come a long way. This season promises to entertain, excite, thrill, and surprise, with something for everyone.

Inside these pages, you'll find events for families, adults, comedy, music, theater, Broadway, dance, educational programs, and more. There are countless opportunities to create unforgettable memories at the Center.

Now is the perfect time to become a subscriber. Enjoy discounts, priority seating, and pre-sale access for special engagements throughout the year. We can't wait to welcome you to the heart of downtown Olympia for stellar live entertainment.

See you at the theater!



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

LIKE 5 OF OUR SHOWS? BECOME A SUBSCRIBER!



SUBSCRIPTION BENEFITS

	5-7 SHOW SUBSCRIPTION	8+ SHOW SUBSCRIPTION
15% OFF TICKET PRICE	✓	✓
INVITATION TO THE SEASON PREVIEW	✓	✓
EARLY ACCESS TO TICKETS FOR THE SEASON	✓	✓
PRESALE ACCESS FOR SPECIAL ENGAGEMENTS	✓	✓
10% OFF ADDITIONAL SINGLE TICKETS	✓	✓
SAME SEAT PRIVILEGES*		✓



Subscribe online at washingtoncenter.org/subscribe
Box Office (360) 753-8586 | boxoffice@washingtoncenter.org

*Same Seat priority for 8+ subscriptions ends July 10, 2024.

SEASON AT A GLANCE

SELECT 5 OR MORE SHOWS TO GET 15% OFF!

24/25
SEASON

100 YEAR ANNIVERSARY

BEN FOLDS
PAPER AIRPLANE REQUEST TOUR
WED **SEP 25** | 7:30PM

HENRY CHO
FROM HERE TO THERE TOUR 2024
FRI **OCT 04** | 8:00PM

TRACKS
SAT **OCT 05** | 6:00PM

THE LAND HAS SPOKEN
TALES OF INDIGENOUS HORROR
THU **OCT 17** | 7:30PM

BODYTRAFFIC
TUE **OCT 22** | 7:30PM

ADVENTURE SERIES
TRACKS: ALONE ACROSS THE OUTBACK
FRI **OCT 25** | 7:00PM

COCO
LIVE-TO-FILM CONCERT
SAT **NOV 02** | 6:00PM

AIMEE MANN
FRI **NOV 08** | 7:30PM

THE HIP HOP NUTCRACKER
TUE **NOV 12** | 7:30PM

JAKE SHIMABUKURO'S HOLIDAYS IN HAWAII
FRI **NOV 15** | 7:30PM

SEATTLE INTERNATIONAL COMEDY COMPETITION
THU **NOV 21** | 7:30PM

GOD IS A SCOTTISH DRAG QUEEN: A CHRISTMAS SPECIAL
FRI **DEC 06** | 7:30PM

A MAGICAL CIRQUE CHRISTMAS
SUN **DEC 29** | 7:00PM

ADVENTURE SERIES
EAST MEETS WEST: IN THE FOOTSTEPS OF MARCO POLO
THU **JAN 09** | 7:00PM

BLACK BOX JAZZ
NELDA SWIGGETT & MEGABOPOLIS
FRI **JAN 10** | 8:00PM

THE PACK DRUMLINE
WED **JAN 15** | 7:00PM

THE ALUMINUM SHOW
SUN **JAN 19** | 7:00PM

TRINITY IRISH DANCE COMPANY PRESENTS
"JIG"
FRI **JAN 24** | 7:30PM

INTERNATIONAL GUITAR NIGHT
SUN **FEB 02** | 7:00PM

DEAR EVAN HANSEN
WED **FEB 05** | 7:00PM
THU **FEB 06** | 7:00PM

SPAMILTON
AN AMERICAN PARODY
SAT **FEB 15** | 7:30PM

LYLE LOVETT AND HIS ACOUSTIC GROUP
FRI **FEB 21** | 7:30PM

MEOOW MEOOW
SAT **FEB 22** | 8:00PM

MENOPAUSE THE MUSICAL 2
FRI **MAR 07** | 7:30PM

SILENT MOVIE
SHERLOCK JR
SUN **MAR 09** | 2:00PM

LADIES OF LAUGHTER
Funny and Fabulous
FRI **MAR 14** | 7:30PM

BLACK BOX JAZZ
MARIA WULF GROUP
FRI **MAR 21** | 8:00PM

THE CENTER SALON
SAT **MAR 22** | 7:30PM

SKERRYVORE
WED **MAR 26** | 8:00PM

STEP AFRIKA!
SUN **APR 13** | 7:30PM

BLACK BOX JAZZ
SAMANTHA BOSHNACK ENSEMBLE
FRI **APR 18** | 8:00PM

DOKTOR KABOOM!
SAT **APR 26** | 10:30AM

ENCANTO SING ALONG
SAT **APR 26** | 7:00PM

BLACK BOX JAZZ
TOBI STONE BAND
FRI **MAY 09** | 8:00PM

AN EVENING WITH DAVID SEDARIS
MON **MAY 12** | 7:30PM

CAMERON CARPENTER
THU **MAY 22** | 7:30PM

I'M NOT A COMEDIAN... I'M LENNY BRUCE
SAT **JUN 28** | 7:30PM

SILENT MOVIES
AELITA (QUEEN OF MARS)
SUN **SEP 29** | 2:00PM
VINTAGE VALENTINES
SUN **FEB 16** | 2:00PM

COMEDY UNDERGROUND
THURSDAYS | 7:30PM
JANUARY 16 • FEBRUARY 27
MARCH 20 • APRIL 24

* Not available for subscription packages.



WEDNESDAY
SEP 25
7:30PM

BEN FOLDS
PAPER AIRPLANE REQUEST TOUR
PRICES: PR \$109 A \$99 B \$84 C \$54

Ben Folds is widely regarded as one of the major music influencers of our generation. The Emmy-nominated singer-songwriter-composer has created an enormous body of genre-bending music that includes pop albums with Ben Folds Five, multiple solo albums, and numerous collaborative records. With special guest Lindsey Kraft.

MAP B



SUNDAY
SEP 29
2:00PM

SILENT MOVIE
AELITA (QUEEN OF MARS)
PRICES: PR \$34 A \$22 B \$22 C \$22

Experience silent films the way they were meant to be seen and heard, accompanied by Dennis James on our 1924 Wurlitzer Organ! Featuring the Soviet, silent, science-fiction film, *Aelita: Queen of Mars*.

MAP A



FRIDAY
OCT 04
8:00PM

HENRY CHO
FROM HERE TO THERE TOUR 2024
PRICES: PR \$50 A \$45 B \$40 C \$35

Henry Cho has worked extensively with Vince Gill, Amy Grant, Willie Nelson, Carrie Underwood, Reba and many others. Henry's clean comedy is so versatile that he can headline Vegas and then tour with Michael W. Smith.

MAP A



SATURDAY
OCT 05
6:00PM

TRACKS
PRICE: \$6

A young woman goes on a 1,700-mile trek across the deserts of West Australia with four camels and her faithful dog. Join us for a viewing of this 2013 adventure movie featuring Rick Smolan portrayed by Adam Driver. Then join us October 25 as Rick shares his story in person!

MAP A



THURSDAY
OCT 17
7:30PM

THE LAND HAS SPOKEN
TALES OF INDIGENOUS HORROR
PRICES: PR \$40 A \$35 B \$30 C \$25

Prepare to journey into the dark depths of Indigenous folklore with stories by dark fiction writers Shane Hawk and Andrea L. Rogers told through radio-style drama with original compositions and eerie sound effects. Get your nightlight ready.

MAP A



TUESDAY
OCT 22
7:30PM

BODYTRAFFIC
PRICES: PR \$79 A \$67 B \$39 C \$24

Bursting with cutting-edge "vivid theatricality," BODYTRAFFIC takes the stage with compelling works that embody the company's energy, sophistication, and sheer joy in dancing.

MAP A



FRIDAY
OCT 25
7:00PM

ADVENTURE SERIES
TRACKS: ALONE ACROSS THE OUTBACK
PRICES: PR \$62 A \$47 B \$37 C \$26

Learn the inside story of 26-year-old Robyn Davidson and her epic 1700-mile walk across the Australian Outback with four camels. Flying in and out of the Outback for 9 months, Rick documented her journey and earned her trust, creating an unforgettable *National Geographic* cover story and, later, the award-winning feature film *TRACKS*.

MAP A



SATURDAY
NOV 02
6:00PM

COCO
LIVE-TO-FILM CONCERT
PRICES: PR \$79 A \$59 B \$49 C \$39

Disney Pixar's *Coco Live-to-Film Concert on Tour* features a screening of the complete film with Oscar® and Grammy®-winning composer Michael Giacchino's musical score performed by the 20-member Orquesta Folclórica Nacional de México.

MAP A



©TIMOTHY NORRIS

**FRIDAY
NOV 08
7:30PM**
AIMEE MANN
PRICES: PR \$99 A \$79 B \$45 C \$39

Aimee Mann is one of the most distinguished singer-songwriters of her generation. Her successful solo career has spanned several decades with multiple Grammy nominations, two Grammy awards and the release of nine critically acclaimed solo albums. With special guest Jonathan Coulton!

MAP A



**TUESDAY
NOV 12
7:30PM**
**THE HIP HOP
NUTCRACKER**
PRICES: PR \$109 A \$84 B \$69 C \$59

A holiday mash-up for the whole family that re-imagines Tchaikovsky's classic score through explosive hip hop choreography. A dozen all-star dancers, an on-stage DJ and an electric violinist bring the traditional Nutcracker story to life. This show celebrates love, community and the magic of the holiday season.

MAP A



**FRIDAY
NOV 15
6:00PM**
**SIP AND STRUM
WITH JAKE**
PRICE: \$23+

Experience the spirit of aloha as you BYOU (Bring Your Own Ukulele) and strum along with Jake in the Black Box before the show. Ticket to the 'Sip and Strum' includes your first beverage (beer, wine, specialty cocktail or mocktail).

+This event is only available as an add-on to your Holidays in Hawai'i ticket.



**FRIDAY
NOV 15
7:30PM**
**JAKE
SHIMABUKURO'S
HOLIDAYS IN
HAWAII**
PRICES: PR \$79 A \$67 B \$39 C \$25

Get ready to immerse yourself in the magical spirit of the holidays as the ukulele virtuoso and beloved ambassador of aloha, Jake Shimabukuro, presents his highly anticipated seasonal extravaganza!

MAP A



**THURSDAY
NOV 21
7:30PM**
**SEATTLE
INTERNATIONAL
COMEDY
COMPETITION**
PRICES: PR \$45 A \$35 B \$30 C \$25

The Washington Center is hosting Seattle International Comedy Competition's semi-final round again this year! You never know who will make it to our stage but you know it will be funny! Up to 10 comedians will face off as they compete to win the Seattle International Comedy Competition 2024! Recommended for ages 18+.

MAP A



**FRIDAY
DEC 06
7:30PM**
**GOD IS A
SCOTTISH
DRAG QUEEN:
A CHRISTMAS
SPECIAL**
PRICES: PR \$58 A \$48 B \$38 C \$29

This show blends together the nostalgia of holidays gone by, a hilarious and laugh-out-loud look at the holidays of today and a heartwarming and perfectly sweet peek at holidays yet to come!

MAP A



**SUNDAY
DEC 29
7:00PM**
A MAGICAL CIRQUE CHRISTMAS
PRICES: PR \$119 A \$89 B \$74 C \$54

Embrace the holiday spirit with *A Magical Cirque Christmas*, a variety show full of nostalgia, charm, and awe-inspiring performances for all ages. Get ready to be dazzled, enchanted, and filled with holiday cheer as you witness the incredible talents of world-class entertainers performing to your favorite holiday music. Celebrate the magic of the season with the entire family at *A Magical Cirque Christmas*.

MAP B



ADVENTURE SERIES
THURSDAY JAN 09
 7:00PM
EAST MEETS WEST: IN THE FOOTSTEPS OF MARCO POLO
 PRICES: PR \$62 A \$47 B \$37 C \$26

Join *National Geographic* master photographer Michael Yamashita as he follows in the footsteps of Marco Polo, the greatest Western explorer of all time, reliving his 13th Century odyssey along the Silk Road to Asia, and back across the South China Sea, connecting the East and West for the first time.

MAP A



BLACK BOX JAZZ
FRIDAY JAN 10
 8:00PM
NELDA SWIGGETT & MEGABOPOLIS
 PRICES: RSVD \$39 GA \$32

Well-crafted arrangements and tight ensemble work produce a rich "mini-big band" sound from this high-energy jazz sextet's three-horn front line. Megabopolis performs the unique, melodic originals of award-winning composer and OA2 recording artist Nelda Swiggett.



WEDNESDAY JAN 15
 7:00PM
THE PACK DRUMLINE
 PRICES: PR \$66 A \$46 B \$36 C \$26

The Rhythm revolution is now! Experience unforgettable beats and dynamic performances.

MAP A

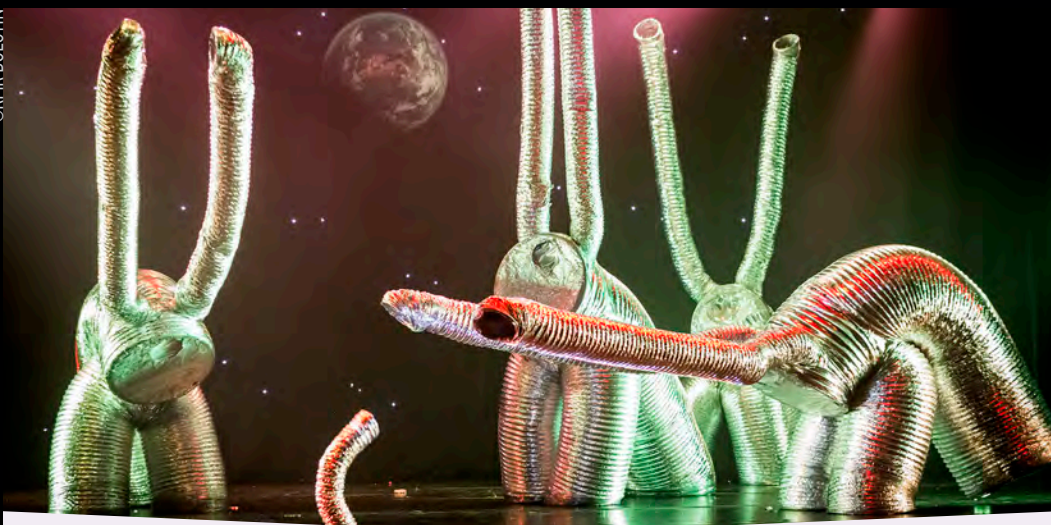


SUNDAY FEB 02
 7:00PM
INTERNATIONAL GUITAR NIGHT
 PRICES: PR \$69 A \$52 B \$39 C \$29

International Guitar Night returns for its 25th year of touring with Lulo Reinhardt (Germany), Alexandra Whittingham (Britain), Niwel Tsumbu (Democratic Republic of Congo) and Soenke Meinen (Germany).

MAP A

©KEFER BOLOTIN



SUNDAY JAN 19
 7:00PM
THE ALUMINUM SHOW
 PRICES: PR \$74 A \$59 B \$49 C \$39

This unique show brings music, artists and aluminum together on stage in a magical, mystery-filled creation combining visual theater, dance, and humor into an exciting, multi-sensory experience, the likes of which audiences have never before seen.

MAP A

©PAUL MARSHALL



FRIDAY JAN 24
 7:30PM
TRINITY IRISH DANCE COMPANY PRESENTS "JIG"
 PRICES: PR \$84 A \$67 B \$57 C \$37

JIG immerses audiences in an authentic experience that celebrates the power of vibrations, rhythm and movement. Following its critically-acclaimed premiere season, JIG continues to redefine what is possible for Irish music and dance.

MAP A



DEAR EVAN HANSEN

THE TONY AWARD-WINNING BEST MUSICAL

WEDNESDAY THURSDAY
FEB 05 & 06
 7:00PM

DEAR EVAN HANSEN
 PRICES: PR \$149 A \$129 B \$99 C \$69

Declared "one of the most remarkable shows in musical theater history" by the Washington Post, DEAR EVAN HANSEN is the first musical to take a groundbreaking look – from the point of view of both the parents and young people – at our complex, interconnected, and social media-filled lives. Recommended for Ages 12+ (includes the portrayal of teens with mental health issues).

MAP B



SATURDAY
FEB 15
 7:30PM

SPAMILTON
 AN AMERICAN PARODY
 PRICES: PR \$69 A \$49 B \$39 C \$29

This side-splitting musical parody is a crash course in everyone's favorite Broadway blockbusters! The Huffington Post raves, "you don't have to see *Hamilton* to have side-splitting fun at *Spamilton*."

MAP A



SUNDAY
FEB 16
 2:00PM

SILENT MOVIE VINTAGE VALENTINES
 PRICES: PR \$34 A \$22

This Valentine's weekend, fall in love with the magic of silent cinema and live organ music. Featuring Harold Lloyd's *Girl Shy* and Laurel & Hardy's *Double Whoopee*. We welcome film fans of all ages to step back in time to revel in the authentically recreated sounds and nostalgia from times gone by. Featuring organist Dennis James.

MAP A

© HARMONY NICHOLAS



THE CENTER *Stage*
 AWARDS & GALA

SATURDAY
FEB 22
 5:30PM

CENTER STAGE AWARDS & GALA
 INDIVIDUAL SEAT \$215
 TABLE OF 8 \$1,650

Join us for a live auction and dinner to support the Washington Center. The evening begins with dinner and the auction at the Heritage Room progressing to the Washington Center for the performance by Meow Meow. Gala tickets include a premium zone ticket for Meow Meow.

SATURDAY
FEB 22
 8:00PM

MIEOW MIEOW
 PRICES: PR \$69 A \$53 B \$37 C \$25

An evening of pure CHAOS. International siren and comedienne extraordinaire Meow Meow brings her glorious brand of subversive and sublime performance to the Washington Center. This performance is part of the Center Stage Awards and Gala fundraiser.

MAP A



FRIDAY
FEB 21
 7:30PM

LYLE LOVETT AND HIS ACOUSTIC GROUP
 PRICES: PR \$139 A \$127 B \$88 C \$74

A singer, composer and actor, Lyle Lovett has broadened the definition of American music in a career that spans 14 albums.

MAP B



FRIDAY
MAR 07
 7:30PM

MENOPAUSE THE MUSICAL 2
 PRICES: PR \$79 A \$67 B \$57 C \$39

The sequel is here! Set sail with our beloved ladies for more high jinks on the high seas. Join us on a trip of self-discovery, backed by a new soundtrack of toe-tapping parodied hits from the 70s, 80s and 90s.

MAP A



SUNDAY
MAR 09
2:00PM
SILENT MOVIE
BUSTER KEATON'S "SHERLOCK JR"
PRICES: ADULTS \$29 YOUTH \$21

Gideon Freudmann opens with a cello concert then performs the live soundtrack for this classic silent film with real-time digital effects. His imaginative, original accompaniment breathes new life into this classic art, bringing the best of cinema and live music to another level and to new audiences.

MAP A

Ladies OF Laughter
Funny and Fabulous

FRIDAY
MAR 14
7:30PM
LADIES OF LAUGHTER
PRICES: PR \$45 A \$35 B \$30 C \$25

Ladies of Laughter is back by popular demand! Grab your friends and come enjoy a hilarious night out! We'll have three accomplished comedians taking the stage. Performers will be announced later this year! Recommended for age 18+.

MAP A



FRIDAY
MAR 21
8:00PM
BLACK BOX JAZZ
MARIA WULF GROUP
PRICES: RSVD \$39 GA \$32

Maria is an in-demand drummer and educator known throughout the Pacific Northwest. She is no stranger to the Seattle jazz scene performing in such venues as The Earshot Jazz Festival, Dimitriou's Jazz Alley, The Triple Door, The Seattle Art Museum, and Tula's.



SATURDAY
MAR 22
7:30PM
THE CENTER SALON
PRICES: RSVD \$39 GA \$25

The Center Salon is back for its 8th year! Featuring artists from authors to poets, illustrators to musicians as well as the winner of our independent film competition this event is unlike any other! Come and be inspired by local artists. Jill Barnes hosts this popular event. Participating artists will be announced throughout the season. Our first announced artist is local favorite funny man, Sam Miller!



WEDNESDAY
MAR 26
5:30PM
WHISKY TASTING WITH SKERRYVORE
PRICE: \$89*

Back by popular demand, band members will share insights into the regions where each whisky is crafted and enhance the experience with music from those areas. Wee bites and nibbles will be available to complement the tasting. Don't miss this unique blend of flavors and sounds!

+ This event is only available as an add-on to your Skerryvore ticket.

MAP A



WEDNESDAY
MAR 26
8:00PM
SKERRYVORE
PRICES: PR \$69 A \$53 B \$37 C \$25

Skerryvore represents the best in contemporary Scottish traditional music, with a growing fanbase worldwide and the promise of much more to come. You won't want to miss their high energy, musically expansive show!

MAP A



SUNDAY
APR 13
7:30PM
STEP AFRIKA!
PRICES: PR \$69 A \$54 B \$44 C \$34

Step Afrika! blends percussive dance styles practiced by historically African American fraternities and sororities; traditional African dances; and an array of contemporary dance and art forms into a cohesive, compelling artistic experience.

MAP A



FRIDAY
APR 18
8:00PM
BLACK BOX JAZZ
SAMANTHA BOSHNACK BOSHACK ENSEMBLE
PRICES: RSVD \$39 GA \$32

Seattle trumpeter and bandleader Samantha Boshnack synthesizes a dazzling array of musical influences in her sophisticated yet fun and highly original compositions—from intricate chamber writing to lush jazz panoramas and funky brass band-inspired grooves.



SATURDAY
APR 26
10:30AM
DOKTOR
KABOOM!
PRICE: \$16

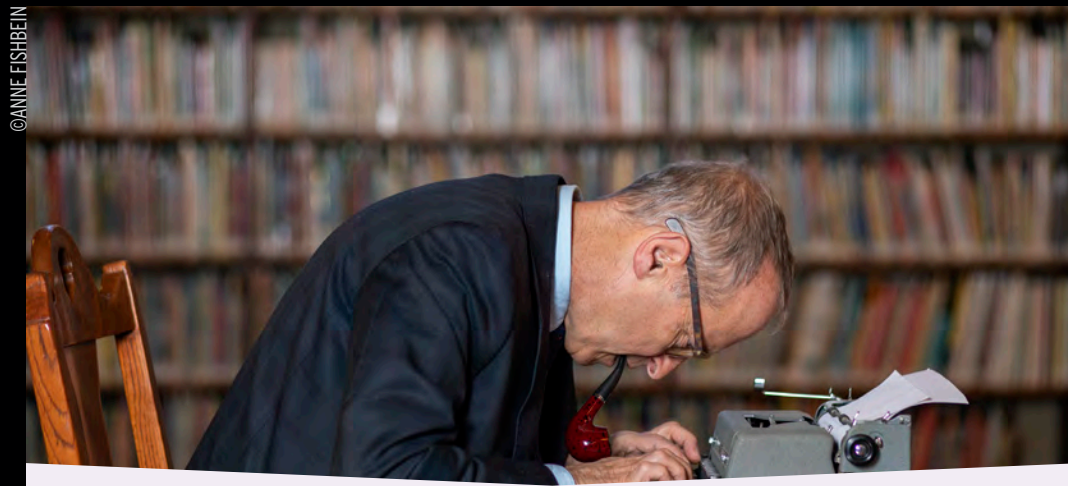
Join Doktor Kaboom! for a sidesplitting journey of increasingly spectacular (and often successful) science experiments designed to involve, excite, educate, and entertain.

MAP A



SATURDAY
APR 26
7:00PM
ENCANTO
SING ALONG
PRICE: \$6

Join us for an Encanto sing along! Belt out "We don't talk about Bruno" and "Surface Pressure" with your favorite Encanto characters. Experience the movie on our big screen and join Mirabel as she sets out to save the family and house. Local host Lauren O'Neill will be back to warm up the audience!



MONDAY
MAY 12
7:30PM
AN EVENING WITH DAVID SEDARIS
PRICES: PR \$84 A \$69 B \$49 C \$32

Join bestselling author and NPR humorist, David Sedaris, for an evening filled with his trademark sardonic wit and incisive social critiques. As one of America's pre-eminent humor writers, Mr. Sedaris will regale you with tales and observations addressing the human condition, take questions from the stage, and sign books. Get tickets early as Olympia loves David Sedaris!

MAP A



FRIDAY
MAY 09
8:00PM
BLACK BOX JAZZ
TOBI STONE
BAND
PRICES: RSV \$39 GA \$32

Tobi Stone has a strong connection to Olympia through her many years of studying with local legend and saxophonist Bert Wilson. In this concert, Tobi presents her compositions spanning the last 10 years.

©DOVILE SERMOKAS



THURSDAY
MAY 22
7:30PM
CAMERON
CARPENTER
PRICES: PR \$67 A \$47 B \$32 C \$24

"Carpenter is one of the rare musicians who changes the game of his instrument... He is a smasher of cultural and classical music taboos. He is technically the most accomplished organist I have ever witnessed... And, most important of all, the most musical."
- LOS ANGELES TIMES

MAP A



SATURDAY
JUN 28
7:30PM
I'M NOT A
COMEDIAN...
I'M LENNY
BRUCE
PRICES: PR \$79 A \$64 B \$49 C \$36

This beautifully staged theatrical production follows the life & struggles of the most groundbreaking comedian of all time, Lenny Bruce. Recommended for ages 18+.

MAP A



THURSDAYS
7:30PM
COMEDY
UNDERGROUND
PRICES: RSV \$36 GA \$28

JANUARY 16 • FEBRUARY 27 • MARCH 20 • APRIL 24

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

You inspire,
You educate



Partnering with local school districts for arts education.

FRIENDS of THE CENTER

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

Simply add your donation to Step 7 of your order form when subscribing.

Gifts can also be made online at washingtoncenter.org/friends or by mail to:

**512 Washington St SE
Olympia, WA 98501**

Please contact our development staff for assistance or more information:

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

IT'S TIME TO SUBSCRIBE!

WEDNESDAY JUL 03 LAST DAY TO SUBSCRIBE TO TAKE ADVANTAGE OF THE EARLY BIRD DISCOUNT (WE'LL WAIVE THE \$30 HANDLING FEE!)

WEDNESDAY JUL 10 LAST DAY TO TAKE ADVANTAGE OF SAME SEAT PRIVILEGES!

HOW TO ORDER

MAIL
THE WASHINGTON CENTER
512 Washington St. SE
Olympia, WA 98501

PHONE OR IN PERSON
Call our Box Office
(360) 753-8586
or walk up to Box Office
during hours:
Tuesday-Saturday: Noon - 5:30PM

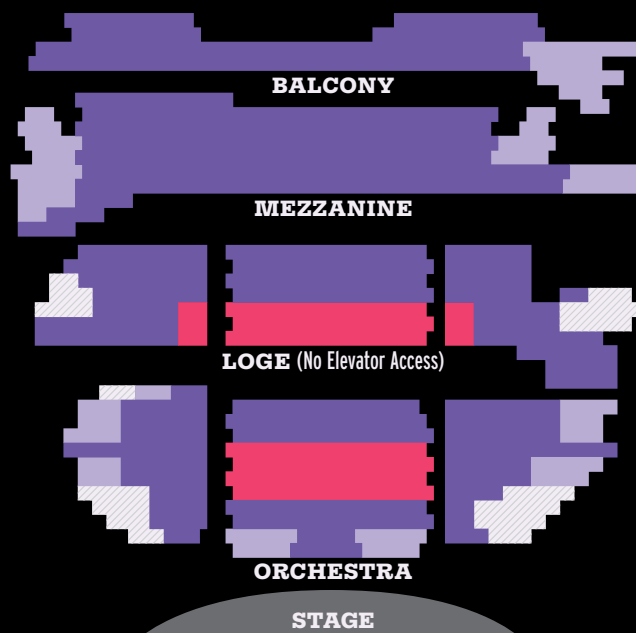
ONLINE
SUBSCRIBE ONLINE!
washingtoncenter.org/subscribe

ACCESSIBILITY

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

MAIN STAGE THEATER

MAP A



■ Premium

■ A

■ B

C (Not available for subscriptions)

TICKETS

EXCHANGES

Need to change your tickets? Exchanges may be made to other Washington Center presented events for a per ticket fee. Exchanges are subject to availability and must be made with the Box Office at least 24 hours before the start of the original event.

REFUNDS, CANCELLATIONS, AND CHANGES

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

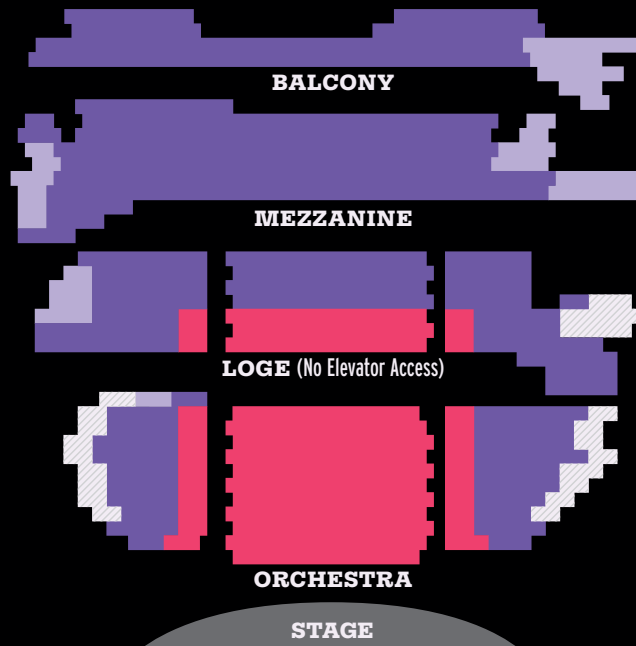
FEES

There is a \$30 handling fee for each subscription which is waived if you purchase before July 3. Single tickets will be charged a \$6 service fee. There is also a reprint fee of \$4 for reprinted tickets.

HOUSE POLICIES

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

MAP B



WED SEP 25 | 7:30 PM **BEN FOLDS: PAPER AIRPLANE REQUEST TOUR**
SUN SEP 29 | 2:00 PM **SILENT MOVIE: AELITA (QUEEN OF WARS)**
FRI OCT 04 | 8:00 PM **HENRY CHOI: FROM HERE TO THERE TOUR 2024**
SAT OCT 05 | 6:00 PM **TRUCKS**
THU OCT 17 | 7:30 PM **THE LAND HAS SPOKEN: TALES OF INDIGENOUS HORROR**
FRI OCT 25 | 7:00 PM **BODYTRAFFIC**
SAT NOV 02 | 6:00 PM **ADVENTURE SERIES: TRACKS: ALONE ACROSS THE OUTBACK**
FRI NOV 08 | 7:30 PM **COCO: LIVE-TO-FILM CONCERT**
TUE NOV 12 | 7:30 PM **AIMEE MANN**
FRI NOV 15 | 7:30 PM **THE HIP HOP NUTCRACKER**
THU NOV 21 | 7:30 PM **JAKE SHIMABUKURO'S HOLIDAYS IN HAWAII**
FRI DEC 06 | 7:30 PM **SEATTLE INTERNATIONAL COMEDY COMPETITION**
SUN DEC 29 | 7:00 PM **GOD IS A SCOTTISH DRAG QUEEN: A CHRISTMAS SPECIAL**
THU JAN 09 | 7:00 PM **A MAGICAL CIRQUE CHRISTMAS**
ADVENTURE SERIES: EAST MEETS WEST: IN THE FOOTSTEPS OF MARCO POLO
FRI JAN 10 | 8:00 PM **BLACK BOX JAZZ: NELDA SWIGGETT & MEGABOPOLIS**
WED JAN 15 | 7:00 PM **THE BACK DRUMLINE**
THU JAN 16 | 7:30 PM **COMEDY UNDERGROUND**
SUN JAN 19 | 7:00 PM **THE ALUMINUM SHOW**
FRI JAN 24 | 7:30 PM **TRINITY IRISH DANCE COMPANY PRESENTS "JIG"**
SUN FEB 02 | 7:00 PM **INTERNATIONAL GUITAR NIGHT**
WED FEB 05 | 7:00 PM **DEAR EVAN HANSEN**
THU FEB 06 | 7:00 PM **DEAR EVAN HANSEN**
SAT FEB 15 | 2:00 PM **SPAWILLTON: AN AMERICAN PARODY**
SUN FEB 16 | 2:00 PM **SILENT MOVIE: VINTAGE VALENTINES**
FRI FEB 21 | 7:30 PM **LYLE LOVETT AND HIS ACOUSTIC GROUP**
SAT FEB 22 | 5:30 PM **CENTERSTAGE AWARDS & GALA**
SAT FEB 22 | 8:00 PM **MEOW MEOW**
THU FEB 27 | 7:30 PM **COMEDY UNDERGROUND**
FRI MAR 07 | 7:30 PM **MIENORUSE THE MUSICAL 2: GRUISING THROUGH "THE CHANGE"**
SUN MAR 09 | 2:00 PM **SILENT MOVIE: BUSTER KEATON'S "SHERLOCK JR."**
FRI MAR 14 | 7:30 PM **LADIES OF LAUGHTER**
THU MAR 20 | 7:30 PM **COMEDY UNDERGROUND**
FRI MAR 21 | 8:00 PM **BLACK BOX JAZZ: MARIA WULF GROUP**
SAT MAR 22 | 7:30 PM **THE CENTER SALON**
WED MAR 26 | 8:00 PM **SKERRYVORE**
SUN APR 13 | 7:30 PM **STEP AFRICA!**
FRI APR 18 | 8:00 PM **BLACK BOX JAZZ: SAWANTHA BOSHACK ENSEMBLE**
THU APR 24 | 7:30 PM **COMEDY UNDERGROUND**
SAT APR 26 | 10:30 AM **DOKTOR KABOOM!**
SAT APR 26 | 7:00 PM **ENGANTO SING ALONG**
FRI MAY 09 | 8:00 PM **BLACK BOX JAZZ: TOBI STONE BAND**
MON MAY 12 | 7:30 PM **AN EVENING WITH DAVID SEDARIS**
THU MAY 22 | 7:30 PM **CAMERON CARPENTER**
SAT JUN 28 | 7:30 PM **I'M NOT A COMEDIAN... I'M LENNY BRUCE**

IT'S TIME TO SUBSCRIBE!

SUBSCRIBE BY JULY 3 AND SAVE 15% PLUS A \$30 EARLY BIRD DISCOUNT!

THE CENTER

THE WASHINGTON CENTER FOR THE PERFORMING ARTS
 512 WASHINGTON ST. SE, OLYMPIA, WA 98501

Box Office: (360) 753-8586
 Administrative Office: (360) 753-8585
washingtoncenter.org

NON-PROFIT ORG
 US POSTAGE
 PAID
 CAPITOL CITY
 PRESS

BUSINESS INFORMATION

Business Name: **THE WASHINGTON CENTER FOR THE PERFORMING ARTS**

UBI Number: **600 591 200**

Business Type: **WA NONPROFIT CORPORATION**

Business Status: **ACTIVE**

Principal Office Street Address: **512 WASHINGTON ST SE, OLYMPIA (THURSTON), WA, 98501-1330, UNITED STATES**

Principal Office Mailing Address: **512 WASHINGTON ST SE, OLYMPIA (THURSTON), WA, 98501-1330, UNITED STATES**

Expiration Date: **09/30/2025**

Jurisdiction: **UNITED STATES, WASHINGTON**

Formation/ Registration Date: **09/17/1982**

Period of Duration: **PERPETUAL**

Inactive Date:

Nature of Business: **CULTURAL**

Charitable Corporation:

Nonprofit EIN: **91-1182866**

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

Has Members:

Public Benefit Designation:

Host Home:

REGISTERED AGENT INFORMATION

Registered Agent Name: **JILL BARNES**

Street Address: **512 WASHINGTON ST SE, OLYMPIA, WA, 98501-1330, UNITED STATES**

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MARIA	MECONI
GOVERNOR	INDIVIDUAL		LYNN	WOFFORD
GOVERNOR	INDIVIDUAL		ANN	FLANNIGAN
GOVERNOR	INDIVIDUAL		TIM	COLEY

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LODGING TAX FUNDING APPLICATION

Application Type

Tourism-Related Facility

ORGANIZATION INFORMATION

Organization Name *

Lacey South Sound Chamber

Activity Name *

Lacey Visitors Center

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

601043368

City of Lacey Business License Number

30997

Contact Name *

Blake

Title *

Knoblauch

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

3925 8th Ave SE
Lacey, WA 98503

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

The Lacey South Sound Chamber of Commerce is home to the only Visitor Center in the Lacey, Olympia and Tumwater area. Since our move to 8th Ave our community visibility and 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. Through the Discover Lacey website and social media we promote local restaurants, experiences, lodging, businesses, housing, events and much more for the City of Lacey and the South Sound area. We had contact with over 2,400 people last year through phone calls, walk-ins, email and social media messages.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

We are Open Monday through Friday from 9:00am -4:00pm
Except National Holidays and we are closed on the first and fourth Thursday between 11:00 -1:00 for monthly Chamber meetings.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We promote lodging, restaurants, retail shops, specialty shops, recreation, landmarks and so much more through our Discover Lacey social media and marketing, newsletter and we have a new Buyer's Directory coming out in December 2024 that we have been collaborating with the City of Lacey on.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

The Lacey South Sound Chamber welcomes everyone. We are a place where all citizens and members feel safe, respected, and comfortable in being themselves and expressing all aspects of their identities. The Chamber and the visitor center is a place where each person shares a sense of belonging with each other.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

We have created a platform through which we can share the opportunity to get to know Lacey and to experience all we have to offer. We promote businesses, community events, life on Lacey and ways to experience the South Sound. We have over 350 business members in the Chamber, many of who have brochures and literature at the Visitor Center.

- 9. Have you reserved any lodging or held rooms in Lacey for your activities? *** If yes, list the lodging establishment and City. Include the number of rooms reserved or held.
No, offer hotels to inform of us any deals and we share those with visitors.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

2,400 per year

Estimated attendees/participants who will travel 50 miles or more *

1,200 per year

Estimated attendees/participants who will travel from out-of-state or country*

400 per year

Estimated paid overnights *

Stays with paid overnight accommodations.

750.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

250.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$70,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Rent - \$29,880
Website/ Social Media - \$6,000
Staff Time - \$35,000
Phone & Internet -\$4,200

What is the total budget for your activities? * Provide the total cost of your activities.

\$75,080.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Sponsorships from Events
Membership Income
LTAC

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

N/A

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

Yes, we are asking that funding to be provided at the same level as years past.

Visitor Center 2025

Income	\$	-
Expenses		
Rent	\$	29,880.00
Website/Social Media	\$	6,000.00
Staff Time	\$	35,000.00
Phones/Internet	\$	4,200.00
Total Expenses	\$	75,080.00
Net Income/Expense	\$	(75,080.00)

The logo for 'Discover Lacey' is located in the top right corner. It features the word 'DISCOVER' in a clean, uppercase, sans-serif font. Below it, the word 'Lacey' is written in a large, elegant, blue cursive script. A magnifying glass icon is positioned over the letter 'O' in 'DISCOVER'.

THE VISITORS CENTER UPDATE

TARGET DEMOGRAPHICS

1

VISITORS

Who we aim to attract.

2

BUSINESSES

Who we promote.

3

RESIDENTS

Who we inform.

4

RE-LOCATORS

Who we assist and educate.

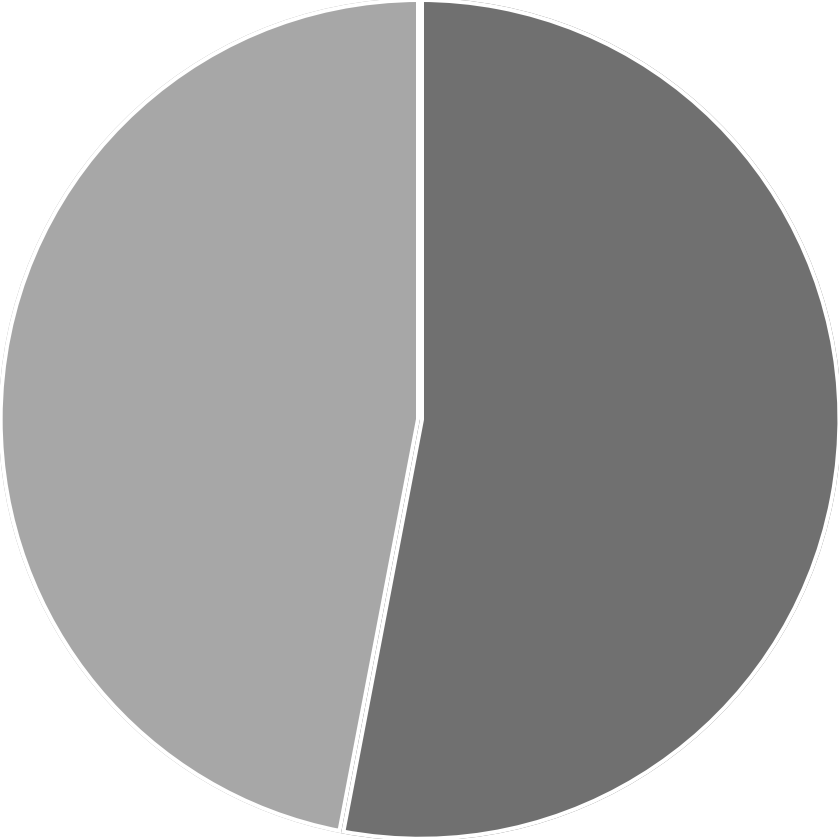
TOP VISITOR QUESTIONS

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



Approximately 2,400 Visitors in 2023

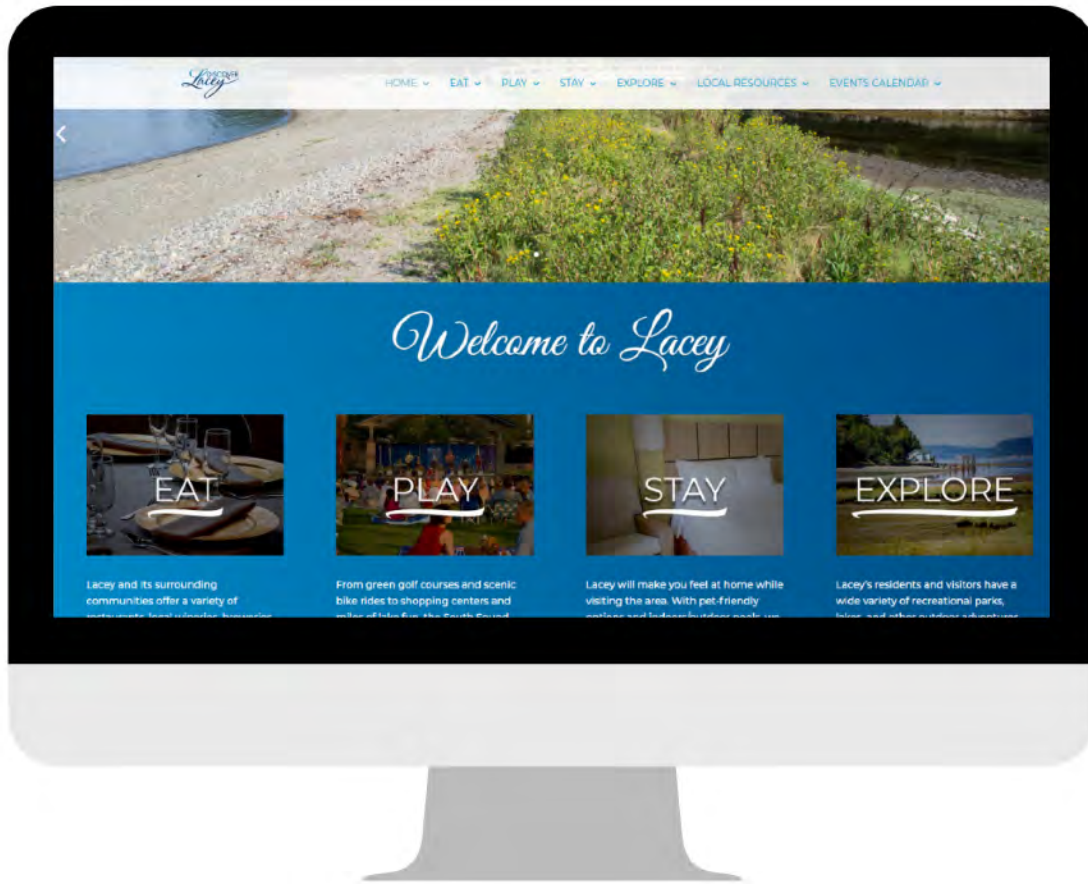
VISITORS



● MALE ● FEMALE
57% 43%



2023 ACCOMPLISHMENTS



- CONTINUED LEGACY AWARD PARTNERSHIP WITH CITY OF LACEY AT ANNUAL AWARDS CEREMONY
- VISITOR CENTER OPEN MONDAY - FRIDAY
- PROVIDED COMMUNITY WITH IMPORTANT INFO ABOUT LOCAL BUSINESSES
- DESIGNING LACEY BUSINESS DIRECTORY & GUIDE - COMING NOVEMBER 2024
- IMPLEMENTED UNIQUE MARKETING CAMPAIGNS
- WE WORKED WITH THURSTONTALK TO PROMOTE LOCAL BUSINESSES/TOURISM OPPORTUNITIES
- CREATED RELOCATION PACKAGES
- RESOURCE FOR THE BUSINESS COMMUNITY & VISITORS TO THE AREA

NEW LEGACY AWARD

LEGACY AWARD

Nominees: US Martial Arts,
Red Wind Casino,
Pardiman Productions

Recipient: Pardiman
Productions



TOP PERFORMING PLATFORMS

1

FACEBOOK

Start: 2,528 followers
TODAY: 2,689 followers
+170 New Followers since Aug 2023

2

INSTAGRAM

Start: 1,607 followers
Current: 1,709 followers
+102 New Followers since Aug 2023

3

WEBSITE

Start: 770 viewers/per month
Current: 860 viewers/per month
+90 Viewers/mo since Aug 2023

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

FACEBOOK ACHIEVEMENTS



Reach ⓘ
834

Impressions ⓘ
881

Interactions ⓘ
13

FACEBOOK ACHIEVEMENTS

Discover Lacey
May 16 · 🌐

Don't miss Lacey Spring Fun Fair with fun rides, live performances, vendors, and delicious foods **May 18 at 10 am - 6 pm** and **May 19 at 11 am - 5 pm** at Saint Martin's University (5300 Pacific Ave SE, Lacey).
For more information <https://laceyparks.org/funfair/>



Lacey Spring Fun Fair
FREE FAMILY EVENT

Two days of
FREE FAMILY FUN!

COME JOIN US AT THE FAIR!
Saturday, May 18 • 10 am - 6 pm
Sunday, May 19 • 11 am - 5 pm
Saint Martin's University

See insights and ads Boost post

👍 2 4 shares

Reach ⓘ	Impressions ⓘ	Interactions ⓘ
418	449	6

OTHER FACEBOOK MARKETING

Discover Lacey
June 13 · 🌐

Lacey Fireworks Spectacular is July 3rd!
The event starts at 4pm, kid zone & food vendors open. There will be live circus shows inside the Kid Zone at 4:30, 6:00 & 8:00pm.
Kid zone activities close 9:15pm. Fireworks start at 10pm.



Lacey
FIREWORKS SPECTACULAR

July 3rd 4pm-11pm
Rainier Vista Community Park

5475 45th Ave SE, Lacey, WA 98503

Discover Lacey
March 7 · 🌐

Lacey Cultural Celebration coming up this Saturday
10am - 6pm at Saint Martin's University!

<https://laceyparks.org/events/cultural/>



FREE!

Lacey Cultural Celebration


SATURDAY, MARCH 9
10 am - 6 pm
at Saint Martin's University

Presented by:
TwinStar
CREDIT UNION

Visit: [LaceyParks.org/Cultural-Celebration](https://laceyparks.org/Cultural-Celebration)

Discover Lacey
July 18 · 🌐

Concerts and movies coming back to Lacey's Huntamer park starting on July 19th at 7pm.
laceyparks.org/activities/events/



Lacey in TUNE
MUSIC MOVIES ENTERTAINMENT

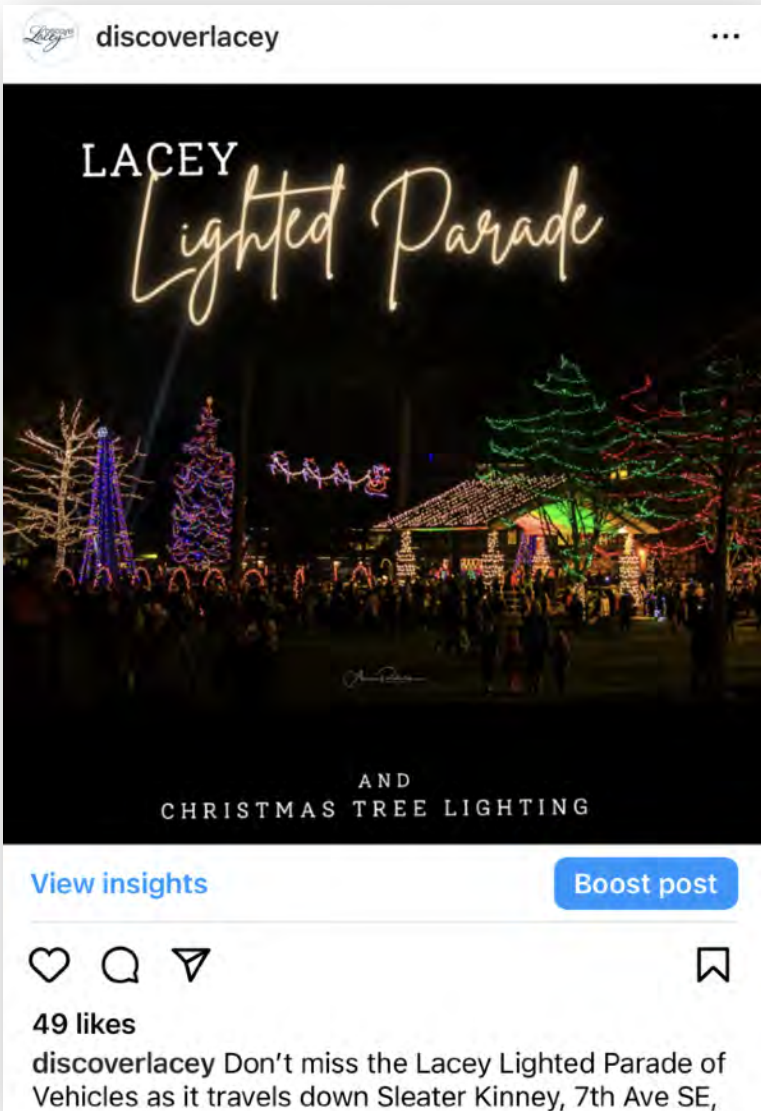
July 19th 7pm
at Huntamer Park
618 Woodland Square Loop SE, Lacey

CREEDENCE REVELATION
Featuring Randy Linder
Bridget Lindstrom

Super Mario Bros. Movie

DISCOVER
Lacey

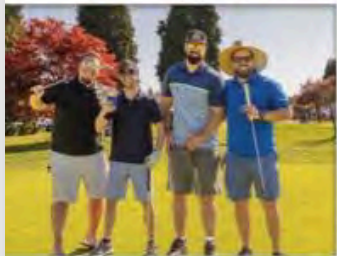
laceyparks.org/activities/events



INSTAGRAM MARKETING

LACEY SOUTH SOUND CHAMBER VISITOR GUIDE

ADVERTISING OPPORTUNITIES



LACEY
SOUTH SOUND CHAMBER

in partnership with


Lunar Cow
Publishing

2024 DIRECTORY & GUIDE

2024 Directory Coming in November!



WE PROMOTE LOCAL EXPERIENCES



WE PROMOTE LOCAL RESTAURANTS



WE PROMOTE LOCAL LODGING



WE PROMOTE LOCAL EVENTS



ASK FOR A VISITORS MAP

2024/25 GOALS FOR THE VISITORS CENTER & DISCOVER LACEY

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



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, UNITED STATES

Principal Office Mailing Address:

3925 8TH AVE SE, STE C, LACEY, WA, 98503, UNITED STATES

Expiration Date:

10/31/2024

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:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		BLAKE	KNOBLAUCH

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LODGING TAX FUNDING APPLICATION

Application Type

Tourism-Related Facility

ORGANIZATION INFORMATION

Organization Name *

City of Lacey

Activity Name *

Regional Athletic Complex

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

910-819427

City of Lacey Business License Number

Lacey

Contact Name *

Sue Falash

Title *

Recreation Manager

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Regional Athletic Complex, 8345 Steilacoom Rd SE, Oly (Lacey) 98513

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

3. Tourist Attraction: Describe your activities (20 points) * Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

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.

4. Frequency of Activity (20 points) *

Multi-Day Occurrence

5. Date of Activity (10 points) *

January1-December 31, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The RAC is a 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.

Being a tourism sponsoring facility, all events are marketing our facility as the facility their event will be held.

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. Some 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.

We have also been working with the Experience Olympia and Beyond to help promote activities that are happening around our community. Experience Olympia and Beyond has also been instrumental in calculating the Direct Economic Impact for 2023 as \$15,285,110 for just weekend tournaments.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

The Regional Athletic Complex has always been a safe and inclusive facility. We have staff on 7 days a week to not only perform 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, grass volleyball 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.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

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.

We have a very close and collaborative relationship with the Experience Olympia and Beyond. 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. We currently have 34 banners around all five softball/baseball fields as well as by the soccer field. Of those 34 banners we have 20 unique businesses represented.

The community utilizes the complex not only for athletic competitions and practice but as a well maintained community park. Any given day you can see parents with their children in strollers walking the trails, children playing on the playground equipment and youth shooting baskets. Our community youth sports groups use the Regional Athletic Complex during the week for games and practices.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

Though we do not generally book rooms, the events hosted at the Regional Athletic Complex do room blocks.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

700,000

Estimated attendees/participants who will travel 50 miles or more *

35,000.00

Estimated attendees/participants who will travel from out-of-state or country*

5,000.00

Estimated paid overnights *

Stays with paid overnight accommodations.

20,000.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

10,500.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$180,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Please see attachment labeled RAC Budget

What is the total budget for your activities? * Provide the total cost of your activities.

Budgeted 2024 \$1,281,355

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Field Use Fees (Budgeted 2024): \$366,000
2. Parks and Open Space (Budgeted 2024): \$353,000
3. PFD Funds: \$200,000
4. League Fees: \$55,000
5. Concessions: \$22,000

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

Just City of Lacey

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

No

Account Number	Description	2022 Actual Revenue/Expense	2023 Amended Budget	2024 Adopted Budget
<i>Regional Athletic Complex - Expenditures</i>				
Regional Athletic Complex				
Regional Athletic Complex Maintenance				
007-3305-576.10-01	Salaries-Regular	263,562	358,877	296,155
007-3305-576.10-05	Salaries-Overtime	10,802	12,563	12,563
007-3305-576.10-06	Salaries-Part-Time	124,561	101,735	123,575
007-3305-576.20-01	Employer Paid Benefits	138,006	160,071	114,520
007-3305-576.20-03	Unemployment Compensation	188	-	-
007-3305-576.31-01	Office & Operating Supply	76,853	99,000	99,000
007-3305-576.31-02	Small Tools & Equipment	3,040	2,500	2,500
007-3305-576.31-17	Supplies-Uniform Purchase	1,426	2,000	2,000
007-3305-576.34-01	Fuel	11,728	10,000	10,000
007-3305-576.41-01	Prof. Svc-Other	10,857	18,360	18,360
007-3305-576.42-01	Telecommunications	8,872	7,750	7,750
007-3305-576.43-01	Transportation/Per Diem	382	-	-
007-3305-576.43-03	Registrations	1,516	-	-
007-3305-576.45-01	Equipment Rental	81,709	93,093	85,035
007-3305-576.45-02	IMS Rental	13,998	13,949	13,834
007-3305-576.45-05	Rentals-Other	2,801	2,500	2,500
007-3305-576.46-01	Insurance-Liability	10,310	15,674	17,966
007-3305-576.46-02	Insurance-Fire/Property	12,345	11,285	23,482
007-3305-576.46-06	AWC L & I Pool	-	1,015	1,015
007-3305-576.47-01	Utility-Electric	91,160	80,000	80,000
007-3305-576.47-02	Utility-City of Lacey	432,470	92,000	92,000
007-3305-576.47-07	Utility-Solid Waste	16,002	14,360	14,360
007-3305-576.48-01	Rep & Maint-Equipment	-	17,852	3,500
007-3305-576.48-03	Rep & Maint-Facilities	333	31,500	3,500
007-3305-576.49-06	Maintenance Contracts	-	60,000	-
007-3305-576.49-25	Assessments/Taxes	(7,343)	11,000	11,000
Total Regional Athletic Complex Maintenance		1,305,578	1,217,084	1,034,615
Regional Athletic Complex General Services				
007-7401-576.10-01	Salaries-Regular	97,430	106,065	112,793
007-7401-576.10-05	Salaries-Overtime	7,700	-	-
007-7401-576.10-06	Salaries-Part-Time	1,075	14,000	14,000
007-7401-576.20-01	Employer Paid Benefits	40,793	43,881	46,053
007-7401-576.20-03	Unemployment Compensation	-	500	500
007-7401-576.31-01	Office & Operating Supply	4,912	7,500	7,500

Account Number	Description	2022 Actual Revenue/Expense	2023 Amended Budget	2024 Adopted Budget
<i>Regional Athletic Complex - Expenditures</i>				
Regional Athletic Complex				
Regional Athletic Complex General Services-Continued				
007-7401-576.31-02	Small Tools & Equipment	875	1,500	1,500
007-7401-576.31-17	Supplies-Uniform Purchase	-	500	500
007-7401-576.41-01	Prof. Svc-Other	30,158	20,000	20,000
007-7401-576.41-11	Prof. Svc - Recreation	-	6,000	6,000
007-7401-576.43-01	Transportation/Per Diem	2,407	1,500	1,500
007-7401-576.43-02	Dues, Subscriptions, Publ	-	120	120
007-7401-576.43-03	Registrations	-	800	800
007-7401-576.45-02	IMS Rental	8,831	8,447	20,524
007-7401-576.49-06	Maintenance Contracts	836	450	450
007-7401-576.49-25	Assessments/Taxes	9,548	6,500	6,500
007-7401-576.60-01	Capital Outlays-Equipment	-	-	8,000
Total Regional Athletic Complex General Services		204,565	217,763	246,740
Total Regional Athletic Complex Fund Expenditures		1,510,143	1,434,847	1,281,355

PRELIMINARY Economic Impact Calculation for the Regional Athletic Complex, Lacey 2023

Date Prepared: January 12, 2024

Prepared for: Regional Athletic Complex

EVENT	DATE	DIRECT IMPACT
Israelson - Adult Slowpitch	1/7-8/2023	\$47,783
Israelson - Adult Slowpitch	1/14-15/2023	\$141,455
Kennison - Adult Slowpitch	1/21-22/2023	\$378,054
Israelson - Adult Slowpitch	1/28-29/2023	\$84,726
Israelson - Adult Slowpitch	2/4-5/2023	\$103,781
Israelson - Adult Slowpitch	2/11-12/2023	\$64,444
Israelson - Adult Slowpitch	2/18-19/2023	\$92,409
Superdraft - Adult Slowpitch	2/25-26/2023	\$686,703
GSL Tournaments	3/4-5/2023	\$384,712
Stark - College Fastpitch	3/11-12/2023	\$230,361
Israelson - Adult Slowpitch	3/18/2023	\$35,224
Kings of The Northwest	3/24-26/2023	\$882,023
Senior Tournament	3/30-4/2/2023	\$696,921
Perfect Games	4/8/2023	\$174,225
Israelson - Adult Slowpitch	4/16/2023	\$88,716
Disc NW	4/22-23/2023	\$97,808
Ultimate Frisbee	4/22-23/2023	\$121,966
Soccer - Mea Fischelis	4/28-30/2023	\$1,125,926
Janet Crader - Youth Fastpitch	4/29-30/2023	\$158,112
GSL Tournaments - Basketball	5/5-6/2023	\$274,882
High School Soccer	5/5-7/2023	\$932,820
High School girls fastpitch	5/18-20/2023	\$376,928
Girls High School Fastpitch	5/25-27/2023	\$349,331
Youth Baseball	6/3-4/2023	\$69,580
Adult Ultimate Frisbee	6/3-4/2023	\$233,593
Players Memorial-Senior Softball	6/10-11/2023	\$143,358
Janet Crader - Youth Fastpitch	6/17-18/2023	\$157,047
Israelson - Adult Slowpitch	6/24-25/2023	\$110,446
Youth Baseball - Geoff Pohl	7/6-9/2023	\$561,782
USSSA Fastpitch	7/10-15/2023	\$1,197,285
Youth Baseball - Arlo Evasick	7/22-23/2023	\$669,089
Senior Games soccer - Dianne Foster	7/29-30/2023	\$257,881
Adult Senior Softball	8/3-6/2023	\$494,498
Allstar	8/12-13/2023	\$398,821
Israelson - Adult Slowpitch	8/19-20/2023	\$317,792
USSSA Washington - Strojan Kennison	8/26-27/2023	\$306,272
Senior Softball	8/31-9/3/2023	\$435,019
PNW Force - Jeremy Taylor-Sparks	9/9-10/2023	\$44,407
Adult Slowpitch - 9/16-17/2023	9/16-17/2023	\$42,097

Adult Slowpitch - Dave Davies	9/23-24/2023	\$100,086
Ultimate Frisbee - 9/23-24/2023	9/23-24/2023	\$436,323
Janet Crader - Youth Fastpitch	9/30 - 10/1 2023	\$168,407
Tom Israelson - 10/7-8/2023	10/7-8/2023	\$141,109
Tom Israelson -10/14-15/2023	10/14-15/2023	\$117,858
Dave Davies - 10/21-22/2023	10/21-22/2023	\$190,194
Tom Israelson - 10/28-29/2023	10/28-29/2023	\$123,828
Tom Israelson - 11/4-5/2023	11/4-5/2023	\$80,098
Dave Davies - 11/11-12/2023	11/11-12/2023	\$229,190
Tom Israelson - 11/18-19/2023	11/18-19/2023	\$64,504
Chase Dutcher - 11/25-26/2023	11/25-26/2023	\$65,925
Tom Israelson - 12/2-3/2023	12/2-3/2023	\$27,690
Kyla Loomis Tournament - 12/9-10/2023	12/9-10/2023	\$172,001
Chase Dutcher - 12/16-17/2023	12/16-17/2023	\$45,897
Strojan Kennison - 12/30-31/2023	12/30-31/2023	\$353,723

TOTAL DIRECT IMPACT = \$15,285,110

LACEY PARKS AND RECREATION

2024 REGIONAL ATHLETIC COMPLEX TOURNAMENTS

BASEBALL/SOFTBALL

MONTH	2024	TOURNAMENT NAME	TOURNAMENT DIRECTOR	DIRECTORS CONTACT INFO
January				
MLK	6/7	Icebreaker - Mens/Coed	Tom Israelson	israelsonjtj@comcast.net
	13/14	Zombie Tournament	Tom Israelson	israelsonjtj@comcast.net
	20/21	Brave Gator II	Strojan Kennison	206-930-9989 www.ussawa.com
	27/28	Winter Championships	Tom Israelson	israelsonjtj@comcast.net
February	3/4	Small Ball	Tom Israelson	israelsonjtj@comcast.net
Presidents	10/11	Super Bowl Challenger	Tom Israelson	israelsonjtj@comcast.net
	17/18	Rain City Classic	Tom Israelson	israelsonjtj@comcast.net
	24/25	USSSA NW Superdraft	Strojan Kennison	206-930-9989 www.ussawa.com
March	2/3	GSL March Madness	Matt Creaser	matt@gsltournaments.com
	9/10	Our Sisters House for Domestic Violence	Matt Creaser	matt@gsltournaments.com
	16	BHYB Cal Ripken Opening Day	Kelsy Hardy	www.bhyb.org
	1/17	40's Jet City	Tom Israelson	israelsonjtj@comcast.net
	23/24	Kings of the NW	Strojan Kennison	206-930-9989 www.ussawa.com
Easter	28/31	Senior Softball - April Opener	Butch Jones	www.seniorsoftball.com
April	6/7	East Saturday	Lee Larsen	www.washingtonbaseballtournaments.com
	13	TCYFA Opening Day	Janet Crader	celebrationtournaments@yahoo.com 360-556-0567
	14	WSL Jet City	Tom Israelson	israelsonjtj@comcast.net
	20/21	Space Coast Cup	Janet Crader	celebrationtournaments@yahoo.com 360-556-0567
	27/28	Season Opener	Janet Crader	celebrationtournaments@yahoo.com 360-556-0567
May	4/5	GSL Cinco de Mayo	Matt Creaser	matt@gsltournaments.com
	11/12	BHYB Cal Ripken End of Season Tourney	Kelsy Hardy	www.bhyb.org
	16/17/18	West Central District 3 Softball	Robert Hill	robert_hill@ycs.wednet.edu
Mother Day	19	GSL March Madness	Matt Creaser	matt@gsltournaments.com
	23-25	WIAA 3A State Fastpitch		www.wiaa.com
June	May 31-June 2	Cal Ripken Invitational	Kelsy Hardy	www.bhyb.org
	8/9	Players Memorial	Tom Frare	www.seniorsoftball.com
Father Day	15/16	USSSA C State	Janet Crader	celebrationtournaments@yahoo.com 360-556-0567
	22/23	Beatdown	Tom Israelson	israelsonjtj@comcast.net
	29/30	USA 10U State Tournament	Sean Finney	usasoftball.com
	6/7	Cal Ripken State	Kelsy Hardy	www.bhyb.org
July	10/14	USSSA Cascades National Tournament	Janet Crader	celebrationtournaments@yahoo.com 360-556-0567
	20/21	GSL Summer Slam	Matt Creaser	matt@gsltournaments.com
	1/26	Thurston County Realtors	Renee Aquino	thurstoncountyrealtors.org
	27/28		Matt Creaser	matt@gsltournaments.com
	1/4	Senior Softball - Classic Rock at RAC	Butch Jones	www.seniorsoftball.com
AUGUST	10/11	Pacific Northwest Allstate Games	Lee Larsen	www.washingtonbaseballtournaments.com
	17/18	Senior Last Chance	Tom Israelson	israelsonjtj@comcast.net
	24/25	USSSA State	Strojan Kennison	206-930-9989 www.ussawa.com
	29/1	Senior Softball - Road to Vegas	Butch Jones	www.seniorsoftball.com
SEPT. Labor	7/8	PNW New Team Invite	Jeremy Taylor-Sparks	Jeremy Taylor-Sparks <pnw_force@yahoo.com>
	14/15	WSL Best of Rec	Chase Dutcher	bjchitt@hotmail.com
	21/22	USSSA Mixed State	Dave Davies	washingtonusssa.com
	28/29	October Fest	Janet Crader	celebrationtournaments@yahoo.com 360-556-0567
	OCT	5/6	Men's & Co-ed Do-Over	Tom Israelson
12/13		Co-ed Do-Over	Tom Israelson	israelsonjtj@comcast.net
19/20		Fright Fest	Dave Davies	washingtonusssa.com
26/27		Ghosts and Goblins	Tom Israelson	israelsonjtj@comcast.net
NOVEMBER	2/3	All Wet Weekend	Tom Israelson	israelsonjtj@comcast.net
	9/10	Big Bird	Dave Davies	washingtonusssa.com
	16/17	Flip the Bird	Tom Israelson	israelsonjtj@comcast.net
	23/24	WSL Winter Championships	Chase Dutcher	bjchitt@hotmail.com
DECEMBER	30/1	The Krampus	Tom Israelson	israelsonjtj@comcast.net
	7/8	Kyla Loomis/Toys for Tots	Dave Davies	washingtonusssa.com
	14/15	WSL Holiday Drive	Chase Dutcher	bjchitt@hotmail.com
	21/22	Toys for Tots Event	Strojan Kennison	206-930-9989 www.ussawa.com
	28/29	New Years Bash	Strojan Kennison	206-930-9989 www.ussawa.com
	31/1	Toys for Tots Event	Strojan Kennison	206-930-9989 www.ussawa.com



THE REGIONAL ATHLETIC COMPLEX LACEY, WASHINGTON





THE RAC. UNRIVALED.

PREMIUM SURFACES

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

CUTTING-EDGE SYSTEMS

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

FAMILY-FRIENDLY FEATURES

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

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

— **SHANE VERLEY**
Olympia Metro Director, Senior Softball USA

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

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

ALL-WEATHER FIELDS

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

EXPERT STAFF

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

CONTINUAL IMPROVEMENT

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

BRING YOUR GAME!



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

DIRECTIONS

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

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

ADDRESS

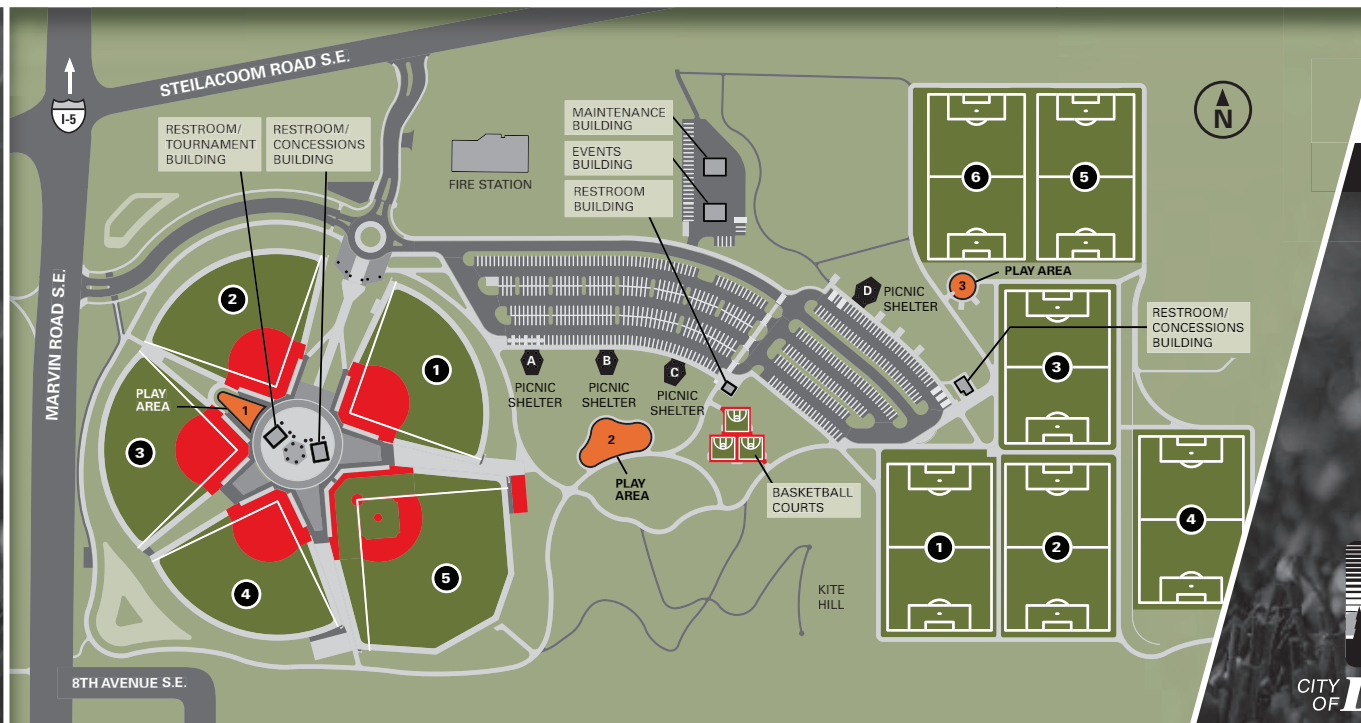
8345 Steilacoom Road SE, Lacey WA 98513

BOOK YOUR NEXT TOURNAMENT TODAY!

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

THE FACILITY

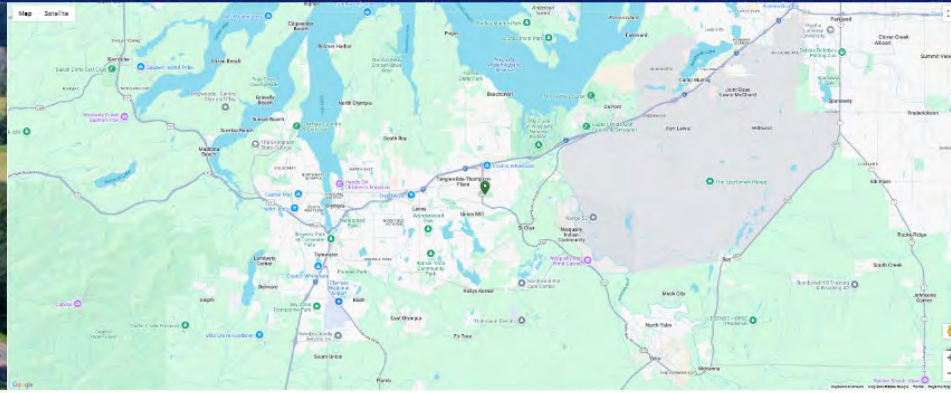
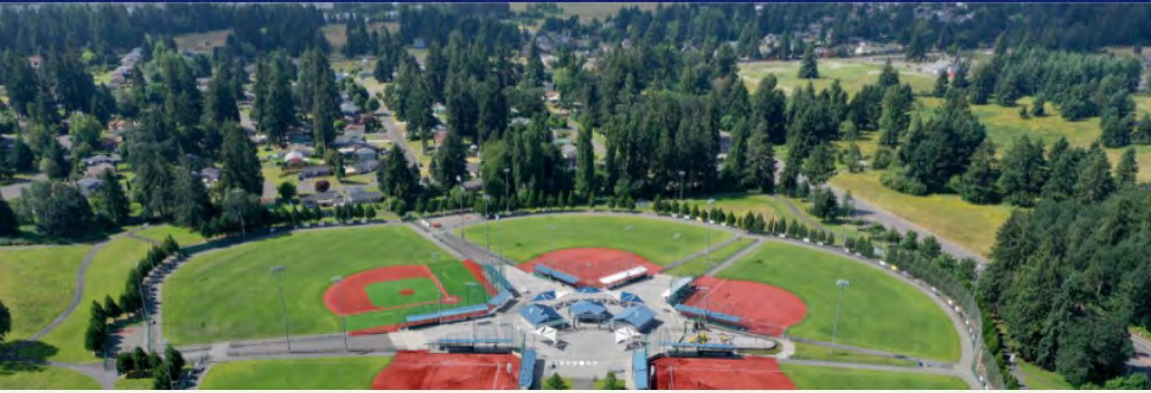
A 68-acre athletic complex with spectacular views of Mt. Rainier, the RAC was constructed in 2009. Currently, the facility features five softball/baseball/fastpitch fields and six regulation-size soccer/football/rugby fields, as well as picnic and outdoor event facilities, playgrounds, concession stands,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



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



Regional Athletic Complex (RAC)



8345 Stalacium Road SE
Corner of Stalacium & Marvin Road SE
☎ (360) 411-8857

Rentals



Park Information for this Facility
[How to Rent a Field](#) | [Book Now](#) | [Rent a Sports Field](#)

Regarded as one of the finest outdoor sporting venues in the state, this facility features spectacular views of Mt. Rainier. (See website) | baseball | Baseball | Softball and six regulation size soccer | Softball | Rugby fields, as well as picnic tables and outdoor event facilities, playgrounds, concession stands, two miles of natural surface trails and paved walking trails, restrooms, and much more.



Premium Surfaces
The RAC features the latest synthetic field turf for an outdoor baseball/softball field and six regulation size soccer fields. These

Cutting Edge Systems
The RAC is the result of a carefully considered development process, with the needs of the entire community in mind. This

Family Friendly Images
The RAC is family-friendly by design. Spectator seating offers a vantage to view. Concession stands are conveniently located

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LODGING TAX FUNDING APPLICATION

Application Type

ORGANIZATION INFORMATION

Organization Name *

Lacey MakerSpace

Activity Name *

Makerspace Events

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-1561600

City of Lacey Business License Number

9927

Contact Name *

Michelle Pope

Title *

Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

The Lacey MakerSpace is located at Zaverl Hall on Saint Martin's University Campus in Lacey, Washington.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

The Lacey MakerSpace is the largest community-based makerspace in the Pacific Northwest, rapidly emerging as a key hub for workforce training and innovation. Our facility serves as a center for creative, professional, and technical skill development, where we both host and create a diverse range of events that attract visitors from across the region and beyond. **Event Venue:** We host and organize various regional functions, workshops, and community forums in our adaptable space. This versatility allows us to accommodate different gatherings, from professional workshops to local forums, making our facility a unique and valuable resource for regional events. **Classes and Entrepreneurial Services:** We design and offer specialized classes and comprehensive fabrication and prototyping services. These initiatives support individual and business growth and foster regional innovation and skill development, establishing the Lacey MakerSpace as a valuable resource for makers at all stages. **Art and Culture:** We actively engage in cultural activities by hosting events like the popular South Sound Studio Tour and offering interactive workshops led by professional instructors. These initiatives attract art and culture enthusiasts, enriching Lacey's creative economy and bolstering the city's reputation as a vibrant hub for artistic engagement. **Networking Hub:** We actively facilitate connections between regional resources and businesses through collaborations with local partners and organizations. The MakerSpace is a key feature of the Washington State Department of Commerce's annual three-day tri-state Northwest Economic Development Course, highlighting our role in supporting local economic development and fostering regional connections. Through hosting, creating, and organizing a variety of events and services, Lacey MakerSpace plays a key role in drawing visitors to Lacey's Innovation District. Our efforts are integral to the district's growth, contributing significantly to Lacey's development as a dynamic center for creativity and economic progress.

- 4. Frequency of Activity (20 points) ***

Annual Activities

- 5. Date of Activity (10 points) ***

Lacey MakerSpace is currently open Thursday through Sunday, with additional events and classes held throughout the week all year long.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The Lacey MakerSpace actively promotes tourism and enhances Lacey's appeal through a comprehensive marketing strategy: **Social Media and Digital Outreach:** We utilize platforms like Facebook, Instagram, and LinkedIn to share and boost updates, events, and success stories from our activities and those of local, regional, and partner organizations. This broad outreach helps attract visitors and highlights Lacey's vibrant and innovative scene. **Email Newsletters and Articles:** Our newsletters keep subscribers informed about upcoming events and activities. We collaborate with local partners and publications such as South Sound Magazine, Thurston Talk, and Olympia's Arts, Cultures, and Heritage Digest to feature our programs, achievements, and noteworthy regional developments. **High-Impact Events:** We create and host a range of events, including a Holiday Makers Market, workforce training offerings, the Sensory Tool House Adaptathon, a Fix-It Fair, and APEX training series. These events, along with youth robotics teams, High School STEAM programs, and collaborations with the Lacey Museum, Lacey Parks, and ArtsWA programs, attract a wide audience and contribute to Lacey's dynamic cultural landscape. **Partnerships and Community Engagement:** We facilitate tours for local, regional, and international groups interested in innovative technologies and economic development. Notable recent tours include visits from Congolese Delegates and the Korean American Chamber of Commerce Washington, which enhance both international and community engagement. Examples of our marketing materials are included at the end of this application, showcasing our commitment to promoting Lacey as a center for creativity, innovation, and cultural engagement.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

The Lacey MakerSpace is dedicated to fostering a safe, inclusive, and welcoming environment for everyone. Our facility is open to individuals ages twelve and up and is ADA accessible, ensuring that all members of our community can participate fully in our offerings. We are committed to embracing diversity and promoting an inclusive atmosphere. Our programs and services are designed to welcome individuals from all backgrounds, including BIPOC and LGBTQ+ communities. We actively collaborate with Tribal communities and are developing a youth program in partnership with the Nisqually Indian Tribe to serve their students. Our commitment to accessibility is demonstrated through our collaboration with Sensory Tool House. We host an annual Adaptathon, which brings local high school robotics teams together to create and modify adaptive devices for individuals with diverse needs. We are also launching new initiatives to innovate accessibility products for their clients. We honor and support our military members and veterans by offering unique opportunities for their families and providing discounts on classes and memberships for Tribal, student, and military members. In partnership with Timberland Regional Library, we provide a one-month membership to cardholders. We also are developing a strong volunteer program, promoting broader community involvement and access to our resources, especially for those facing financial barriers. Finally, all members agree to adhere to our anti-harassment policy upon joining, ensuring a respectful and supportive environment for everyone.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

The Lacey MakerSpace is a key resource and networking hub for local businesses, offering diverse services and opportunities to foster growth and innovation across various industries: We assist local businesses with their fabrication and prototyping needs, partnering with diverse entities. Our collaborations include local and regional businesses such as Small Planet Supply, Windfall Architectural Products, Seattle-based Somatic VR, and healthcare innovator Shelly Dove. We also work with Gondola Adventures, a Colorado-based company co-owned by Perry Shea, a local entrepreneur, highlighting our support for regional business leaders who extend their ventures beyond the local area. We also work with the Cities of Lacey, Olympia, Tumwater, the Olympia Downtown Alliance, and the Lacey Museum, enhancing community engagement and supporting regional development. As a hub for entrepreneurship prominently located in Lacey's Innovation District, we provide training services, branding, and marketing resources. We work closely with founding partners Saint Martin's University, the Thurston Economic Development Council, and the City of Lacey to support local businesses such as Aloha Acai and Capital Perks Espresso. Initiatives include facilitating valuable networking opportunities and offering scalable resources to entrepreneurs. We are actively engaged in developing a skilled workforce by partnering with organizations such as AJAC, ANEW, Pacific Mountain Workforce Development, and both Lacey South Sound and Thurston County Chambers. Our efforts focus on creating a pipeline of skilled employees for local manufacturing and trade businesses, including Sierra Pacific Industries, Simpson Door Company, and Small Planet Supply. Our expanding workforce development initiatives, including apprenticeships, address regional industry needs. We support artists and custom projects by showcasing and promoting their work. Notable examples include jewelry designer Bethany Hanna, whose creations have been featured at festivals across the Pacific Northwest, and local ventures like Blake's Art and Engraving and Events by Genevieve, an SMU alumna specializing in event planning. Our efforts help these artists and businesses grow and thrive within the community. By hosting impactful events and facilitating networking opportunities, we strengthen connections within the community and promote business growth. Our events include the South Thurston Economic Development Initiative and Thurston Chamber Business and Education Network meetings, which contribute to fostering a vibrant local business environment.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

Indirectly, we support local lodging through increased visitation by hosting events such as the Department of Commerce's Northwest Economic Development Course and tours for national and international groups (e.g., Congolese Delegates).

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

1500 per year

Estimated attendees/participants who will travel 50 miles or more *

300 per year

Estimated attendees/participants who will travel from out-of-state or country*

65 per year

Estimated paid overnights *

Stays with paid overnight accommodations.

85 per year

Estimated unpaid overnights *

Stays without paying for overnight lodging.

10 per year

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$30,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Please see attached PDF detailing estimated expenses.

What is the total budget for your activities? * Provide the total cost of your activities.

2024 Budget: \$1,022,757

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

- Contributions from local municipalities, most notably the City of Lacey Economic Development Funds.
- Membership Dues: Revenue generated from membership fees.
- Classes and Workshops: Income from various educational and community offerings.
- Rental Fees for Workforce Development Training Courses: Revenue from renting space for regionally recognized training cohorts.
- Fabrication and Prototyping Services: Fees for custom fabrication and prototyping services for local and regional businesses and innovators.

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

• Harnish Foundation: \$200,000 (Pending) • Nisqually Indian Tribe Charitable Foundation: \$25,000 (Pending) • Port of Olympia: \$25,000 (Pending) • Local Business and Community Sponsorships: In development with Small Planet Supply, Windfall Architectural Products, Perry Shea, and the Fambles Foundation: Amounts not yet determined. • Community Foundation Give Local 2025 Campaign: Amount not yet determined

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

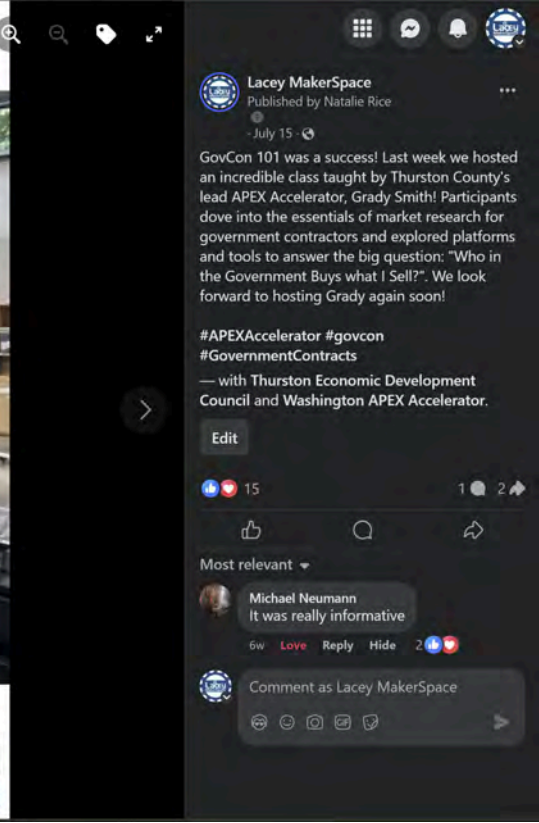
No

Are you asking for increased funding? * If yes, explain why.

Itemized Expenses Lacey MakerSpace Events, Training and Classes, Partnerships and Marketing

Expense Category	Cost
Events	
Sensory Tool House Adaptathon	
Personnel	\$600
Materials and Supplies	\$300
NW Econ Development Course	
Personnel	\$200
Fix it Fair with Thurston Solid Works	
Personnel	\$600
Materials and Supplies	\$300
High School Robotics Teams	
Personnel	\$200
South Sound Studio Tour	
Personnel	\$500
Supplies	\$200
Wellness Arts and the Military "Military Makers Nights"	
Personnel	\$500
Materials and Supplies	\$200
South Thurston Economic Development Initiative Meetings	
Personnel	\$100
Thurston Chamber Business Education Network	
Personnel	\$100
Trainings and Classes	
AJAC Manufacturing Pre-Apprenticeship Trainings	
Personnel	\$500
APEX Government Contracting Training Series	
Personnel	\$300
Maker Classes	
Personnel	\$ 5,000
Instructors	\$ 8,000
Materials and Supplies	\$ 1,000
Micro-Credential Training Program Classes	
Personnel	\$3000
Instructors	\$2000
Supplies	\$500
Machine Usage Cost	\$500
Project Partnerships	
Lacey Museum (Interactive Display Creation)	
Personnel	\$1000
Supplies	\$500
Machine Usage Cost	\$200
Nisqually State Park (Sign and Art Creation)	
Personnel	\$1000
Supplies	\$500
Machine Usage Cost	\$200
Marketing	
Website Maintenance and Hosting	\$1000
Newsletter	\$200
Digital Advertising	\$800
Total	\$30,000

GovCon IOI



Feed preview

Lacey MakerSpace
Published by Natalie Rice
March 22

Explore pen turning fundamentals and lathe safety in a 3-hour course and craft your own pen to take home! All materials are provided 🛠️ Get tickets here: <https://www.eventbrite.com/.../make-pen-turning-101...> #InnovationEcosystem #makerspace #ArtClass #CreativityUnleashed

MAKE: Pen Turning IOI
MAY 4th
9:30am-12:30pm

Feed preview

Lacey MakerSpace
Published by Natalie Rice
March 21

Unleash your creativity with stained glass! Join us for a 12-week journey where you'll master the art of designing, cutting, grinding, and soldering glass pieces into stunning works of art. Don't miss out on this fantastic opportunity! Get tickets here: <https://www.eventbrite.com/.../make-stained-glass-panel...> #CreativityUnleashed #CreativeCommunity #StainedGlass #InnovationEcosystem #makerspace

MAKE: STAINED GLASS PANELS

Lacey MakerSpace
July 1 · 🌐

🔥 Upcoming Welding Class! 🔥

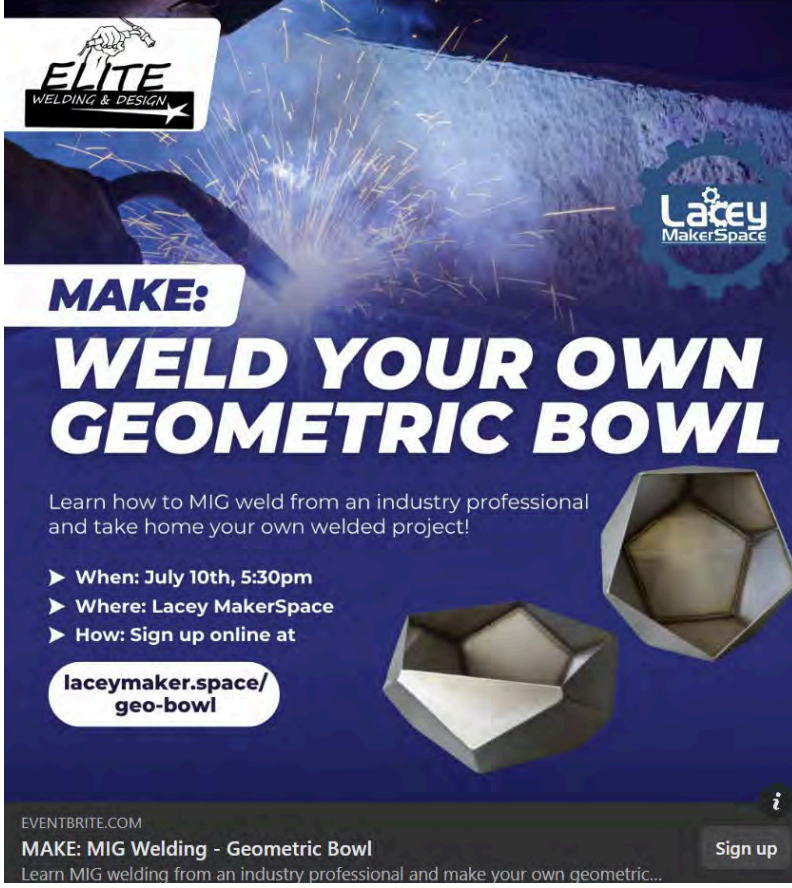
Ready to spark some creativity? Join us at Lacey MakerSpace for an exciting welding class where you'll learn to weld your very own bowl to take home! ✨🌟

📅 Date: July 10th
🕒 Time: 5:30 PM - 8:30 PM
👨‍🔧 Instructor: Dan Schepers of Elite Welding and Design
📍 Location: Lacey MakerSpace

This hands-on class, taught by the amazing Dan Schepers, is perfect for both beginners and those looking to hone their welding skills. Don't miss this chance to create something unique and functional!

Sign up now to secure your spot! Let's weld something wonderful together. 🌐

#WeldingClass #LaceyMakerSpace #EliteWelding #HandmadeArt #Craftsmanship



ELITE WELDING & DESIGN

Lacey MakerSpace

MAKE:

WELD YOUR OWN GEOMETRIC BOWL

Learn how to MIG weld from an industry professional and take home your own welded project!

- ▶ **When:** July 10th, 5:30pm
- ▶ **Where:** Lacey MakerSpace
- ▶ **How:** Sign up online at

laceymaker.space/geo-bowl

EVENTBRITE.COM

MAKE: MIG Welding - Geometric Bowl Sign up

Learn MIG welding from an industry professional and make your own geometric...

laceymakerspace

You're Invited!

2022 Holiday Makers Market

Shop locally owned small businesses this holiday season at Lacey MakerSpace! Find gifts, treasures, and more... and support your community's vibrant local economy!

Bring the whole family for a raffle drawing and kids crafts!

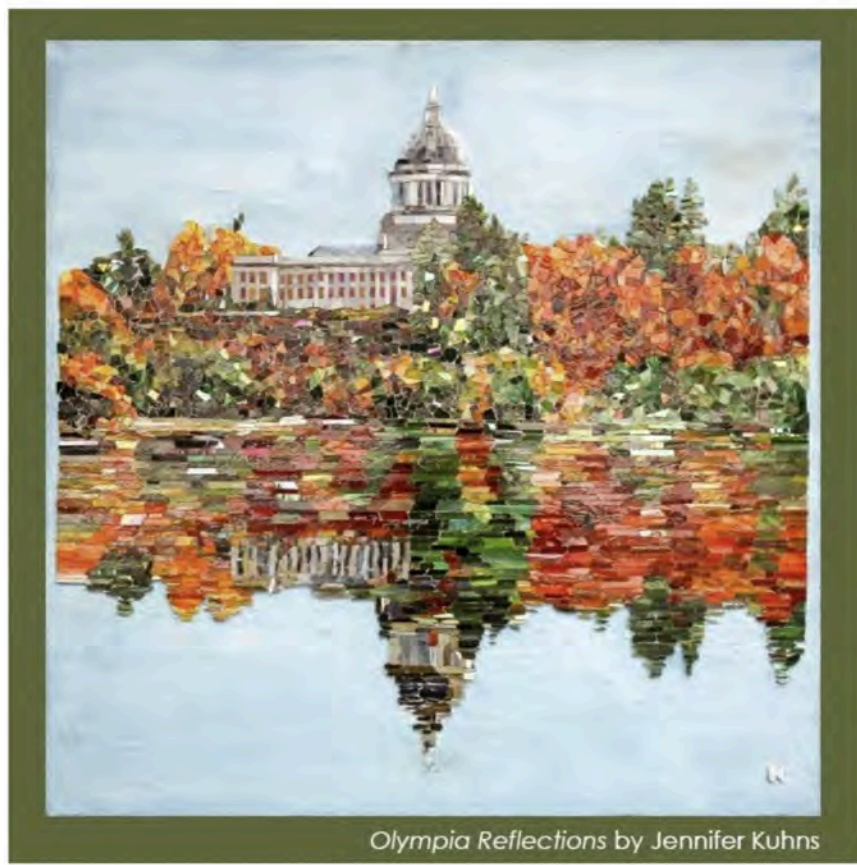
Date: December 16, 2022
Time: 10am-3pm
Place: Lacey MakerSpace

for directions visit www.laceymakerspace.org



Liked by **foundinolympia** and others

laceymakerspace We are so excited for the holidays and hope everyone can join us for our inaugural Holiday Makers Market on December 16th. Drop by the MakerSpace anytime between 10am and 3pm where you'll have the opportunity to select holiday gifts from 23 vendors, all local artists and business owners. We'll have refreshments and kids activities...and a raffle prize! We are co-hosting this event with the @wcwb_wa and look forward to the opportunity to share information and stories about both organizations and the resources both offer our community.



laceymakerspace • Follow

laceymakerspace Arts Walk begins today!
Friday 6-10pm and Saturday noon-6pm downtown Olympia.

In addition to the hundreds of artists and performers being featured at participating locations throughout the city, you can visit the downtown outdoor Arts Market near the intersection of 5th and Washington!

Olympia Arts Walk is a semi-annual community event celebrating the arts. Since 1990, thousands gather in downtown Olympia in both the Spring and Fall for a festive arts experience that uses creativity to connect and engage.

For the full schedule visit the events

13 likes
October 6, 2023

Log in to like or comment.



Small Business Innovative Research Workshop (SBIR 101)



Liked by [sigmadraftingdesign](#) and others
laceymakerspace The Small Business Innovative Research (SBIR) program provides seed money to small businesses who are developing cutting edge technologies that may help federal agencies meet their research and development needs.

Led by Kate Hoy, SBIR/STTR Program Manager, this workshop will provide a high-level overview of the program and a Q&A session to answer all your questions. Learn about the program, who is a good fit, which federal agencies participate, and how to find opportunities.

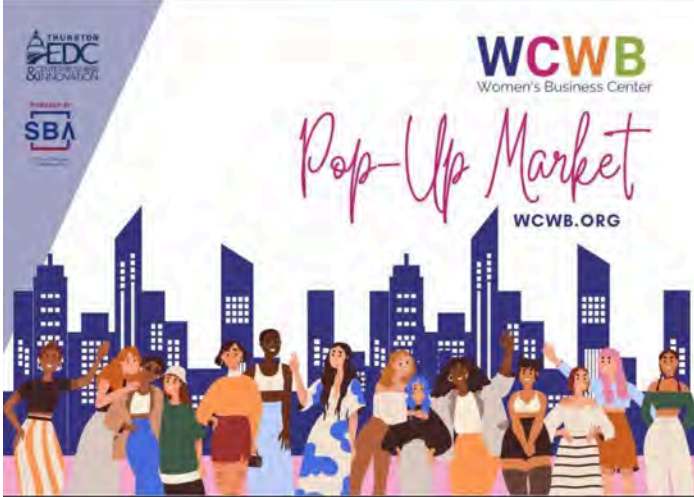
WHEN? - Saturday, March 18th, 10am-11am
 WHERE? - Lacey MakerSpace

Click "Classes" in our bio link to sign up!

Lacey MakerSpace
 April 25 · 🌐
 The Lacey MakerSpace had an incredible time hosting the leadership from the Korean-American Chamber of Commerce WA State! Our director Michelle led an engaging tour, showcasing our amazing Maker Space volunteers in action— from laser printers to sewing machines and beyond!
 #tumwater #olympia #lacey #Innovation #makerspace



laceymakerspace



Liked by [kat.and.luna](#) and others
laceymakerspace WCWB **INSPIRE: Pop-Up Market**
 The Washington Center for Women in Business is excited to announce an upcoming special event at South Puget Sound Community College (SPSCC) to support the Washington Women Entrepreneurs! This Inspire: Pop-Up Market will feature all the new businesses within the WCWB community. This community features women-owned businesses that are making their mark in Lacey and beyond. Some are newly launched businesses that are looking for opportunities to network and share their brand.

laceymakerspace

Wellness, Arts, and the Military Presents:

MILITARY MAKERS NIGHT

Engrave your own customized cutting board!
 July 10th, 6pm-8pm

LMS laceymakerspace

loveoly summer fest 24

Your Summer Kick Off Event

Free 3-Day Street Festival in Downtown Olympia

Makers Market

June 21-23
Downtown Olympia

Quill Events
BRINGING YOUR IDEAS TO LIFE

Apply Now!

Sponsored by Providence MultiCare Capital Medical Center

Liked by meggysuezoo and others

laceymakerspace 🎉 Attention Makers! 🎉

Applications are open for the LoveOly SummerFest Makers Market in downtown Olympia, WA June 21-23! Expect live music, a pet parade, food trucks, a Biergarten, and more. With over 12,000 expected attendees, it's the perfect chance to showcase your work.

LMS laceymakerspace

ADAPT-A-THON

FREE ADAPTATION EVENT

Drop items to be adapted at:
Sensory Tool House, LLC by 4/11
Items ready for pick up by 4/17

Adaptations completed by
Olympia HS & North Thurston HS
Robotics Teams

Liked by this_washingtonian_life and others

laceymakerspace Lacey MakerSpace is excited to be partnering with Sensory Tool House to host a free adaptation event this weekend April 13th 1:00pm-4:00pm and April 14th 9:00am-12:00pm and 1-4:00pm!

The Olympia High School and North Thurston High School Robotics teams will be adapting items to fit the varying needs of those who have dropped their items off!

Lacey MakerSpace
May 17

Shoutout to Michael Fong, Director of the Washington State Department of Commerce, for dropping by the Lacey MakerSpace earlier this week! Your enthusiasm for the MakerSpace is greatly appreciated! Special shoutout to our founders; Thurston Economic Development Council, Saint Martin's University, and City of Lacey, Washington - Government, business supporters AJAC Advanced Manufacturing Apprenticeships and Simpson Door Company, and a couple of our LMS members. Thank you all for taking the time to tour our space and learn about our initiatives. We appreciate your interest and support in what we're accomplishing at the Lacey MakerSpace.



Lacey MakerSpace
February 8

We are thrilled to share with you our latest fabrication project for the Olympia Downtown Alliance Awards! Working alongside ODA is always a pleasure, and we're honored to have been chosen to bring these awards to life! Stay tuned for more updates and behind-the-scenes looks at our innovative creations!

Check out an article about the awards and winners here!
https://www.southsoundbiz.com/.../article_f16a3a5c-c453...

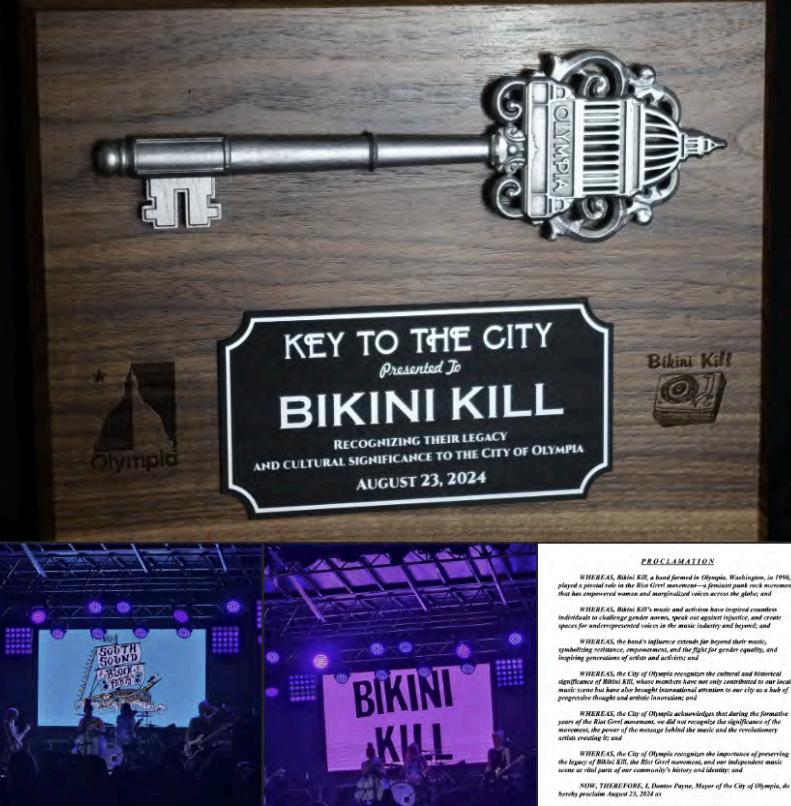
#loveoly #CreativeEconomy #trades #communityengagement #makerspace #olympia



Join us for an LGBT+ Community Open House and 3D Printing Workshop on August 7th!
 ✨ Tour our space and see what our machines can do (5-6 pm)
 ✨ Dive into 3D printing with our 101 workshop (6-7:30 pm) - Learn how a 3D printer works, discover what you can create, explore our printing services, and start making your own 3D projects!
 Our Making with Pride events are open to everyone, with a special focus on welcoming our LGBT+ community members. Come as your authentic self and e... See more

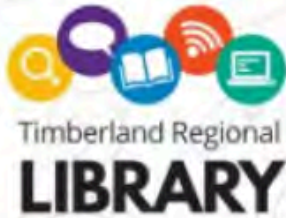


🎉 We were thrilled to have been asked by the City of Olympia to craft a custom key to the city for Bikini Kill, honored on August 23rd, now officially Bikini Kill Day in Olympia! 🎉
 As the proclamation highlights, their influence extends beyond music. They were part of a movement that shaped our local music scene and inspired generations of artists and activists. The City of Olympia proudly celebrates their cultural and historical impact.
 Thank you, Bikini Kill, for your gro... See more



Don't forget! Starting tomorrow is the South Sound Studio tour! 🎨 ✨
 This year, we're not only a stop on the tour but also a showcase for the incredible talent within our community. We're proud to feature four of our member artists: Ed Pong, John Laux, Robert "Running Fisher" Upham, and Blake Eldridge. Their work highlights the innovation and creativity that flourish here at LMS. 🌟
 Lacey MakerSpace is thrilled to be among the 28 studio sites featuring the work of over 70 artists in the South Sound Studio Tour. This event offers a unique behind-the-scenes look at local artists' workspaces, providing a firsthand glimpse into their creative process. Join us for this exclusive opportunity to witness skilled creatives in action, fostering connections within our innovative and creative ecosystem. Don't miss the chance to celebrate and promote the creative talents that enrich our community! 🎨
 Featured works (second photo) from Lacey MakerSpace members (clockwise from top left): Ed Pong, John Laux, Robert "Running Fisher" Upham, Blake Eldridge
 #art #localartist #LaceyMakerSpace #SouthSound





Learn how to use different equipment to make your own creations!

The Lacey, Olympia, and Tumwater Timberland Libraries offer free vouchers for the Lacey MakerSpace!

Ask staff for details.

Sponsored by the Friends of the Lacey, Olympia, and Tumwater Libraries

Tumwater Timberland Library
Government organization

Tumwater Timberland Library
May 29 · 🌐

Did you know?

You can get FREE access to the [Lacey MakerSpace](#) by picking up a membership voucher from the Tumwater Timberland Library!

Call the library at 360-943-7790 if you have any questions, we're happy to share!



Lacey Timberland Library
March 29 · 🌐

The Lacey Library has TWO free membership vouchers to the [Lacey MakerSpace](#) available - and they need to be claimed by the end of Saturday, March 30! Please share! These vouchers are good for one adult (19+) and offer one month of free enrollment for all basic level machines and classes, including 3-D printing, woodwork, vinyl cutting, direct-to-garment printing, and more.

There is an online safety training to watch before you take home your pass, and you can do that at the library or at the link tinyurl.com/LMS-safety-training (then come in and show us your certificate of completion on your phone!)

We will also have two membership vouchers available to pick up in April, so if you miss out on these, don't worry.

A sample email newsletter, dated July 2, 2024.



🔥 Hot Makes 🔥

WELCOME TO ANOTHER INNOVATION UPDATE!

REMINDER: The Lacey MakerSpace will be closed on July 4th in observance of Independence Day.

Dear MakerSpace Community,

As we step into a new month, I am thrilled to share the latest happenings from Lacey MakerSpace with you all. Our community is buzzing with energy and growth. Since our recent expansion, we've seen a remarkable increase in membership, reflecting our commitment to fostering a dynamic hub for learning, collaboration, and skill-building.

This month, we are excited to highlight some fantastic new collaborations and classes. From new partnerships with local businesses to upcoming collaborations with [ArtsWA's](#) Wellness, Arts, and the Military program and [APEX Accelerator](#), each initiative at MakerSpace embodies our dedication to community engagement and empowerment.

More exciting updates are coming soon: new team members will bring fresh perspectives, enhancing our services. We are also forging partnerships in workforce training and development, reaffirming our commitment to providing job-skills training on cutting-edge equipment.

Happy Independence Day!

Michelle Pope, Director

Upcoming Events

July 10: Military Makers Night



Join us for a special evening where our military-affiliated community can personalize their own engraved cutting boards. This class is a new collaboration with Wellness, Arts, and the Military, an [ArtsWA](#) initiative. This event is a wonderful chance to bond with fellow military families and create something uniquely yours. Best of all, it's FREE, thanks to Wellness, Arts, and the Military.

To reserve your spot or learn more, contact Bryan Bales, Wellness, Arts, and the Military Program Manager using the button below.

[Register Now](#)

July 11: GovCon 101



Join Grady Smith, Thurston County's lead [APEX Accelerator](#) advisor, to explore essential market research fundamentals for government contractors. This is the first in a new series of FREE workshops that will help you discover various platforms and tools that effectively answer the question, 'Who in the government buys what I sell?'

Participants will receive a completed Market Research Worksheet for their current or future business, gaining valuable insights into procurement data research and APEX Accelerators.

[Register Now](#)

Upcoming Classes

[Follow us on Eventbrite and be the first to know about new classes!](#)

MAKE Series Classes



JULY 10:
[MIG Welding:](#)
[Geometric Bowl](#)

JULY 13:
[Pen Turning](#)

JULY 20:
[Make: Stained Glass](#)
[Suncatcher](#)

BASICS Series Classes



JULY 5:
[Basics: SLA \(Resin\)](#)
[Printing](#)

JULY 12:
[Intro to Crochet](#)

JULY 19:
[Basics: Crochet 102 -](#)
[Round Stitch](#)

DESIGN Classes



JULY 20:
[Design: 2d Design for](#)
[Digital Fabrication](#)

JULY 19:
[Members Only - Fusion](#)
[Meet-Up](#)

New Business Sponsor:
Annie's Quilt Shoppe & Sewing Center

Annie's
QUILT SHOPPE
AND SEWING CENTER

Sewing Machines, Fabric and Machine Service

www.anniesquiltshoppe.com

360.427.6164

This month, we are honored to feature Annie's Quilt Shoppe and Sewing Center in Shelton, WA, as our newest sponsor. Annie's generous support significantly bolsters our programming, and we are delighted to champion her and her team.

Annie's Quilt Shoppe offers top-tier sewing, embroidery, and long-arm quilting machines. As your local dealer for Janome and Bernina equipment, they specialize in sales, certified repairs, and maintenance services.

Explore Annie's wide selection of heirloom-quality fabrics, notions, kits, books, patterns, tools, and sample quilts. Conveniently located just off Highway 101, the shoppe provides a welcoming environment with product demos, block-of-the-month programs, and interactive classes suitable for all skill levels.

[Learn more about Annie's Quilt Shoppe](#)

**Empower the Lacey MakerSpace:
Sponsorship and Donation Opportunities**

Become a catalyst for change by supporting the Lacey MakerSpace. Your support amplifies our impact, driving regional growth and positive outcomes. It's more than a gift; it's an investment in innovation, quality jobs, education, and a thriving environment.

Contact our Director, [Michelle Pope](#) to discuss sponsorship opportunities or make a donation today and help fuel our collective success.

DONATE NOW

Empower the Lacey MakerSpace: Sponsorship and Donation Opportunities

Become a catalyst for change by supporting the Lacey MakerSpace. Your support amplifies our impact, driving regional growth and positive outcomes. It's more than a gift; it's an investment in innovation, quality jobs, education, and a thriving environment.

Contact our Director, [Michelle Pope](#) to discuss sponsorship opportunities or make a donation today and help fuel our collective success.

[DONATE NOW](#)

Want to stay in the loop? Follow us on social!



The Lacey MakerSpace was founded in partnership with Saint Martin's University, the Thurston Economic Development Council and the City of Lacey.

Copyright (C) 2024 Lacey MakerSpace. All rights reserved.

Mailing Address:

Lacey MakerSpace, Saint Martin's University 5000 Abbey Way SE Lacey, WA 98503

Physical Address:

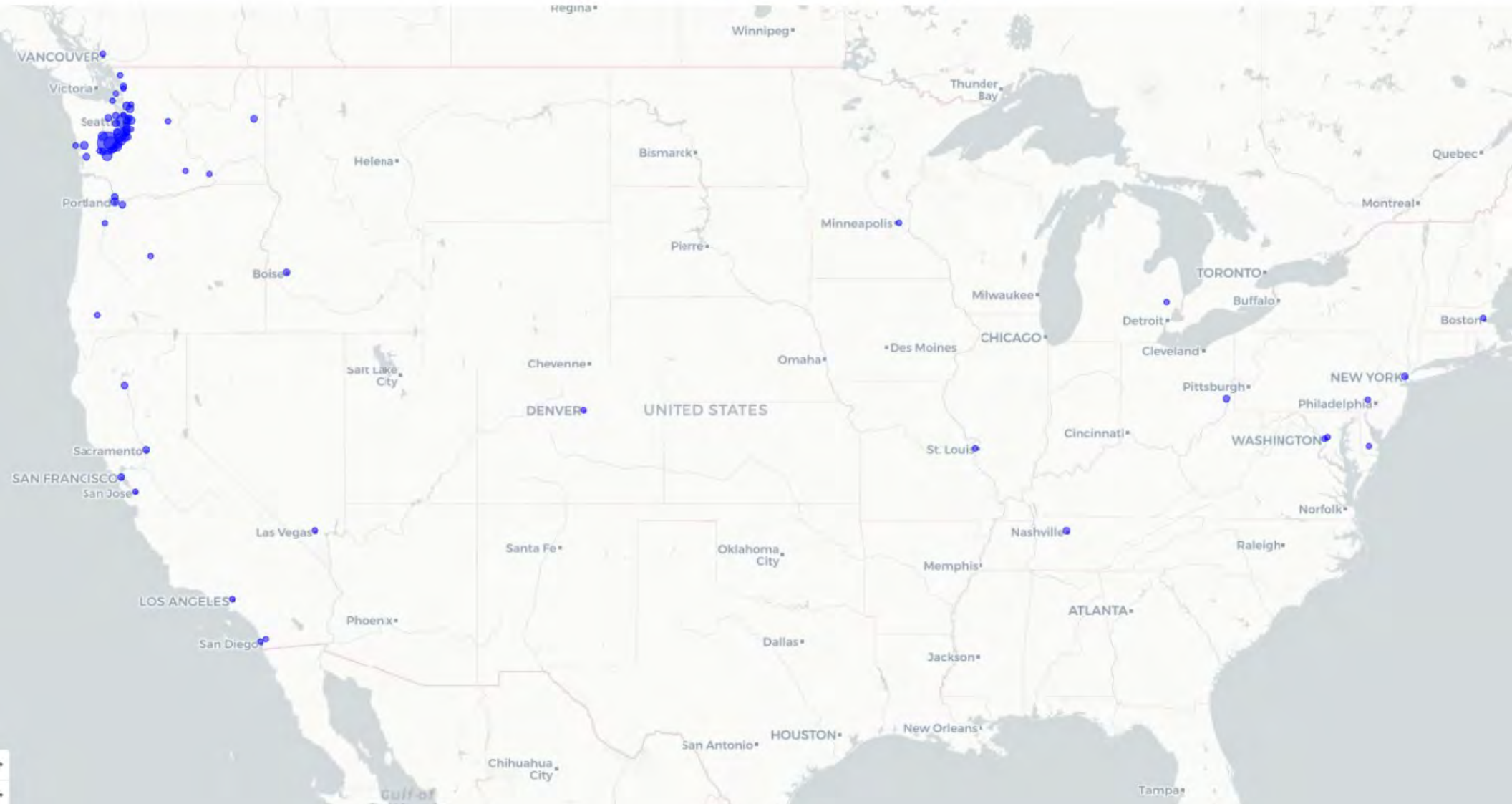
Saint Martin's University Zaveri Hall, Bldg 5 Baran Drive SE Lacey, WA 98503

Want to change how you receive these emails?

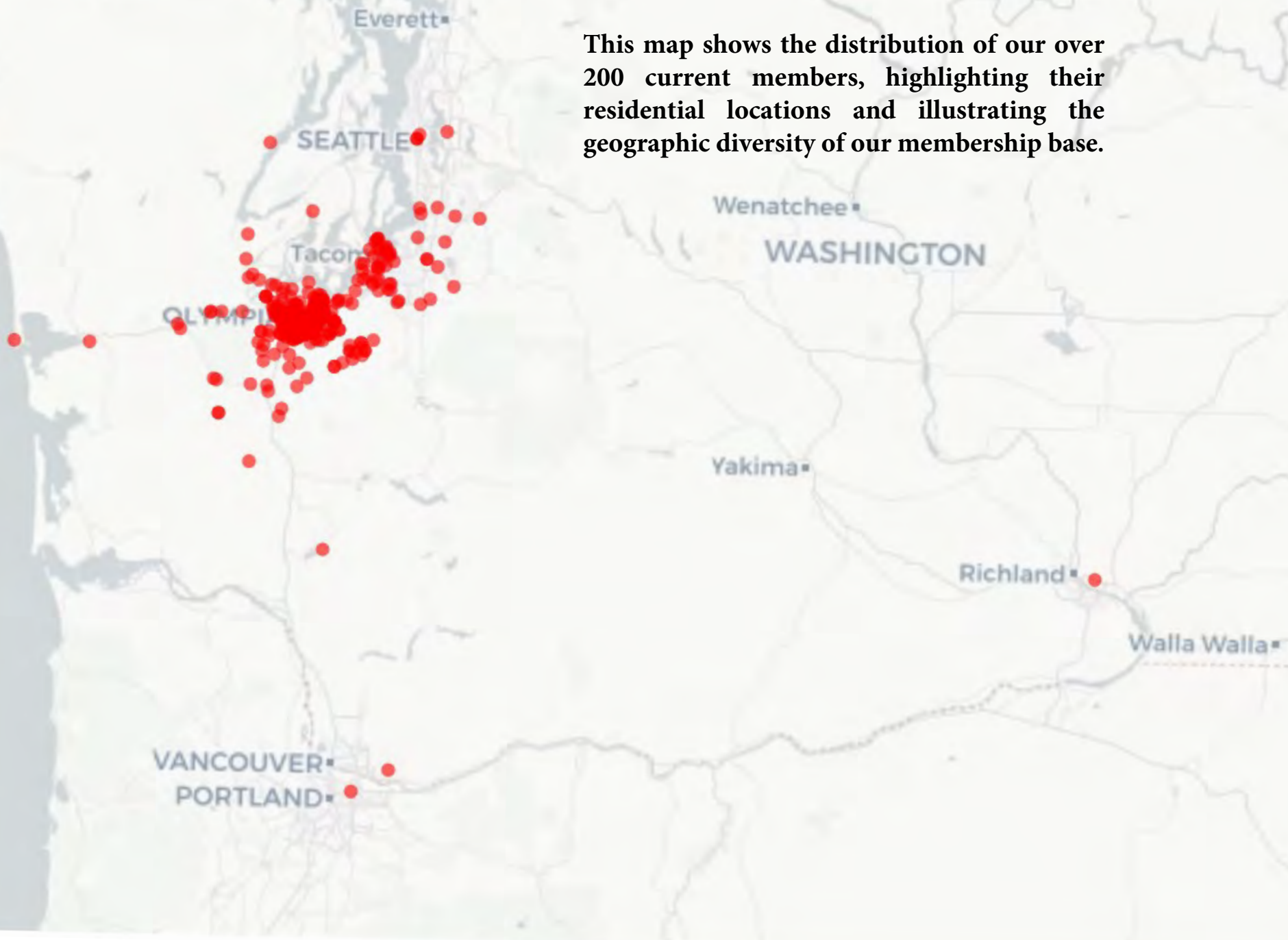
You can [update your preferences](#) or [unsubscribe](#).

The blue dots on this map illustrate the locations of ticket purchasers across the nation, based on their reported addresses, highlighting the reach and appeal of our events.

Event Attendees by City



This map shows the distribution of our over 200 current members, highlighting their residential locations and illustrating the geographic diversity of our membership base.



INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 18 1997

Employer Identification Number:
91-1561600
DLN:
956270081
Contact Person:
TYRONE THOMAS
Contact Telephone Number:
(213) 894-2289

THURSTON COUNTY ECONOMIC DEVELOPMENT
COUNCIL BUSINESS RESOURCE CENTER
C/O DENNIS MATSON
721 COLUMBIA STREET SW
OLYMPIA, WA 98501-1250

Our Letter Dated:
September 25, 1992
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

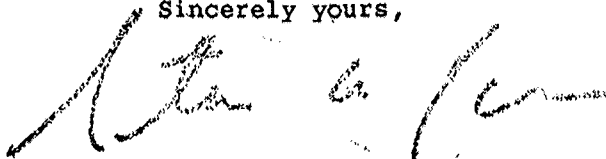
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director

*this letter supercedes our letter of October 29, 1996

Letter 1050 (DO/CG)

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **OCT 29 1996**

THURSTON COUNTY ECONOMIC DEVELOPMENT
COUNCIL BUSINESS RESOURCE CENTER
C/O DENNIS MATSON
721 COLUMBIA STREET SW
OLYMPIA, WA 98501-1250

Employer Identification Number:
91-1561600

DLN:
956270081

Contact Person:
TYRONE THOMAS

Contact Telephone Number:
(213) 894-2289

Our Letter Dated:
September 25, 1992

Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2000 CANAL CIRCLE
MONTEREY PARK, CA 91754

DEPARTMENT OF THE TREASURY

Date: SEP 20 1992

Employer Identification Number:
Applied For
Contact Person:
JULIE Y CHAN
Contact Telephone Number:
(213) 725-6619

THURSTON COUNTY ECONOMIC
DEVELOPMENT COUNCIL BUSINESS
RESOURCE CENTER
C/O THURSTON COUNTY ECONOMIC DEV
721 COLUMBIA SW
OLYMPIA, WA 98501

Accounting Period Ending:
June 30
Foundation Status Classification:
170(b)(1)(A)(vi)
Advance Ruling Period Begins:
May 13, 1992
Advance Ruling Period Ends:
June 30, 1996
Addendum Applies:
no

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and

THURSTON COUNTY ECONOMIC

Contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the notice. In addition, if you lose your status as a publicly supported organization, and a grantor or contributor was responsible for, or was aware of, the act or failure to act, that resulted in your loss of such status, that person may not rely on this determination from the date of the act or failure to act. Also, if a grantor or contributor learned that we had given notice that you would be removed from classification as a publicly supported organization, then that person may not rely on this determination as of the date he or she acquired such knowledge.

If you change your sources of support, your purposes, character, or method of operation, please let us know so we can consider the effect of the change on your exempt status and foundation status. If you amend your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also let us know all changes in your name or address.

As of January 1, 1984, you are liable for social securities taxes under the Federal Insurance Contributions Act on amounts of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the private foundation excise taxes under Chapter 42 of the Internal Revenue Code. However, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Internal Revenue Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Donors may deduct contributions to you only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, gives guidelines regarding when taxpayers may deduct payments for admission to, or other participation in, fundraising activities for charity.

You are not required to file Form 990, Return of Organization Exempt From Income Tax, if your gross receipts each year are normally \$25,000 or less. If you receive a Form 990 package in the mail, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

THURSTON COUNTY ECONOMIC

If you are required to file a return you must file it by the 15th day of the fifth month after the end of your annual accounting period. We charge a penalty of \$10 a day when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty we charge cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. We may also charge this penalty if a return is not complete. So, please be sure your return is complete before you file it.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, we will assign a number to you and advise you of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we said in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help us resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Michael J. Quinn
District Director

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blank intentionally.



LODGING TAX FUNDING APPLICATION

Application Type

Tourism-Related Facility

ORGANIZATION INFORMATION

Organization Name *

City of Lacey

Activity Name *

Lacey Museum and Cultural Center

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

91-0819427

City of Lacey Business License Number

N/A

Contact Name *

Erin Quinn Valcho

Title *

Museum Curator

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

The museum is located in Lacey's Historic Neighborhood at 829 Lacey Street SE, Lacey, WA 98503.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

3. Tourist Attraction: Describe your activities (20 points) * Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

The Lacey Museum enriches our community and engages visitors by sharing vibrant stories of the past through the preservation and celebration of Lacey and the South Sound region's cultural heritage.

We provide a variety of programs that attract people to Lacey, including the popular speaker series, HistoryTalks! with both an in-person and online option. Depending on the topic, we regularly see visitors who attend in-person from Lewis or Pierce Counties. The programs continue to be viewed on YouTube with more than 11,000 views. This generates interest in our programs with a much wider audience.

At the Lacey Museum, in-person visitation is now outpacing pre-pandemic levels, even though nationwide museum attendance remains down 38%. Approximately 20-25% of visitors come from greater than 50 miles away. And of those, about 20% stay in paid lodging.

In addition to a Smithsonian poster exhibit, Journey Stories, which continued this year, we also opened a new exhibit "Live From Lacey: A history of local entertainment from 1920-1980."

In 2024, we launched Stories of the South Sound, which is a program to find and share the stories of underrepresented or marginalized populations in the Lacey area. Through this project, we have increased awareness and positive connections with many communities and groups in the region.

Staff are working on a number of projects for 2025 that we expect to bring in a greater number of people. These include:

- * A new exhibit on early aviation. Lacey and the South Sound have a fascinating connection to early flight and this exhibit is expected to likely attract visitors from around the region as we have had from other popular exhibits.
- * Making aesthetic upgrades to the main gallery.
- * Expansion of the research program, which will likely draw in people to do research from the region and outside Washington.
- * The Lacey Museum is the new publisher and exclusive retail outlet for the Thurston County history book, Water, Woods and Prairies.

4. Frequency of Activity (20 points) *

Multi-Day Occurrence

5. Date of Activity (10 points) *

The museum is open Thursdays and Fridays 11:00 a.m. to 3:00 p.m. and Saturdays 10:00 a.m. to 4:00 p.m.

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Tourists from out of our region visit the museum during their stay in the area at Lacey hotels where they also eat, play, buy gas, and shop. Approximately 25% of Lacey Museum visitors attend from over 50 miles away.

Seventy-six percent of all US leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60% more money on average than other leisure travelers. 66% of cultural tourists rank historic places and museums at their top list of destination activities. Museums generate over \$12 billion in tax revenue in the US, with one third of it going to state and local governments.

We market our programs in a variety of ways, including:

- * Social media posts (Facebook, Instagram and X) with historic photographs, program images, or video reels.
- * LaceyMuseum.org website, in particular the events page.
- * Community Event websites, including The Olympian, ThurstonTalk, and Experience Olympia and Beyond.
- * Monthly newsletter sent to 6,000 people.
- * Flyers and posters distributed at community events, City facilities, libraries and local businesses.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

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

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

In recognition of gaps in our collection and the stories that we tell in the museum, we continued the oral history project, Stories of the South Sound, to find and share the stories of underrepresented or marginalized populations in the Lacey area. We are continuing to build on the relationships formed through this project and the stories we have learned.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Local businesses actively inform our cultural identities and sense of place in the community. Working with local businesses nurtures a relationship dedicated to nurturing our collective history.

Local businesses love to be able to share local attractions with their customers and provide incentives for employees to move to the area. Museums are an essential part of the area's quality of life.

This year we collaborated with Lacey Makerspace to help us with our crafts and exhibit props.

In the future, we want to develop community exhibits that will include participation from the business community. For example, the aviation exhibit we are working on for 2025 is expected to include items borrowed from nearby businesses. This fosters a positive relationship with local businesses that goes above and beyond the request for donations and sponsorships that are often requested.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

N/A

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

1,200

Estimated attendees/participants who will travel 50 miles or more *

300.00

Estimated attendees/participants who will travel from out-of-state or country*

150.00

Estimated paid overnights *

Stays with paid overnight accommodations.

200.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

350.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$48,500.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Exhibits, Office and Collection Supplies: \$4500
Small Tools & Equipment:\$1,000
Supplies-Uniforms:\$250
Prof. Svc-Other\$2,000
Communications/Telephone\$3,800
Dues, Subscriptions, Publ\$1000
IMS Rental\$11,814
Rentals-Other\$5,000
Printing & Binding\$1,000
Software Maintenance\$2,600
Part-time staff \$15,536

What is the total budget for your activities? * Provide the total cost of your activities.

\$339,500.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. City of Lacey general fund
2. Lodging Tax
3. Grants
4. Store Income
5. Donations

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

Diversity in Local History Grant: \$15,000
Nisqually Tribe: \$5,000

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

No



LACEY PARKS
CULTURE & RECREATION

WINTER/SPRING 2024

PLAYBOOK

Your guide to recreation, activities, and parks in Lacey



Presented in cooperation with North Thurston Public Schools



Lacey Loves to Read

Presents 2024 Author

Donna Barba Higuera

Join in this community wide celebration and read books by award-winning children’s author Donna Barba Higuera!

Learn more about our author at dbhiguera.com!



Author Presentation and Book Signing

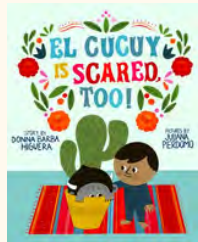
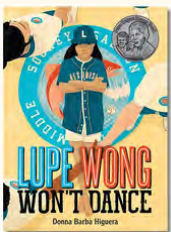
Thursday, February 15th, 6 - 8 pm

Koval Center for the Performing Arts

FREE!

Book Sales
on Site!

BROWSERS
have a shop



Teen Writing and Cover Art Contest: Now - Jan. 13

Read Around Lacey: Jan. 12 - 26 

For more information and contest rules scan the QR code



Thank You to Our Partners!



LACEY PARKS
CULTURE & RECREATION



Timberland Regional
LIBRARY



Friends of the
Lacey Library



AQUATICS

PAGE 30



LACEY
MUSEUM

PAGE 33



FACILITIES

PAGE 35



PARKS &
TRAILS

PAGE 36

FREE!

HISTORY TALKS!

with the Lacey Museum

Discover something new about the people and places that came before. Engage your mind by learning from these fascinating speakers!

Where: Lacey City Hall, Council Chambers and online via Zoom, registration required



WILLIAM FRASER TOLMIE: A REMARKABLE HUDSON'S BAY COMPANY LEADER

William Fraser Tolmie (1812-1886) is an excellent example of how one person can make a great difference. After studying medicine at the University of Glasgow, he joined the Hudson's Bay Company (HBC) in 1832. Tolmie worked with HBC employees, Native trade partners, and American settlers. Join Drew Crooks as he shares HBC official Tolmie's history, a man who left behind a strong legacy that even now is remembered in the region.

When: Tuesday • December 12 • 6:30 pm



INSIDE THE LACEY CITY COUNCIL OF THE 1970S

In 1973, Lacey was in its early years as a City and defining moments were taking place. Karen Fraser became the first woman City Council member and three years later would become the first woman to serve as Mayor. This talk will explore her experiences navigating her roles in a young city, its changing form of government, the building of City Hall, and the formation of the Lacey Museum.

When: Wednesday • January 10 • 6:30 pm

FIND YOUR FAMILY HISTORY IN THE WASHINGTON STATE ARCHIVES

Ever wanted to learn more about your family history but had no idea how to get started or where to go for information? Join Dr. Jewell Lorenz Dunn as she shares the basics on what you need to begin your family tree research. Genealogy is much more than just online census records. Learn what the Washington State Archives has to help you in your search and where else you can find vital information.

When: Thursday • February 15 • 6:30 pm



HISTORY TALKS!

For museum operating hours and contact information, see page 40

150 YEARS OF JEWISH HISTORY IN THE SOUTH SOUND

The first Jewish settlers in Washington arrived in the Olympia/Tumwater/Lacey area, establishing the first Jewish organization and first Jewish cemetery in Washington state. Beginning with a handful of merchants and families, the Jewish community in our region has grown over time to several thousand people. Join Rabbi Seth Goldstein, spiritual leader of Temple Beth Hatfiloh, for an opportunity to learn about the history of the Jewish people in the U.S. in general and Washington in particular, and Judaism as a faith, tradition and culture.

When: Thursday • March 14 • 6:30 pm



THE FIGHT FOR GAY AND LESBIAN ADOPTION RIGHTS: A MILESTONE ON THE ROAD TO LGBTQ+ EQUALITY

It's 1986 in Thurston County, WA. Bio-mom Lisa, and lesbian partner Lynn, are having a baby using donor insemination, but equal rights for the nonbiological mom to legally parent their child is not a given. This is the story of how, after a two-year court battle, they secured these parenting rights for themselves and for all other same-sex couples in the state of Washington and then extended throughout the nation. Lynn and Lisa have continued to fight for LGBTQ+ equality and safety up to the present day. In this talk, they'll discuss the local and national coalitions that helped bring about second parent adoption and later a string of other victories for the LGBTQ+ community.

When: Wednesday • April 10 • 6:30 pm

PRINCE HALL FREEMASONS AND WASHINGTON STATE

Traverse the centuries starting in the 1770s through to the present day through a narrative of the evolution of Prince Hall Freemasons. Join Lester L. Dickson as he presents the challenges the organization overcame, notable members of the Order, its introduction in the state of Washington, and its expansion to the City of Lacey.

When: Wednesday • May 8 • 6:30 pm





Visit the Lacey Museum



Hours: Thu. & Fri. 11 am – 3 pm
Sat. 10 am – 4 pm
829 Lacey Street SE
(360) 438-0209
museum@ci.lacey.wa.us



LACEY PARKS
CULTURE & RECREATION

420 College St SE, Lacey, WA 98503



LaceyParks.org



facebook.com/cityoflacey



@CityofLacey

PUT US ON YOUR **PLAYLIST!**



June 2024
Creativity Corner:
Lavender

Free craft
program!



Thursdays and Fridays 11am-3pm,
Saturdays 10am - 4pm

829 Lacey ST SE, Lacey, WA 98503
LaceyMuseum.org
360-438-0209



Press Contact: Fulton L. Bryant-Anderson
Museum Intern at Lacey Museum and Cultural Center
fbryant@ci.lacey.wa.us
360-438-0209
City of Lacey
420 College St. SE Lacey, WA 98503

For Immediate Release

City of Lacey Museum Seeking Oral History Participants to Tell Diverse History of South Sound

LACEY, WASH., January 10, 2024—The Lacey Museum and Cultural Center is launching an oral history project to collect diverse stories of underrepresented cultural, racial, ethnic, and identity-based communities in the South Sound. This could include Lacey, Nisqually, Olympia, Squaxin Island, Tumwater, and the surrounding areas, or those who lived there in the past.

The project aims to diversify the museum archives and foster an active, community-based, and inclusive history of the South Sound. To get involved, fill out the online form: <https://conta.cc/3Q0Et9w> or visit the Lacey Museum or Lacey City Hall for a physical copy.

“Stories of the South Sound is a project that will take a collaborative approach towards recording and preserving people’s stories,” says Museum Coordinator, Felicia Rova-Chamroeun. *“Community members that interview with us will be able to decide how their stories are recorded and how they can be shared. The Lacey Museum intends to record what is comfortable and of importance to the people that are sharing their personal experiences.”*

Rova-Chamroeun holds a Master’s Degree in Museology from University of Washington. Her thesis gathered oral histories with members of the Cambodian community in the Greater Seattle area and investigated themes of shared authority in collecting oral history.

“I wanted to make sure that people from our community see themselves represented when they walk into our space. Stories of the South Sound is a project that will build on our progress in understanding how we as a museum can be a better community resource, more inclusive in our storytelling practices, and create sustainable relationships with our local communities.” says Rova-Chamroeun.

The museum will also host *MemoryLab*, a drop-in story sharing event at the Lacey Museum on February 17, 2024 from 10:00 a.m. to 4:00 p.m. Individuals can share a shorter and more informal oral history with the museum or sign-up for a longer one.

The Lacey Museum received funding for the project from the Washington State Historical Society’s [Diversity in Local History Grant \(https://www.washingtonhistory.org/across-washington/grants/diversity-in-local-history/\)](https://www.washingtonhistory.org/across-washington/grants/diversity-in-local-history/). In 2022, the museum received funding from the same grant program to create an interpretative marker about local civil rights activists, Nat and Thelma Jackson, which is located along the Karen Fraser Woodland Park Trail.

These programs help fulfill the museum’s mission to enrich our community and engages visitors by sharing vibrant stories of the past through the preservation and celebration of Lacey and the South Sound region’s cultural heritage.

The Lacey Museum and Cultural Center offers free admission at 829 Lacey Street SE, Lacey, WA. Operating hours are Thursday-Friday 11:00 a.m. to 3:00 p.m. and Saturday 10:00 a.m. to 4:00 p.m.

Press Contact: Fulton L. Bryant-Anderson
Museum Intern at Lacey Museum and Cultural Center

fbryant@ci.lacey.wa.us

360-438-0209

City of Lacey

420 College St. SE Lacey, WA 98503

For more information please contact museum@ci.lacey.wa.us or 360-438-0209. Visit our website at LaceyMuseum.org.

HISTORY TALKS!

The Fight for Gay and Lesbian Adoption Rights: A Milestone on the Road to LGBTQIA+ Equality

Wednesday, April 10
6:30 p.m.

Lacey City Hall, Council Chambers or
Online via Zoom



Creativity Corner



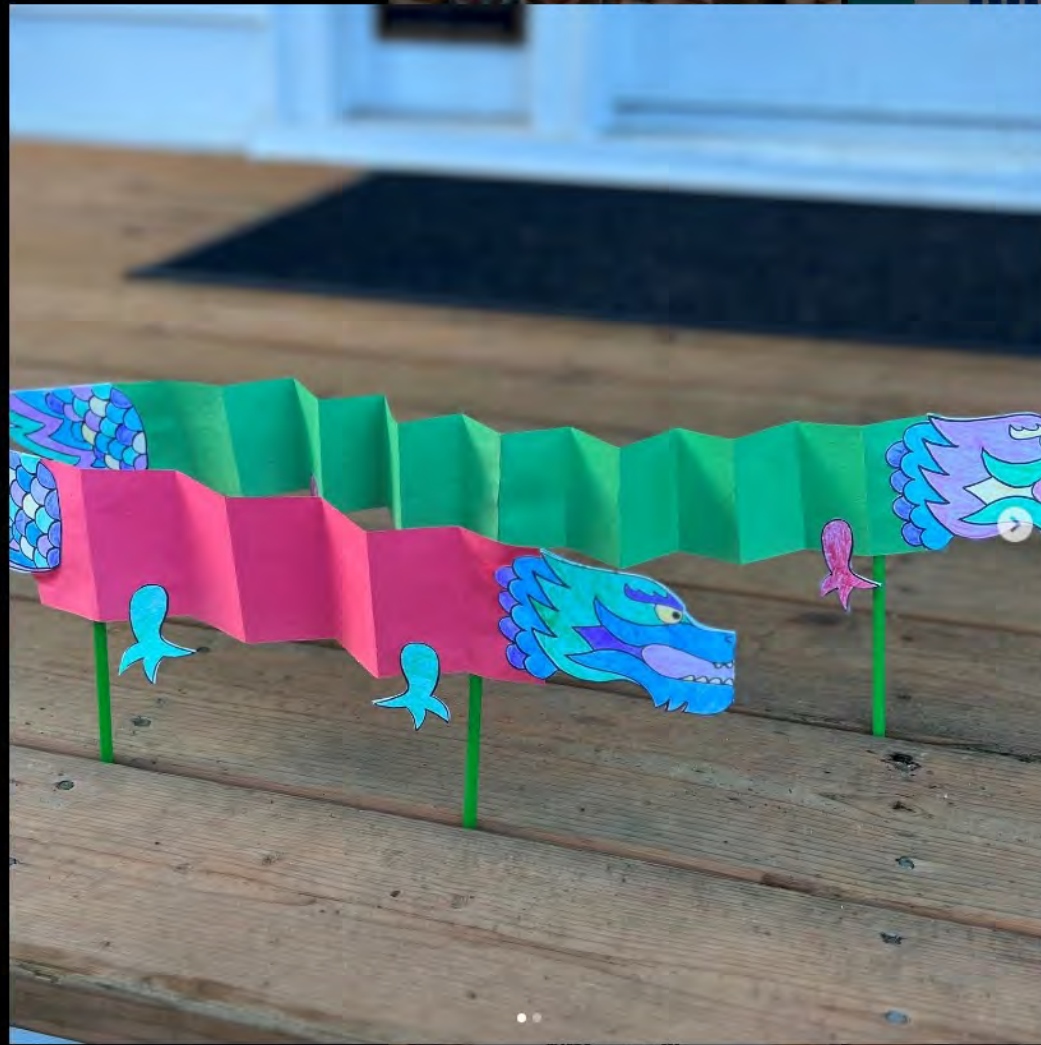
Saturdays in October

.....
**Create your own
creatures**
.....



I ❤️
local history!

**Lacey
Museum and
Cultural
Center**



cityoflacey



cityoflacey We're celebrating the Lunar New Year at the **Lacey Museum! 2024 is the Year of the Dragon** and you still have time to join us to craft your own dragon 🐉 in February. This activity is FREE and welcome to "kids" of all ages - yes, adults, too 😊!

Lacey Museum is open:
Thursdays and Fridays 11 am - 3 pm
Saturdays 10 am - 4 pm

Learn more: LaceyMuseum.org

27w



9 likes

February 22



Add a comment...

Post



Museum Events

Search Past Events

Month



Year



CLEAR

< Past Events

Upcoming Events



THURSDAY, AUG. 1 2024 -
SATURDAY, AUG. 31 2024

11:00 AM -
3:00 PM

Creativity Corner: Musical
Instruments

Lacey Museum

HISTORY TALKS!

with the Lacey Museum

THURSDAY, SEP. 12 2024

6:30 PM - 7:30 PM

Puget Sound: A Maritime
Highway

Lacey City Hall, Council Chambers

Intro

The official Facebook page for the City of Lacey, Washington.

Page · Government organization

420 College St SE, Lacey, WA, United States, Washington

(360) 491-3214

PublicAffairs@CityofLacey.org

CityofLacey.org

Open now

Photos

See all photos



situation continue

6d

7

City of Lacey, Washington - Government · 6 days ago

They're baaaack 🙌! **History Talks!** is ramping up for another season of informative presentations on a diverse range of topics related to local and regional history - hosted by the Lacey Museum. Join author, naturalist, and tour guide, David B. Williams, whose award-winning book, *Homewaters: A Human and Natural History of Puget Sound* is a deep exploration of the stories of this beautiful waterway.

You can attend in person or online via Zoom. See Facebook event for online regi... See more

HISTORY TALKS!

Puget Sound: A Maritime Highway

Thursday, September 12
6:30 p.m.
Lacey City Hall, Council Chambers or
Online via Zoom

THU, SEP 12 AT 6:30 PM PDT

History Talks! Puget Sound: A Maritime Highway

420 College St SE, Lacey, WA, United States, Washington 98503
17 people interested

2

Like

Comment

Share

STORIES OF THE SOUTH SOUND

Coming soon to the Lacey Museum



NEDRA ROBERTSON
(SHE/HER)

At the time of this interview, Nedra Robertson served as the Human Resources Director at St. Martin's University in Lacey, Washington. Robertson was a military child, spending most of her youth in Port Orchard, Washington while calling Texas her true home.

In this interview, Robertson detailed her early life growing-up in Port Orchard and explained her connections to Texas. Additionally, Robertson shared about her career and journey story working at Lockheed-Martin in human resources involving multiple inadvertent encounters with wildlife. Throughout the oral history, Robertson explains her approach to viewing the world and race-relations in the United States. Robertson explains her PhD research too.

Nat Jackson was born in Lille, Louisiana in 1943, the son of sharecroppers. In 1968, Jackson's wife Thelma Harrison was recruited by Battelle Northwest at the Hanford Project, bringing the family to Washington State. Shortly after, the state of Washington recruited Nat as an economic development specialist moving the family to Lacey.

In this oral history, Jackson recounts his early life in Louisiana and interpersonal family dynamics. Jackson tells a story about hiding as a child while escaping a sharecropping planation. Throughout the oral history, Jackson shares his perspective on how to create a just and equitable world in relation to his own work, the current political climate, and working with Dr. Martin Luther King Jr.



NAT JACKSON
(HE/HIM)



MARIELLA LUZ
(THEY/THEM)

Mariella Luz was born in San Francisco, California; lived in Washington D.C. and arrived in Olympia to attend The Evergreen State College (TESC). Luz worked as the general manager of K Records before pivoting to a self-employed ceramic artist. As of this recording, Luz serves on the Artist Trust board and a member of the Olympia Music History Project.

In this oral history, Luz detailed parts of their early life and their community involvement. Additionally, Luz discussed how their time at TESC impacted their life and connections in the South Sound. TESC operated as a portal for Luz and their life in the DIY community scene. Luz explained their meaning of community and what it brings them.

Alyssa Giannini is a DIY artist, musician, and community member in Olympia, Washington. Originally from New Providence, Pennsylvania, they were active in the Lancaster DIY music scene. Giannini serves as a member of Second Home—a nonprofit dedicated to providing an accessible, all-ages performance and community space—maintains dodiy.org, creates zines, and helps organize local DIY programming.

In this oral history, Giannini describes their upbringing in New Providence, Pennsylvania and early interactions with DIY culture. Giannini remembers moving to Washington State in the early 2010s with their partner and the experience of an initial move to Parkland, Washington before landing in Olympia. Giannini explores what community means in the how they fit into it, what it should do, and their experience in the greater South Sound community with a meditation on their own identity as a trans person.



ALYSSA GIANNINI
(THEY/THEM)

STORIES OF THE SOUTH SOUND

Coming soon to the Lacey Museum



RICHA DUBEY
(SHE/HER)

Richa Dubey works professional writer and small business owner in Mill Creek/Everett, Washington. Dubey spent the first 30 years of her life in India before moving to the United States. As of this interview, Dubey continues to write professionally and practice martial arts with her child.

In this oral history, Dubey shares about her experience moving to the United States from India and the early relationships she formed. Additionally, Dubey reflected on her experience navigating microaggressions and assumptions about Indians. Dubey also details her interest in textiles and explains motifs in select examples.

Annie Clay graduated as one of the first women union carpenters in Tacoma, Washington after earning a degree in elementary education. Clay, originally from Cowlitz County, now lives in Thurston County. As of 2024, Clay volunteers on the Lacey Commission on Equity and lives in Lacey with her partner.

In this oral history, Clay describes working as a woman in the trades throughout the late 1970s, 1980s, and into the 1990s. Clay primarily worked on commercial jobs like the Tacoma Dome and Madigan Hospital. Clay explored the gender dynamics in the trades industry and explains her experience navigating discrimination. The oral history meditated on Clay's understanding and relationship with work.



ANNIE CLAY
(SHE/HER)

Makayla Roberson owns and operates Maks Snack Shack. Roberson was born in McMinnville, Oregon and grew up with her great-grandmother, Gloria, in Colfax, Washington. As of this recording, Roberson serves on the Thurston County Chamber of Commerce Board of Trustees and Food Education Committee at South Puget Sound Community College.

In this oral history, Roberson described her experience growing-up and living at her great-grandmother's farm in Washington. Robertson explains the origins of her small business, Maks Snack Shack, and her goals, successes, and difficulties as a baker in Thurston County. The oral history surveys the current status of accessible foods and food education in Thurston County with an emphasis on Lacey/Olympia.



MAKAYLA ROBERSION
(SHE/HER)



More to come!

Would you like to share your story?

Connect with us at:
LaceyMuseum@CityofLacey.org



Stories of the South Sound

as told by those who lived it

An oral history project told from the perspective and experiences of people of different cultural, racial and ethnic backgrounds, and LGBTQIA+ community members.

Learn more here



Purpose:

- To represent our local communities
- To build community relationships
- To be intentional and inclusive in our storytelling
- To portray a wider history of the South Sound region

Contact us:

Lacey Museum
829 Lacey St. SE
Lacey, WA

museum@ci.lacey.wa.us
360-438-0209
laceymuseum.org





2025 Lodging Tax Funding Special Event Applications

1. Lacey Cultural Celebration
2. Lacey Spring Fun Fair
3. Lacey 3rd of July
4. Lacey In Tune Concert Series
5. South Sound Block Party
6. Polyfest
7. Washington State Senior Games
8. Thurston County Fair
9. Harbor Days
10. Kris Kringle Market
11. USSSA Celebration Tournament
12. Juneteenth
13. SWAE Night Market at the Depot
14. Harlequin Productions
15. South Sound BBQ Festival
16. SWAE Night Market at Ricardos
17. Winterfest
18. SWAE Holiday Market
19. Oly Soccer
20. Reach the Beach
21. Olympia Funk Off
22. Capital Lakefair
23. All Kids Win 5K
24. Olympia Symphony

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Lacey Parks, Culture & Recreation

Activity Name *

Lacey Cultural Celebration

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

91-0819427

City of Lacey Business License Number

Contact Name *

Jeannette Sieler

Title *

Recreation Supervisor

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Saint Martin's University, Lacey

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

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 Western Washington, in that instead of just highlighting one culture it explores a variety of cultures with clubs and organizations participating.

- 4. Frequency of Activity (20 points) ***

Single Day Occurrence

- 5. Date of Activity (10 points) ***

Saturday, February 1, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Marketing for this event includes advertisements with the Olympian both in print and online, radio advertisements that reach beyond Thurston county to Lewis County & Pierce County, regional arts & culture magazines with print/online/email blasts that reach surrounding communities, plus Parent Map, a regional online & print magazine, along with our website & facebook promotion.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

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. We provide the promotion in both English & Spanish and our website is translatable in a variety of languages. We encourage clubs & organizations to participate free of charge unless they are selling items.

We also provide a sensory recovery room at this event and provide sensory bags with headphones, etc, to help our citizens with sensory issues to attend the event comfortably.

Staff prepares and plans for this event with a comprehensive emergency action plan for the safety of all attendees.

This event is designed for everyone.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

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.

2024 local businesses include: US Martial Arts Center, Egg Roll Hut, Bulgogi Hustle, Taqueria la Esquinita, Smith Brothers, Nom Nom Stop, etc.

in 2024: sponsors TwinStar Credit Union, Lacey Collision, Kevin Hayward State Farm Ins, Molina Healthcare, the Lacey Library, Nisqually Tribe, NTPS plus numerous restaurants, food trucks, community groups, and businesses as vendors.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

no

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

3,500

Estimated attendees/participants who will travel 50 miles or more *

18

Estimated attendees/participants who will travel from out-of-state or country*

4

Estimated paid overnights *

Stays with paid overnight accommodations.

2

Estimated unpaid overnights *

Stays without paying for overnight lodging.

0

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$10,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

ad purchases \$4500
(regional radio, online magazines, etc
printing of promo \$600
special performance fee \$1500
pipe & drape, sound support & production \$5000

What is the total budget for your activities? * Provide the total cost of your activities.

\$25,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Lodging Tax \$10,000
Sponsorship \$9500
Nisqually Tribe charitable funds \$5000* when awarded
vendor fees \$1450

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

Nisqually Tribe Charitable funds \$5000.

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

no

From: [Jeannette Sieler](#)
To: [Sadie Siglin](#)
Subject: new numbers for Lacey Cultural Celebration
Date: Tuesday, July 30, 2024 10:20:47 AM

I request to update the Lacey Cultural Celebration's #s based on an updated Placer AI report from the VCB

Visitors 50+ miles 110

Visitors out of state 0

Visitors 50+ miles paid accommodations 5

Visitors 50+ Unpaid 47

Jeannette Sieler, C.P.R.P. & C.F.E.A.

Recreation Supervisor

Lacey Parks, Culture & Recreation

420 College St SE

Lacey WA 98503

360-438-2631

Cell 360-999-7507

<https://laceyparks.org/activities/events/>

Promotion

\$10,000

109-0401-573-49-51	ldgt 11		
	pipe & drape	nw events	\$ 3,580.00
	regional radio & online promo		\$ 1,500.00
	program printing	graphic communication	\$ 650.00
	radio ads	roxy	\$ 500.00
	online enews	Parent Map	\$ 800.00
	advertising	the olympian	\$ 1,320.00
	online ad	showcase magazine	\$ 350.00
	stage sound	pacific stage partial	\$ 1,300.00
		total lodging tax	\$ 10,000.00

Today's Xtra Flavor
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which restaurant chain has the best frozen coffee drink? We put them to the test.

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The Olympian

Judge sentences Thurston County man to life for murdering parents

BY NATHAN BRADSHAW
 nbradsh@olympian.com

A 31-year-old Thurston County man has been sentenced to life in prison for murdering his parents in 2021. Judge Lawrence rendered his sentence during a Monday

hearing in Thurston County Superior Court. A jury found him guilty on Jan. 21 of slaying his parents, Patricia and Michael Sawney, in their home near Mayfield in October 2021.

Specifically, the jury convicted Sawney of two counts of first-degree aggravated murder,

first-degree burglary with a deadly weapon, and assault in violation of a protection order, according to court records.

On Monday, Judge Mary Sue Wilson sentenced Sawney to life in prison for each of the murders, 40 months for the burglary and 30 months for the assault. She also signed re-

striction orders, prohibiting his contacting family members.

"My hope for today is that my words and my decision will provide some sort of an ending to this chapter and provide the ability to the family to move forward towards perhaps a 20th anniversary."

SEE MURDER, 1A

Finalists for Tumwater schools superintendent to visit next week

THREE candidates for Tumwater School District superintendent will visit the district next week, after the names of the finalists were announced on Monday.

The Tumwater School Board recently announced preliminary interviews to permanently fill the position of superintendent left vacant by Sean Denton, Denton announced last May he was resigning to take a business recovery position in the North Thurston School District, and Carole Meyer has been serving as interim superintendent.

The finalists are Kente Ingels from North Bend in Oregon, Erin Murphy from Buxton in Oregon, and Sarah Jarman of Tualum in Utah. They're each scheduled to visit the district on a specific day, stopping by schools and meeting students and staff. They'll each end the day with a Community Forum that will be conducted at 5:25 p.m. that day in person in the District Office Board room at 421 Linwood Ave. SW, and live-streamed on the district's YouTube channel, a school district news release says.

People attending in person will be able to address questions before the event starts. At the end of each forum, people will be asked to give the board feedback on each candidate.

SEE SCHOOLS, 1A



A police officer watches as student loan borrowers and advocates gather for a rally in support of student debt forgiveness during the Supreme Court hearings on student debt relief on Tuesday.

Supreme Court casts doubt on Biden's student debt plan

BY DANIEL G. HEWITT
 dhewitt@olympian.com

The Supreme Court's conservative bloc gave a sharply critical hearing Tuesday to President Joe Biden's plan to forgive more than \$400 billion in student loans, arguing that only Congress could approve such a large amount of federal spend-

ing. "We are talking about a half-trillion dollars and 43 million Americans," Chief Justice John G. Roberts Jr. told Solicitor Gen. Elizabeth Prelogar, who was defending the administration. "We take expansion of powers very seriously," he said, and Congress had not approved this spending. "And you say there is no other for us to play,"

he added. The comments were echoed by five conservative colleagues, most of whom sounded ready to rule against the administration.

In December, the justices voted to keep in place lower court orders that blocked Biden's plan from taking effect.

In the first of two cases to be heard on Tuesday, lawyers for

the Republican-led states argued Biden had overstepped his authority by proposing to cancel tens of billions of student loans as a response to the COVID-19 pandemic.

Justice Brett M. Kavanaugh said he was skeptical of allowing the executive branch to create "a massive new program."

SEE STUDENT DEBT, 1A

TO OUR READERS

The Olympian is dropping the "Olympian" comic strip from our pages after recent comments by its creator, Scott Adams. Mr. Adams is free to share his views as he sees fit, but we will not allow our platform to be used by those who spread hatred and bigotry. Our readers deserve better. We all deserve better.

The strip will be replaced by "Coach Call," some of our favorite pages are produced in advance, so this change might not be immediate.

More essential to providing the essential journalism you need. Find the content important to you online. Subscribers can find an additional 100 pages each day by going to theolympian.com/digitalbacklist or by scanning the code to the left.

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Lacey Cultural Celebration
 Presented by **Lacey**

SATURDAY
MARCH 4 • 10 am - 6 pm
 At Salem Maritime University • 5200 Pacific Ave SE

KIDS! PLAY THE PASSPORT GAME AND WIN A PRIZE!

Includes a full day of:
 - Music & Art Displays
 - Dance & Performance
 - Cultural & Historical Displays

Free Event



LACEY PARKS
CULTURE & RECREATION

Celebración Cultural de Lacey

Presentado por:



EVENTO GRATIS!

SÁBADO

9 DE MARZO • 10 am – 6 pm

En Saint Martin's University • 5300 Pacific Ave SE

NIÑOS! PARTICIPEN EN EL JUEGO DE PASAPORTES Y GANEN UN PREMIO!

Actividades para Niños • Vendedores de Comida y Artesanos • Musica y Baile • Puestos Culturales y de Recursos

en cooperación con:



Para un calendario de eventos, por favor visite www.ci.lacey.wa.us/events



LACEY PARKS
CULTURE & RECREATION

Lacey Cultural Celebration

Presented by:



**FREE
EVENT!**

SATURDAY

MARCH 9 • 10 am – 6 pm

At Saint Martin's University • 5300 Pacific Ave SE

**KIDS! PLAY THE PASSPORT GAME
AND WIN A PRIZE!**

Children's Activities • Food & Art Vendors • Music & Dance Performances • Cultural & Resource Booths

In cooperation with:



For schedule of events, please visit www.ci.lacey.wa.us/events

OLY ARTS 2024 ADVERTISING MEDIA KIT



THE SOUTH SOUND'S PREMIER ARTS PUBLICATION

LARGE VIEWERSHIP

- ▶ Olyarts.com daily content with an average of **60,000 impressions** per month
- ▶ Online access: 24% Desktop / **72% mobile** / 4% tablet
- ▶ Readership: **32% Olympia Lacey Tumwater** / 18% Seattle-Tacoma

DESIRABLE DEMOGRAPHICS

- ▶ A readership that is **74% female** / 24% male / 2% other
- ▶ Demographic 57% earn over \$50K / **18% earn over \$90K**
- ▶ Large and committed audience:
Annual theater attendance in Olympia: 40,000
Washington Center annual number of guests: 100,000

PREMIUM PRINT MAGAZINES

- ▶ 3 Issues - Spring, Summer, and Fall/Winter
- ▶ Broad audience: **Arts Walk attendance in Olympia: ~30,000**
Capital Lakefair attendance: ~200,000
- ▶ Wide local area coverage (partial list):

Olympia: Eastside and Westside Co-Ops, Blue Heron, San Francisco Bakery, Traditions, Childhood's End, Art House, Browsers Books, Market 222, Owl's Nest, Spar, Swartz, Wild Man Brewing, Oly Family Theater, Olympia Coffee Roasters, Lamplighters, Ember Goods, Captain Little, Olyphant, Dancing Goats, Burial Grounds, Compass Rose, Archibald Sisters, Vics, Spuds, Farmer's Market, Governor Hotel, Marriott Suites Hotel, Olympia Knitting Mills, Well80, Lamplighters, Doubletree Hotel.

Lacey: Fog and Fern Coffee House, Olympic Crest Coffee Roasters, Cutters Point Coffee Company **Tacoma:** Bluebeard Cafe, Dancing Goats, Valhalla Coffee, Metropolitan Market, Procter Art Gallery. **Tenino:** Landmark Tavern

Tumwater: Craft District, Spuds, Sweetlees Ice Cream **Shelton:** Urraco Coffee

Yelm: Shiplap Coffee House, Yelm Co-Op **Centralia:** The Station, The Olympic club, The Evergreen Playhouse **Chehalis:** Book and Brush, Shonas Food Company

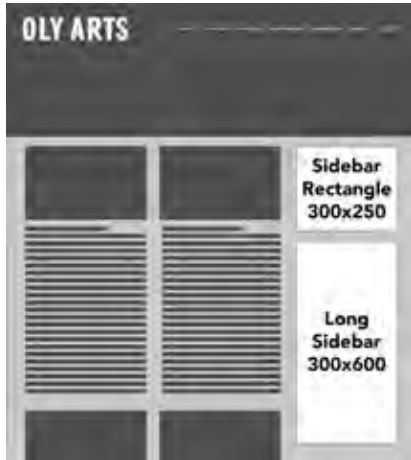
323.775.6900 | JOHN@OLYARTS.COM | OLYARTS.ORG



OLY ARTS 2024 ADVERTISING RATES

We are a non-profit promoting the arts!

DIGITAL EDITION (24/7 - New stories weekly)



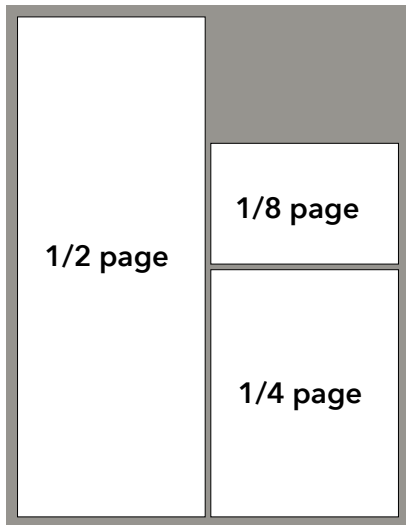
DIGITAL RATES & SIZES

Ad Size	1 mo.	3 mo.	6 mo.	12 mo.
300 x 250	\$250	\$200/mo	\$150/mo	\$100/mo
300 x 600	\$450	\$400/mo	\$300/mo	\$200/mo

There is a substantial special discount for print edition ads when you run a digital ad for 12 months! See below for details.

Digital articles are added during each week. New articles are also emailed directly to subscribers.

ARTSWALK PRINT EDITION (Quarterly)



PRINT RATES & SIZES

Ad Size	Per Issue	Per Issue with 12 mo. Digital*
Full page 8.175" x 11.125"	\$900	\$700
1/2 page 8" x 5.125"	\$650	\$450
1/4 page 3.875" x 5.125"	\$450	\$250
1/8 page 3.875" x 2.5"	\$350	\$150

*To get the special Print Issue prices - purchase of 12 months of any online ad is required.

PREMIUM PRINT PLACEMENT

Location	+Premium Cost
Inside front cover (page)	+450.
Inside back cover (page)	+225.

Premium print placement is on a first-come-first-served basis with preference toward 12-month digital advertisers. We will contact you if your choice is unavailable.

SPRING MAGAZINE: Covers spring Arts Walk, local and regional spring arts events.

SUMMER MAGAZINE: Covers summer events, Lacey in Tune and Capital Lakefair.

FALL/WINTER MAGAZINE: Covers Fall Arts Walk and holiday arts events.

Thank You for Being a Supporter of The Arts!

For more information, email: john@olyarts.com

OLY ARTS ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Name of Company /Organization

Contact

Street

City State Zip/Postal Code

Phone E-mail address (Kept private)

Authorized Signature Date

DIGITAL RATES

	Ad Size (pixels)	
	300 x 250	300 x 600
1 mo.	\$250	\$450
3 mo.	\$200/mo	\$400/mo
6 mo.	\$150/mo	\$300/mo
12 mo.	\$100/mo	\$200/mo

PRINT RATES

Ad Size	Per Issue	Per issue with 12 mo. Digital*
Full page: 8.175" x 11.125"	\$900	\$700
1/2 page: 8" x 5.125"	\$650	\$450
1/4 page: 3.875" x 5.125"	\$450	\$250
1/8 page: 3.875" x 2.5"	\$350	\$150

*To get the special Print Issue prices - purchase of 12 months of any online ad is required.

ONLINE AD FREQUENCY

1 mo 3 mo 6 mo 12 mo

ONLINE AD SIZE

Sidebar Rectangle 300x250 Long Sidebar 300x600

PRINT EDITIONS

SPRING SUMMER FALL/WINTER

PREMIUM PRINT PLACEMENT - First-come-first-served

Full page Inside front cover (+ \$450.)

Full page Inside back cover (+ \$225.)

AD DESIGN SERVICES (\$200.) Yes No

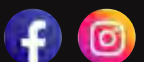
Online: # of months: _____ X \$ _____ =	\$ _____
Print: # of editions: _____ X \$ _____ =	\$ _____
Print Premium Placement cost =	\$ _____
Online or Print Design Services (\$200.) =	\$ _____
<input type="checkbox"/> Bill me monthly TOTAL COST =	\$ _____

Please **SEND ALL ARTWORK** to: john@olyarts.com

Please **EMAIL THIS COMPLETED AGREEMENT** to: john@olyarts.com (or print, fill out and mail) and **MAIL A CHEQUE** (payable to: **OlyWorks LLC**) to: **OlyWorks, LLC, 120 State Ave #304, Olympia, WA 98501**

CONDITIONS + POLICIES

- Agreement.** These Terms and Conditions together with the accompanying signed Insertion Order constitutes a binding agreement between the advertiser identified on this agreement ("Advertiser") and OlyWorks, LLC, dba OLY ARTS ("Publisher"). The Agreement may not be assigned or transferred by the Advertiser.
- Advertising.** The Advertiser shall purchase the advertising package at the rate listed, and for the duration specified.
- Positioning.** Except as otherwise expressly provided to the Advertiser, positioning of advertisements is at the sole discretion of Publisher. Publisher shall make best effort to provide reasonable ad placement to Advertiser throughout the duration of this agreement. Advertiser acknowledges that Publisher has not made any guarantees with respect to usage, statistics, or levels of impressions for any advertising. To the extent Publisher provides Advertiser with estimated usage it does so only as a courtesy to Advertiser and shall not be held liable for any claims related to usage.
- First-Time Advertiser (Payment).** If Advertiser is a first time advertiser with Publisher, it shall provide payment for the first month of advertising at the time the agreement is submitted.
- Payment.** Advertiser shall make payment within 30 days of the billing date indicated on Publisher's invoice. Publisher reserves the right to request full or partial payment before publishing any advertisement and to cease publishing any advertisement when payment for previous advertising is more than 60 days overdue. In the event any account becomes past due, in addition to such other remedies as it may have, the full amount of the account shall immediately become due and payable by Advertiser. Advertiser is responsible for all expenses incurred in connection with the collection of past due amounts payable, including but not limited to late fees and/or collection fees.
- Cancellation.** Advertisements scheduled for insertion may be cancelled by the Advertiser if Publisher is notified in writing with at least 48 hours' notice. When an Advertiser cancels all or part of a multi-level agreement, the Advertiser is responsible for payment of the rate differential resulting from such cancellation.
- Rejection of Advertisements.** Publisher reserves the right to reject or cancel any advertisement at any time, for any reason (including but not limited to Publisher's belief that the advertisement conflicts with Publisher's policies or association objectives, competes with Publisher's products or services, is false or misleading, may degrade the graphic quality of Publisher's website, or may subject Publisher to criminal or civil liability).
- Indemnification.** Advertiser assumes all liability for content of advertising and agrees to defend, hold harmless, and indemnify Publisher from all claims, losses, judgments, damages, costs and expenses of any nature whatsoever, including but not limited to reasonable attorney fees, for which Publisher may become liable by reason of its publication of the Advertiser's advertisements.
- Liability Limitation.** Liability for typographical errors, wrong insertions, late insertions and/or nonpublication, or other advertisement nonperformance is limited to the amount charged to the Advertiser by Publisher. In no event shall Publisher be liable to Advertiser or to any third party for any indirect, special, or consequential damages, including but not limited to lost profits or unrealized business opportunity arising out of this agreement or the publication of or failure to publish any advertisement.
- Force Majeure.** Neither party shall be held responsible for delay or failure in performance under this Agreement caused by acts of God, fires, floods, strikes, terrorism, work stoppages, breakdown of equipment, government action, internet or website downtime, or other causes beyond the affected parties' reasonable control.
- Governing Law.** This Agreement is governed by the laws of the State of Washington without regard to its conflict of laws rules or principles.
- Termination.** Publisher shall be entitled to terminate this Agreement with or without cause upon 48 hours' written notice to Advertiser. In the event of termination under this paragraph, Publisher shall refund or credit Advertiser reasonable portion of the price of the advertising purchased at Publisher's discretion.



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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Lacey Parks, Culture & Recreation

Activity Name *

Lacey Spring Fun Fair

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

91-0819427

City of Lacey Business License Number

91-0819427

Contact Name *

Jeannette Sieler

Title *

Recreation Supervisor

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Saint Martin University, Lacey

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Lacey Spring Fun Fair has been an annual community event since 1988, 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.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

May 17 & 18, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

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. We also do paid advertising with online and print regional publications. 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.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Lacey Spring Fun Fair is open to anyone who would like to attend, and is free to all making it financially accessible. 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.

this event also includes a sensory recovery room available to all who need to take a sensory break plus families can check out sensory bags with noise canceling headphones to use during the event. In 2024 we had nearly 900 people utilize the sensory recovery room.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

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 2024 included Pacific Disposal, Navy Federal Credit Union, BECU, Molina Healthcare, Grand Canyon University, Olympia Federal Savings, Uline, Chris Boston American Family Insurance, US Martial Arts, South Sound YMCA, OBEE Credit Union, Intercity Transit, Del Taco, Country Financial Mike Oliver, Take 5 Oil change, Lacey Fire Dept, Leaf Guard, Ziply Fiber, Xfinity, Pinup CleanUp Construction, Roxy radio, the Olympian, KGY radio, Capital Development Company
Plus numerous restaurants, food trucks, community groups, and businesses as vendors

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

no

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

20,000

Estimated attendees/participants who will travel 50 miles or more *

30

Estimated attendees/participants who will travel from out-of-state or country*

0

Estimated paid overnights *

Stays with paid overnight accommodations.

10

Estimated unpaid overnights *

Stays without paying for overnight lodging.

2

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$20,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Regional and local ads and promotion online, print, eblasts, etc \$4630
facility rental \$5818
sound support & pipe & drape \$7751
print of promo items \$1800

What is the total budget for your activities? * Provide the total cost of your activities.

\$80,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Vendor Fees \$32,000
Lodging Tax request \$20,000
sponsors \$15,500
city event budget \$15,000

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

none other than requesting sponsorship

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

yes, asking for \$5000 more to help with covering the increased cost of infrastructure, entertainment, rental costs, etc. This event is maxed out for space for vendors so we can't grow in that area, but annual attendance continues to grow and since all rides and activities are free, if we could offer more amenities, it would make a better experience for attendees, but even increasing that, budget will also have to cover the increased costs of all items.

From: [Jeannette Sieler](#)
To: [Sadie Siglin](#)
Subject: update Fun Fair lodging tax application
Date: Tuesday, July 30, 2024 10:23:10 AM

I would like to update the numbers on my 2025 Lodging tax request for Lacey Spring Fun Fair based on updated Placer AI data from the VCB

Visitor 50+ miles 353

Out of state visitors 0

Visitors 50+ miles overnight paid 7

Visitors 50+ miles overnight unpaid 152

Jeannette Sieler, C.P.R.P. & C.F.E.A.

Recreation Supervisor

Lacey Parks, Culture & Recreation

420 College St SE

Lacey WA 98503

360-438-2631

Cell 360-999-7507

<https://laceyparks.org/activities/events/>

Lacey Spring fun Fair

Lodging Tax projection

\$20,000

109-0401-573-49-51

109-0401-573-49-51 LDGT01

sound support	pacfic stage	\$ 4,540.00
pipe & drape	northwest events	\$ 3,211.00
facility rental	Saint Martins	\$ 5,818.00
JBLM promo package	Swarner Communication	\$ 1,000.00
t-shirts & promo items	envision & graphic comm programs	\$ 1,800.00
ads	parent map online & print promotion	\$ 1,375.00
ad print	showcase	\$ 800.00
newspaper and online ads	Olympian	\$ 1,126.00
signs for event maps	build a sign	\$ 200.00
poster printing	graphic communications	\$ 130.00
	total lodging tax	\$ 20,000.00



STEPHEN CROWLEY NYT

President Ronald Reagan used the power of American arms several times to influence Israeli war policy, at different points ordering warplanes and cluster munitions to be delayed or withheld.

Biden isn't the 1st president to cut off weapons to Israel

BY PETER BAKER
NYT News Service

WASHINGTON

The president was livid. He had just been shown pictures of civilians killed by Israeli shelling, including a small baby with an arm blown off. He ordered aides to get the Israeli prime minister on the phone and then dressed him down sharply.

The president was Ronald Reagan, the year was 1982, and the battlefield was Lebanon, where Israelis were attacking Palestinian fighters. The conversation Reagan had with Prime Minister Menachem Begin that day, Aug. 12, would be one of the few times aides ever heard the usually mild-mannered

president so exercised. "It is a holocaust," Reagan told Begin angrily.

Begin, whose parents and brother were killed by the Nazis, snapped back, "Mr. President, I know all about a holocaust."

Nonetheless, Reagan retorted, it had to stop. Begin heeded the demand. Twenty minutes later, he called back and told the president that he had ordered a halt to the shelling. "I didn't know I had that kind of power," Reagan marveled to aides afterward.

It would not be the only time he would use it to rein in Israel. In fact, Reagan used the power of U.S. arms several times to influence Israeli war policy, at different points ordering warplanes and cluster

munitions to be delayed or withheld. His actions take on new meaning four decades later as President Joe Biden delays a shipment of bombs and threatens to withhold other offensive weapons from Israel if it attacks Rafah, in the southern Gaza Strip.

Even as Republicans rail against Biden, accusing him of abandoning an ally in the middle of a war, supporters of the president's decision pointed to the Reagan precedent. If it was reasonable for the Republican presidential icon to limit arms to impose his will on Israel, they argue, it should be acceptable for the current Democratic president to do the same.

But what the Reagan comparison really under-

scores is how much the politics of Israel have evolved in the United States since the 1980s. For decades, presidents and prime ministers have quarreled without permanently damaging the robust relationship between the two countries.

Dwight D. Eisenhower threatened economic sanctions and an aid cutoff to force Israel to withdraw from the Sinai Peninsula after it invaded Egypt in 1956. Gerald Ford warned that he would reevaluate the entire relationship in 1975 over what he considered Israel's recalcitrance during peace talks with Egypt. George H.W. Bush postponed \$10 billion in loan guarantees in 1991 in a dispute over settlements in the West Bank.

In Reagan's day, Democrats were thought to be the party that was more supportive of Israel, a perception he wanted to change. By Reagan's own account, "they've never had a better friend of Israel in the White House." And yet it was a friendship that was tested again and again.

In June 1981, less than five months after Reagan took office, Israel used U.S.-made F-16 warplanes to bomb the Osirak nuclear plant in Iraq, a surprise attack that outraged many in Washington. Defense Secretary Caspar Weinberger, considered a friend of the Arabs, urged Reagan to halt the arms flow to Israel. Secretary of State Alexander Haig Jr., considered a friend of Israel, argued against it.

In the end, Reagan agreed to vote to condemn Israel at the U.N. Security Council and to delay the delivery of four F-16s due that summer - what Patrick Tyler, in "A World of Trouble," his history of U.S. foreign policy in the Middle East, characterized as "a minimal rebuke."

But just weeks later, an Israeli airstrike killed an estimated 300 civilians in Palestinian neighborhoods of Beirut, prompting Reagan to hold back another 10 F-16s and two F-15 jet fighters. Still, the standoff did not last long. By August, he lifted the freeze.

Israel's invasion of Lebanon in 1982 forced another confrontation. Reagan halted the shipment of cluster-type artillery shells out of concern that such munitions were being used against civilians in violation of agreements. Around the same time, he delayed the delivery of 75 F-16 warplanes without explanation until March 1983, when he announced that he would not release the jets until Israel withdrew forces from Lebanon.

The move caused no wave of criticism like that seen in Washington this week. "Maybe it was a

necessary signal to Israel," Reagan wrote mildly in his diary that night in describing his decision.

In the days that followed, stories in The New York Times did not include criticism from members of Congress in either party. Not until a week later did William Safire, a conservative columnist for the Times, fault Reagan's move as "a tragic flip-flop on Israel," as he put it.

"Reagan had public support for withholding aid because the bombing of Beirut was witnessed on American television," recalled Lou Cannon, the Reagan biographer. "As with Gaza, it was horrible."

Since then, of course, Republicans have repositioned themselves as the party that unquestionably supports Israel, while Democrats who bristle at Prime Minister Benjamin Netanyahu's long conservative reign have become more divided on the issue. Today, there is none of the tempered deference that Reagan enjoyed from across the aisle on foreign policy.

The August 1982 bombardment in particular affected Reagan in a powerful way. Whatever his politics or policy, he reacted viscerally to the pictures he saw.

"Reagan was deeply upset by the bombardment of Beirut," Richard Murphy, his ambassador to Saudi Arabia, recalled in an oral history by Deborah Hart Strober and Gerald S. Strober. "He made it very plain that he wanted this to come to a stop when the human side was pushed in his face."

Reagan did not hold back and was willing to put it all on the line. "I was angry," he wrote in his diary that last night, describing the tense conversation with Begin. "I told him it had to stop or our entire future relationship was endangered." And stop it did, at least temporarily.

2024
LACEY SPRING FUN FAIR

FREE FAMILY EVENT

MAY 18 - 10 AM - 6 PM
MAY 19 - 11 AM - 5 PM

St. Martin's University
5300 Pacific Avenue SE, Lacey

RIDES

VENDORS

SAT. S.T.E.M. FAIR

SUN. CAR SHOW

For more information visit Laceyparks.org/funfair/

Thanks To Our Sponsors

23 24 **THE CENTER**
THE WASHINGTON CENTER FOR THE PERFORMING ARTS

Coming up at the Center!

THE AUNTIES -
WOMEN OF THE SALISH SEA, EPISODE 2

COMEDY UNDERGROUND
FEATURING DAN QUINN

THU JUN 13
7:30 PM

FRI JUN 14
8:00 PM

BLACK BOX JAZZ
DMITRI MATHENY BAND

Box Office
(360) 753-8586
washingtoncenter.org
512 Washington St. SE • Olympia, WA 98501

2024



LACEY SPRING FUN FAIR



rides



FREE
EVENT

vendors



STEM
fair



car show

May 18 | 10 am-6 pm & May 19 | 11 am-5 pm

St. Martin's University | 5300 Pacific Ave SE, Lacey

SCAN ME



Celebrating 36 years of FREE FAMILY FUN!

Vendors, free rides, Kids' World activities, Saturday STEM Fair, Sunday car show, live entertainment, and more!

laceyparks.org/funfair



THANKS TO OUR SPONSORS

LEMAY/PACIFIC DISPOSAL • BECU • NAVY FEDERAL CREDIT UNION • COUNTRY FINANCIAL - MIKE OLIVER • PINUP CLEAN UP • EMERALD KINGDOM PARTIES • LEAFGUARD • ULINE

2024

LACEY SPRING FUN FAIR

atracciones



EVENTO GRATIS



vendedores

feria de S.T.E.M.



autos

18 de mayo | 10 am-6 pm & 19 de mayo | 11 am-5 pm

Saint Martin's University | 5300 Pacific Ave SE, Lacey

ESCANEA



Celebrando 36 años de diversión familiar gratis!

Vendedores, atracciones gratis, Kids' World actividades, feria de S.T.E.M. el sábado, exposición de autos el domingo, entretenimiento en vivo, y mas!

laceyparks.org/funfair



GRACIAS A NUESTROS PATROCINADORES

LEMAY/PACIFIC DISPOSAL • BECU • NAVY FEDERAL CREDIT UNION • COUNTRY FINANCIAL - MIKE OLIVER • PINUP CLEAN UP • EMERALD KINGDOM PARTIES • LEAFGUARD • ULINE

2024 LACEY SPRING FUN FAIR

May 18 | 10 am-6 pm & May 19 | 11 am-5 pm
St. Martin's University | 5300 Pacific Ave SE, Lacey

Lacey Fun Fair
FREE FAMILY EVENT



STEM fair



THANKS TO OUR SPONSORS



Celebrating 36 years of FREE FAMILY FUN!

Vendors, free rides, Kids' World activities, Saturday STEM Fair, Sunday car show, live entertainment, and more!

laceyparks.org/funfair

SCAN ME



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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Lacey Parks, Culture & Recreation

Activity Name *

Lacey Fireworks Spectacular

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

91-0819427

City of Lacey Business License Number

Contact Name *

Jeannette Sieler

Title *

Recreation Supervisor

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Rainier Vista Community Park, Lacey

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

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 25,000 folks to Rainier Vista Park to enjoy the free activities with some being from outside of Thurston County.

- 4. Frequency of Activity (20 points) ***

Single Day Occurrence

- 5. Date of Activity (10 points) ***

July 3, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

this event has a fantastic reputation and draws tens of thousands of folks out to celebrate the Independence holiday a day early with fun, food, festivities and fireworks! We typically only promote with our partner media sponsors and through the parks departments promotional tools including quarterly Playbook, monthly e-newsletter, and summer promotional pieces.

this event has been the largest attended 1 day event in Thurston County per the VCB.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Lacey Fireworks Spectacular is open to anyone who would like to attend, and admission & activities are free to all. Due to lack of parking in the park lot, we add extra accessible parking and shuttle service from various local school parking lots.

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. The police provide extensive security for this large event.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

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.

2024 sponsors include: TwinStar Credit Union, Capital Development Company, Lacey Collision, Fastenal, PNW Marketing & Travel, Grand Canyon University, Family Man Remodeling, Multicare ER Nurses, KGY radio, plus numerous food trucks/restaurants as vendors.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

no

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

30,000+

Estimated attendees/participants who will travel 50 miles or more *

1000

Estimated attendees/participants who will travel from out-of-state or country*

25

Estimated paid overnights *

Stays with paid overnight accommodations.

10

Estimated unpaid overnights *

Stays without paying for overnight lodging.

15

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$25,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Military community promotion \$500
poster printing \$100
Stage & Sound \$12,500
3d glasses promotional \$2100
Inflatables for kid zone \$7700
event infrastructure generator & light towers \$2100

What is the total budget for your activities? * Provide the total cost of your activities.

\$80,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

sponsorship \$25,500
lodging tax \$25,000
food vendors \$9800
parks dept event budget \$19,000

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.
sponsorship

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

yes, asking for \$3000 more to help with increase in cost of infrastructure needs like sanicans & extra lighting, and portable stage to accommodate the large crowd, plus increase cost of performers, inflatables and activities.

July 3rd Lodging Tax Budget
109-0401-573-49-51

25,000

jblm promotion	swarner	\$ 500.00
poster printing	graphic communications	\$ 100.00
sound lights stage	Live stage & sound	\$ 12,500.00
3d glasses - promotional	american paper optics \$1995 plus tax/shipping	\$ 2,100.00
inflatables for kid zone	merry makers	\$ 7,700.00
light towers & generator	sunbelt	\$ 2,100.00
	total lodging tax	\$ 25,000.00



58th Anual
Lacey
 FIREWORKS SPECTACULAR

Miérc. 3 de Julio • 4 - 11 pm
Rainier Vista Community Park



5 p.m.
Brick House
Reyes de Disco



8 p.m.
Mr. Pink
Fiesta de Baile



Vuelta La Luna
Circo



Kid Zone (zona de niños)
 patrocinado por:



Actividades Para Niños GRATIS • Vendedores de Comida • Diversión Familiar

FASTENAL BK SK

Presentado por:



Agradecimientos Especiales a los

patrocinadores de fuegos artificiales:



Para más información:
LaceyParks.org/Events or scan:



El estacionamiento abre a las 3 p.m. con disponibilidad limitada. Tome un autobús de enlace gratis desde las escuelas Lakes, Komachin, y Timberline a Rainier Vista de las 3:30-9:30 p.m. y obtenga un viaje de regreso gratis después de los fuegos artificiales.

58th Annual
Lacey
 FIREWORKS SPECTACULAR

Wed., July 3 • 4 - 11 pm
Rainier Vista Community Park



10 p.m.
Fireworks
Set to Music!



5 p.m.
Brick House
Kings of Disco



Dance like your life depends on it.

8 p.m.
Mr. Pink
Dance Party



Kid Zone sponsored by:



Get your FREE
 3-D fireworks
 viewing glasses!

Sponsored by:



Vuelta La Luna
Variety Circus

FREE Kids Activities • Food Vendors • Family Fun!



Presented by:



Special Thanks

to Fireworks Sponsors:



Learn more:

**LaceyParks.org/
 Events** or scan:



On-site parking opens at 3 p.m. with limited availability. Catch a free shuttle bus from Lakes, Komachin, and Timberline school parking lots to Rainier Vista from 3:30-9:30 p.m. and get a return ride after the fireworks.

58^a Anual
Lacey
 FIREWORKS SPECTACULAR

Miérc. 3 de Julio • 4 - 11 pm
Rainier Vista Community Park



5 p.m.
Brick House
Reyes de Disco



8 p.m.
Mr. Pink
Fiesta de Baile



Vuelta La Luna
Circo



Kid Zone (zona de niños)
 patrocinado por:



Actividades Para Niños GRATIS • Vendedores de Comida • Diversion Familiar



Presentado por:



Agradecimientos Especiales a los

patrocinadores de fuegos artificiales:



Para más información:

LaceyParks.org/Events o escanea:



El estacionamiento abre a las 3 p.m. con disponibilidad limitada. Tome un autobús de enlace gratis desde las escuelas Lakes, Komachin, y Timberline a Rainier Vista de las 3:30-9:30 p.m. y obtenga un viaje de regreso gratis después de los fuegos artificiales.

56TH ANNUAL

Lacey

FIREWORKS SPECTACULAR

Sunday, July 3 • 4 - 11 pm
Rainier Vista Community Park • Lacey



5 p.m.
Beat Frequency
High-Energy Dance Party

8 p.m.
Good Vibrations
Beach Boys Celebration

10 p.m.
Fireworks
Set to Music!



FREE Kids Activities • Food Vendors • Family Fun!

Special Thanks
to Fireworks Sponsors:



 **SOUTH SOUND CENTER**

For more information,
including FREE bus rides to the event,
parking details, and traffic impacts,
visit LaceyParks.org/Events
or scan:



Presented by:  **CITY OF LACEY**

54th Annual

Lacey

FIREWORKS SPECTACULAR

Friday, July 3 • 4 – 11 pm
Rainier Vista Community Park • Lacey



5 p.m.
Nate Botsford
Country Rock



8 p.m.
Beat Frequency
Rock/Pop/Dance hits



10 p.m.
Fireworks
Set to Music!

Get your FREE 3D Fireworks viewing glasses!
See website for details. (Limited supply)



FREE Kids Activities • Food Vendors • Family Fun!

Special Thanks to Event Sponsors:



Presented by:



For traffic & parking information, visit ci.lacey.wa.us/Fireworks

Park your car at select area schools, catch our free shuttle bus to the event, and ride Intercity Transit back to your car – FREE! Get details at: ci.lacey.wa.us/fireworks



Lacey

FIREWORKS SPECTACULAR

Sunday, July 3
4 - 11 p.m.
Rainier Vista
Community Park
Lacey



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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Lacey Parks, Culture & Recreation

Activity Name *

Lacey in Tune Summer Entertainment Series

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

91-0819427

City of Lacey Business License Number

Contact Name *

Jeannette Sieler

Title *

Recreation Supervisor

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Huntamer Park, Lacey

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

In 2024 Lacey in Tune celebrated 30 years of bringing live entertainment to Lacey. 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 bringing folks from surrounding communities to see them perform live. Some bands come from beyond Western Washington including from other states and many have a wide appeal.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

Tuesdays Children's Entertainment July 8 - Aug 12, Wednesday concerts July 9-Aug 13, Fridays concerts & movies July 18-Aug 8.

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The series is advertised in the Olympian online/print, local Oly Arts publication & online, radio advertisements in local and other markets including Chehalis & Grays Harbor, plus promotion with JBLM, and social media promotion, as well as poster and pocket calendar distribution around the community.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Lacey In Tune is open to anyone who would like to attend, and is free to all removing any financial barriers.

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 or using the closed captions option on movies if asked. This is to help more of our community feel welcome to participate in the event.

We also select a diverse array of performers, both culturally & genres to appeal to our diverse community.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

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, Lacey Collision, Lacey Timberland Library, Interstate Batteries, Heritage Bank, Molina Healthcare, Del Taco, theJOLTnews, Showcase Magazine, Olympic Crest Coffee Roasters, KGY Radio, 94.5 Roxy radio, and KMNT radio, and as sponsors they not only get their name in front of hundreds of people, they also have the opportunity to get in front of potential new customers.

we also have local food vendors at the shows.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

no

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

8,500 over the series run

Estimated attendees/participants who will travel 50 miles or more *

10

Estimated attendees/participants who will travel from out-of-state or country*

4

Estimated paid overnights *

Stays with paid overnight accommodations.

2

Estimated unpaid overnights *

Stays without paying for overnight lodging.

0

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$23,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Promotion via digital, print, social, e-mail, radio \$9690
Design & print promo pieces \$2750
Sound support \$6000
Movie licensing \$3060

What is the total budget for your activities? * Provide the total cost of your activities.

\$58,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

city budget \$25,000
lodging tax \$23,000
Sponsorship \$10,500

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

just sponsorship

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

increase request due to increase cost of performers fees & movie licensing, plus sound support cost and promotion costs have increased. This series is a highlight of the summer for Lacey residents and to have the ability to bring in quality acts is enjoyed by all.

Lacey in Tune

Entertainment/Promotion		\$18,000	
	design of promo pieces	Azure designs -	\$1,300.00
	give aways - promo	dzines	\$1,500.00
	JBLM promotion	military communications	\$500.00
	online ads	JOLT	\$500.00
	pocket calendars	capital city press	\$1,300.00
	online & print	parent map regional magazine	\$2,300.00
	magazine & email ads	showcase regional magazine	\$1,200.00
	posters	graphic communications	\$150.00
	online & print ads	Oly Arts	\$1,150.00
	Olympian ads	olympian	\$1,100.00
	swank	movie licensing	\$3,060.00
	Sound support	pac stage 9 shows	\$6,000.00
	grays harbor radio ads	go grays harbor	\$1,040.00
	stage & college st banne	b&b	\$400.00
	centralia radio station	KMNT	\$1,500.00
		total lodging tax expenditures	\$23,000.00

Lacey's 58th Annual Fireworks Spectacular

Wednesday, July 3 • 4 - 11 pm
Rainier Vista Community Park • Lacey

10 pm
FIREWORKS
SET TO MUSIC

FOOD VENDORS

FREE FAMILY FUN

Get your **FREE** 3D Fireworks viewing glasses!

GLASSES SPONSORED BY:
LACEY ORIGINALS CAPITAL EXTREME COLLISION CENTERS



KIDS ZONE SPONSORED BY:
FASTENAL BK 5K



FREE KIDS ACTIVITIES

For more information, including **FREE** bus rides to the event, parking details, and traffic impacts, visit laceyparks.org/events or scan:



TwinStar CREDIT UNION FIREWORKS SPONSORED BY: **SOUTH SOUND CENTER**

Vuelta La Luna
Variety Circus Show



5:00 pm

Brick House
Kings of Disco



8:00 pm

Mr Pink
Dance Party



THURSDAYS

July 11-Aug 15

Family Entertainment

Visit laceyparks.org/events



2:00 pm

July 11

Kama's Circus Extravaganza

Interactive Circus Hoop Show
RAINIER VISTA SOCCER FIELD



July 18

Alex Zerbe

Comedy Juggling Show & Learn

WOODLAND CREEK COMMUNITY PARK



July 25

Talewise Science Heroes

Adventure of the Lost Treasure!
WONDERWOOD PARK



August 1

LuLu LaFever

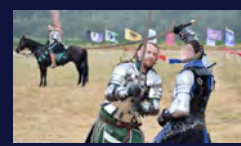
Illustrator Party with Stories & Songs
WONDERWOOD PARK



August 8

Seattle Knights

Knights Perform & Educate about All Things Medieval
HOMANN PARK



August 15

Harmonica Pocket

Silly, Sweet, Acoustic & Chill Family Music
DEPOT PARK



LACEY PARKS

CULTURE & RECREATION

PUT US ON YOUR PLAYLIST!



2024



Lacey in TUNE
MUSIC MOVIES ENTERTAINMENT

ALL EVENTS **FREE**

Huntamer Park
Corner of 7th & Woodland Sq Lp

laceyparks.org/events

TUESDAYS

Children's Entertainment Series
July 9-Aug 13 • 6:30pm

WEDNESDAYS

Concert Series
July 10-Aug 14 • Noon-1pm

FRIDAYS

Concerts, Movies & Food Trucks
July 19-Aug 9
Food Trucks at 6:00pm
Concerts at 7:00pm & Movies at Dusk



Family Entertainment
at Various Lacey Locations
Thursdays • 2-3pm
July 11-Aug 15

TUESDAYS

July 9 – Aug 13

Children's Entertainment Series

6:30 pm

WEDNESDAYS

July 10 – Aug 14

Concert Series

12:00 noon

FRIDAYS

July 19 – Aug 9

Food Trucks, Concerts & Movies

7:00 pm

Food Trucks at 6:00pm, Concerts at 7:00pm, Movies at Dusk (Food Trucks Guaranteed Friday Only)

July 9

Roberto the Magnificent

Comedy Juggling



July 16

Reptile Man

Up Close & Personal with Reptiles



July 23

Cap'n Arrr

Pirate Show



July 30

Peter Irish

Hacky Sack Champ



August 6

Jeff Evans

Amazing Magic Show



August 13

Eric Ode

Award Winning Children's Singer / Songwriter



July 10

WA Nat'l Guard Full Metal Racket

Rock Band



July 17

Freckles Brown Band

"Delphi Music" PNW Soft Rock-Country



July 24

Bobby Medina

Latin American Jazz Experience



July 31

Hot Rodster Band

Charlie Daniels Country Rock Tribute



August 7

Backlash

Classic Rock, Country & Blues



August 14

Gothard Sisters

Celtic-Influenced Folk Music



July 19

Credence Revelation

CCR Tribute



Super Mario Bros. Movie (PG)



July 26

The Coats

The Pacific NW's Premier A Cappella Group



Wonka (PG)



Aug 2

Mick Hart Band

Classic Vinyl



Migration (PG)



Aug 9

Paperback Writer

The Beatles Experience



Barbie (PG-13)



Co-Sponsored By Friends Of The Lacey Timberland Regional Library

Entertainment for all ages!

Bring Your Own Seating • Bring Your Own Meal for Tues. & Wed. Shows • 18ft x 18ft Screen • Food Vendors on Friday Night • Bring Your Own Seating



SPONSORED BY:



Outrageously Dependable



BANKING THAT'S MUTUAL



LACEY PARKS CULTURE & RECREATION

PUT US ON YOUR PLAYLIST!

(360) 491-0857
laceyparks.org/events

BONUS SHOW!

July 31 • 6:30
Wally & the Beaves Oldies





LACEY PARKS
CULTURE & RECREATION
PUT US ON YOUR PLAYLIST!

FREE

Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2024

laceyparks.org/events

TUESDAYS Children's Entertainment Series 6:30 pm



July 9
Roberto the Magnificent
Comedy Juggling



July 16
Reptile Man
Up Close & Personal with Reptiles



July 23
Cap'n Arrr
Pirate Show



July 30
Peter Irish
Hacky Sack Champ



August 6
Jeff Evans
Amazing Magic Show



August 13
Eric Ode
Award Winning Children's Singer / Songwriter



WEDNESDAYS Concert Series Noon

July 10
WA Nat'l Guard Full Metal Racket
Rock Band



July 17
Freckles Brown Band
"Delphi Music" PNW Soft Rock/Country



July 24
Bobby Medina
Latin American Jazz Experience



July 31
Hot Rodster Band
Charlie Daniels Country Rock Tribute



August 7
Backlash
Classic Rock, Country & Blues



August 14
Gothard Sisters
Celtic-Influenced Folk Music



BONUS SHOW!
July 31 • 6:30
Wally & the Beaves
Oldies



FRIDAYS Concerts 7:00 pm Movies at Dusk

Food Trucks 6:00 pm (Guaranteed Friday Only)

July 19
Credence Revelation
CCR Tribute



Super Mario Bros. Movie (PG)

July 26
The Coats
The Pacific NW's Premier A Cappella Group



Wonka (PG)

Aug 2
Mick Hart Band
Classic Vinyl



Migration (PG)

Aug 9
Paperback Writer
The Beatles Experience



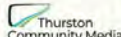
Barbie (PG-13)

Movies on 18ft screen • Bring your own seating • Food Trucks on Fridays

SPONSORED BY:



For more info
laceyparks.org/events





LACEY PARKS
CULTURE & RECREATION
PUT US ON YOUR PLAYLIST!

FREE

Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2024

laceyparks.org/events



TUESDAYS

6:30 pm

Children's Entertainment Series

6:30 pm
July 9 - Aug 13



WEDNESDAYS

12:00 noon

Concert Series

Noon - 1:00 pm
July 10 - Aug 14

FRIDAYS

7:00 pm

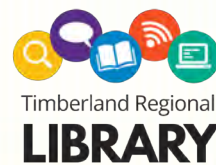
Music AND Movies

Food Trucks 6:00 pm
Concerts 7:00 pm
Movies at dusk
July 19 - Aug 9



Movies on 18 ft screen • Bring Your Own Seating • Food Trucks on Fridays

SPONSORED BY:



For more info
laceyparks.org/events





**Weekly
Children's
Shows,
Concerts
& Movies**



LACEY PARKS
CULTURE & RECREATION

PUT US ON YOUR **PLAYLIST!**

Lacey **in** **TUNE**
MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2024



Weekly Children's
Stories
Concerts
of Music



LACEY PARKS
CULTURE & RECREATION

Lacey in-**TUNE**
LACEY LACEY LACEY

PLAY US ON YOUR **PLAYLIST** HUNTER PARK • SUMMER 2024

TAP HERE

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LODGING TAX FUNDING APPLICATION

Application Type

ORGANIZATION INFORMATION

Organization Name *

Team-Tomorrow, LLC

Activity Name *

South Sound Block Party 2025

What type of entity is your organization? *

Business Entity

Federal Tax ID Number *

83-3238594

City of Lacey Business License Number

Contact Name *

Christen Greene

Title *

Owner

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

1210 Marine Dr NE Olympia, Wa 98501 - we activate 2 empty parking lots to create a 2-day music festival on the water

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

A "Radius Clause" is put into effect on our top tier talent - forbidding them to perform in Seattle or Portland thus driving patrons from those cities to Thurston County to see them perform. At the time of this writing 1 in 5 patrons for 2024's event is from outside of 50 miles of this year's event. This is hard data from our ticketing partner. Highly-Targeted Digital Advertising: We have over 3 years of Meta metrics, audiences and Look-Alike Audiences that we target. Our advertising stretches from Idaho to Northern California and beyond. We also utilize music industry platforms like BandsinTown to target new audiences from the year's lineup - this insures growth and diversity of audiences. A NIVA-funded, COVID-19 study found that independent venues and festivals are anchor businesses in their communities. The economic study reports that for every \$1 spent on a concert ticket, \$12 is generated in the local economy at bars, restaurants, hotels, parking and transportation. This will increase tourism and economic growth in Lacey as visitors will spend at hotels, bars, restaurants, parking and more while in the region. We promote Lacey hotels, attractions and more on our website, email blasts and social media channels. We also re-post Lacey initiatives when asked to.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

August 22 and 23, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Digital Promotion: Website: We prominently feature Lacey hotels, attractions, and more on our website, driving traffic and interest to these local businesses. Email Blasts: Our email subscriber list, which boasts over 8,600 subscribers, regularly receives updates highlighting Lacey's offerings, encouraging visitors to explore the city. Social Media: Our social media channels reach over 1 million people annually. We actively re-post Lacey initiatives and collaborate with the city to amplify messages that need extra visibility. This ensures that both locals and visitors are constantly engaged with what Lacey has to offer. Economic Impact: Economic Boost: A NIVA-funded study on the impact of COVID-19 on independent venues, festivals, and promoters found that these entities are anchor businesses in their communities. The study revealed that for every \$1 spent on a concert ticket, \$12 is generated in the local economy at bars, restaurants, hotels, parking, and transportation. Our average ticket price was \$65, indicating substantial economic contributions to Lacey. Nightlife and Exploration: Our event concludes at 10 PM, providing attendees ample opportunity to explore and spend money on Lacey's nightlife. The late afternoon start times allow patrons to enjoy brunch, outdoor excursions, shopping, and other regional activities in the mornings. Weekend Schedule: Our event spans from Friday through Saturday, allowing out-of-town guests to stay and explore Lacey throughout Sunday, maximizing their tourism experience.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Target Audience: Age: 21-65 years old, all genders Children: Free admission for children under 12 to support affordable family attendance Ticketing: Early Bird tickets with deep discounts to encourage early planning and inclusivity Inclusivity and Accessibility Initiatives: Diverse Lineup: Our genre-diverse lineup attracts a broad and varied fan base, ensuring a rich, multicultural experience for all attendees. Equitable Hiring Practices: We prioritize hiring women and people of color, actively working to increase diversity, equity, and inclusion within our staff and across the industry. Vendor Sourcing: We implement policies to source vendors with diverse ownership and those who uphold social and environmental responsibility. On-Site Measures: Our on-site protocols include safe space and anti-harassment measures, comprehensive ADA services, robust security plans, and dedicated guest services to maintain a safe, inclusive, and welcoming atmosphere. Commitment to Social and Environmental Responsibility: As stated on our website, "At SSBP, we are making conscious strides toward an increased level of social and environmental responsibility. This is a long-term and ongoing commitment that won't happen overnight, but here are some practices being implemented internally at South Sound Block Party: Diverse Recruitment: We are examining our recruitment and hiring protocols to increase diversity, equity, and inclusion amongst staff and create a pipeline for diverse talent to advance within our organization and the industry. Vendor Policies: We are implementing policies for sourcing vendors with diverse ownership and those who employ best practices for social and environmental responsibility. Safety and Inclusion: We are improving on-site safe space and anti-harassment measures, ADA services, security plans, and guest services plans to perpetuate a safe, inclusive, and love-filled environment." By embracing these practices, we ensure that our event not only reflects the City's values but also sets a benchmark for others to follow.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Certainly! Here's an enhanced version of your response: --- **Our event has a strong appeal to local businesses and actively supports them through various means of patronage and promotion.**

- Cross-Promotion and Advertising:** - **Collaborative Advertising:** We advertise in numerous local businesses, ensuring their specials, events, and other initiatives reach a broader audience. Our cross-promotion efforts help to boost visibility and drive traffic to these establishments, creating a symbiotic relationship between our festival and the local business community.
- Direct Patronage:** - **Catering and Hospitality:** We have patronized several local businesses to meet our event needs, including:
 - Ikonic Wings:** Providing backstage and artist catering, ensuring our talent enjoys high-quality, local cuisine.
 - La Quinta Lacey and Best Western Plus Lacey:** Accommodating our staff and band members, showcasing Lacey's hospitality sector.
 - Services and Rentals:** We rely on local services for various operational needs:
 - Express Employment:** Staffing solutions to ensure smooth event operations.
 - Lowes and Home Depot:** Supplying materials and tools for event setup and maintenance.
 - Starr Rentals and Herc Rentals:** Providing essential equipment rentals to support our infrastructure.
 - Food and Beverage Partnerships:** - **Supporting Local Eateries:** Our event features a variety of local food vendors, enriching the festival experience for attendees while supporting small businesses:
 - Meconi's, Pffc Oyster Boys, Bugogi Hustle, Ninevah, and BobaBlastic:** These local eateries provide diverse and delicious food options, showcasing the culinary talents within our community.
 - Economic Contribution:** - **Boosting Local Economy:** By choosing local vendors and services, our event directly contributes to the local economy. This support not only helps these businesses thrive but also highlights the vibrant commercial landscape of Lacey.
 - Community Engagement:** - **Mutual Growth:** Our engagement with local businesses extends beyond transactions. We foster relationships that encourage mutual growth and community spirit. By integrating local businesses into our event, we ensure that our festival reflects the unique character and charm of Lacey. Through these efforts, our event not only appeals to local businesses but also actively contributes to their success, reinforcing our commitment to supporting and enhancing the local economy.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

We have encouraged traveling bands and crew to book rooms at the aforementioned Lacey hotels as well as listing the Lacey hotels on our website and pushed out in our email blasts.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

5,000

Estimated attendees/participants who will travel 50 miles or more *

1500

Estimated attendees/participants who will travel from out-of-state or country*

1200

Estimated paid overnights *

Stays with paid overnight accommodations.

150

Estimated unpaid overnights *

Stays without paying for overnight lodging.

100

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$10,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Generators, lines and Electrician - \$9500 Barricade and other safety items - \$3500

What is the total budget for your activities? * Provide the total cost of your activities.

\$261,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Private Sponsors, LTAC funding, Inspire Olympia Grant, Ticket sales, various other grant opportunities

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

City of Olympia LTAC - 100k ask City of Tumwater LTAC - 10k ask City of Lacey LTAC - 10k ask Thurston County LTAC - 20k ask

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

The margins on live events are extremely thin. A fully-funded event means better talent, more patrons and a better overall guest experience. The cost of generators alone is more than what the City of Lacey granted us last year.

	A	B	C	D	E	F
1		Budgted 🙏		<u>EXPENSES:</u>	budgeted	
2				Talent	\$95,000.00	
3	Ticket Sales (\$25 @ 1500/day)	\$45,000.00		Stage & Sound, Lights and Crew	\$30,000.00	
4	VIP Sales (\$85 @ 150 capped)	\$15,000.00		Insurance	\$5,500.00	
5	Net Merch	\$1,000.00		Radios + Production gear	\$4,500.00	
6				Aesthetic, Lights & Infastructure	\$20,000.00	
7	Municipal Lodging & Tourism Grants	\$100,000.00		Production Staffing	\$45,000.00	
8	Private Sponsors	\$100,000.00		Fence/Barricades, Safety & Permits	\$3,500.00	
9				Toilets	\$4,500.00	
10	Total:	\$261,000.00		Tents	\$6,500.00	
11	Expenses:	\$260,500.00		Generators	\$8,500.00	
12	Net Profit/(Loss)	\$500.00				
13				Marketing		
14				Printing & Signage	\$3,500.00	
15				Design & Web development	\$3,500.00	
16				Content Creation	\$2,500.00	
17				Video Marketing	\$2,500.00	
18				Social Media and Print Deisgn Fee	\$3,500.00	
19				Staff, VIP & Crew Shirts	\$1,500.00	
20				Wristbands, laminates & stickies	\$1,500.00	
21				Hotel Rooms	\$2,500.00	
22				Garbage and recycling	\$1,500.00	
23				VIP Decor	\$2,500.00	
24				Security	\$7,000.00	
25				Hospitality	\$3,500.00	
26				Transport + Rental Vehicles	\$2,000.00	
27						
28				TOTAL:	\$260,500.00	
29						
30						



STAFF PICKS AROUND TOWN



"Get a cold 1 (or 2)
at The Brotherhood
Lounge

Pickleball at
Rainier Vista



"Bring a picnic to (and
take a dip) at Tolmie
State Park or Burfoot
Park"



STAFF TIPS AND FAVS AROUND TOWN



"get a great breakfast and mimosa at The (new) Reef"

"Ember Goods Coffee and gifts is a whole PNW vibe"



"Take a walk through the Woodard Bay Natural Area"



OLYMPIA,
WA
AUG
23 & 24

2024

SOUTH
SOUND

BLOCK
PARTY



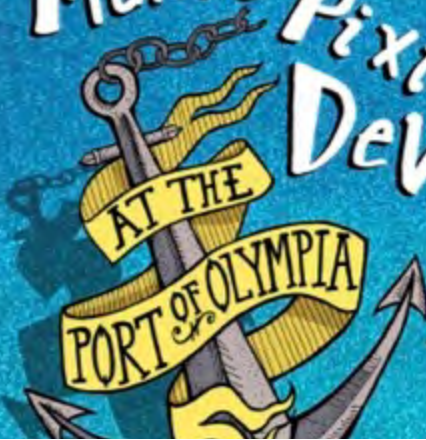
Ghost Fetish
Oblé Reed Hillstomp
Glitter Fox LAKE

Bikini Kill

Eel Sallad
Black Ends
Manic Pixie Dream Boat
Cole Sheifele
Surfer Girl
Small Paul



AT THE
PORT OF OLYMPIA
Devotchka
The Crane Wives
La Fonda





The DoubleTree by Hilton - Hotel Olympia is the official hotel of the festival and is holding a block of r discounted rate for attendees while supplies last. **[CLICK HERE TO BOOK NOW!](#)**

Other Places To Stay In + Around Olympia...

- TownPlace Suites By Marriott
- Hilton Garden Inn Olympia
- LaQuinta Inn & Suites Tumwater
- The Marie Bed and Breakfast
- Swantown Inn and Spa
- Olympia Hotel by Capitol Lake (IHG)
- Extended Stay America - Tumwater
- La Quinta Lacey
- Hampton Inn and Suites Lacey
- Best Western Plus Lacey

July 19 signed BK record and hotels sent

Campaign Preview

HTML Source

Plain-Text Email

Details



Our host hotel is the DoubleTree by Hilton and is just .5 miles from our mainstage. [Click Here to book your room now.](#) Here is a list of other great hotels and BnB's in the area.

- [TownPlace Suites By Marriott](#)
- [Hilton Garden Inn Olympia](#)
- [LaQuinta Inn & Suites Tumwater](#)
- [The Marie Bed and Breakfast](#)
- [Swantown Inn and Spa](#)
- [Olympia Hotel by Capitol Lake \(IHG\)](#)
- [Extended Stay America - Tumwater](#)
- [La Quinta Lacey](#)
- [Hampton Inn and Suites Lacey](#)
- [Best Western Plus Lacey](#)



STAFF TIPS AND FAVS AROUND TOWN



Visit one of our
great record
shops:

Lantern Records

Rainy Day

Mossy Bottom



Visit all the great breweries:

- Matchless
- Well80
- 3 Magnets
- Ilk Lodge
- Talking Cedar

Visit and shop at the
Farmer's Market!

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Activity Name *

POLYNESIAN ASSOCIATION OF THURSTON COUNTY LACEY POLYFEST

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

83-3243526

City of Lacey Business License Number

Lacey

Contact Name *

isaia Vimoto

Title *

CHAIRMAN

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points) * Please include the city and specific location.

REGIONAL ATHLETIC COMPLEX (LACEY)

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

We host an annual Lacey Polynesian Festival. It's free of charge to our community and friends. The event brings together food vendors of different flavors, craft booth, information booth (from various businesses, events, etc) and entertainment. Many come from out of state or out of town. Many use our lodging, stores, restaurants, fuel stations, and other needed resources. Many stayed with families/ friends in the area and use our local businesses for food, fun and entertainment.

- 4. Frequency of Activity (20 points) ***

Annual Activities

- 5. Date of Activity (10 points) ***

This event is ALWAYS on the last weekend in June every year. LaceyPolyFest 2025 is scheduled for 27-28 June 2025

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Our event is always advertised via social media (FB, IG, Youtube, etc). also, via flyers & posters posted at businesses, stores, restaurants, churches, Lacey & Thurston County Chamber of Commerce, etc. We know that Word of mouth is one of the best ways to get the word out.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

We adhere to the City of Lacey's policy and requirement on safety. A couple of days prior to our event, we held an onsite meet and greet with a representative from each group, vendors to go over the park rules. We encouraged safety first at our event. This event is open to people of all race, creed, sex, religion, etc...

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

- Celebrations in Lacey- stage, tents, hand washing station, etc
- Honeybucket- Grey water tank
- Sunbelt rentals- generator
- City of Lacey parks & recreation- RAC reservations & festival
- Farmers Insurance- event insurance
- NW total ATM- ATM
- City of Lacey PD and Fire Department
- Nisqually Post & Print- flyers/ posters

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

Coordination with local hotels have not yet been made for Lacey polyfest 2025. Normally such coordination begins in December/ January timeframe.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

6000+

Estimated attendees/participants who will travel 50 miles or more *

2500

Estimated attendees/participants who will travel from out-of-state or country*

50

Estimated paid overnights *

Stays with paid overnight accommodations.

120

Estimated unpaid overnights *

Stays without paying for overnight lodging.

350

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$13,421.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

See attachment

What is the total budget for your activities? * Provide the total cost of your activities.

\$13,421.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Fundraising
2. Donors

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

LTAC

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

YES. We always rented our stage from celebrations in Lacey. The stage does not have an overhead cover. The last two years during our scheduled festival DTG, its' been very warm. Because the stage floor is metal/ wood, it gotten hot which poses issues for the performers who all dances barefooted. An overhead cover will prevent this issue and any possible injuries.

Also, expecting prices of big- ticket items to rise in 2025.

BIG TICKET ITEMS LaceyPolyFest 2025					
Item	Cost per	Total items Needed	Total Cost	Provider	Status
Stage w/ overhead cover; 2x side steps. Changing tents (2)		2'x24'x32' 10'x20' 30'x40'	\$5000	Celebrations Rental	<input type="checkbox"/>
Sound/ DJ			\$2500	Keni Sounds LLC	<input type="checkbox"/>
Generator(15KW), trailer Spider box, 50' cable		1	\$650	Sunbelt Rentals	<input type="checkbox"/>
Sports complex Reservation	\$500 per day/ deposit	2x days	\$1500	Lacey Parks & Recreations	<input type="checkbox"/>
Event Insurance			\$1502.74	Farmers Insurance (Audley Williams)	<input type="checkbox"/>
ATM (portable)		1	\$206	NW Total ATM (Daniel McCalib)	<input type="checkbox"/>
Dirty water tank			\$1062.28	Honeybucket (Sumner Taggart) 206-510-6405	<input type="checkbox"/>
Event Banner/ Printing			\$1000	Nisqually Post & Print	<input type="checkbox"/>
Total			\$13,421.02		



LACEY POLYFEST

2024



HONOLULU VIBES
Polynesian STYLE
 (FRIDAY NIGHT LINEUP)
 5:00 - 6:00 OLD SKOOL DOMINON BAND
 6:10 - 6:40 LALEI OLE PASEFIKA "ISLAND OF SAMOI"
 6:50 - 7:10 LEMANA POLYNESIAN REVUE
 7:20 - 7:50 LACEY KULELE OHANA 6 OLY A
 8:00 - 8:20 HULA DANCERS "ISLAND OF HAWAII"
 8:30 - 9:00 ISLAND VIBES (LIVE)
LACEY POLYFEST
JUNE 28, 2024

2024 LACEY POLYFEST
HEADLINER: KEHLIMI

FREE
 FROM 10:00 AM TO 11:00 PM
 POLYNESIAN ASSOCIATION OF THURSTON COUNTY
 SUNDAY, JUNE 29TH
 LACEYPOLYFEST.COM

2024 LACEY POLYFEST
FOOD VENDORS
 (Without heavy floral table & chairs)
 Asian Culture, Sweetie's, LBC, Big Boy, and others.

ASIA PACIFIC CULTURAL CENTER
2024 LACEY POLYFEST INFO VENDORS

 LIBRARY, UTOPIA WASHINGTON, and others.

Pol'Nup, **Talis Pie Boutique**, **MANALANI DESIGNS**, **Barefeet**, **ImaGines**, **AKN TICAL DESIGN**, **LL**, **CAROL'S**, and others.

JUNE 28: 6PM - 10PM

JUNE 29: 8AM - 8PM

**8345 Steilacoom Rd SE.
 Olympia, WA 98513**

Logos for: **ASIA PACIFIC CULTURAL CENTER**, **LACEY**, **UTOPIA WASHINGTON**, **Interlingva Inc.** (Interpreting, Translating, Consulting), and **Patare Catering**.

**Food Booths * Craft Booths * Info Booths *
 Live Entertainment * Polynesian Performances**

LACEYPOLYFEST@GMAIL.COM



LACEY POLY FEST 2024



Performance LineUp for Fri, June 28th & Sat, June 29th

HOLOHOLO VIBES

Polynesian STYLE

FRIDAY NIGHT LINEUP

- 5:00 - 6:00 OLD SKOOL DOMINION BAND
- 6:10 - 6:40 LALELEI OLE PASEFIKA "ISLAND OF SAMOA"
- 6:50 - 7:10 LEMANA POLYNESIAN REVUE
- 7:20 - 7:50 LACEY UKULELE OHANA & OLY A
- 8:00 - 8:20 HULA DANCERS "ISLAND OF HAWAII"
- 8:30 - 9:00 ISLAND VIBES UNITE!

LACEY POLYFEST
JUNE 28, 2024

Lacey Polyfest June 29th

Saturday

PERFORMANCE LINEUP

- 1:00 - 1:30 MALUA SEATTLE YOUTH
- 1:40 - 2:10 LDS MISSIONARIES
- 2:20 - 2:50 KE LIKO A'E O LEI LEHUA E KAPUAKALANI
- 3:00 - 3:30 LEMANA POLYNESIAN REVUE
- 3:40 - 4:10 POERAVA
- 4:20 - 4:50 SAMI LANUMOANA
- 5:00 - 5:30 LE TEINE SAMOA
- 5:40 - 6:10 OLD SKOOL DOMINION
- 6:20 - 6:40 TASIUK
- 6:40 - 7:00 IKTUI
- 7:00 - 7:20 BIG JOE
- 7:20 - 7:40 OLD SKOOL DOMINION
- 7:40 - 8:00PM ISLANDS OF POLYNESIA FAREWELL



Save
THE DATES

02/10 - Applebee's Flapjacks

03/16 - Spring Fiafia Night

05/25 - Lacey Polyfest Annual Luau

06/28 and 06/29 - 4th Annual Lacey Polyfest 2024



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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Washington State Senior Games

Activity Name *

Washington State Senior Games

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-2073918

City of Lacey Business License Number

215567

Contact Name *

Dianne Foster

Title *

President

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Lacey: Regional Athletic Complex, Cirque Climbing, LA Fitness, Rainier Vista Community Park, Woodland Creek Community Park.
Also venues in Tumwater, Olympia, Shelton. Lakewood, Puyallup, Mulkey, Snohomish.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Each year the Washington State Senior Games, a volunteer-only 501(c)(3) organization, hosts the Washington State Senior Games, a sports competition earmarked for "senior" men and women. Over the years, the Games consistently attract the largest gathering of senior athletes in the state, with activities held in venues throughout Lacey, Tumwater, and Olympia. The competitors travel to the South Sound to compete in twenty-five different sports in an atmosphere promoting health, physical fitness, competition, and companionship. In 2024, we had just over 1,800 athletes. In 2024, out-of-state competitors came from 3 countries (Canada, Mexico, and Barbados) and 22 other states.

It is the vision of the Washington State Senior Games that our greatest natural resource is our senior citizens whose lives are rich with experience and vision, and who, perhaps most importantly, are inspirational in the lives of the following generations. The specific mission of the Washington State Senior Games is a dedication to promoting healthy lifestyles for active adults through education, fitness, and sports.

The purpose of the Washington State Senior Games is to keep seniors healthy and productive. Participation in the Senior Games is a year-round effort to enhance wellness. Having a goal of competing in our Games helps the athletes focus on preparing physically and mentally to be successful.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

The dates of our activities span from mid-June to mid-August.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The Senior Games attracts senior participants who tend to have higher than average disposable income and will spend those resources in Lacey's motels, restaurants and business establishments. Lacey lodging establishments will be listed on our website (and linked to the hotel websites), in our e-newsletters that are published prior to the Games, and in other promotional materials such as our event guide.

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

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Each year, we receive many positive comments after the Senior Games thanking us for the opportunity to compete in the wide variety of sports. The positive spirit and goodwill among all those participating in the various competitions is one of the reasons the athletes continue to make the journey to the Lacey area each year to participate in the Washington State Senior Games. All competitors are welcomed, respected, and treated as winners for their accomplishments.

Our target audience is the competitors who are age 50 and above, along with family and friends who come to support them in their endeavors, as well as the officials, volunteers, and staff at the various venues who make the Senior Games a continued success.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

The influx of competitors, their families, and officials staying in local motels, eating in local restaurants, and enjoying the many amenities in and around Lacey definitely appeals to the businesses in the community. The excitement and energy of the athletes inspire others around them. Many volunteers and organizations from the community support the Games by helping at our events.

We partner with organizations and staff associated with the venues for our various events to help make the events successful. We work with a local business within the City of Lacey for our medals, athlete t-shirts, and other promotional materials.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

1,800

Estimated attendees/participants who will travel 50 miles or more *

1,200.00

Estimated attendees/participants who will travel from out-of-state or country*

300.00

Estimated paid overnights *

Stays with paid overnight accommodations.

365.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

275.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$15,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

1. Venue costs \$5,500
2. Payments to referees, officials, and judges \$4,000
3. Advertising, marketing, and promotional expenses \$3,000
4. Medals, ribbons, and athlete t-shirts \$2,500

What is the total budget for your activities? * Provide the total cost of your activities.

\$141,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Athlete registration fees
2. Lodging Tax - Olympia, Lacey, Tumwater, Thurston County
3. Sponsorship - Corporate/Foundations
4. Sponsorship - Governmental agencies
5. Donations

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

1. City of Olympia \$20,000
2. City of Lacey \$15,000
3. City of Tumwater \$13,000
4. Thurston County \$7,500
5. Kiley-Juergens Wealth Management \$5,000
5. Delta Dental \$3,500
6. Humana \$3,000
7. Olympia Orthopaedic Associate \$3,000
8. Nisqually Indian Tribe \$3,000

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

No

City of Lacey LTAC: Itemized Budget for 2025

Washington State Senior Games

Proposed: August 26, 2024

Description of budgeted item	Amount
Lacey Parks - Regional Athletic Complex soccer fields	\$ 2,000.00
Thurston County Volleyball - Referees	\$ 1,700.00
Cirque - rock climbing venue, event setup/takedown, belaying	\$ 3,500.00
Referees for the soccer tournament (2 days)	\$ 2,300.00
Media articles, advertising, sport flyers, and event guide	\$ 3,000.00
Medals, ribbons, and athlete t-shirts	\$ 2,500.00
Total of proposed budgeted items	\$ 15,000.00



www.washingtonstateseniorgames.com
(360) 413-0148

*Thank you to athletes, volunteers, sponsors,
 and fans for your continued support of the
 Washington State Senior Games.*



*For more information on places
 to eat and things to do visit*
www.experienceolympia.com

SPONSORS

- Bemer Group - Linda Watermeyer
- City of Lacey (Lodging Tax)
- City of Olympia (Lodging Tax)
- City of Tumwater (Lodging Tax)
- Costco
- Delta Dental of Washington
- Humana
- Kiley-Juergens Wealth Management
- Lewis-Mason-Thurston Area Agency on Aging
- Lucky Eagle
- Mason County PUD
- Nisqually Indian Tribe
- Olympia Orthopaedic Associates
- R.L. Angeline & Associates
- Squaxin Island Tribe
- Thurston County (Lodging Tax)
- Thurston County Public Health Department
- Thurston Mason County Medical Society
- Valley Athletic Club
- Wembley Soccer



EVENTS FOR 2024

- | | |
|--|---|
|  Archery |  Race Walking |
|  Badminton |  Racquetball |
|  Ballroom Dance |  5K and 10K Road Races |
|  Basketball |  Rock Climbing |
|  Beach Volleyball |  Shuffleboard |
|  Bowling |  Soccer |
|  Cowboy Action Shooting |  Softball |
|  Cycling |  Swimming |
|  Disc Golf |  Table Tennis |
|  Golf |  Tennis |
|  Pickleball |  Track and Field |
|  Power Walking |  Trap Shooting |
| | Volleyball |

**2024
 GUIDE**



**Washington State
 Senior Games**
 June through August 2024

Event Schedule & Regional Map

FRIDAY, JULY 26

10:00 am	Rock Climbing	Rules review
10:30 am	Rock Climbing	Climbing begins

SATURDAY, JULY 27

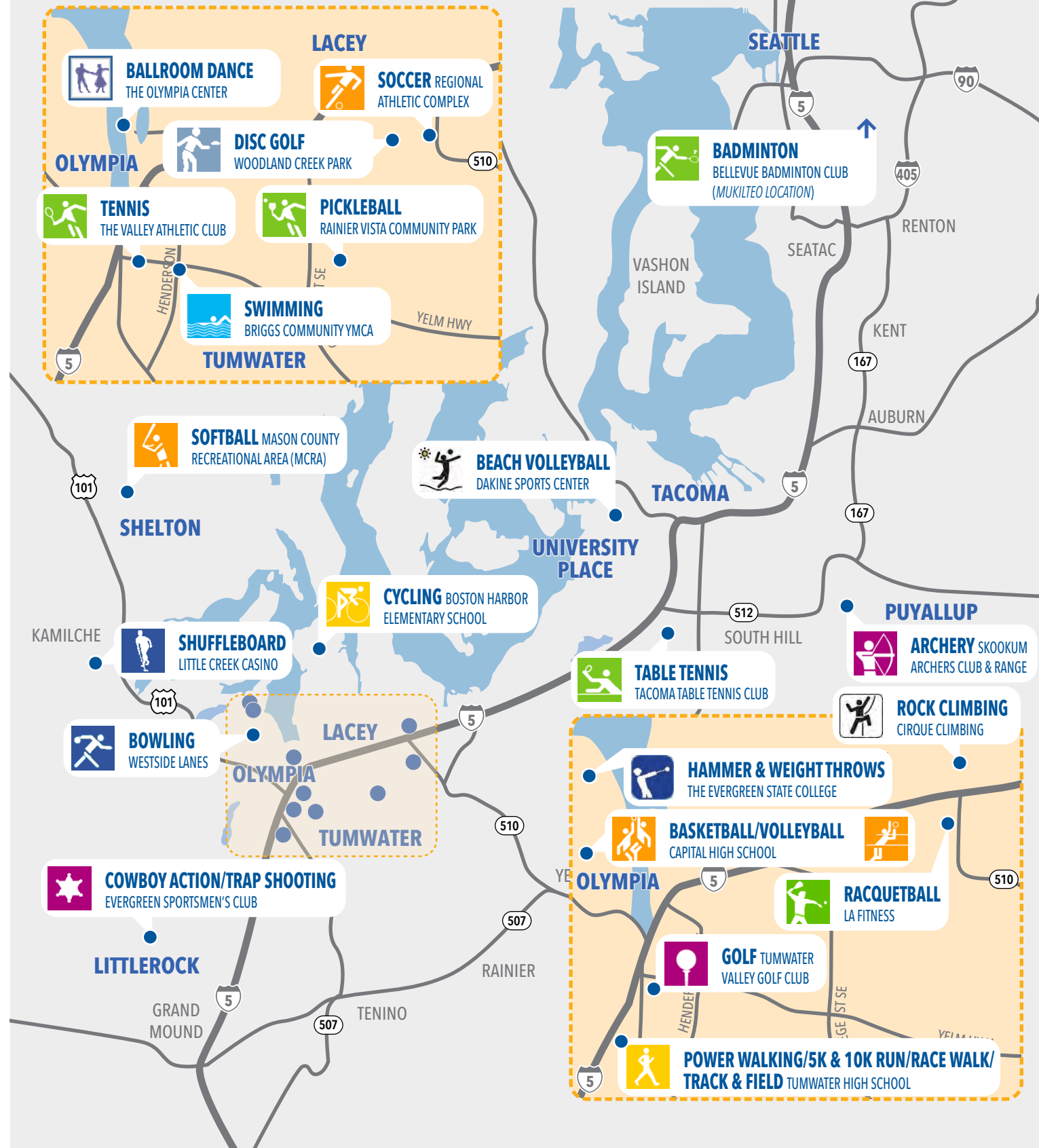
7:30 am	Basketball	Gym opens/check-in Free Throw and Hot Shot
8:00 am	Disc Golf	Check-in
	Power Walk	1500 Meter (on the track)
8:45 am	Race Walk	5K (on the track)
	Road Run	5K and 10K
9:00 am	Basketball	3-on-3
	Disc Golf	Competition starts
	Track & Field	See schedule
11:30 am	Race Walk	1500 Meter

SUNDAY, JULY 28

8:00 AM	Volleyball	Check-in
8:30 AM	Hammer/Weight	Implement check-in
	Swimming	See schedule below
8:45 AM	Volleyball	Captain's meeting
9:00 AM	Volleyball	Team tournament
10:00 AM	Hammer/Weight	Competition begins

TRACK & FIELD EVENTS - SAT. JULY 27

8:00 am	1500M Power Walk	Women's and Men's
8:45 am	5K Race Walk	Women's and Men's
9:00 am	Discus	Women's
	Shot Put	Men's
10:00 am	200 Meter Dash	Women's and Men's
	High Jump	Women's
	Long Jump	Men's
	Pole Vault	Men's
	Discus	Men's
10:30 am	800 Meter Run	Women's and Men's
	Long Jump	Women's
11:00 am	50 Meter Dash	Women's and Men's
	High Jump	Men's
	Pole Vault	Women's
	Javelin	Women's
11:30 am	1500M Race Walk	Women's and Men's
12:00 pm	100 Meter Dash	Women's and Men's
	Shot Put	Women's
	Javelin	Men's
12:30 pm	400 Meter Dash	Women's and Men's
12:45 pm	Triple Jump	Men's
1:15 pm	1500 Meter Run	Women's and Men's
	Triple Jump	Women's



SPECIAL DATES/LOCATIONS

June 7-9	Tennis	The Valley Athletic Club
June 20-21	Softball 65 & up	Mason County Recreation Area (Shelton)
June 22-23	Softball 50-60 & Women	Mason County Recreation Area (Shelton)
June 22-23	Table Tennis	Tacoma Table Tennis Club
July 9	Trap Shooting	Evergreen Sportsman Club (Littlerock)
July 13	Ballroom Dance	The Olympia Center
July 13-14	Bowling	Westside Lanes
July 14	Cowboy Action Shooting	Evergreen Sportsman Club (Littlerock)
July 17	Golf	Tumwater Valley Golf Club
July 20	Racquetball	LA Fitness - Lacey
July 20-21	Beach Volleyball	DaKine Sports Center (Tacoma)
July 21	Archery	Skookum Archers Club & Range
July 22-24	Shuffleboard	Little Creek Casino (Shelton)
August 1-4	Pickleball	Rainier Vista Community Park (Lacey)
August 3-4	Soccer	Regional Athletic Complex (Lacey)
August 4	Cycling	Boston Harbor Elementary School
August 10	Badminton	Bellevue Badminton Club - Mukilteo

SWIMMING EVENTS - SUNDAY JULY 28

8:30 am to 9:20 am	Warm-up
9:30 am	500 yd Freestyle
	20 minute cool-down, warm-up
<i>Remaining events are listed in the order they will be held.</i>	
100 yd Breaststroke	400 yd IM (deck entries allowed)
25 yd Butterfly	100 yd Medley Relay (mixed)
200 yd Freestyle	100 yd Butterfly
25 yd Backstroke	25 yd Breaststroke
200 yd Freestyle Relay (mixed)	50 yd Butterfly
50 yd Freestyle	100 yd Backstroke
200 yd Individual Medley	200 yd Breaststroke
50 yd Breaststroke	100 yd Individual Medley
200 yd Backstroke	25 yd Freestyle
100 yd Freestyle	50 yd Backstroke
20 Minute break	200 yd Butterfly



STATE of WASHINGTON



SECRETARY of STATE

I, **RALPH MUNRO**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

WASHINGTON STATE SENIOR GAMES

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

UBI Number: 601 816 978

Date: September 10, 1997



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

RALPH MUNRO

Ralph Munro, Secretary of State

2-562738-1



STATE OF WASHINGTON SECRETARY OF STATE

Ralph Munro, Secretary of State

- Please PRINT or TYPE in black ink
Sign, date and return original to Secretary of State

CORPORATIONS DIVISION
505 E. UNION • PO BOX 40234
OLYMPIA, WA 98504-0234

SEP 1997

- Be sure to include filing fee. Checks should be made payable to "Secretary of State"
RALPH MUNRO SECRETARY OF STATE

APPLICATION FORM A NONPROFIT CORPORATION

(Per Chapter 24.03 RCW)

FEE: \$30

EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$20 PER ENTITY
INCLUDE FEE AND WRITE "EXPEDITE" IN BOLD LETTERS ON OUTSIDE OF ENVELOPE

FOR OFFICE USE ONLY

FILED: 09 10 11997 UBI: 601 816 978
CORPORATION NUMBER: 2562 7381

IMPORTANT! Person to contact about this filing

DAVID NABER

Daytime Phone Number (with area code)

(360) 438-5458

ARTICLES OF INCORPORATION

NAME OF CORPORATION (May contain designations such as "Association" "Services" or "Committee." May not contain a corporate designation such as "Corporation" "Incorporated" or "Limited" or the abbreviation "Corp." "Inc." "Co." or "Ltd.")

WASHINGTON STATE SENIOR GAMES

EFFECTIVE DATE OF INCORPORATION (Specified effective date may be up to 30 days after receipt of the document by the Secretary of State)

Specific Date: Upon filing by the Secretary of State

TERM OF EXISTENCE (Check one box only)

Perpetual Years (Please indicate number of years)

PURPOSE FOR WHICH THE NONPROFIT CORPORATION IS ORGANIZED: (If necessary, attach additional information)

TO PROVIDE SENIOR ATHLETIC COMPETITION FOR THE STATE OF WA.

IN THE EVENT OF A VOLUNTARY DISSOLUTION, THE NET ASSETS WILL BE DISTRIBUTED AS FOLLOWS: (If necessary, attach additional information)

TO (A) SIMILAR NON-PROFIT ORGANIZATION(S)

NAME AND ADDRESS OF WASHINGTON STATE REGISTERED AGENT

Name DAVID KAYNOR

Street Address (Required) 510 FRANKLIN ST. SE City OLYMPIA State WA ZIP 98501

PO Box (Optional - Must be in same city as street address) ZIP (If different than street ZIP)

I consent to serve as Registered Agent in the State of Washington for the above named corporation. I understand it will be my responsibility to accept Service of Process on behalf of the corporation; to forward mail to the corporation; and to immediately notify the Office of the Secretary of State if I resign or change the Registered Office Address.

Signature of Agent David Kaynor 9/8/97

NAMES AND ADDRESSES OF EACH INITIAL BOARD DIRECTOR (If necessary, attach additional names and addresses)

Name Bill Childs

Address 11909 N. WHITEHOUSE ST City SPOKANE State WA ZIP 99218

NAMES AND ADDRESSES OF EACH INCORPORATOR (If necessary, attach names, addresses and signatures of each additional incorporator)

Name Bill Childs

Address 11909 N WHITEHOUSE ST City SPOKANE State WA ZIP 99218

SIGNATURE OF INCORPORATOR

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Signature of Incorporator David Kaynor Acting President 9/8/97

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

VAL: 09/10/1997 - 21866
\$30.00 on 09/10/1997
Check: 09/09/1997 - 1067

WASHINGTON STATE SENIOR GAMES

BOARD OF DIRECTORS

September 9, 1997

President: David Kaynor, 510 Franklin Street SE, Olympia, WA 98501
(360) 357-6609

Vice President: Bill Childs, 11909 N. Whitehouse St., Spokane, WA 99218
(509) 467-7242

Treasurer: David Naber, 2313 Sleater-Kinney Rd. SE, Lacey, WA 98503
(360) 438-5458

Secretary: Lisbeth Naber, 2313 Sleater-Kinney Rd. SE, Lacey, WA 98503
(360) 438-5458

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LODGING TAX FUNDING APPLICATION

Application Type

Tourism Promotion/Marketing Activities

ORGANIZATION INFORMATION

Organization Name *

Thurston County

Activity Name *

Thurston County Fair and Event Center

What type of entity is your organization? *

Public Agency

Federal Tax ID Number *

91-6001375

City of Lacey Business License Number

Lacey

Contact Name *

Thomasina Cooper

Title *

Thurston County Fair and Event Center Manager

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

The Thurston County Fairgrounds is located at 3504 Carpenter Road, near Long Lake Park in Lacey.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

3. Tourist Attraction: Describe your activities (20 points) * Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

The Fair and Fairgrounds attract approximately 60,000 people from throughout the state for the annual county fair, as well as numerous festivals, events, conferences and meetings throughout the year. By increasing the marketing and visibility of the fair event, and opportunity to rent the fairgrounds for other community events, we will increase both usage and attendance at these events. With a focus on marketing to communities without a county fair, such as Mason County, we anticipate increase in local lodging needs during the fair event. By increasing advertising throughout South Sound of the availability of the grounds for other events, such as multi-day conferences and community events, there will be a demand for increased lodging, as well as restaurants and retail. We offer amenities such as wide open spaces, ample parking, and a variety of building sizes to meet various event needs.

We have currently booked the following multi-year contracts:

- Lacey Rotary Duck Dash
- Girlfriends Market (twice annually)
- Leaving the Sidelines
- South Sound Makers Market (three times annually)
- Big Top Promotions
- Black Hills District Garden Club Show
- Homemade for the Holidays Market
- Olympic Model Railroad Society
- Thurston Conservation District Native Plant Sale
- Olympia Weaver's Guild event
- South Sound Artesian Market (twice annually)
- Norway Days

With the investment in marketing from the City of Lacey, we anticipate growing this list in the next year.

4. Frequency of Activity (20 points) *

Multi-Day Occurrence

5. Date of Activity (10 points) *

Fair is tentatively scheduled for July 30- August 3, 2025. Other events occur throughout the year.

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

With the location of the Fairgrounds in Lacey UGA, all our marketing will help lift the visibility of the city to folks attending the event. Whether it be visitors from out of town who need lodging while they attend the multi-day event, or those who come in for a day and patron Lacey restaurants and retail, city of Lacey sees a direct benefit from the usage of the Fairgrounds.

In the past 15 years, little work has been done to market the Fairgrounds as event space available to residents and businesses. In 2025 we will focus our multi-prong communications plan on increasing this knowledge both inside and outside of Thurston County, in the South Sound region.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Thurston County Fair and Event Center believes in creating a community space that all people are welcomed and supported in. Over the past 4 years, Thurston County leadership has focused on identifying systemic barriers for people of color in our community, with the advent and support of the Race Equity Council. This council has created a workplan to address systemic racism in our county, and this extends to the Fair as well.

The Fair itself brings out very diverse participation, including our south county agricultural community, north county urban community, veterans, children/youth, and seniors.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

With our location on Carpenter Road, many Lacey businesses are patronized by those who attend or host events at the Fairgrounds. In addition, we work with local businesses to provide event sponsorship, and to have a presence at the Fair. Paid and in-kind sponsors include J&I Olympia, Les Schwab, Coastal, the Olympian, Red Wind Casino, and more.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

58,000

Estimated attendees/participants who will travel 50 miles or more *

11,000.00

Estimated attendees/participants who will travel from out-of-state or country*

1,000.00

Estimated paid overnights *

Stays with paid overnight accommodations.

6,000.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

1,000.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$25,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Fair Advertising: \$10,000 (outside of Thurston County, print, online & radio)
Fairgrounds rental advertising \$10,000 (outside of Thurston County- print, online & radio)
Fairgrounds upgrades \$5,000 (improve WiFi on Fairgrounds property)

What is the total budget for your activities? * Provide the total cost of your activities.

\$275,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

- Thurston County General Fund
- Thurston County LTAC
- Thurston County Fair revenue
- Fairgrounds rental revenue
- Fair sponsors

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

LTAC Lacey \$30,000, August 2024
Thurston County LTAC \$30,000, November 2023
Thurston County Heritage Commission, August 2024

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

From: [Thomasina Cooper](#)
To: [Sadie Siglin](#)
Subject: RE: 2025 LTAC Application
Date: Friday, August 30, 2024 11:24:41 AM

You don't often get email from thomasina.cooper@co.thurston.wa.us. [Learn why this is important](#)

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

Hi Sadie,
Thank you for talking with me earlier.

Our application submitted for the Thurston County Fairgrounds should be listed in the tourism-related facility category. I appreciate you ensuring this information is relayed to the grantors.

Warmly,
Thomasina

Thomasina Cooper

Thurston County Fair and Event Center Manager
360-867-2005 (desk)
360-791-7280 (cell, texts welcome)
Thomasina.cooper@co.thurston.wa.us

From: LodgingTax <LodgingTax@cityoflacey.org>
Sent: Friday, August 30, 2024 8:40 AM
To: Thomasina Cooper <thomasina.cooper@co.thurston.wa.us>
Subject: RE: 2025 LTAC Application

Good morning,

I am available all day except 9-10



Sadie Siglin
Management Analyst – City Manager's Office
o: 360.456.7788 | c: 360.890.0222
Sadie.Siglin@CityofLacey.org

This email and any attachments hereto may be considered records subject to public review.

From: Thomasina Cooper <thomasina.cooper@co.thurston.wa.us>
Sent: Thursday, August 29, 2024 5:05 PM
To: LodgingTax <LodgingTax@cityoflacey.org>

Subject: RE: 2025 LTAC Application

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

Hi Sadie,

My apologies that I didn't get to you before end of the business day today. I'm happy to chat at any point. Please give me a call on my cell 360-791-7280 when you have a moment.

Thanks!

Thomasina

From: LodgingTax <LodgingTax@cityoflacey.org>

Sent: Thursday, August 29, 2024 1:17 PM

To: Thomasina Cooper <thomasina.cooper@co.thurston.wa.us>

Subject: 2025 LTAC Application

Importance: High

Good afternoon Thomasina,

I had a question regarding your application for LTAC funding. Please give me a call as soon as you are available.

Thank you



Sadie Siglin
Management Analyst – City Manager's Office
o: 360.456.7788 | c: 360.890.0222
Sadie.Siglin@CityofLacey.org

This email and any attachments hereto may be considered records subject to public review.



JULY 31 - AUGUST 4, 2024



FAMILY FUN FOR EVERYONE!

Animals • Carnival • Exhibits • Fair Food

thurstoncountyfair.org



BUZZ
on down to
the Thurston
County Fair!



JULY 31 - AUGUST 4
WEDNESDAY - SUNDAY

FAMILY FUN FOR EVERYONE!

Animals • Carnival • Exhibits • Fair Food

thurstoncountyfair.org



Kid's Day

Thursday 8/1
Kids ages 5-14
\$2 admission
5 & under are free!
Sponsored
By KXXO

One Buck

Wednesday
7/31
Each person gets in for
\$1 with a donation to
the food bank!

Military

Appreciation Day

Friday 8/2
Active, Retired or
National
Guard & families
Each person gets in
for \$2!



BUZZ
on down to
the Thurston
County Fair!



ALL ENTERTAINMENT

Free with paid
Admission!

GENERAL ADMISSION

Adults	\$9
Seniors (over 60)	\$8
Youth (6-14)	\$7
Kids 5 & under always	FREE

Season tickets available
at the fair office
or online

FREE off site

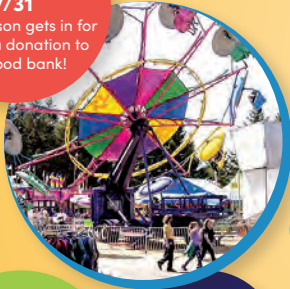
parking w/
FREE shuttle
See website for
details



Kid's Day
Thursday 8/1
Kids ages 5-14
\$2 admission
5 & under are free!
Sponsored
by KXXO

One Buck
Wednesday
7/31

Each person gets in for
\$1 with a donation to
the food bank!



ALL
ENTERTAINMENT
Free with paid
admission!

FREE off site
parking w/
FREE shuttle
See website for
details

BUZZ
on down to
the Thurston
County Fair!



JULY 31 - AUGUST 4
WEDNESDAY - SUNDAY

FAMILY FUN FOR EVERYONE!

Animals • Carnival • Exhibits • Fair Food
thurstoncountyfair.org



Military
Appreciation Day
Friday 7/28

Active, Retired or National
Guard & families
Each person gets in
for \$2!



GENERAL
ADMISSION

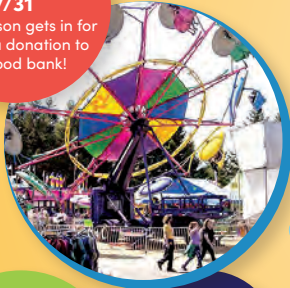
Adults - \$9
Seniors (over 60) - \$8
Youth (6-14) - \$7
Kids 5 & under always FREE

*Season tickets available
at the fair office
or online*

Kid's Day
Thursday 8/1
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by KXXO

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ALL
ENTERTAINMENT
Free with paid
admission!

FREE off site
parking w/
FREE shuttle
See website for
details

BUZZ
on down to
the Thurston
County Fair!



THURSTON COUNTY

FAIR

www.thurstoncountyfair.org

JULY 31 - AUGUST 4
WEDNESDAY - SUNDAY

FAMILY FUN FOR EVERYONE!

Animals • Carnival • Exhibits • Fair Food
thurstoncountyfair.org



Military
Appreciation Day
Friday 7/28

Active, Retired or National
Guard & families
Each person gets in
for \$2!



GENERAL
ADMISSION

Adults - \$9
Seniors (over 60) - \$8
Youth (6-14) - \$7
Kids 5 & under always FREE

Season tickets available
at the fair office
or online

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

SS Maritime Heritage Assoc.

Activity Name *

Olympia Harbor Days Festival

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-0984986

City of Lacey Business License Number

Contact Name *

Megan Ready

Title *

Executive Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Olympia, all along the boardwalk from Percival Landing, 217 Thurston Avenue, to the Port Plaza, 701 Columbia Street.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Olympia Harbor Days (OHD) has a great appeal to tourists both regional and out of state due to the unique offering of Vintage Tugboat Racing, the last of its kind in the world. OHD offers community engagement with the waterfront both on land and sea and provides opportunity for many, including underserved and diverse populations, to board a boat for touring or securing tickets for a harbor sail or cruise. Attendees learn about maritime history of Olympia and the Port. The event is known for offering high quality and unique arts, crafts, and foods. Music focuses on offering a array of genres from local and regional musicians for the whole family to enjoy and STEM focused kids activities are included. The addition of the maritime drone show and night market in 2023 added more to the draw of the festival and encouraged weekend stays.

Local tribes and cultural sharings and promotion of their resorts have become an increasingly major component of the event.

Marketing plans utilize an assortment of media from print, social, tv and radio and offers giveaway contests. Geofencing and survey data shows the festival attracts at least 15% of its attendees and about 30% of its vendor participants from greater than 50 miles away, and about 5% of its attendees from out of state, bring tourists to the region, many for the first time. Links to Olympia and Beyond on where to go and what to see are promoted.

- 4. Frequency of Activity (20 points) ***

Annual Activities

- 5. Date of Activity (10 points) ***

August 29th, 2025 August 30th, 2025 August 31st, 2025

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

1. Social Media (generic) is used year round to continually promote OHD and related local events/activities of sponsors. Posts become targeted and paid as the event draws near.

2. Logos on website, HarborDays.com, and in printed materials allow for pre-event brand promotion and recognition.

3. Sponsor advertising in the program/tabloid inserted into The Olympian and Tacoma News Tribune and handed out at the festival.

4. Radio sponsor mentions allow for audio recognition of brand and support of the event to a wide regional audience.

5. Support of the event as interest develops and grows from the promotion of the Maritime Washington National Heritage Area will bring more tourists to Thurston County.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

The organizers of Olympia Harbor Days provide a safe and free community event for all to enjoy by working closely with the City of Olympia Police and Fire and the Port of Olympia.

All people, regardless of race, income, religion, sexual orientation, and more, are the target audience of OHD as we strive to be inclusive of everyone who has an interest in learning the history of our waterways, the working waterfront, shopping for unique gifts and accessories, and enjoy the sense of community and shared experiences that festivals offer, including the history of our tribes who founded these lands.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Olympia Harbor Days appeals to local business sponsors who gain exposure through our strong and diverse marketing approach. We work with over 144 vendors with 33% from Thurston County and 11% of those from Lacey.

We work with or purchase from: Minuteman Press for printing/signage, Promo Northwest for logo merchandise, Celebrations and Events for rentals, Office Depot for office supplies,

Sponsors include Capital Heating Cooling Plumbing & Electric, the Nisqually Indian Tribe, and regional banks 1st Security, Oly Federal, Heritage, Timberland, Umpqua with branches in Lacey.

- 9. Have you reserved any lodging or held rooms in Lacey for your activities? *** If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

Yes, every year we ask Experience Olympia and Beyond to put out an RFP to Lacey hotels for discounted room blocks. Participating hotels vary year to year and usually create blocks of 10 to 15 rooms for both nights of OHD - Holiday Inn, Best Western, Super 8, & Gwin wood Camp.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

60,000+

Estimated attendees/participants who will travel 50 miles or more *

15% or approximately 9,000

Estimated attendees/participants who will travel from out-of-state or country*

5% or approximately 3,000

Estimated paid overnights *

Stays with paid overnight accommodations.

2% or approximately 1200

Estimated unpaid overnights *

Stays without paying for overnight lodging.

7% or approximately 4,200

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$10,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

We are requesting funding for 2025 for the following categories:

Marketing & Promotion \$45,000.00 Requesting \$3,000.00

Entertainment & Activities \$70,000.00 (includes Drone Show & Marketing of same)

Requesting \$8,000.00

What is the total budget for your activities? * Provide the total cost of your activities.

Our total 2025 Budget is \$252,500.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Booth Sales

Sponsorship - 30 businesses and tribes

Port of Olympia

In kind donations including City of Olympia docks, park and services

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

2025 Requests will include

City of Olympia LTAC - Pending submission \$100,000.00 (2024 received - \$100,000.00)

Thurston County LTAC - Pending submission \$10,000.00 (2024 received - \$8,750.00)

City of Tumwater LTAC - Request submitted \$10,000.00 (First time ask)

Olympia Downtown Association - Pending submission (2024 received \$500.00)

Inspire Olympia limited funding as most goes to the SSMHA Tugboat Parthia Project. (2024/2025 awarded \$22,500.00 total)

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

Lodging Tax Application Form

South Sound Maritime Heritage Asso. Olympia Harbor Days

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

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

Project Expenses

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

2024 FLEET PUGET SOUND TUGBOATS – PERCIVAL LANDING



ACUSHNET (1943)
SKIPPER/OWNER
MARC O'DELL



ATKA (1975)
SKIPPER/OWNER
ALAN GLASSER



CHIPPEWA (1943)
SKIPPER/OWNER
JEFF MINCHEFF



COMANCHE (1944)
SKIPPER/OWNER
JESSIE SCHWARTZ



CREOSOTE (1921)
SKIPPER/OWNER
ROBERT WOHLB



DEBORAH ANN (1987)
SKIPPER/OWNER
GEOFF CONRAD



FAVORITE (1937)
SKIPPER/OWNER
JAN CARLSON



K DEZELLE (2019)
SKIPPER/OWNER
TIM LAUR



R. W. CONFER (1930)
SKIPPER/OWNER
JEFF WANNER



TUGZILLA (2019)
SKIPPER/OWNER
SAM DEVLIN

Olympia HARBOR DAYS

CELEBRATING 51 YEARS OF VINTAGE TUGBOAT RACING
HOSTED BY SOUTH SOUND MARITIME HERITAGE ASSOCIATION



1ST SECURITY BANK



Thank you for your consideration of making a donation, as this festival is free to the public and funded by donations, sponsorships, and grants.

- A** Arts & Crafts Vendors
- B** Arts & Crafts Vendors
- C** Special Presentations
- D** Arts & Crafts Vendors
- E** Arts & Crafts Vendors
- F** Tribal Sharings & RC Models
- G** Commercial Vendors
- Beer Garden
- Food & Beverage
- Main Stage
- Midway Stage
- Tower Stage
- Harbor House History & Info Center
- Tugboats and Workboats
- Tall Ship, Lady Washington
- Historic Steamship, Virginia V
- Port of Olympia
- Kids' Playground
- Free Speech Area
- Picnic Tables
- S5MHA

AREAS OF THE FESTIVAL



OLYMPIA HARBOR DAYS

August 30 - September 1, 2024 | From Historic Percival Landing to Port Plaza
 Friday 5pm-9:30pm | Saturday 10am-7pm | Sunday 10am-6pm



SCAN ME

View updated schedule of events here.



Tugboat Name	Yr Built	Length	Homeport
Atka	1972	26'	Eagle Harbor
Acushnet	1943	213' 6"	Tacoma
Chippewa	1943	85'	Tacoma
Comanche	1944	143'	Olympia/Tacoma
Creosote	1921	52'	Eagle Harbor
Deborah Ann	1987	32'	Charleston SC
Danni K	1916	36'	Vashon
Favorite	1937	32'	Southworth
K Dezelle	2019	16' 2"	Olympia
Pelican	1930	78'	Port Townsend
R.W. Confer	1930	60'	Portland
TugZilla	2019	25' 10"	Olympia
Veteran	1926	63'	Gig Harbor

SHIPS OF THE HARBOR

Name	Type	Yr Built	Length	Homeport
Chauny C	¼ Scale Mini Tug	2020	13'	Olympia
Jane B	¼ Scale Mini Tug	2019	12'	Olympia
Kathy M	¼ Scale Mini Tug	2014	15'	Olympia
Smitty J	¼ Scale Mini Tug	2002	10'	Olympia
Carina	Race Boat	1982	41'	Olympia
Lady Washington	Tall Ship	1986	112'	Aberdeen
Nootka	Mission Boat	1957	112'	38' BC
Pterodactyl	Schooner	1974	58'	Snohomish
Squeak	Sail/Rowboat	1990	12'	Bremerton
Spirit of Olympia	Race / Charter	1984	62'	Olympia
Virginia V	Steamship Mosquito Fleet	1922	125'	Lake Union

Special Harbor Touring Boats

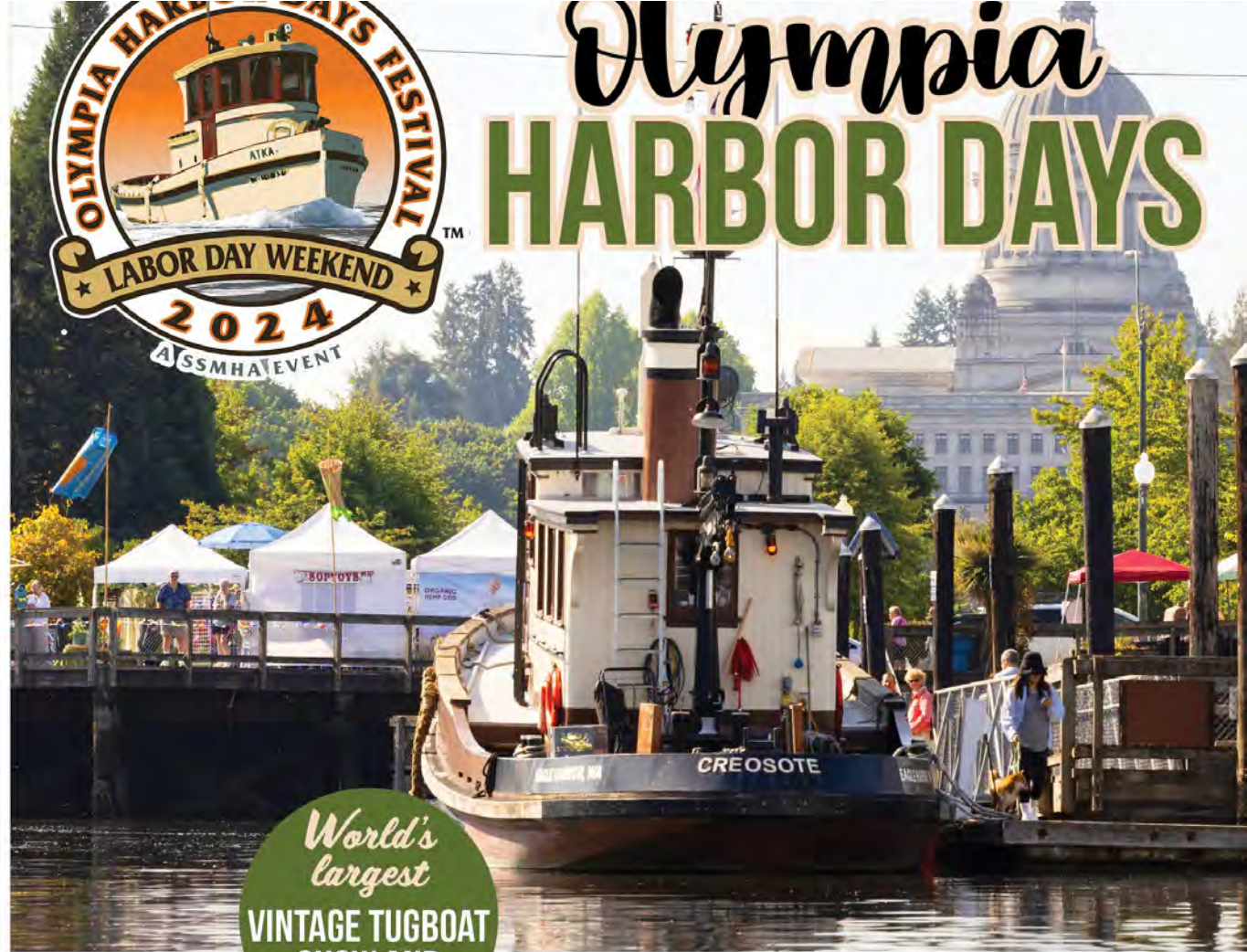
GET YOUR TICKETS ONLINE NOW AT HARBORDAYS.COM

Cruise the harbor or watch the tugboats race on the Mosquito Fleet Steam Ship Virginia V. Excursion sails on Budd Inlet on tall ship Lady Washington.

Private schooner charters up to 6 people.

Tickets sold in advance. Links at HarborDays.com.

Hurry as spots are limited and sell out quickly.



World's largest
VINTAGE TUGBOAT
SHOW AND
RACES



Over 350 things to do and see: climb aboard dockside show, makers markets, sand carving, food, music, art, education, tribal cultural sharings, kids' activities, and so much more.

MARITIME FESTIVAL WITH FREE FUN FOR THE WHOLE FAMILY!

150 Drone Maritime Light Show on Friday at 9:30 pm
Drone Show Rehearsal on Thursday Night.

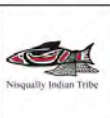




Photo Credit - Shana Paxton Photography

Olympia Harbor Days

FRIDAY, AUGUST 30, 2024 - 5PM-9:30PM
SATURDAY, AUGUST 31, 2024 - 10AM-7PM
SUNDAY, SEPTEMBER 1, 2024 - 10AM-6PM

Info@HarborDays.com - For information about this year's 51st Olympia Harbor Days celebration events August 30-September 1, 2024.

MaritimeOly.org - For information about South Sound Maritime Heritage Association (SSMHA) membership and South Sound maritime history.

DONATIONS

Help keep the tugboats coming to Olympia - fueled by your support. Please join the community and the South Sound Maritime Heritage Association to help keep Olympia Harbor Days a FREE family festival with a suggested donation of \$5 a person or \$10 per family. Donations in the yellow collection boxes at the festival or online at HarborDays.com. Thank You!

FREE PARKING

Self park east of the Farmers Market on the grassy lot at the NE corner of Market St and Marine Dr. On street parking and private lots may also be available for a fee. Please, no event parking at the Olympia Farmers Market or Anthony's Restaurant.

PLACES TO STAY & PUBLIC MOORAGE

Visit HarborDays.com for links to discounted rooms by our partner hotels, RV parks, and public marinas. Please note that the Port Plaza and Percival Landing docks are reserved exclusively for tugboats and vessels registered to participate in Olympia Harbor Days, and not for public moorage. Thank you for your understanding.

CONSIDER RIDING THE BUS

Visit Intercity Transit for routes and schedules.



STAY UP-TO-DATE ON THE SCHEDULE
AND SAVE TO YOUR PHONE.
All activities subject to change.

Olympia HARBOR DAYS

CELEBRATING 51 YEARS OF VINTAGE TUGBOAT RACING
HOSTED BY SOUTH SOUND MARITIME HERITAGE ASSOCIATION



Captain's Log 2024: Small and slow changes are underway as the S(outh) S(ound) M(aritime) H(eritage) A(ssociation), the current host of Olympia Harbor Days Maritime and Tugboat Festival, navigates into the "Modern Era" for another fifty years. However, the intent of the event to bring south sound tugs and vessels, heritage, art, food, music and joy to the waterfront of Olympia has not changed.

Olympia Harbor Days was established in 1974 with a small gathering of tugboats and other historic vessels. The first organized tugboat race was held in 1975. In 1978 downtown merchants, artists and musicians created a companion shoreside event known as HarborFair. By 1983 both events were combined into one festival with the logo, designed by Karla and Chuck Fowler, to have a dual purpose as identity for the festival and as recognition and a coveted award for the attending vintage tugs and skippers. The tugboat in the logo changes annually. To become a "Logo Boat" the tugboat had to have been the oldest tug in attendance the prior year that had not previously been awarded the title. The logo is displayed on publicity materials, shirts and hats, and other festival merchandise.

The founders and stakeholders included SSMHA, the City of Olympia, the Port of Olympia, the Historical Society, the Olympia Downtown Alliance, and many others who still support the iconic maritime heritage festival today. Over the years, the festival has provided a platform for an estimated 10,000 or more diverse local and regional groups including: artists, businesses, captains, crafters, entertainers, food vendors, musicians, nonprofits, skippers, and more. The annual festival creates a place for so many to share their work, lives, history, businesses, and passions with the community. The community receives a fun weekend filled with features for the whole family to enjoy, making the memories that live events create. The association thanks the thousands of skippers, captains and crews of the tugboats, workboats, military, and historic vessels who have set a course to Olympia and

All activities subject to change without notice.



Photo Credit - Shana Paxton Photography

navigated the waterways of the Puget Sound to create the annual fleet of ships for over 50 years. It is estimated that over 1,000 vessels, many multiple times, have travelled to historical Percival Landing and graced our docks with their presence, sharing their history, and participating in the walk aboard show and the historic and World's Largest and Longest Running Vintage Tugboat Races.

We also want to thank the 51 years of Sponsors and Community Partners whose generous donations continue to keep Olympia Harbor Days a free event, and the strength and commitment of hundreds of volunteers from all over Thurston County.

SSMHA is now seeking a diverse new membership to help preserve and present the maritime history of our waterfront, waters used by the native Steh-Chass Indian ancestors of the Squaxin Island Tribe, followed by explorers, then by mariners of trade and commerce of the working waterfront, and current recreational use of Budd Bay. Please visit MaritimeOly.org for more information.

We hope that all who travel near and far to enjoy and celebrate the end of the summer along the beautiful waterfront of Olympia, enjoy this year's Olympia Harbor Days Maritime and Tugboat Festival!

VOLUNTEER OPPORTUNITIES:

Community volunteers are always needed for Olympia Harbor Days to help with the festival and the tugboat races. To learn more and to apply, please visit www.HarborDays.com.



2024 TUGBOATS AT THE PERCIVAL LANDING DOCKS



ATKA (1975)
SKIPPER/OWNER
ALAN GLASSER



CHIPPEWA (1943)
SKIPPER/OWNER
JEFF MINCHEFF



COMANCHE (1944)
SKIPPER/OWNER
JESSIE SCHWARTZ



CREOSOTE (1921)
SKIPPER/OWNER
ROBERT WOHLER



FAVORITE (1937)
SKIPPER/OWNER
JAN CARLSON



K DEZELLE (2019)
SKIPPER/OWNER
TIM LAUR



R. W. CONFER (1930)
SKIPPER/OWNER
JEFF WANNER



TUGZILLA (2019)
SKIPPER/OWNER
SAM DEVLIN



DEBORAH ANN (1987)
SKIPPER/OWNER
GEOFF CONRAD



ACUSHNET (1943)
SKIPPER/OWNER
MARC O'DELL

HARBOR WORKBOATS



PELICAN
REASERCH VESSEL
JOHN SYLVESTER/
PATRICK BURNS



VETERAN
FISHING TENDER
GUY HOPPEN, PAT LAPP



TORTUGA
FISHING TROLLER
PHIL SHIVELEY

2024 1/4 SCALE MINI-TUGS

Dr Robert Peck of Olympia has built the award winning incredible mini tug fleet seen at the festival and in many area parades. Find them on trailers around the festival.



CHAUNY C - MINI TUG
13' (LENGTH) / 6'2" (BEAM)
18" (DRAFT)



JANE B - MINI TUG
12' (LENGTH) / 5'6" (BEAM)
16" (DRAFT)



KATHY M - MINI TUG
15' (LENGTH) / 6' (BEAM)
36" (DRAFT)



SMITTY J - MINI TUG
10' (LENGTH) / 6' (BEAM)
24" (DRAFT)

THE SOUTH SOUND'S HOME CASINO



50% OFF FOOD
in all of our restaurants
when you pay the
discounted price with
points

FREE PLAY = CASH!

All of our Free Play offers
have real cash value



Join Lucky Star Rewards for
FREE when you arrive and we'll
get you started with a special

10,000 POINT BONUS OFFER!

Visit the Lucky Star Rewards
Center for details and sign-up.
Must be 21+ for bonus, must be 18+ to join

LIKE TO MAKE THE MOST OF YOUR FUN?

Turn your visit into
a getaway at our
beautiful hotel



Just Minutes West of I-5 Exit 88
Rochester, WA • luckyeagle.com

Westbay
Marina



J²

J SQUARED
INVESTMENTS

All activities subject to change without notice.

OLYMPIA HARBOR DAYS

51 years and the tugs & ships keep coming!

Olympia Harbor Days hosts the largest and longest running gathering of the Vintage Tugboats of the Puget Sound for a Walk Aboard Show and the last of the Vintage Tug Races on the West Coast.



TUGBOAT SHOW & TOURS

Saturday, August 31st • 10:00am to 5:00pm

Kids and adults can climb, crawl, and lookout from the wheel house of the tugs in the show.

PROCESSION OF THE TUGBOATS TO THE RACES

Sunday, September 1st • 12:00pm

Watch as these powerful vessels leave port for the races in the deep channel of Budd Inlet.

WORLD'S LARGEST VINTAGE TUGBOAT RACES

Sunday, September 1st • 12:30pm

This is where excitement and competition runs high. Watch out for the mighty wake they leave behind as they pour on the power. *Sorry, races cannot be seen from Percival Landing or the Port Plaza.*

FAMILY FRIENDLY RACE VIEWING

Tickets: HarborDays.com

A limited number of tickets to watch the races aboard the Virginia V can be purchased through links at HarborDays.com, VirginiaV.org or at the festival until sold out. Bring a lunch aboard. Light refreshments available for purchase. Local KXXO 96.1 radio personality, Ty Flint will commentate the races.

THE SHIPS OF THE HARBOR AT PORT PLAZA DOCK

See Olympia from the Water!

Sailing Excursions, Budd Inlet Harbor Tours & Race Viewing.

Book your passage and purchase tickets now at www.HarborDays.com or use the weblinks listed below:



Tall Ship Lady Washington

the Washington State tall ship, built in 1986, from Grays Harbor Historical Seaport offers sailing excursions daily.

www.historicalseaport.org/tickets/



Steam Ship Virginia V

is an historic Mosquito Fleet Puget Sound Passenger Ferry built in 1922 residing on Lake Union, Seattle – Excursions daily.

www.virginiav.org/calendar-2/



Schooner Pterodactyl

Schooner Pterodactyl is a 58-foot gaff rigged schooner hand built in the 70's and is owned and operated by the Olympia Sailing Company. Book a two-hour charter for up to 6 people during the festival at www.olympiasailingco.com



Traditional Tribal Canoe

Traditional canoes were the primary transportation for Northwest Coast Salish Tribes along the vast waterways of the Salish Sea/Puget Sound and the Pacific Ocean, and remain in use for cultural gatherings and ceremonies.

**All events and activities subject to last minute changes and weather conditions.*

Yellow donation boxes are located throughout the festival grounds. Please help SSMHA by making a suggested donation of \$5 to \$10 to keep Olympia Harbor Days a free event for all!

LABOR DAY WEEKEND - AUGUST 30-SEPTEMBER 1, 2024

SOUTH SOUND MARITIME HERITAGE ASSOCIATION'S

Olympia HARBOR DAYS



world's largest
VINTAGE TUGBOAT
SHOW AND
RACES



Over 350 things to do and see: climb aboard dockside show, makers markets, sand carving, food, music, art, education, tribal cultural sharings, kids' activities, and so much more.

MARITIME FESTIVAL WITH FREE FUN FOR THE WHOLE FAMILY!

*150 Drone Maritime Light Show on Friday at 9:30 pm
Drone Show Rehearsal on Thursday Night.*



GO ONLINE FOR ADDITIONAL EVENT DETAILS
HARBORDAYS.COM



Events subject to change without notice.



LOGO BOAT STORY – TUG ATKA

Atka was designed by Albert Glaser and built by Albert and his son Alan Glaser beginning in 1972 and completed and launched in 1974-75, at Eagledale, Eagle Harbor, on Bainbridge Island. Alan took over the duties of owner and skipper upon Albert's passing in 2005.



Atka's length is 26 feet, with a 10 foot, four inch beam, and she draws feet, six inches. Her first engine was a 260 Gray Diesel, generating 50 horsepower, and is now replaced with a 62 horsepower 236 Perkins Diesel, giving Atka a speed of eight to nine knots.

Atka has been part of 36 (and counting) Olympia Harbor Days (OHD) events since 1976 and may hold the record for individual vessel participation. She was present in 1976, 1981, 1985 through 1987, 1990 through 1992, and 1994 through 2017, 2019, 2022, 2023, and now will be the feature 2024 logo boat at Percival Landing.

In 2023, Atka finished 2nd place in the Small Tug event behind TugZilla by only 21 seconds. She finished 2nd in the 2016 Small Tug event as a result of her incredible sportsmanship in assisting along with Cedar King, when tug Maggie B. had engine trouble 200 yards from the finish. It was a commemorative race when Alan and the skipper of Cedar King, Gary Sanford, realized this, came alongside, and pushed Maggie B. over the line as the winner.



Photo Credit – Evans Marine Images



DISCOVER THE PORT'S WORKING WATERFRONT

SIGN UP FOR A FREE PUBLIC TOUR ON SATURDAY, AUGUST 31, AT THE PORT PLAZA



NISQUALLY INDIAN TRIBE

SHOWCASE
today's magazine for artful living



1ST SECURITY BANK



ABCs TO POSSIBILITIES

\$199 MILLION TO SUPPORT EDUCATION IN 2023

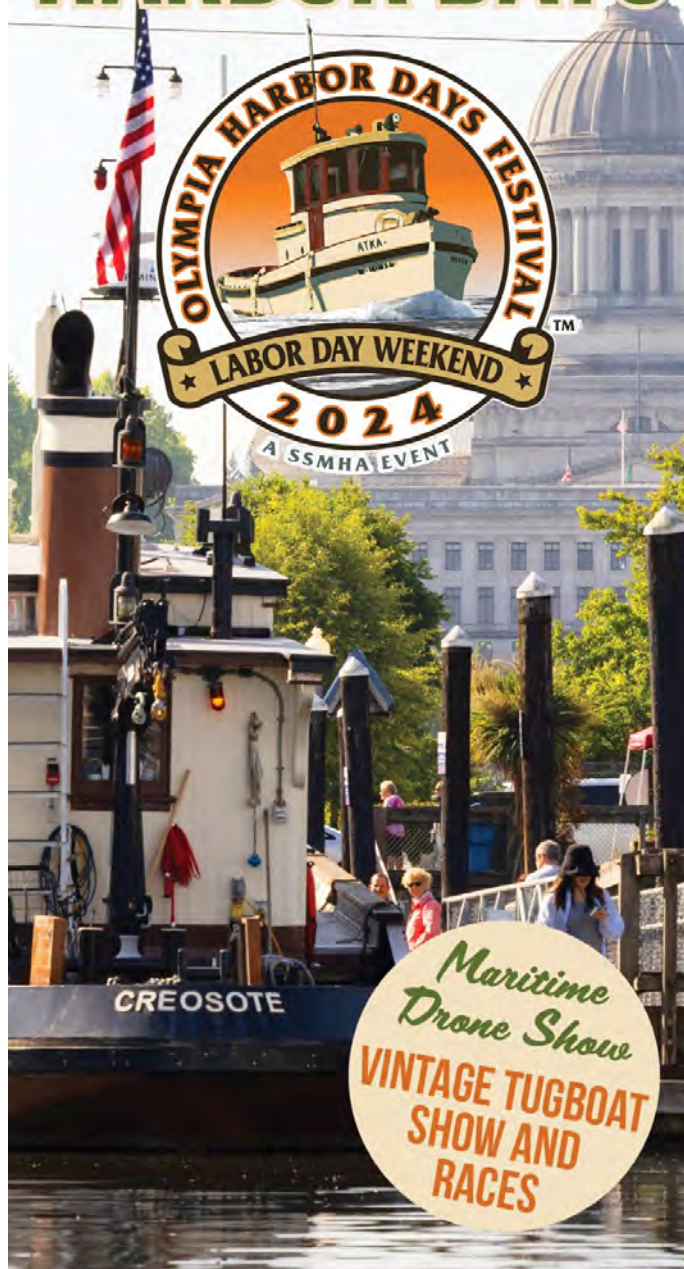
Your play helped support **29,500** college students & apprenticeships. We are proud to make a positive difference in the lives of people across the state.



LABOR DAY WEEKEND - AUGUST 30-SEPTEMBER 1, 2024

SOUTH SOUND MARITIME HERITAGE ASSOCIATION'S

Olympia HARBOR DAYS



FUN FOR THE WHOLE FAMILY!

*Along the Waterfront
in Downtown Olympia.*

GO ONLINE FOR ADDITIONAL EVENT DETAILS
HARBORDAYS.COM



View updated
schedule of
events here.



Maritime Drone Show

VINTAGE TUGBOAT SHOW & RACES

Olympia
HARBOR DAYS
FESTIVAL AND
TUGBOAT RACES



LABOR DAY WEEKEND

AUGUST 30 - SEPTEMBER 1, 2024

FRI 5PM-9:30PM | SAT 10AM-7PM | SUN 10AM-6PM

Percival Landing to Port Plaza

FRIDAY NIGHT 51ST CELEBRATION

Night Market & Illuminated
Entertainment Drone Show 9:30pm
(Rehearsal Drone Show Thursday night)

SQUAXIN ISLAND TRIBE

Coast Salish Tribal Arts & Cultural Sharings

VINTAGE TUGBOAT SHOW ON SATURDAY & TUGBOAT RACES ON SUNDAY

Virginia V, Lady Washington, Schooners
Purchase tickets @HarborDays.com

CAPITAL HEATING, COOLING, PLUMBING & ELECTRIC

Ships of the Harbor, Sand Carving, Kids
Activities, Legos and Hands On Children's Museum

WASHINGTON'S LOTTERY MARITIME PARK

¼ -Scale Mini Tugs, RC Tugs & Sailboats,
Estuarium Marine Activities & Touch Tank

2 MUSIC STAGES PRESENTING

Sand, Stone and Chainsaw Carving,
Small Watercraft Excursions

INTERNATIONAL FOOD G'ALLEYS & BEER GARDEN

Cedar Smoked Salmon, Fish Tacos, Dumplings,
Mexican, Middle Eastern, and Asian.



Events subject to change without notice.

Internal Revenue Service

Department of the Treasury

District
Director

P.O. Box 2350 Los Angeles, Calif. 90053

▶ South Sound Maritime Heritage
Association
PO Box 2351
Olympia, WA 98507-2351

Person to Contact:
Gilda Lewis

Telephone Number:
(213) 894-2336

Refer Reply to:

EO041995

Date:

April 19, 1995

EIN: 91-0984986

Dear Taxpayer:

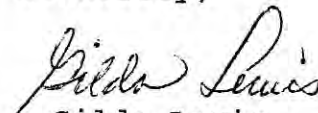
This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal income tax in January 1977 as described in Internal Revenue Code Section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in Section 509(a) of the code, because it is an organization described in Section 509(a)(2).

The exempt status for the determination letter issued in January 1977 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,



Gilda Lewis
Disclosure Assistant

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blank intentionally.



LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Spouses Club of Lewis McChord

Activity Name *

Kris Kringle Market

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

51-0185341

City of Lacey Business License Number

Contact Name *

Kia Thompson

Title *

Kris Kringle Market Chair

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Lacey Community Center

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Our Kris Kringle Market is designed to be a destination event that draws visitors from both near and far, including those traveling from more than 50 miles away. Modeled after the beloved European Christmas markets, our event captures the timeless traditions of craftsmanship, holiday spirit, and family-friendly fun, making it a unique and attractive option for tourists seeking a festive experience.

The market features over 30 craft and gift vendors, offering a wide array of handmade goods and unique holiday gifts that appeal to both local shoppers and those looking for something special to bring home. The lively holiday-themed space, complete with a beer hall, food trucks, and FREE digital photos with Santa, creates an immersive and memorable experience for all ages.

For families, our complimentary hot chocolate and crafts provide an added incentive to spend the day enjoying the festive atmosphere. This event is not just a market—it's an experience that captures the magic of the season, making it an ideal draw for tourists looking to create holiday memories.

By offering a variety of attractions that cater to a wide audience, our Kris Kringle Market has the potential to increase tourism in Lacey, bringing in visitors who may explore other local attractions, dine at local restaurants, and stay overnight, thus contributing to the local economy.

- 4. Frequency of Activity (20 points) ***

Single Day Occurrence

- 5. Date of Activity (10 points) ***

November 16, 2024

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Our Kris Kringle Market is not only a cherished community event but also a proven strategic initiative to promote and enhance tourism in Lacey. Last year, of the hundreds of families who enjoyed our market, 31 families were from out of town. This year, we are committed to increasing that number by expanding our marketing efforts and creating an even more engaging and memorable experience for all attendees.

Our comprehensive marketing strategy that leverages various platforms and channels is as follows:

1. Social Media Campaigns: We will utilize platforms including Facebook, Instagram, and LinkedIn to reach a wide audience with targeted ads, engaging posts, and event updates. These campaigns will highlight the market's unique offerings, such as the European-inspired craft vendors, the festive beer hall, and family-friendly activities like FREE digital photos with Santa. We'll also encourage attendees to share their experiences on social media, creating a buzz that extends beyond our immediate community.
2. Radio Marketing Campaign: We run ads on local radio stations that reach a broad audience, including those commuting from out of town. These ads will emphasize the market's appeal as a holiday destination, encouraging listeners to make a day trip or weekend visit to Lacey.
3. Joint Base Lewis-McChord (JBLM) Outreach: Given our close proximity to JBLM, we place ads across the installation, including in popular spots like the commissary, PX, and community boards and the LCD screens that the MWR runs across the installation.
4. Direct Outreach and Collaboration: We pride our selves in our strong community partnerships with our vendors, local nonprofits, hotels and business and will collaborate to create packages and promotions that encourage out-of-town visitors to attend the market.

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Our Kris Kringle Market embodies the City of Lacey's commitment to being a safe, inclusive, and welcoming community for all. The event is designed to bring together a diverse audience, including local residents, military families from Joint Base Lewis-McChord (JBLM), and visitors from surrounding areas and beyond. We create a family-friendly atmosphere with activities for all ages, ensuring that everyone, regardless of background or ability, feels welcome and included. By celebrating various cultural traditions through our vendors and entertainment, we foster a sense of belonging and mutual respect among attendees. Additionally, we prioritize safety with comprehensive measures in place, allowing families and individuals to enjoy the event in a secure environment. Through our collaboration with JBLM and our emphasis on inclusivity, the Kris Kringle Market strengthens community bonds and highlights Lacey as a place where diversity is celebrated and everyone is invited to share in the holiday spirit.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

We not only provide a unique opportunity for local businesses to connect with the community but also serves as a vital fundraiser for our Community Grants program. With over 30 local businesses in attendance, the market allows these vendors to showcase their products to a broad and diverse audience, including local residents, military families from Joint Base Lewis-McChord (JBLM), and out-of-town visitors.

By participating in the market, businesses can increase their visibility, build brand recognition, and drive sales during the holiday season, all while contributing to a meaningful cause. The funds raised through the market directly support organizations that have a significant impact on the JBLM community, making it an event that not only boosts local commerce but also strengthens our community as a whole.

Our vendor list last year included:

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

Yes, Comfort Inn Lacey - Olympia
4700 Park Center Ave., N.E.Lacey, WA 98516

3 Standard double queen rooms and 2 standard King rooms for \$92.68+tax regardless of the room type.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

2,500

Estimated attendees/participants who will travel 50 miles or more *

100.00

Estimated attendees/participants who will travel from out-of-state or country*

30.00

Estimated paid overnights *

Stays with paid overnight accommodations.

30.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

70.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$9,500.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Venue \$5,414
Beer Garden Cost \$2,200
Entertainment \$750
Publication and Printing: \$60
Decorating Costs \$300
Food & Beverage Cost \$200
Equipment Rentals \$75
Publication and Printing: \$500

What is the total budget for your activities? * Provide the total cost of your activities.

\$9,499.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Charging vendors a tiered fee for booth space, based on size, location, and vendor type, is a key income source for the market. Additionally, we secure sponsorships from local businesses, organizations, and corporations, and solicit donations from the community to further boost the event's revenue.

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

N/A

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

No



SPOUSES' CLUB OF LEWIS-MCCHORD
PRESENTS

The 4th Annual
Kris Kringle
Market

Nov. 16, 2024 from 10am-6pm

Lacey Community Center | 6729 Pacific Ave SE

**Shopping • Beer Garden • Food Trucks • FREE Santa Photos
Toy Drive • Kid Crafts • Fundraiser for our Community Grants
• BUY TICKETS ONLINE TO SAVE MONEY •**

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 14 2020

SPOUSES CLUB OF LEWIS-MCCHORD
PO BOX 331400 PMB 175
LEWIS-MCCHORD, WA 98433

Employer Identification Number:
51-0185341
DLN:
26053542003670
Contact Person:
MITCHELL P STEELE ID# 31360
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
May 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
December 24, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Your exemption under IRC Section 501(c)(3) is effective as of the date listed at the top of this letter. You were exempt under Section 501(c)(4) prior to this date.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities,

Letter 947

-2-

SPOUSES CLUB OF LEWIS-MCCHORD

which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947



LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

USSSA Celebration Tournaments

Activity Name *

USSSA Cascades National Championship
Tournament

What type of entity is your organization? *

Business Entity

Federal Tax ID Number *

80-0429876

City of Lacey Business License Number

26225

Contact Name *

Janet Crader

Title *

WA State USSSA Fastpitch Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Main field where majority of games and events will take place - Regional Athletic Complex, Lacey; Other fields used for some games - Rainier Vista, Lacey; Yauger Park, Olympia; Stevens Field, Olympia

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

Yes

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

This is a national championship tournament for USSSA fastpitch. Participants are ages 8 to 18 that attend with their coaches, parents and fans. We hold an opening day with events such as a skills competition, players clinic, vendors and opening ceremonies.

This event has drawn teams from Alaska, Colorado, California, Oregon, Utah and British Columbia. This national championship offers teams from the west an opportunity to participate in a national tournament without having to travel to the east coast.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

July 9-13. 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We have support for this event at the national level of USSSA. The National office promotes our event throughout the states to all registered USSSA teams. We also advertise on all the western fastpitch pages.

Our marketing materials are still in development but I've uploaded what we have so far.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Our national championship tournament invites and welcomes all youth fastpitch teams. We provide an opportunity for our target audience (girls youth fastpitch players) to participate in a game they love. They have the opportunity to safely interact with other players from all backgrounds and ethnicities.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

In the past 2 events, we partnered with the Capital Mall, Spin Tees, Olympia Orthopedic, Lava Bowls, Kona Ice, Baskin & Robbins, Garcia Entertainment and APW Photography. Others also participated from outside of the immediate area including Changed by the Game, Rawlings and Underground Bats. This event appeals to many due to the number of participants and the desire to support youth sports.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

I have not yet reserved rooms but anticipate reserving/holding at least 500 rooms at various local hotels. I am working to partner with at least 1 hotel to be our sponsor hotel for the event.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

4,200

Estimated attendees/participants who will travel 50 miles or more *

2,600.00

Estimated attendees/participants who will travel from out-of-state or country*

1,200.00

Estimated paid overnights *

Stays with paid overnight accommodations.

725.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

475.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

I would request assistance with paying for the fields at the Regional Athletic Complex. The total paid for the 2024 event was \$5475.

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Shirt Awards - \$5,000.00
Competition Awards - \$1,250.00
Site Directors - \$5,000.00
Umpires- \$35,000.00
UIC- \$1,500.00
Umpire Rooms - \$7,000.00
Fields - \$9,500.00
Banners and Give Aways - \$6,500.00

What is the total budget for your activities? * Provide the total cost of your activities.

\$70,750.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Team Registration Fees
Gate Fees
Sale of Merchandise
Vendor Fees
Sponsorship

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

Experience Olympia donated \$5000 each year for the past two events.
Olympia Orthopedic sponsored \$5000 each year for the past two events.

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.



CASCADES NATIONAL CHAMPIONSHIP

JULY 09 - 13, 2025

OLYMPIA WASHINGTON



SCHEDULE OF EVENTS

09
JULY

OPENING DAY ACTIVITIES

THEME - THE CIRCUS



8:00 a.m. - finish - Golf Tournament – Tumwater Valley Golf Course.

2:00 p.m. - 3:00 p.m. - Mandatory Manager's and UICs Meeting – Ramada by Wyndham, 4520 Martin Way E, Olympia - One coach/rep from every team must attend.

3:30 p.m. - 6:30 p.m. - Skills Competitions - RAC

4:00 p.m. - 6:00 p.m. - Team Check-In – RAC

6:30 p.m. - Close - Opening Ceremonies, Pin Exchange – RAC Field 5

All Day - Vendors – Food and Merchandise

SKILLS COMPETITIONS

3:30 - 6:30

Field 1 - Golden Arm

Field 2 - 14B, 16U and 18U - Homerun Derby

Field 3 - 10U, 12U and 14C - Homerun Derby

Field 4 - Road Runner





SCHEDULE OF EVENTS



PLAY BALL

10
JULY

9:00 a.m. - 9:00 p.m. - Pool play games - Multiple locations

11-12
JULY

9:00 a.m. - 9:00 pm. - Bracket games - Multiple locations

13
JULY

9:00 a.m. - Bracket games conclude and Championship Games played - RAC.



There are a wide variety of opportunities to explore including local cuisine, unique activities and sight seeing, lodging and more while visiting us in the South Sound! Learn more about cities of Lacey, Tumwater, and Olympia to plan your trip to Thurston County by visiting Experience Olympia & Beyond. <https://www.experienceolympia.com/>



TOURNAMENT STAFF



Janet Crader
Tournament Director
and
WA State Fastpitch Director

Umpires



Steven Mendonca (left)

Jon Briggs (center)
WA State UIC

Jesse Mendiola (right)

FOOD AND FUN

There are many good places to go for dinner. Here are a few.

- Nearest Stevens Field
 - Vics Pizzeria - 2822 Capitol Blvd SE, Olympia
 - Pellegrinos Italian Kitchen & Catering - 205 Cleveland Ave SE, Tumwater
 - Budd Bay Cafe - 525 Columbia St NW, Olympia
- Nearest RAC
 - The RAM - 8100 Freedom Ln NE Ste C, Lacey
 - Lemon Grass - 8125 Quinault Dr NE, Lacey
 - Infernos Brick Oven Pizza - 8825 Tallon Ln NE Lacey
 - Red Robin - 1110 Galaxy Dr NE, Lacey
- Nearest Yauger Park
 - Stone Creek Wood Fired Pizza - 4138 Harrison Ave NW, Olympia
 - Red Robin - 600 Cooper Point Rd SW, Olympia
 - Applebees - 2500 Capital Mall Dr SW, Olympia
 - El Sarape - 955 Black Lake Blvd SW, Olympia
- Additional Suggestions
 - Farrelli's Pizza - 4870 Yelm Highway SE, Lacey
 - Hops n Drops - 4739 Avery Ln SE, Lacey
 - Casa Mia - 4426 Martin Way E, Lacey

3rd Annual



2025

OPENING FESTIVITIES - JULY 9

GAMES - JULY 10-13

Start planning now!

USSSA Cascades National Championship

2025
SPONSOR
OPPORTUNITY



SPONSOR LEVELS AND BENEFITS

Grand Slam - \$5000

- TITLE OF "GRAND SLAM VENDOR"
- LOGO ON EVENT AWARDS
- PREMIER LOGO PLACEMENT ON PROGRAM
- LOGO FEATURED ON MAIN EVENT SIGNAGE
- LOGO ON VOLUNTEER SHIRTS
- VERBAL RECOGNITION AT EVENT; OPPORTUNITY TO SPEAK DURING OPENING CEREMONY
- PREMIER LOGO PLACEMENT ON EVENT COMMUNICATION
- RECOGNITION ON ADVERTISING
- FOUR DEDICATED POSTS ON THE EVENT FACEBOOK

Triple - \$2500

- PREMIER LOGO PLACEMENT ON PROGRAM
- LOGO FEATURED ON MAIN EVENT SIGNAGE
- VERBAL RECOGNITION AT EVENT
- PREMIER LOGO PLACEMENT ON POST-EVENT COMMUNICATION
- TWO DEDICATED POSTS ON EVENT FACEBOOK PAGE

Double - \$1500

- QUARTER PAGE AD IN EVENT PROGRAM
- LOGO FEATURED ON MAIN EVENT SIGNAGE
- VERBAL RECOGNITION AT EVENT
- ONE DEDICATED POST ON EVENT FACEBOOK PAGE

Single - \$500

- BIZ CARD AD IN EVENT PROGRAM
- LOGO FEATURED ON MAIN EVENT SIGNAGE

July 9-13, 2025, the beautiful state of Washington will host the second annual fastpitch softball USSSA Cascades National Championship Tournament for girls ages 9 to 18. Teams from around the United States and Canada are anticipated to travel to Lacey/Olympia area.

Vendors may participate as a sponsor and, in addition to vendor benefits, receive sponsor benefits.

For additional information or to secure your vendor space for the 2025 Cascades National Championship Tournament, please contact Janet.

Tournament Director: Janet Crader
Phone: 360-556-0567
Email: celebrationtournaments@gmail.com



USSSA Cascades National Championship

Sponsorship will be used to help pay expenses associated with providing a top-notch event and are greatly appreciated.

Sponsor Name

Contact Person

Mailing Address

Phone

Company Web Address

E-Mail

COMMITMENT

- | | | | |
|--------------------------|---------------------|--------------------------|-----------------|
| <input type="checkbox"/> | \$ 5,000 GRAND SLAM | <input type="checkbox"/> | \$ 2,500 TRIPLE |
| <input type="checkbox"/> | \$ 1,500 DOUBLE | <input type="checkbox"/> | \$ 500 SINGLE |

Facebook/Instagram Handle



Mail checks to:
Celebration Tournaments

attn: Janet Crader
7313 Fair Oaks Rd SE
Olympia WA 98513

or VENMO @JanetCrader

Please email your logo (jpg or png) to
celebrationtournaments@gmail.com

by May 1, 2025.

This represents an agreement between the USSSA Cascades National Championship Tournament and the purchaser. The purchaser is purchasing sponsorship opportunity for the 2025 USSSA Cascades National Championship Tournament to be held July 09-13, 2025.



USSSA Cascades National Championship

**2025
VENDOR
OPPORTUNITY**

July 9-13, 2025, the beautiful state of Washington will host the second annual fastpitch softball USSSA Cascades National Championship Tournament for girls ages 9 to 18. Teams from around the United States are anticipated to travel to Lacey/Olympia area.

Opening day, July 9, at the Regional Athletic Complex (RAC) in Lacey, will be an afternoon filled with activities, skills competitions and an opening ceremony that all teams from the tournament will participate.

Participating vendors may also include coupons to be placed in the team welcome packets, with the intent to drive foot traffic to your establishment while teams are in the area.

For additional information or to secure your spot for the 2025 Cascades National Championship Tournament, please contact Janet.

Tournament Director: Janet Crader
Phone: 360-556-0567
Email: celebrationtournaments@yahoo.com



USSSA Cascades National Championship

Food Vendor Form

Business Name

Contact Person

Mailing Address

Phone

Company Web Address

E-Mail

Food or Merchandise Vendor?

Facebook/Instagram Handle

Please Review and Initial

- Vendors must be licensed and possess a permit from the Dept. of Revenue. Food vendors are required to have Thurston County Health Department certification and display all appropriate permits in accordance with Health Dept regulations. Please provide a Certificate of Insurance for public liability coverage of not less than \$1,000,000 per occurrence for bodily injury and property damage liability.
- No vendor shall assign or sub-lease any part of their concessions or vendor will forfeit any and all rights to booth space. Vendors must supply booth, cooking equipment, and/or displays
- All vendors with cooking equipment must have a 40B.C fire extinguishers. All extinguishers must have been serviced within one year of the event. All hoods must have been cleaned within the last 6 months.
- A refuse container of adequate capacity must be present in the concessions and its contents properly disposed of each evening. Food service shall dispose of all liquid waste including grey water, mp water and ice melt in a manner approved by health officer.

Select your level of participation - All vendors are expected to participate on July 9. Additional participation is optional. Set up will be within the field complex for all vendors.

- Opening Day, July 9- Food vendor fees \$100 - Set up and sell at the opening day event, July 9, at a minimum, set up and sell by 3:00 p.m. until 7:00 p.m.
- Additional days - July 10 through 13, 2025 - \$125 total

Mail checks and this completed form to:

Celebration Tournaments

attn: Janet Crader
7313 Fair Oaks Rd SE
Olympia WA 98513

Total Enclosed

Please email your logo (jpg or png) to
celebrationtournaments@gmail.com by June 1, 2025.

Indemnification and Agreement

The Vendor agrees to accept full responsibility for the quality of any and all goods sold by the vendor at the Cascades National. Vendor agrees to be open during all hours on Wednesday, July 10 and any other dates agreed upon by the Vendor and Cascades National. Vendor understands payment will be forfeited for cancellations. I (we) and our heirs, executors, and administration further agree to waive and release any and all rights and claims or damages we may accrue against the City of Lacey, Cascades National Championship Tournament, USSSA, Sponsors, and their representatives, successors, and assignors for any and all injuries suffered by us or any of us at the Cascades National Championship Tournament. I (we) grant the Cascades National permission to use and publish my photograph for promotional, marketing and editorial purposes in print and electronic media. No financial or other liability to me will be incurred by the Cascades National or the photographer. I (we) further agree and understand that all vendor spaces are located outside and that all applications accepted and processed for participation are nonrefundable

Cascades National Championship

Lacey/Olympia, WA

July 9 - 13, 2025



<https://wafastpitch.ussa.com/events/>
Registration and payment deadline
June 15, 2025.

More info:
Email Janet
celebrationtournaments@gmail.com

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Fred U Harris Lodge #70

Activity Name *

Juneteenth

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-6058182

City of Lacey Business License Number

Lacey

Contact Name *

Lester L Dickson

Title *

Chair, Juneteenth Committee

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Reginal Athletic Complex, 8345 Steilacoom Road SE, Lacey, WA

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Juneteenth is a recognized Federal and State holiday, celebrating a milestone in the history of the United States, the freedom of enslaved individuals and their families, allowing full participation in the inalienable right of life, liberty, and the pursuit of happiness.

Juneteenth is celebrated throughout the nation and various cities. The community at large, within the City of Lacey, anticipate a form of celebration commemorating this historical event. Fred U. Harris Lodge has sponsored this event for 43 years and has gained notoriety.

The inclusion of the City of Lacey in this event has been a benefit of the city and the organization, attracting upwards towards 2,000 people.

- 4. Frequency of Activity (20 points) ***

Annual Activities

- 5. Date of Activity (10 points) ***

June 21, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Advertising through City of Lacey Newsletter and social media sites, the organization's statewide event newsletter and social media sites, and business and personal contacts.

The Experience Olympia and Beyond, Olympia Visting Center is another source that provide resources for expanding event notifications.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

This event is a celebration, a joyful occasion. As such, relevant security measures will be employed to include qualified security personnel.

The target audience is the community at large and beyond.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

The lodge provide free meals to the community at this event and have purchased all goods and services from businesses within the local area.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

1,500

Estimated attendees/participants who will travel 50 miles or more *

250.00

Estimated attendees/participants who will travel from out-of-state or country*

10.00

Estimated paid overnights *

Stays with paid overnight accommodations.

10.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

50.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$10,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Food items	
Meats: Ribs, hot dogs, burgers, etc.	\$8,500
Accessories: plates, eating utensils, cups. etc.	750
Cooking Fuel: Charcoal, Burners, etc.	300
Event Insurance:	1,200
Entertainment:	1,500
Health Permit:	200
Advertising:	300
Misc:	1,500

What is the total budget for your activities? * Provide the total cost of your activities.

\$14,450.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Fred U. Harris #70 Lodge Membership

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

None

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

No

All Community Members Welcome!

43rd JUNETEENTH Celebration

Saturday, June 15 • 11:30 a.m. – 4 p.m.

Regional Athletic Complex
8345 Steilacoom Road SE

Free BBQ Lunch • Live Music • Short Program • Free Haircuts • and More!

Join us to celebrate and connect with your community!

Grab your family and friends — bring your appetite, a chair or blanket to sit on, and get ready for a great time.

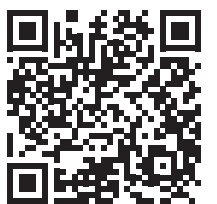


Non-perishable Food Drive

We're collecting non-perishable food items to support the Thurston County Food Bank. *(This is voluntary and not required to attend.)*

Learn more:

CityofLacey.org/Juneteenth-Celebration



Presented by:

Fred U. Harris
Masonic Lodge #70 PHA

In partnership with:



All Community Members Welcome!

43rd **JUNETEENTH**
Celebration

Saturday, June 15 • 11:30 a.m. – 4 p.m.

Regional Athletic Complex

8345 Steilacoom Road SE



**Join us to celebrate and
connect with your community!**

**Free BBQ Lunch • Live Music • Short Program
• Free Haircuts • and More!**



Presented by:

**Fred U. Harris
Masonic Lodge #70 PHA**

In partnership with:



See back for more details.

All Community Members Welcome!

43rd JUNETEENTH Celebration

Grab your family and friends — bring your appetite, a chair or blanket to sit on, and get ready for a great time!



Free haircuts for the family by Olympia Barber School and live entertainment by Andy Stokes!

Non-perishable Food Drive

We're collecting non-perishable food items to support the Thurston County Food Bank.

(This is voluntary and not required to attend.)



To learn more, visit:

CityofLacey.org/Juneteenth-Celebration

or scan:



See front for more details.



The Most Worshipful Prince Hall Grand Lodge

Organized under W. W. M.
April 14th, 1901

Free and Accepted Masons
of the State of Washington and the Jurisdiction
Thereunto Belonging

Incorporated 1905

Warrant of Constitution ANCIENT CRAFT MASONRY

To All and Every:

Our Right Worshipful and Loving Brethren: We, **CARLTON B. TUCKER**, Grand Master of Masons, **CHARLES D. STUBBLEFIELD** Deputy Grand Master, **BILLY Y. MORRIS**, Senior Grand Warden, **KENNETH SWANIGAN**, Junior Grand Warden, of the Most Worshipful Prince Hall Grand Lodge of Free and Accepted Masons of the State of Washington and the Jurisdiction thereunto belonging, SEND GREETING—

Know ye, that at the Regular Annual Communication of this Grand Lodge, holden in the City of **OLYMPIA**, on **15th** day of **JULY**, in the year of our Lord One Thousand Nine Hundred and **81** and in the year of Masonry **5981**; In accordance with our Book of Constitution and of the Old Constitution established under the auspices of Prince Hall, Boston Smith, Thomas Sanderson and several other brethren, residing in Boston, New England, North America, by the Most Ancient and Honorable Society of Free and Accepted Masons of England, and which Masonry has been legally and regularly transmitted to us, and in conformity with resolutions adopted upon day and date as first written above, that a Charter was granted to **FRED U. HARRIS**, Lodge, Free and Accepted Masons, located at the City of **OLYMPIA**, State of **WASHINGTON**, and that its number shall be **70** on the Registry of this Grand Lodge, as found at page **18** of Grand Lodge Registry, and that Worshipful Brother **CLARENCE TAYLOR** is appointed, authorized and empowered to act as the first Worshipful Master, that our Worthy Brother **WILLARD DEROUEN** is appointed to be its first Senior Warden, and that our Worthy Brother **HARRON MOSLEY** is appointed to be its first Junior Warden, of a Lodge of Master Masons, to be by virtue hereof, constituted, dedicated, and held in perpetuity to the uses and purposes of free and accepted Masonry, under the style and title of **FRED U. HARRIS** Lodge, F. & A. M., No. **70**, at the City of **OLYMPIA**, State of **WASHINGTON** and we authorize and empower our well beloved Brethren, with the consent and assistance of a majority of the members of said Lodge, to elect and install their successors, in the manner provided by law. To confer the three symbolic degrees of Ancient Craft Masonry, and the members of this Worshipful Lodge, to have and to hold this Charter forever, as its ark of the Covenants, and to perform such other offices and duties as are anciently inherent to a Lodge of Master Masons. And as is provided in the Book of Constitution of this Most Worshipful Prince Hall Grand Lodge and the by-laws of this Lodge.

In Testimony Whereof, witness the hand of the Grand Master of Masons, The seal of our Grand Lodge, engraved by the Grand Secretary at the City of **SEATTLE**, Washington, in the United States of America, this **15th** day of **JULY**, in the year of our Lord **1981** and in the year of Masonry **5981**



Carlton B. Tucker
Grand Master of Masons, of the Most Worshipful Prince Hall Grand Lodge of Free and Accepted Masons, of the State of Washington and the Jurisdiction Thereunto Belonging

Harold H. Bond

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LODGING TAX FUNDING APPLICATION

Application Type
Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *
SWAE Night Market

Activity Name *
Night Market at The Depot

What type of entity is your organization? *
Business Entity

Federal Tax ID Number *
87-2811869

City of Lacey Business License Number
#217982

Contact Name *
Jason Huang

Title *
Creator/Organizer

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points) * Please include the city and specific location.

The Night Market at The Depot is centrally located at the Lacey Depot, 5700 Lacey Blvd. SE, Lacey, WA 98503. This vibrant and easily accessible location is right in the heart of our community, making it a perfect gathering spot for residents and visitors alike. The Lacey Depot's spacious and welcoming environment provides the ideal backdrop for our Night Market events, allowing us to showcase a diverse range of local vendors, food trucks, and live entertainment.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

Yes

3. Tourist Attraction: Describe your activities (20 points) * Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Our event offers a wide range of engaging activities designed to attract tourists from both near and far. At the heart of our mission is a strong commitment to Diversity, Equity, and Inclusion. As a veteran and person-of-color-owned event organization, we believe that celebrating businesses and organizations of all backgrounds brings out the best in our events and activities. This inclusive approach fosters a fun, welcoming, and exciting atmosphere, making our events a must-visit destination. Our creativity shines through in our unique activities and services, ensuring there is always something new and refreshing to experience. We collaborate with local DJs, musicians, and bands to create a lively ambiance, and our events feature a variety of engaging attractions such as axe throwing, inflatable slides and obstacles, face painting, cooking demonstrations, video games, tattoo and piercing services, beer gardens, dancing, raffles, photo booths, and seasonal favorites like pumpkin painting and trick-or-treating for kids. These diverse offerings cater to all ages and interests, making our events appealing to a broad audience. We host seasonal events that draw tourists from over 50 miles away, including special Mother's Day, Father's Day, and Halloween celebrations. By continuously introducing fresh and innovative experiences, we ensure our events remain dynamic and attractive to visitors. We have successfully attracted businesses and tourists from across Western Washington and Northern Oregon, demonstrating the regional appeal of our events. Our commitment to inclusivity, creativity, and community engagement makes Lacey a vibrant destination, encouraging visitors to travel from afar and explore everything our city has to offer.

4. Frequency of Activity (20 points) *

Multi-Day Occurrence

5. Date of Activity (10 points) *

In 2025, we're thrilled to present an exciting lineup of events that will keep the momentum and excitement high throughout the year. Here is our projected schedule for 2025: April 25, May 9, May 23, June 6, June 20, July 11, July 25, August 8, August 22, September 5, September 19, October 3, October 17, October 31—Hosted at the Lacey Depot, these events will provide even more opportunities to enjoy local crafts, foods, and live entertainment in the heart of our community. With these dates, we aim to maintain a steady flow of community engagement and support for local businesses, enhancing Lacey's cultural and economic vitality.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We take pride in our proactive and engaging social media marketing approach, a key driver of our success. By consistently posting engaging content on platforms like Instagram, Facebook, and TikTok, we keep our audience informed and inspire them to share our events, further extending our reach. As our event organization continues to grow, In 2025, we project a 35% increase in social media engagement, enhancing visibility and attracting more visitors to Lacey. We are actively exploring collaborations with local radio and news stations to boost our promotional efforts and ensure popular media outlets cover our events. We also plan to partner with more local non-profits, organizations, and influencers to create a support network highlighting Lacey's community spirit. These partnerships will promote our events and showcase Lacey as a thriving, welcoming destination. Website: [swaenightmarket.com](https://www.swaenightmarket.com) Instagram: <https://www.instagram.com/swaenightmarket> Facebook: <https://www.facebook.com/swaenightmarket>

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Safety is our top priority. Our events are fully insured, and our team is committed to maintaining a safe environment for all attendees and staff. We implement comprehensive safety measures and ensure our team is well-trained to handle various situations, including conflict de-escalation. A significant portion of our staff are combat veterans, equipped with first aid and CPR training, who remain vigilant throughout each event to ensure the safety and well-being of everyone involved. As a BIPOC and veteran-owned organization, we are deeply committed to fostering an inclusive and welcoming atmosphere that celebrates the diversity of our community. We believe that by providing a platform where all businesses and attendees feel valued and included, we contribute to showcasing the vibrancy of Lacey and building a sense of unity. Our mission is to curate a safe, enjoyable community experience where everyone feels welcomed and appreciated. Our target audience is broad and diverse, reflecting the inclusive nature of our events. Each of our markets features different themes and activities, catering to a wide range of interests. Yet, they all commit to being family-friendly and adaptable to seasonal changes. By offering events that appeal to people of all ages and backgrounds, we aim to create spaces where everyone in the community can come together, connect, and celebrate what makes Lacey special. With your support, we can continue to uphold the City of Lacey's values by providing safe, inclusive, and welcoming events that bring the community together and highlight the city's commitment to diversity and togetherness.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Our activities appeal to local businesses because supporting and showcasing them is our primary mission, not just a side project. Our Night Market events provide businesses and organizations with an excellent platform to gain exposure, generate sales, and connect with the community in a personal and meaningful way. Since August 2022, we have partnered and collaborated with over 500 local businesses and organizations. Our events foster collaboration among local businesses, creating opportunities for partnerships that go beyond just a one-time market appearance. Additionally, our efficient marketing and content creation strategy ensures that participating businesses are showcased to a broad audience, putting them in front of hundreds of thousands of people throughout Washington State. We use various channels, including social media, local media, and community outreach, to maximize visibility and engagement for all our vendors.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

64,000

Estimated attendees/participants who will travel 50 miles or more *

12,800.00

Estimated attendees/participants who will travel from out-of-state or country*

1,200.00

Estimated paid overnights *

Stays with paid overnight accommodations.

100.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

50.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$40,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Itemized Budget for Night Market at The Depot Events: 1. Marketing & Promotion: To maximize visibility and attendance, we plan to invest in a comprehensive marketing campaign utilizing various platforms: Social Media Ads (Facebook, Instagram): \$5,000 Radio Advertisements: \$1,000 Collaborations with Influencers: \$2,000 Marketing Materials (flyers, posters, banners): \$1,000 Content Creators (photographers, videographers): \$1,000 Total Marketing Cost: \$10,000 2. Activities & Entertainment: Engaging activities and entertainment are key to creating memorable experiences for our attendees: Petting Zoo: \$2,000 Educational Programs on Animals: \$2,000 Foam Party: \$1,000 Halloween-Themed Events (decorations, contests): \$3,000 Beer Gardens: \$2,000 Musicians & Live Bands: \$2,000 Live Demonstrations (crafts, cooking, etc.): \$1,000 Children's Activities (games, face painting, etc.): \$2,000 Total Activities & Entertainment Cost: \$16,000 3. Staffing & Volunteer Program: To ensure smooth operations and an excellent experience for attendees, adequate staffing is essential: Seasonal Staff (event coordination, setup, and teardown): \$6,000 Volunteer Program (training, T-shirts, refreshments): \$2,000 Total Staffing Cost: \$8,000 4. Equipment Rentals: High-quality equipment is necessary for staging, sound, and essential services: Stage & Sound Systems: \$4,000 Latrine Trailers: \$2,000 Total Equipment Rentals Cost: \$6,000 Total Funding Requested: \$40,000 This budget is designed to ensure that the SWAE Night Market remains a vibrant, safe, and engaging community event that brings together residents, local businesses, and visitors, contributing to the cultural and economic vitality of Lacey. With this support, we can continue to grow the Night Market series and provide valuable experiences for all who attend.

What is the total budget for your activities? * Provide the total cost of your activities.

The total cost of our activities is approximately \$40,000

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Vendor Fees: Our Night Markets attract a diverse range of local vendors, from artisans to food trucks. Each pays a fee to participate. These fees are a primary source of revenue, ensuring we can consistently host well-organized and vibrant markets. 2. Merchandise Sales: We offer exclusive Night Market merchandise, including branded apparel and accessories, which serve as a source of income and help build community identity and pride. 3. Sponsorships: Partnerships with local businesses and organizations play a significant role in supporting our events. Sponsors receive visibility and promotion at our markets, creating a win-win situation where our events are well-funded and sponsors engage with the community. 4. Government Contract - City of Lacey: The ongoing support and partnership with the City of Lacey have been crucial in maintaining the quality and reach of our events. This contract allows us to offer free entry to the public, making the markets accessible to everyone. 5. Community Donations: We are grateful for the occasional direct donations from community members who share and appreciate our mission. Their support is a testament to the community's belief in our work and significantly contributes to our success. These diverse funding streams are the backbone of our financial sustainability, ensuring the Night Market can continue to thrive and grow. This sustainability is not just about our survival but about our ability to offer economic opportunities for vendors, foster community connections, and enrich the cultural landscape of Lacey.

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

None

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

Itemized Budget for Night Market at The Depot Events:

1. Marketing & Promotion:

To maximize visibility and attendance, we plan to invest in a comprehensive marketing campaign utilizing various platforms:

Social Media Ads (Facebook, Instagram): \$5,000

Radio Advertisements: \$1,000

Collaborations with Influencers: \$2,000

Marketing Materials (flyers, posters, banners): \$1,000

Content Creators (photographers, videographers): \$1,000

Total Marketing Cost: \$10,000

2. Activities & Entertainment:

Engaging activities and entertainment are key to creating memorable experiences for our attendees:

Petting Zoo: \$2,000

Educational Programs on Animals: \$2,000

Foam Party: \$1,000

Halloween-Themed Events (decorations, contests): \$3,000

Beer Gardens: \$2,000

Musicians & Live Bands: \$2,000

Live Demonstrations (crafts, cooking, etc.): \$1,000

Children's Activities (games, face painting, etc.): \$2,000

Total Activities & Entertainment Cost: \$16,000

3. Staffing & Volunteer Program:

To ensure smooth operations and an excellent experience for attendees, adequate staffing is essential:

Seasonal Staff (event coordination, setup, and teardown): \$6,000

Volunteer Program (training, T-shirts, refreshments): \$2,000

Total Staffing Cost: \$8,000

4. Equipment Rentals:

High-quality equipment is necessary for staging, sound, and essential services:

Stage & Sound Systems: \$4,000

Latrine Trailers: \$2,000

Total Equipment Rentals Cost: \$6,000

Total Funding Requested: \$40,000

This budget is designed to ensure that the Night Market at The Depot remains a vibrant, safe, and engaging community event that brings together residents, local businesses, and visitors, contributing to the cultural and economic vitality of Lacey. With this support, we can continue to grow the Night Market series and provide valuable experiences for all who attend.

SOCIAL MEDIA REACH

January - August

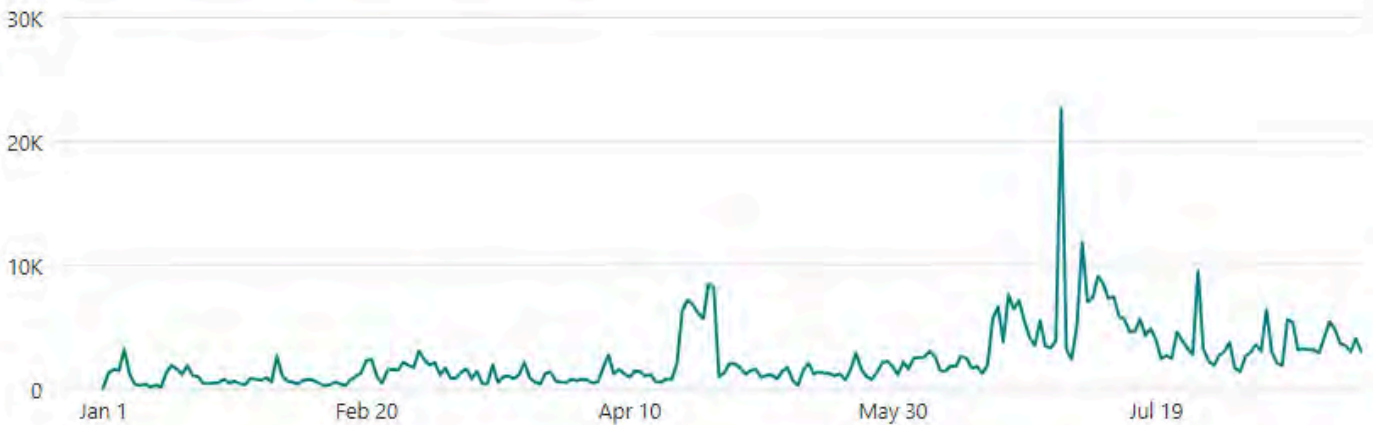
Instagram Content overview

Breakdown

All Posts Stories

Reach **239.4K** ↑ 146.9%

Content interactions **40.4K** ↑ 100%



Facebook Content overview

Breakdown

All Posts Stories Reels Videos Live

Reach **140.5K** ↑ 10.8%

3-second views **16.8K** ↑ 9.7%

1-minute views **8** ↑ 100%

Content interactions **5.2K** ↓ 10.4%

Minutes viewed **2d 20h** ↑ 21.1%



GET YOUR WEEKEND STARTED!

NIGHT MARKET @ THE DEPOT

FRIDAY, AUGUST 30, 5-9 PM

5 PM EVERY-
OTHER FRIDAY

APRIL -
OCTOBER

FREE ENTRY!
OPEN TO ALL!

FOOD TRUCKS • MUSIC • LOCAL ARTISANS



Learn
more:



5700 LACEY BLVD SE

CityofLacey.org/NightMarket

GET YOUR WEEKEND STARTED!

NIGHT MARKET @ THE DEPOT

FOOD TRUCKS | MUSIC | LOCAL ARTISANS

- FRIDAY, 4/26 (4-8 PM)
- FRIDAY, 5/10 (4-8 PM)
- FRIDAY, 5/24 (4-8 PM)
- FRIDAY, 6/7 (4-9 PM)
- FRIDAY, 6/21 (4-9 PM)
- FRIDAY, 7/5 (4-9 PM)
- FRIDAY, 7/19 (4-9 PM)
- FRIDAY, 8/2 (5-9 PM)
- FRIDAY, 8/16 (5-9 PM)
- FRIDAY, 8/30 (5-9 PM)
- FRIDAY, 9/13 (5-9 PM)
- FRIDAY, 9/27 (5-9 PM)
- FRIDAY, 10/11 (5-9 PM)
- FRIDAY, 10/25 (5-9 PM)

5 P.M. EVERY-
OTHER FRIDAY

APRIL -
OCTOBER

FREE ENTRY!
OPEN TO ALL!



Learn more:



 5700 LACEY BLVD SE LACEY, WA 98503
CITYOFLACEY.ORG/NIGHTMARKET

CITY OF LACEY PRESENTS

NIGHT MARKET @ THE DEPOT

FRIDAY, JULY 19, 4-9 PM

DJ ANDY G • KSMITHPHOTO&FILM •
VOYAGER ESPRESSO • TEASECAKES
BY FRANCESCA • MEGGIE'S LUMPIA
JERK AN TINGZ • MI PUEBLO EXPRESS • BOBABLASTIC
• OLYMPITA • BROKE DA MOUTH • THE MAN BBQ •
ATLAS CHIROPRACTIC PC • BLACK FIRE ALCHEMY LLC
• EAGLE AMIGOS • BULGOGI HUSTLE • HALEY GROWS IT
• CUTOUT CREATION PNW • AMICIS NOVUM • KELIS
HAWAIIAN SAUCES • LIVEEACHMOMENT ART • KALEI'S
CREATIONS • HARBOR REFILLERY • BABY'S DREAM
DOGS • THAI FRESH TOGO • DIVINE CONCEPT •
EVERGREEN & SAGE CLAY CO • RENUÉ ADVANCED
PARAMEDICAL COSMETICS • TAYMOO'S TALLOW • VERT
CHIROPRACTIC • OMYGOLD PERMANENT JEWELRY BAR
• ALMOST HOME CANDLES • THE MOONLIT SERPENT •
BRAESCLAYCO • CAMELIA'S BOWS AND MORE • SMITH
BROTHERS FARMS • WINDOW NATION • PHILBROOK
HANDCRAFTED • POLY INNOVATIONS • PATANE
CATERING • BLAKE'S ART AND ENGRAVING • WOOLLY
WILDFLOWER BOTANICALS • SPARKLE SEWS TOO •
CUTE TEACHER THINGS • S&B CUSTOMS • MAIN
SQUEEZE LLC • MESSY MAWMA MUGS & MORE

@SWAENIGHTMARKET



Learn
more:



5700 LACEY BLVD SE LACEY, WA 98503
[CityofLacey.org/NightMarket](https://www.CityofLacey.org/NightMarket)



NIGHT MARKET AT THE DEPOT

PRESENTED BY THE CITY OF LACEY

SWAENIGHTMARKET.COM

KELIS HAWAIIAN SAUCES

@KELISSAUCES

NIGHT MARKET AT THE DEPOT
PRESENTED BY CITY OF LACEY

- Friday, August 2nd | 5-9 PM
 - 5700 Lacey Blvd. SE Lacey, WA 98503
-

SWAENIGHTMARKET

**JOIN
OUR
VENDOR
COMMUNITY**

ARE YOU LOOKING
TO INCREASE YOUR
BRAND AWARENESS
AND CONNECT WITH
THE COMMUNITY?
OR ARE YOU READY
TO TURN THAT SIDE
HUSTLE INTO A
THRIVING BUSINESS?

**SCAN HERE TO
APPLY**



SWAENIGHTMARKET.COM/APPLY

SWAENIGHTMARKET

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THRIVING BUSINESS?

**SCAN HERE TO
APPLY**



SWAENIGHTMARKET.COM/APPLY

SIMPLY SAM MUSIC

CITY OF LACEY PRESENTS NIGHT MARKET @ THE DEPOT

FRIDAY, AUGUST 16, 5-9 PM

FOOD TRUCKS • MUSIC • LOCAL ARTISANS • BEER GARDEN

DJ K

AKA SPECIALK

- JERK AN TINGZ
- TEASECAKES BY FRANCESCA
- OLYMPIA
- BULGOGI HUSTLE
- BOARD & BRUSH OF OLYMPIA
- KNOT THE UGLY DUCKLING
- WOOLLY WILDFLOWER
- BOTANICALS
- BABY'S DREAM DOGS
- LEVEL UP STUDIO
- HOUSE OF JUPITER
- INFO BOOTH
- ARDOUR SISTERZ CANDLE CO.
- LULA TERRA
- MI PUEBLO EXPRESS
- VOYAGER ESPRESSO
- SWEETLEE'S ICE CREAM
- VERT CHIROPRACTIC
- BLACK FIRE ALCHEMY LLC
- CUTOOT CREATION PNW
- WHITE MOTH LODGE
- CUTOOT CREATION PNW
- GLORIOUS GREENHOUSE
- PLANT SHOP & VINTAGE INTERIORS
- OMYGOLD PERMANENT JEWELRY BAR
- KALEI'S CREATIONS
- MEGGIE'S LUMPIA
- THE MAN BBQ
- BROKE DA MOUTH
- EVERGREEN & SAGE CLAY CO
- BLAKE'S ART AND ENGRAVING
- MOSS AND MOON POTIONS
- HIGHWAY STAR VINTAGE
- LITTLE SEQUOIA CO
- HALEY GROWS IT
- GARDENS AND GALAXIES
- PHILBROOK HANDCRAFTED
- KELIS GLUTEN FREE HAWAIIAN SAUCES
- MAIN SQUEEZE LLC
- SMITH BROTHERS FARMS
- THE HAPPY HUMPBAC
- ALMOST HOME CANDLES
- ATLAS CHIROPRACTIC PC
- CLAY IN COLOR
- KRESSWORTHY BAKING
- FULL VELOCITY
- CAMELIA'S BOWS AND MORE
- LIVE&ACHMOMENT ART
- WILD GROVE ESSENTIALS
- RENUE ADVANCED
- PARAMEDICAL COSMETICS
- NUM N GO



5700 LACEY BLVD SE LACEY, WA 98503

CITYOFLACEY.ORG/NIGHTMARKET

COMMUNITY & BUSINESS COLLABORATIONS

13th hour Studio	Bella Rose Floral & Sweets	Clay In Color	DrownedNVntg LLC
1821 Candle Co.	Belmore LLC	Cloud Sprout LLC	Dyme Designs
27 West	BerryCozy	Coco Luxe Cosmetics	Eagle Amigos
28 Inked	Beyond The Curls	Coco Sherries chocolate	EasyCBD
3M Mosaics	Big Sky Metalworx	Cocoa loves grey	Eden & Ebb
777ish Cookie Desserts	Birch Home Co	Coho Cake Co.	El Cuadrilatero
89 Links	BJolly Lotion	Compass Real Estate	El Manor Ave
Abe's Waffles	Black Fire Alchemy LLC	Copper River Delights	Elevated Basics
Abella Bloome	Blake's Art and Engraving	Corina Lunita	Elizabeth Collective
AC Prodigy	Bloom's Illustrations	Cositas by Sarahi	Ella Louie Art
Acknowledge Wellness LLC	Bluey's Jelly World	Crafbit Workshop	Ember and the Dead
Acute marketing	Bly Forsythe Author	Crafted Restorations	Evergreen & Sage Clay Co
Adler Lee Co.	Board and Brush Olympia	CraftsBoutique by Gigi	Evergreen Grazing Co.
All Ears Petcare	Bobablastic	Creative Clover Studio	Evergreen Therapeutic Massage
All in a day's work	Bobaholic Cafe	Creative Ginger	Evidence-Based Fitness
All In A Day's Work	Body By BonBon Beurre	Crossed Paws Bakery	Express Deli
Allison's Wonderland Sweet Confections	Born-N-Braised	Crow Cottage Candle	Family First Fire Solutions
Almost Home Candles	Bougie by Nature Candles	Crystal Bar Co.	Fancy Fiddles
Alucinor Farms	BRAESCLAYCO	Cute Teacher Things	Festive Pride llc
Amicis Novum LLC	Brave Sunday	Cute Things Seattle LLC	Finesse4uboutique
Andi Clark Jewelry	Brianna Johnson Art	Cutout Creation PNW	Finnriver Tumwater
AnniLiz Yarn Creation	Brittany Hanson Photography	Daisy May by Design	Fitted Boutique
Anuhe& Co.	Broke Da Mouth	Dalten Nelson Woodcraft	Flaming Pig BBQ
Arbonne	Bronzed Botanicals	Danny Fuentes Photography	Flat Creek Design Co.
Arbor Night Studios	Brooks Therapeutics	Dark Timber Apparel LLC	Floral Savage Blooms
Ardour Sisterz candle co	Bubble Gunk	Delicieux	Flower and Fern Studio
Aroma Art	Bud Fam Co.	Dirty Tomato	Flower to Flame
Art by Trisha Hall	Bugs Berry Cups	Dive Drag Brunch	Flyting N Writing
Art of Stephanie Broussard	Bulgogi Hustle	Divine Concepts	Folklore Mercantile & Co
Artistic Photography of Oly	BXSIE	Divine Concepts	Foolish Pleasure Vintage
ArtNewWave	Cafe el Camino	DJ Abel	For Lauren, LLC
Atlas Chiropractic PC	Cafesito con Ruby	DJ Andy G	Forest Fancies
B.A.F. Bombs LLC	Camelia's bows and more	DJ Ice Mike	Fox Candle Company
B.T. Sinclair	Campers coffee	DJ Jay Curry	Frenchie Coffee Roaster
Baby's Dream Dogs	Captain Bounce House	DJ SpecialK	Fruit Scrunch
Banana Leaf Tumblers	Carrier Candles	DJ Tony G	Full Circle
Barkcaterie Boxes	Change Your View LLC	Dominos Designs Co	Full Velocity
Bath.ish	ChristyFaye	Dos Casas Thrift	Gadabout Couture
Bear Mountain Woodcraft	City of Lacey	Double Yolk Design	Gal Pal Freshies
Bell's Design	City of Olympia	Drizzle D's Hot & Spicy Honey	Galileo's

COMMUNITY & BUSINESS COLLABORATIONS

Gardens and Galaxies	Jess Laurén Boutique	Lunabones Barkery	Na 11 The Everything Rub
Giraffe Designs	Jessica's Kusina	Luxxd Jewelry	Nature's Divine Botanica
Girl Scouts of Western Washington	Joyful Acrylic	Main Squeeze LLC	Nature's Elements Company
Glimmer and Grow	Julie Kuhl Gallery	Making Local Markets	Naturesacks
Glitz & Rose Beauty	K-Komida	Maks Snack Shack	Nicole Pearl Collections
Glorious Greenhouse Plant Shop	Kai Crystals	Managed Moments	Nighty Nites
Go Go Cookie Co	Kalei's Creations	Marie Craft Co.	Nuestrobarrio Puyallup
Golden Fisher Woodworks	Kawaii Donut house	Marigold Plant Van	Num N Go
Graceful Moon Studio	Kays Paint Joint	Marina Del Ray Designs	NW Business Club
Gravel Pit Farm	Kelis Hawaiiian Sauces	MatiMade	Ocean Green Healing
Green Gardens Consultation	Kellams Massage	Mckee Wear	Ocean House Apothecary
Haley Grows It	Kiersin Smith Photos	McKenzie & Brown LLC	Old Crafty Nerd
Half Pint Farm Bakery	Kiki Crystals	Meadow Moon Botanicals	Oly Camp Kitties
Halo Creative Solutions	Kitchen Kouture	Meg Photos	Oly School of Advance Skin Care
Hanasushiburrito INC	Knot The Ugly Duckling	Megan Teutschel Creations	Oly Sudz
Hannah Froese Design	Krafty Kreations	Meggie's Lumpia	Oly Surfrider
Harbor Hat Bar	Kreations by Kenzie	Meredith June Ceramics	Oly's Malasadas
Harbor Refillery	Kressworthy Baking	Messy Mawma Mugs & More, LLC	Olympia Downtown Alliance
Harper Mill Boutique	Lacey Chamber	Mestisa Collections	Olympia Freshies
Heather Ellis Art	Lady MacDonald's Gourmet Foods	Mestiza	Olympia Seafood Co.
Hello EM Collection	Lake Stevens Farmers Market	Mi Casita Coffee	Olympic Car Co
Hello Sunshine Balloon	Landmarks Unlimited	Mi Pueblo Express	Olympita
Heritage Distilling	Lava Bowlz	MiaNova Boutique	Olympus Brewing
Highway Star Vintage	Leafbloom CBD	Milan Beauty Salon	OlyPop
Hilltop Studio	Lemon Babe Bows	Minuteman Press	Ombre Crystal Co.
Holmes Coffee LLC.	Lemondrop Disco	Miss Priss Lash & Brow	Omni Centers
Honeysuckle Vintage	Lemons and Thread Co	Missy's Misfits, LLC	OMyGold Permanent Jewelry Bar
Hoolia Art	LeslieSarahDesigns	Modern Vintage by McKensey	Onyx Medical Aesthetics
HOTBABE-HOTSAUCE	Level Up MaryAnn	Momi Snacks	Osada Treats
House of Jupiter	Level Up Melani	Moody Studio Arts	Out of the Woodworks
Howl at the Spoon	Level Up Studio LLC	Moonstruck by Sarah	Packer Concrete Design
Hustle Up Bodybuilding	Licorice Guy	Moore Art Pet Photography	Papa Tony's Hot Sauce
I Suck at Drawing' "	Link x Lou Olympia	Mosaic Marketing	Paradise Cove Candles
Imagine Makes More	Little Sequoia Co	Moss & Magnolia	Patane Catering
Indulgence Sweets and Treats	Live Well Home Group/Origin Mortgages	Moss and Moon Potions LLC	Pattaya Thai
Infamous Artistry	LIVEeachmoment Art	Mount Tahoma Botanicals	Patton Glass
Inkstone Art & Design	Livi Rose Handmade	Mucho Design	Peachy Soul
iPhoto Mel	Lovable puffs	Muscle Mommy Athletics LLC	Pearl Plastic Surgery
Jack n Sues Gifts	LoveStrung Creations	Mych Crow	Perfectly ImPerfect Designs, LLC
Jerk An Tingz	Lula terra	Mystic Visions Jewelry	Philbrook Handcrafted

COMMUNITY & BUSINESS COLLABORATIONS

PinkPolish Design	Sawsome Woodworking Co.	Suds & Sage	The Ranting Raven LLC
Pixie Dust Growing Up	Scent haven freshies	Suds and Sage	The Shortcake Bar
Plantdiculous	Scream Truck Ice Cream	Sugar + Spoon	The Succulent Studio
PNW Crow Cottage Candles & Balms	Sea and Moon	Sugarcane Beauty	The Sunset Estates
PNW Women's Network	Sew Darn Good	Sully Eats	The Sweet Mixing Bowl
Poly Innovations	SGT. Hart's BBQ Sauce	Sunflower Soul Apothecary	The Sweetest Things llc
Posy Boutique	Share Studio	Sunshine Scoop Ice Cream	The Voices Within- Sallee Turner
Prism Crystals	Shay D.Design	Sweet as sugar Cotton Candy	The Willow Tree Co.
PupDog Collars	Shik'is Resin Art & Craft	Sweet Dreams	The Wizard's Sleeve
Puss N Toots	Shop canela vintage	Sweet Francis Sewing Co	Thea & Grace
Queer Audacity Leatherworks	SilentGoddess Art Jewelry	Sweet Oak Craft Co.	Third Swan Arts
R. Burnett Brand	Simmie's scribbles	Sweet Peas Babe	Three Flames Gems
Rad fam designs	Simple Serenity	Sweet Sips Drink Stand	Three Flames Silverworks
Rainbow Garden Botanicals	Simply Frosted Sweets	Sweetlee's Ice Cream	Thurston Chamber
Rainbow Goods	Simply Sam Music	SweetPea & Boy	TickleMySweets
Rainbow Rocks	Simply Unique Boutique, LLC	Tacoma Luxe Play	Til Death Jewelry Co
Rainier Watch	Sinthia's Costumes & Apparel	Tacos Extranjeros LLC	Tin Hut BBQ
Rainy Day Knittery	Skin.code Beauty	Talitha's Electroformed Elegance	Tom Kuhlmann
Rainy Day Reader	Smith Brothers Farms	Taurus Moon Tattoo	Triple Lotus Wellness
Ranting Raven Candle	SML	Taymoo's Tallow Beauty Co.	Troy Heavy IND LLC
RAW Living/ RAW Expressions Artistry	Snohomish Farmers Market	Team-Tomorrow	Tuff Pups
Rejuvenate Olympia	Soaring J Art	Teasecakes by Francesca	Tumwater Craft District
Renewal by Andersen	Soiree Society	Test Patch Studio	Turn-of-the-Centuries
Renue advanced paramedical cosmetics	Sole & Style	Thai fresh togo	Twisted & Beautiful
Resin Bits Co.	Solocreationsgifts	The Baldie Brand, LLC	Two Arrows NW
Ricardo's Kitchen	South Sound Block Party	The Bastillery	Under the Pine Tree Jewelry
Roman + Riley	Southern Sno Buzz	The Cabinet Bar LLC	UpperLeft Soap Co
Rooted Grace Co.	Sparkle Sews Too	The Ciara Chanell Company LLC	US Marines - RSS Olympia
Rooted Room	Sparx permanent jewelry	The Cooking Goddess	Velvet & Shag
Rose Metting	Spotted By Savannah	The Crabby Potter	Velvet Skyn Aesthetics
Rosy Ghost Curios	Sprouted Slopes	The Gala of Goddesses	Vert Chiropractic
Row + Co	Stacked Company	The Galerie Tacoma	Vintage ish
Ruth Ryan Jewelry	Stacks Burgers	The Greedy Vegan	Voyager Espresso
S&B customs	Stanwood Farmers Market	The Happy Humpback	Vulgar Wicks
Salt & Sage Body Care	StarHaven	The Knotty Salvage Shop	Watercolors by Shauni
Sanctified Leather and Grace	Stephanie Broussard Art	The Licorice Guy	Wheat Stalk Boutique
Sandra D Baby Cakes	Stone Fig Studios	The Man BBQ	Whiskey in a Teacup
Santa Bob	Styled & Social Boutique	The Moonlit Serpent	Whispering Pine Candles
Sassy Lass Sweets	Styled and Social	The Mossy Corner	Whit's Handmade
SawDust and Soul	Sub-Zero Freeze Dried Candy	The Port Taco Truck	White Moth Lodge

COMMUNITY & BUSINESS COLLABORATIONS

White Pigeon Bindery
Wild and Wanted Tee's and More
Wild Dogwood Co.
Wild Grove Essentials
Wild Heart Jackets
Wild Heart Sipping Vinegar
Willow+Vine
Wind and Rain Soap Co. LLC
Window Nation
Winter Creek Farm
Wishing Willow Farm
Wood Amor
Woolly Wildflower Botanicals
Yangcho Lab LLC
Yards Done Right
Yaya Eco Design
Your Market Maven
Zacc Delucco
Zeke's Bath Bar
ZoZ Wellness

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LODGING TAX FUNDING APPLICATION

Application Type

Tourism Promotion/Marketing
Activities

ORGANIZATION INFORMATION

Organization Name *

Harlequin Productions

Activity Name *

Season 2025: Hope & Heroes

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

91-1478538

City of Lacey Business License Number

Contact Name *

Joe Hyer

Title *

Director of Finance and HR

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Harlequin Productions is located in the State Theater on the corner of Fourth Ave and Washington St, in downtown Olympia.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

3. For 2025, Harlequin's Season Launch Gala, in August 2024, announced five instantly recognizable, widely known productions, one regional premiere, the traditional end-of-year holiday show, and three special events. The Season Launch energizes patrons, and many purchase their full-season subscriptions and flex passes that night or the few days following. While some patrons cannot travel across the country or pay high ticket fees to see big productions, Harlequin recognizes that as an opportunity to expand its patron base with single-ticket buyers. By offering big-name shows, Harlequin can provide high-quality shows at modest prices compared to many metropolitan theatres. Harlequin offers several pay-what-you-choose (PWYC) performances for every show, so patrons can pay as little as \$1 to attend a show of choice (excludes special events.) Accessibility is an essential element of Harlequin's operations. Harlequin's top marketing priority is high-quality, strategically produced materials. Professional designers work collectively to create beautiful photography, videography, text, and graphic design to market Harlequin through various media channels. These fuel ticket sales, contributing to Harlequin's success. Each show in the season, including special events, has a marketing campaign designed to target specific audiences. Some segments for mailings include previous ticket buyers, subscribers, past subscribers, past ticket buyers, and emails sent to recent attendees offering special discounts for return visits. Additionally, press releases are sent to approximately 200 individuals, agencies, and businesses announcing significant events such as the season launch, individual shows, galas, and special events during the year. This includes:

- PWYC promotions
- Season brochures that include subscription information are sent to a full mailing list.
- Oversized postcards mailed to household addresses 4-6 weeks prior to opening night.
- Short radio spots with local and regional stations traded for program advertising.
- Emails announcing shows and special events.
- Social Media videos, photos, and announcements are posted to Instagram, Facebook, X (formerly Twitter), and YouTube.
- Postering throughout the region, including Olympia, with local businesses.
- \$50,000 in trade marketing for various promotional media.
- Advertising in regional theater show programs in Seattle, Tacoma, and Portland.

- 4. Frequency of Activity (20 points) ***

Annual Activities

- 5. Date of Activity (10 points) ***

January 24 – February 9, 2025: Ms. Holmes & Ms. Watson – Apt. 2B February 22 – 23, 2025: HQP Bold Voices – Reading #1 (Special Event) March 7– 23, 2025: Is This A Room–Regional Premiere April 25 – May 18, 2025: Romeo & Juliet June 20 – July 20, 2025: Rent August 2 – 3, 2025: HQP Bold Voices – Reading #2 (Special Event) August 22 – September 7, 2025: POTUS (Or, Behind Every Great Dumbass Are Seven Women Trying to Keep Him Alive) October 3 – 26, 2025: Murder on the Orient Express November 8, 2025: HQP Bold Voices – Musical Theater “Open Mic” Cabaret (Special Event) November 28 – December 24, 2025: A Christmas Carol

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

While shows take place in downtown Olympia, the proximity between Lacey and Olympia means that an event in one city can have positive economic impacts in the other, notably when businesses and local governments capitalize on the opportunity to attract and retain visitors. Harlequin consistently advertises in the Experience Olympia & Beyond for those looking for events and accommodations throughout Thurston County. In addition to Experience Olympia, Harlequin advertises through OlyArts magazine, Showcase Magazine, Thurston Country Chamber, in the WA Center programs, and via local online calendars at KNKX, Broadwayworld, ThurstonTalk, and JoltNews, among others. We use the WA Center postering service to ensure our show posters are visible for every production we do throughout Lacey, Tumwater, and Olympia. We also send postcards to a mailing list of over 6,000 patrons throughout the South Sound region for each of our productions and events. We frequently post on social media, targeting users within a 60-mile radius on our sponsored posts. We send a detailed, engaging monthly newsletter to a base of 9,000 addresses, with more frequent communications occurring during a production run. We participate in ticket giveaways with our radio sponsors, ROXY 94.5 and KGY, and we occasionally purchase advertising spots with KNKX. Lastly, we print a full-color program for every one of our productions.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

We are committed to removing economic barriers to participation. We offer discounts on subscriptions and single tickets for seniors, active-duty military, and students. Additionally, our Rush Ticket Program provides half-priced tickets 30 minutes before every show, while local students can take advantage of our Student Rush to see productions for just \$5. We also host several "Pay What You Choose" nights during each run, which are very popular and allow patrons to pay whatever amount they wish. We inform our audiences about any special effects, dialogue, language, or other elements in our productions that may not be suitable for all viewers. We ensure that patrons know this information before they enter the theater through various means, including promotional materials, notices to ticket holders, signage in our lobby, and direct communication. Live theater offers a more visceral and impactful experience than television or movies, and we strive to enhance this aspect for all guests.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

The two primary ways we collaborate with local businesses are our Community Preview Night program and our concessions and special event offerings. For the Community Preview Nights Program, selected non-profit partners are granted access to up to 150 seats* to Harlequin Productions' final dress rehearsals. Through this program, we have hosted the South Sound YMCA (see their social media post, attached), the PARC Foundation, and many other local businesses. Our concessions offer Dancing Goats coffee, Bittersweet Chocolates, and wine from Rumors Wine Bar during every performance, and we are currently working on a collaboration to provide cookies from a local bakery. We recently collaborated with local catering companies and restaurants, such as Bite Me Catering, Shiny Prize, and Endless Sound Cellars, during our special events. For CABARET, we worked with Uptown Grill to provide appetizers to 8 VIP tables every night. Every year we donate subscriptions and tickets to multiple local fundraisers, from Hand On Children's Museum to Timberland Library and more.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

15,000

Estimated attendees/participants who will travel 50 miles or more *

1,500.00

Estimated attendees/participants who will travel from out-of-state or country*

100.00

Estimated paid overnights *

Stays with paid overnight accommodations.

150.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

600.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$30,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Request (Full FY Budget) - Expense detail Advertising & Promotion (for 2 shows) \$ 5,920 (\$14,800) - Graphic Design \$ 7,920 (\$19,800) - Printing - Show Specific \$ 2,240 (\$ 5,600) - Photography/Videography \$ 2,000 (\$ 5,000) - Season Brochure Printing \$ 6,800 (\$17,000) - Bulk Mail - Print, Post & Handle \$ 480 (\$ 1,200) - Website - Hosting/Svcs \$ 1,680 (\$ 4,280) - Email & Digital Media \$ 2,000 (\$ 5,000) - Postering - Print/Distribute \$ 960 (\$ 2,400) - Regional Advertising \$30,000 (\$75,000) - TOTAL

What is the total budget for your activities? * Provide the total cost of your activities.

\$75,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Earned Revenue (Ticket Sales/Concessions) est. \$600,000 2. Donations from Individuals \$175,000 3. Sponsors & Underwriters \$75,000 4. Inspire Olympia – Cultural Access Program \$75,000 5. Lodging Tax All Jurisdictions est. \$50,000

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

City of Olympia Lodging Tax \$65,000 requested for 2025 \$15,000 awarded 2024
Thurston County Lodging Tax \$15,000 requested for 2025 \$7,650 awarded 2024

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

6500 - Advertising & Promotion	TOTAL FY 2010	REQUESTED
6505 - Graphic Design	\$ 14,800	\$ 5,920
6505 - Printing - Show Specific	\$ 19,800	\$ 7,920
6510 - Photography/Videography	\$ 5,600	\$ 2,240
6515 - Season Brochure Printing	\$ 5,000	\$ 2,000
6520 - Bulk Mail - Print,Post & Handle	\$ 17,000	\$ 6,800
6525 - Website - Hosting/Svcs	\$ 1,200	\$ 480
6530 - Email & Digital Media	\$ 4,200	\$ 1,680
6535 - Postering - Print/Distribute	\$ 5,000	\$ 2,000
6540 - Regional Advertising	\$ 2,400	\$ 960
	\$ 75,000	\$ 30,000

PRIDE AND PREJUDICE

By Kate Hamill

Adapted from the novel
by Jane Austen

Directed by Emily A. Rollie



August 30 - September 22

Actors Marianna de Fazio
Xander Layden & Brandon Riel
Photo by Shanna Paxton Photography

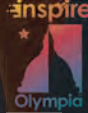
HARLEQUIN

Visit: HarlequinProductions.org

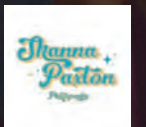
Or call: 360-786-0151



Scan
for
Tickets



OLY ARTS



12 TONY AWARDS
1967–2014

7 OLIVIER AWARDS
2022

CABARET

Book by Joe Masteroff

Based on the play by John Van Druten

& Stories by Christopher Isherwood

Music by John Kander

Lyrics by Fred Ebb

Directed by Aaron Lamb

JUNE 28 - JULY 28, 2024

Evenings at 7:30pm

Sunday matinees at 2pm

In the newly renovated
State Theater



Karin Terry as Sally Bowles
Photo by Shanna Paxton

HARLEQUIN

Visit: HarlequinProductions.org

Or call: 360-786-0151



Scan
for
Tickets



OLY ARTS

CABARET is presented by arrangement with Concord Theatricals on behalf of Tams-Witmark LLC.
www.concordtheatricals.com

Washington Center Mainstage OCTOBER 11-13
TICKETS: harlequinproductions.org and olympsiaphony.org



Director Aaron Lamb, Actor Eric Jensen, and Conductor Alexandra Arnesen. Photo by Shanna Paxton Photography.
Sweeney Todd is presented through special arrangement with Music Theatre International (MTI).
All authorized performance materials are also supplied by MTI. www.mtishows.com

Harlequin Productions
State Theatre, 202 4th Avenue East
Olympia, WA 98501

Washington Center Mainstage **OCTOBER 11-13**

SWEENEY TODD

The Demon Barber
of Fleet Street
A Musical Thriller

Music and Lyrics by

STEPHEN SONDHEIM

Book by **HUGH WHEELER**

From an Adaptation by **CHRISTOPHER BOND**

Originally Directed On Broadway by

HAROLD PRINCE

Orchestrations by Jonathan Tunick

HARLEQUIN



Co-produced by Harlequin Productions and the Olympia Symphony Orchestra
with members of Masterworks Choral Ensemble

Directed by Aaron Lamb, Conducted by Alexandra Arrieche, Starring Eric Jensen* as Sweeney Todd

*Member of Actors' Equity Association, the Union of Professional Actors and Stage Managers in the United States.

Actor Eric Jensen* as Sweeney Todd.
Photo by Shanna Paxton Photography.

TICKETS: Harlequinproductions.org and Olympiasymphony.org

HQP in June: CABARET, Sweeney Todd & Reopening Harlequin x



Harlequin Productions <boxoffice@harlequinproductions.org>
to me

Wed, Jun 5, 3:29 PM ☆ 😊 ↶ ⋮



Harlequin in June

Willkommen to the Kit Kat Klub

*Plus Sweeney Todd tickets are now on sale,
State Theater Construction is almost done, and
there's still time to endow a seat in the State
Theater*





South Sound YMCA

1h

Connecting as a community is critical to our overall physical and mental health. Join us for a night of romance and drama at the State Theater at this free community event! Get a sneak peek of the upcoming Pride & Prejudice production before anyone else. Immerse yourself in the world of love, intrigue, and passion. Don't miss out on this exclusive event - reserve your spot now!

<https://buff.ly/3yNUSJR>



YMCA NIGHT AT THE THEATER

Thursday, August 29
7:30pm
State Theater
202 4th Avenue
East Olympia, WA 98501



2

THE ONLY PROFESSIONAL THEATRE IN THE SOUTH SOUND

With seven productions every season, there's something for everyone!

"Harlequin's productions have been really good...expect a strong production in any event."

- Chase D. Anderson, NWTheatre.org

"A fantastic venue and wonderful production. Quality acting and wonderful sets in an intimate setting.."

- Dieter Jacobs, Google Business Local Guide



33 years of Real. Live. Theatre. in the heart of Olympia, WA.

State Theatre
202 4th Avenue East
Olympia, WA 98501
HarlequinProductions.org
360-786-0151

HARLEQUIN





"CABARET" BY JOHN KANDER, FRED EBB AND JOE MASTEROFF (HARLEQUIN PRODUCTIONS, 2024) PHOTO BY SHANNA PAXTON PHOTOGRAPHY

Harlequin Productions

Sweeney Todd

OCTOBER 11-13, 2024

What the Constitution Means to Me

OCTOBER 18 – NOVEMBER 3, 2024

A Christmas Carol

NOVEMBER 29 – DECEMBER 24, 2024

Ms. Holmes & Ms. Watson – Apt 2B

JANUARY 24 – FEBRUARY 9, 2025

Is This a Room

MARCH 7-23, 2025

Romeo & Juliet

APRIL 25 – MAY 18, 2025

Rent

JUNE 20 – JULY 20, 2025

POTUS (Or, Behind Every Great Dumbass Are Seven Women Trying to Keep Him Alive)

AUGUST 22 – SEPTEMBER 7, 2025

Murder on the Orient Express

OCTOBER 3 – OCTOBER 26, 2025

Harlequin Productions

Olympia, WA 98501
360.786.0151
harlequinproductions.org

Additional Information

Box Office: Tues-Sat, 12-5:30pm
Email boxoffice@harlequinproductions.org or call 360.786.0151.

The only professional theater company in South Puget Sound, Harlequin Productions has been providing the region with 7 show-seasons since 1991. Since 1998, the theater has performed in the historic State Theater on Fourth Avenue, in the heart downtown Olympia. Each year the theater employs over one hundred local artists and sees over 10,000 patrons come through its doors. We strive to define ourselves as a major American regional theatre, to be known nationally for high artistic values and expressive, enriching work, and to be a valuable member and leader of the South Puget Sound community in creating high quality work and encouraging positive change. We seek to invigorate, educate, and empower our community and all people to feel more, think more, play more, and judge less through the mirror of real live theatre.

BUSINESS INFORMATION

Business Name:

HARLEQUIN PRODUCTIONS

UBI Number:

601 092 296

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

202 4TH AVE E, OLYMPIA, WA, 98501-1105, UNITED STATES

Principal Office Mailing Address:

202 4TH AVE E, OLYMPIA, WA, 98501-1105, UNITED STATES

Expiration Date:

06/30/2025

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

06/21/1988

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CULTURAL, PROFESSIONAL THEATER

Charitable Corporation:



Nonprofit EIN:

91-1478538

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



Has Members:



Public Benefit Designation:



Host Home:



REGISTERED AGENT INFORMATION

Registered Agent Name:

FINANCE DIRECTOR

Street Address:

202 4TH AVE E, OLYMPIA, WA, 98501-1105, UNITED STATES

Mailing Address:

120 STATE AVE NE # 1004, OLYMPIA, WA, 98501-1131, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JOE	HYER
GOVERNOR	INDIVIDUAL		JANET	MUELLER
GOVERNOR	INDIVIDUAL		ELLEN	WOLFHAGEN
GOVERNOR	INDIVIDUAL		AARON	LAMB

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Lacey South Sound Chamber

Activity Name *

Lacey South Sound BBQ Festival

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

910842081

City of Lacey Business License Number

30997

Contact Name *

Blake Knoblauch

Title *

Executive Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Huntamer Park, Lacey

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Our promotions for the festival are geared to people who are looking for a day trip, overnight experience, a stay-cation with the family and participation in the event. This family friendly, free event draws participants and vendors from as far away as Canada and Oregon. These people use our local markets, restaurants, and lodging during their stay. We partnered with 18 food trucks, 65 street vendors (small businesses) the Lacey Fire Department and the Lacey Police Department. We offer a large kid zone and a two stages for bands and entertainment.

- 4. Frequency of Activity (20 points) ***

Single Day Occurrence

- 5. Date of Activity (10 points) ***

July 12, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We work with marketing partners in Grays Harbor, Kitsap, Lewis, Mason, Pierce, King and Thurston Counties. We utilize and work with North America Talk, KGY Radio, KAYO Radio, 96.1 KXXO radio, Facebook, Instagram, Experience Olympia and Beyond, and have signage around Thurston County including a banner above College Street and hundreds of posters hung in local businesses.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

We support a welcoming and Inclusive Community. Where all of our citizens and members feel safe, respected, and comfortable in being themselves and expressing all aspects of their identities. We help to create a place where each person shares a sense of belonging with its other members.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

We work with local businesses to supply everything we need to put on this event, from decor, to rental items, to food and beverages. Many of these businesses and other have booths at our event to share their products with well over \$20,000 guests as they go through the festival. Some vendors include; Ricardo's, Celebrations, Sun Belt Rentals, Columbia Distributing, Drain Pro, State Farm Insurance, Thrive Fitness, Heritage Bank, Chicago Title, Keller Williams Real Estate and many many others.

- 9. Have you reserved any lodging or held rooms in Lacey for your activities? *** If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

There is no host hotel. We encourage our local hotels to create special pricing for event attendees to stay at their facility. We would then promote these lodging specials in our marketing materials.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

22,000

Estimated attendees/participants who will travel 50 miles or more *

3,000.00

Estimated attendees/participants who will travel from out-of-state or country*

350.00

Estimated paid overnights *

Stays with paid overnight accommodations.

200.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

1,000.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$20,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Sound Stages - \$5,000

Table and Chair Rental - \$4,500

Fencing - \$3,000

Beer Garden - \$6,000

Brat Booth - \$2,500

Radio Advertising - \$8,000

ThurstonTalk Advertising - \$4,000

Port o' Potties - \$2,500

Bands - \$1,000

Print Advertising - \$2,000

Staff Time - \$8,000

Trophies - \$500

Signage - \$6,000

What is the total budget for your activities? * Provide the total cost of your activities.

\$53,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Sponsorship
Booth Sales
LTAC Funds

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

N/A

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

We are asking that funding be returned to previous years funding amount.

BBQ Festival 2025

Income

Sponsors	\$ 12,000.00
Vendors	\$ 20,000.00
Beer Garden	\$ 12,000.00
Brat Booth	\$ 2,500.00
Total Income	\$ 46,500.00

Expenses

Sound Stages	\$ 5,000.00
Table Chair Rental	\$ 4,500.00
Fencing	\$ 3,000.00
Beer Garden	\$ 6,000.00
Brat Booth	\$ 2,500.00
Radio Advertising	\$ 8,000.00
ThurstonTalk Advertis	\$ 4,000.00
Port o' Potties	\$ 2,500.00
Bands	\$ 1,000.00
Print Advertising	\$ 2,000.00
Staff Time	\$ 8,000.00
Trophies	\$ 500.00
Signage	\$ 6,000.00
Total Expenses	\$ 53,000.00
Net Income/Expense	\$ (6,500.00)

2024 LACEY SOUTH SOUND BBQ FESTIVAL

HOSTED BY: LACEY SOUTH SOUND CHAMBER OF COMMERCE





2024 SOUTH SOUND BBQ FESTIVAL PHOTOS

FESTIVAL HIGHLIGHTS

“On Saturday, July 13, Huntamer Park in Lacey hosted BBQ enthusiasts from all over the pacific northwest as the Lacey South Sound Chamber held their annual Lacey South Sound BBQ Festival.

This community event promoted local businesses, brought attendees to the Lacey area, and they stayed with family, friends and in area hotels.”



2024 SOUTH SOUND BBQ FESTIVAL PHOTOS

Attendees Traveled From: Canada, Idaho, Oregon & Western Wa

Local Businesses Involved: 65

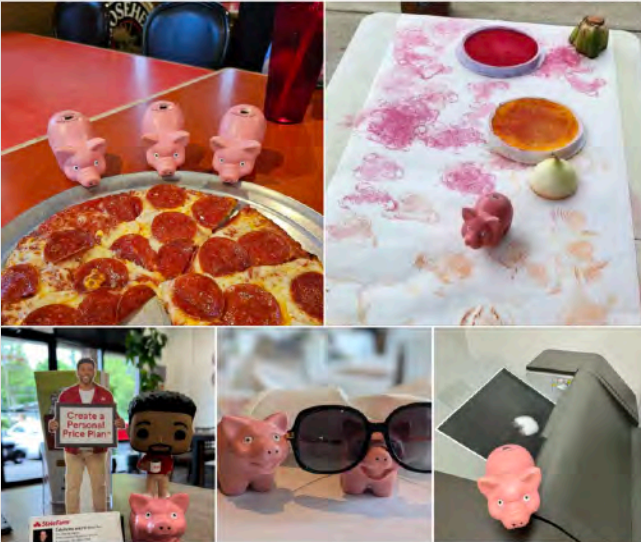
Attendee Count: 24,000+

FACEBOOK HIGHLIGHTS

Lacey South Sound Chamber
Published by Corey Lopardi
June 28 · 🌐

The pigs are starting to get into everything around here, and that must mean we're getting close to the [Lacey South Sound Chamber South Sound BBQ Festival](https://laceysschamber.com/events/south-sound-bbq-festival/) which is coming up on July 13th!

<https://laceysschamber.com/events/south-sound-bbq-festival/>



See insights and ads Boost post

👍 🗨️ 📄 9 2 shares

FB REACH: 15,278
ENGAGEMENT: 1,532

Lacey South Sound Chamber
Published by Corey Lopardi
July 8 · 🌐

Make sure to join us **SATURDAY** for the Lacey South Sound Chamber BBQ Festival at Huntamer Park starting at 11am!

<https://laceysschamber.com/events/south-sound-bbq-festival/>



There will be live entertainment, free kids activities, chicken wing eating contest, adult-only beer & wine garden, outdoor activities, vendors, and SO MUCH MORE!

LACEY
SOUTH SOUND CHAMBER

See insights and ads Boost post

👍 🗨️ 📄 16 2 comments 29 shares

Lacey South Sound Chamber
Published by Corey Lopardi
August 1 at 9:00 AM · 🌐

Thanks to all who attended this year's [South Sound BBQ Festival](#) and to the [@therevel.co](#) for the photos. You can check out all the photos from the event here - <https://revelco.smugmug.com/.../Lacey-South.../n-cg9Rh>



See insights and ads Boost post

👍 🗨️ 📄 Olympia Orthopaedic Associates and 16 others 1 comment 1 share

PROPOSED 2025 BBQ FESTIVAL - MARKETING EXPENSES

EXPENSE	AMOUNT
Decorations	\$2,000
Marketing	\$20,000
Beer Garden	\$6,000
Brat Booth	\$2,500
Tables & Chairs	\$4,500
Trophies	\$500
Venue	\$1,500
Music Supplier	\$6,000



2024 SOUTH SOUND BBQ FESTIVAL PHOTOS

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, UNITED STATES

Principal Office Mailing Address:

3925 8TH AVE SE, STE C, LACEY, WA, 98503, UNITED STATES

Expiration Date:

10/31/2024

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:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		BLAKE	KNOBLAUCH

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LODGING TAX FUNDING APPLICATION

Application Type
Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *
SWAE Night Market

Activity Name *
Night Market at Ricardo's

What type of entity is your organization? *
Business Entity

Federal Tax ID Number *
87-2811869

City of Lacey Business License Number
#217982

Contact Name *
Jason Huang

Title *
Creator/Organizer

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

We proudly host our events in the heart of Lacey. Our journey began in August 2022 through collaborations with Ricardo's Kitchen and The Hub, located at 676 Woodland Square Loop SE, Lacey, WA 98503.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

Yes

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

As a veteran and person-of-color-owned event organization, we proudly celebrate businesses and organizations from all backgrounds. This inclusive approach enriches our events and creates a fun, welcoming, and exciting atmosphere that makes our gatherings a must-visit destination. Our commitment to creativity is evident in our distinctive activities and services, ensuring there's always something fresh and exciting to experience. Our events are a vibrant mix of local talent and diverse attractions. We collaborate with local DJs, musicians, and bands to create a lively and energetic ambiance. From axe throwing to beer gardens, face painting to cooking demonstrations, video games to tattoo and piercing services, dancing to raffles, and photo booths, there's something for everyone. Seasonal favorites like pumpkin painting, trick-or-treating for kids, photos with Santa, and opportunities to meet reindeer add an extra layer of charm and appeal. These diverse offerings cater to people of all ages and interests, ensuring there's something for everyone. We host year-round events that attract visitors from more than 50 miles away, including special celebrations for Valentine's Day, Mother's Day, Father's Day, Summer events, Halloween, and Holiday events. By continuously introducing new and innovative experiences, we keep our events dynamic and enticing for all attendees. Our ability to draw businesses and tourists from across Western Washington and Northern Oregon highlights the regional appeal of our events. Our dedication to inclusivity, creativity, and community engagement makes our events vibrant and positions Lacey as an exciting destination, encouraging visitors to explore all our city has to offer.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

In 2025, we're excited to continue the momentum with an engaging lineup of events that will keep the excitement alive all year! Our projected schedule includes a Night Market every month, providing consistent opportunities for community connection and celebration: Night Market at Ricardo's Dates: January 11, February 8, March 8, April 12, May 17, June 14, July 19, August 16, September 13, October 25, November 15, December 18. These monthly markets at Ricardo's Kitchen will serve as a reliable and welcoming space for the Lacey community to gather. Your support for local businesses at these events is appreciated and vital to our community's growth. By maintaining a steady flow of community engagement, we aim to boost the local economy and enrich Lacey's cultural landscape.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We take pride in our proactive and engaging social media marketing approach, a key driver of our success. By consistently posting engaging content on platforms like Instagram, Facebook, and TikTok, we keep our audience informed and inspire them to share our events, further extending our reach. As our event organization continues to grow, In 2025, we project a 35% increase in social media engagement, enhancing visibility and attracting more visitors to Lacey. We are actively exploring collaborations with local radio and news stations to boost our promotional efforts and ensure popular media outlets cover our events. We also plan to partner with more local non-profits, organizations, and influencers to create a support network highlighting Lacey's community spirit. These partnerships will promote our events and showcase Lacey as a thriving, welcoming destination. Website: [swaenightmarket.com](https://www.swaenightmarket.com) Instagram: <https://www.instagram.com/swaenightmarket> Facebook: <https://www.facebook.com/swaenightmarket>

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Safety is our top priority. Our events are fully insured, and our team is committed to maintaining a safe environment for all attendees and staff. We implement comprehensive safety measures and ensure our team is well-trained to handle various situations, including conflict de-escalation. A significant portion of our staff are combat veterans, equipped with first aid and CPR training, who remain vigilant throughout each event to ensure the safety and well-being of everyone involved. As a BIPOC and veteran-owned organization, we are deeply committed to fostering an inclusive and welcoming atmosphere that celebrates the diversity of our community. We believe that by providing a platform where all businesses and attendees feel valued and included, we contribute to showcasing the vibrancy of Lacey and building a sense of unity. Our mission is to curate a safe, enjoyable community experience where everyone feels welcomed and appreciated. Our target audience is broad and diverse, reflecting the inclusive nature of our events. Each of our markets features different themes and activities, catering to a wide range of interests. Yet, they all commit to being family-friendly and adaptable to seasonal changes. By offering events that appeal to people of all ages and backgrounds, we aim to create spaces where everyone in the community can come together, connect, and celebrate what makes Lacey special. With your support, we can continue to uphold the City of Lacey's values by providing safe, inclusive, and welcoming events that bring the community together and highlight the city's commitment to diversity and togetherness.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Our activities appeal to local businesses because supporting and showcasing them is our primary mission, not just a side project. Our Night Market events provide businesses and organizations with an excellent platform to gain exposure, generate sales, and connect with the community in a personal and meaningful way. Since August 2022, we have partnered and collaborated with over 500 local businesses and organizations. Our events foster collaboration among local businesses, creating opportunities for partnerships that go beyond just a one-time market appearance. Additionally, our efficient marketing and content creation strategy ensures that participating businesses are showcased to a broad audience, putting them in front of hundreds of thousands of people throughout Washington State. We use various channels, including social media, local media, and community outreach, to maximize visibility and engagement for all our vendors.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

32,000

Estimated attendees/participants who will travel 50 miles or more *

8,000.00

Estimated attendees/participants who will travel from out-of-state or country*

2,000.00

Estimated paid overnights *

Stays with paid overnight accommodations.

100.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

50.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$21,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Night Market at Ricardo's Funding Request: Itemized Budget 1. Marketing - Social Media Ads: \$2,500 Influencers: \$1,000 Marketing Materials (flyers, banners, etc.): \$500 Total: \$4,000.00 2. Activities - Themed Events (e.g., seasonal themes, cultural celebrations): \$2,000 Beer Gardens: \$1,000 Musicians (live performances): \$1,000 Live Demonstrations (crafts, cooking, art, etc.): \$1,000 Total: \$5,000.00 3. Staffing - Part-Time Staff (event setup, coordination, customer service): \$4,000 Photographer & Videographer (to capture and promote events): \$2,000 Total: \$6,000.00 4. Equipment Rentals - Stage & Sound Systems (for performances and announcements): \$2,000 Lighting and Large Canopy Structures (to create ambiance and shelter): \$4,000 Total: \$6,000.00 Grand Total: \$21,000.00 This budget is designed to ensure that our Night Market events are well-promoted, engaging, and smoothly operated, enhancing the overall experience for attendees and vendors alike. By supporting this initiative, the City of Lacey will invest in vibrant community events that foster local culture, support small businesses, and attract residents and visitors throughout the year.

What is the total budget for your activities? * Provide the total cost of your activities.

The total cost of our activities is approximately \$29,000

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Vendor Fees: Our Night Markets attract a diverse range of local vendors, from artisans to food trucks. Each pays a fee to participate. These fees are a primary source of revenue, ensuring we can consistently host well-organized and vibrant markets. 2. Merchandise Sales: We offer exclusive Night Market merchandise, including branded apparel and accessories, which serve as a source of income and help build community identity and pride. 3. Sponsorships: Partnerships with local businesses and organizations play a significant role in supporting our events. Sponsors receive visibility and promotion at our markets, creating a win-win situation where our events are well-funded and sponsors engage with the community. 4. Community Donations: We are grateful for the occasional direct donations from community members who share and appreciate our mission. Their support is a testament to the community's belief in our work and significantly contributes to our success. These diverse funding streams are the backbone of our financial sustainability, ensuring the Night Market can continue to thrive and grow. This sustainability is not just about our survival but about our ability to offer economic opportunities for vendors, foster community connections, and enrich the cultural landscape of Lacey.

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

None

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

Night Market at Ricardo's Funding Request: Itemized Budget

1. Marketing -

Social Media Ads: \$2,500

Influencers: \$1,000

Marketing Materials (flyers, banners, etc.): \$500

Total: \$4,000.00

2. Activities -

Themed Events (e.g., seasonal themes, cultural celebrations): \$2,000

Beer Gardens: \$1,000

Musicians (live performances): \$1,000

Live Demonstrations (crafts, cooking, art, etc.): \$1,000

Total: \$5,000.00

3. Staffing -

Part-Time Staff (event setup, coordination, customer service): \$4,000

Photographer & Videographer (to capture and promote events): \$2,000

Total: \$6,000.00

4. Equipment Rentals -

Stage & Sound Systems (for performances and announcements): \$2,000

Lighting and Large Canopy Structures (to create ambiance and shelter): \$4,000

Total: \$6,000.00

Grand Total: \$21,000.00

This budget is designed to ensure that our Night Market events are well-promoted, engaging, and smoothly operated, enhancing the overall experience for attendees and vendors alike. By supporting this initiative, the City of Lacey will invest in vibrant community events that foster local culture, support small businesses, and attract residents and visitors throughout the year.

SOCIAL MEDIA REACH

January - August 2024

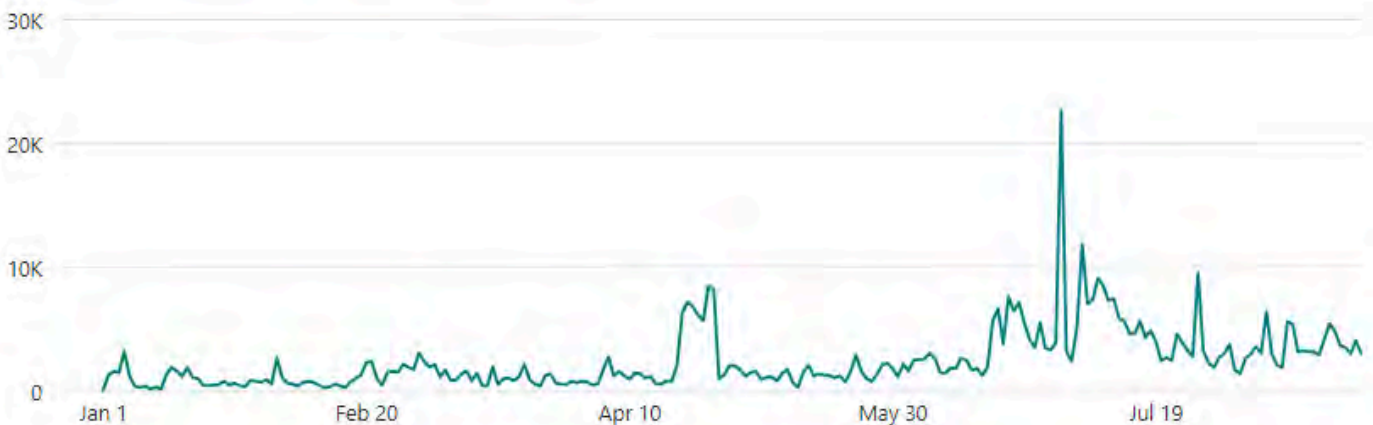
Instagram Content overview

Breakdown

All Posts Stories

Reach **239.4K** ↑ 146.9%

Content interactions **40.4K** ↑ 100%



Facebook Content overview

Breakdown

All Posts Stories Reels Videos Live

Reach **140.5K** ↑ 10.8%

3-second views **16.8K** ↑ 9.7%

1-minute views **8** ↑ 100%

Content interactions **5.2K** ↓ 10.4%

Minutes viewed **2d 20h** ↑ 21.1%



SWAE NIGHT MARKET

Hosted by Ricardo's Kitchen



09.07.2024

SATURDAY

**STARTS AT
4:00 PM**

**MUSIC, FOOD,
SHOP LOCAL**

**HAPPY HOURS
3-6 PM**

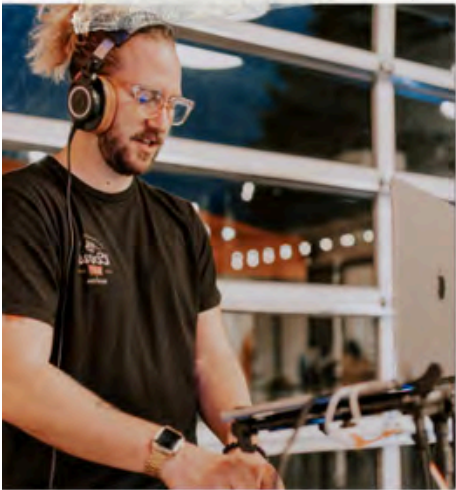
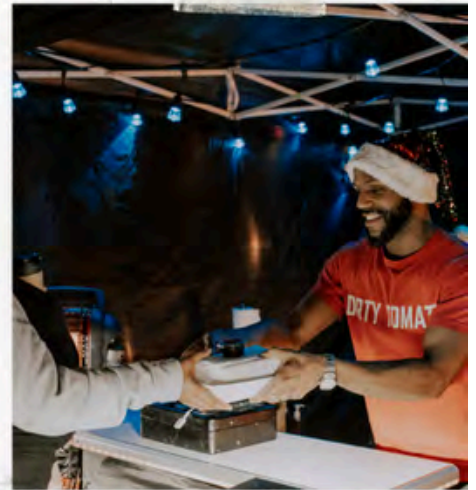
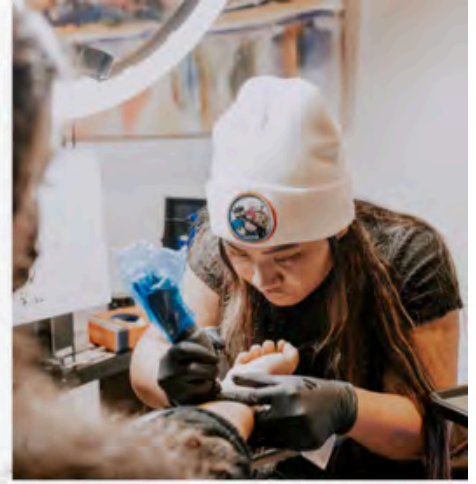
FREE ENTRY & PARKING | 676 WOODLAND SQUARE LOOP SE LACEY, WA 98503

MORE INFORMATION:

@SWAENIGHTMARKET

SWAENIGHTMARKET.COM

CALL 360-413-9995 FOR DINNER
RESERVATIONS AT RICARDO'S KITCHEN



SWAE
NIGHT MARKET

SATURDAY, AUGUST 10

NIGHT MARKET HOURS

RICARDO'S - LACEY, WA

4-9 PM

LIVE MUSIC BY

**SIMPLY SAM
MUSIC**

SWAENIGHTMARKET.COM

SWAEE

NIGHT MARKET



VENDOR
APPLICATIONS
OPEN

APPLY NOW!

For more info:

swaenightmarket.com



**Cookies
Cakes
& more cookies**



**Coffee &
Plants**



**Holiday
Shopping
Guide
Pt. 1**



**One-of-a-kind
Handcrafted
Jewelry**



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COMMUNITY**

ARE YOU LOOKING
TO INCREASE YOUR
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AND CONNECT WITH
THE COMMUNITY?
OR ARE YOU READY
TO TURN THAT SIDE
HUSTLE INTO A
THRIVING BUSINESS?

**SCAN HERE TO
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OR ARE YOU READY
TO TURN THAT SIDE
HUSTLE INTO A
THRIVING BUSINESS?

**SCAN HERE TO
APPLY**



[SWAENIGHTMARKET.COM/APPLY](https://swaenightmarket.com/apply)



SWAE NIGHT MARKET

EVENT GUIDE

swaenightmarket.com

COMMUNITY & BUSINESS COLLABORATIONS

13th hour Studio	Bella Rose Floral & Sweets	Clay In Color	DrownedNVntg LLC
1821 Candle Co.	Belmore LLC	Cloud Sprout LLC	Dyme Designs
27 West	BerryCozy	Coco Luxe Cosmetics	Eagle Amigos
28 Inked	Beyond The Curls	Coco Sherries chocolate	EasyCBD
3M Mosaics	Big Sky Metalworx	Cocoa loves grey	Eden & Ebb
777ish Cookie Desserts	Birch Home Co	Coho Cake Co.	El Cuadrilatero
89 Links	BJolly Lotion	Compass Real Estate	El Manor Ave
Abe's Waffles	Black Fire Alchemy LLC	Copper River Delights	Elevated Basics
Abella Bloome	Blake's Art and Engraving	Corina Lunita	Elizabeth Collective
AC Prodigy	Bloom's Illustrations	Cositas by Sarahi	Ella Louie Art
Acknowledge Wellness LLC	Bluey's Jelly World	Crafbit Workshop	Ember and the Dead
Acute marketing	Bly Forsythe Author	Crafted Restorations	Evergreen & Sage Clay Co
Adler Lee Co.	Board and Brush Olympia	CraftsBoutique by Gigi	Evergreen Grazing Co.
All Ears Petcare	Bobablastic	Creative Clover Studio	Evergreen Therapeutic Massage
All in a day's work	Bobaholic Cafe	Creative Ginger	Evidence-Based Fitness
All In A Day's Work	Body By BonBon Beurre	Crossed Paws Bakery	Express Deli
Allison's Wonderland Sweet Confections	Born-N-Braised	Crow Cottage Candle	Family First Fire Solutions
Almost Home Candles	Bougie by Nature Candles	Crystal Bar Co.	Fancy Fiddles
Alucinor Farms	BRAESCLAYCO	Cute Teacher Things	Festive Pride llc
Amicis Novum LLC	Brave Sunday	Cute Things Seattle LLC	Finesse4uboutique
Andi Clark Jewelry	Brianna Johnson Art	Cutout Creation PNW	Finnriver Tumwater
AnniLiz Yarn Creation	Brittany Hanson Photography	Daisy May by Design	Fitted Boutique
Anuheá & Co.	Broke Da Mouth	Dalten Nelson Woodcraft	Flaming Pig BBQ
Arbonne	Bronzed Botanicals	Danny Fuentes Photography	Flat Creek Design Co.
Arbor Night Studios	Brooks Therapeutics	Dark Timber Apparel LLC	Floral Savage Blooms
Ardour Sisterz candle co	Bubble Gunk	Delicieux	Flower and Fern Studio
Aroma Art	Bud Fam Co.	Dirty Tomato	Flower to Flame
Art by Trisha Hall	Bugs Berry Cups	Dive Drag Brunch	Flyting N Writing
Art of Stephanie Broussard	Bulgogi Hustle	Divine Concepts	Folklore Mercantile & Co
Artistic Photography of Oly	BXSIE	Divine Concepts	Foolish Pleasure Vintage
ArtNewWave	Cafe el Camino	DJ Abel	For Lauren, LLC
Atlas Chiropractic PC	Cafesito con Ruby	DJ Andy G	Forest Fancies
B.A.F. Bombs LLC	Camelia's bows and more	DJ Ice Mike	Fox Candle Company
B.T. Sinclair	Campers coffee	DJ Jay Curry	Frenchie Coffee Roaster
Baby's Dream Dogs	Captain Bounce House	DJ SpecialK	Fruit Scrunch
Banana Leaf Tumblers	Carrier Candles	DJ Tony G	Full Circle
Barkcaterie Boxes	Change Your View LLC	Dominos Designs Co	Full Velocity
Bath.ish	ChristyFaye	Dos Casas Thrift	Gadabout Couture
Bear Mountain Woodcraft	City of Lacey	Double Yolk Design	Gal Pal Freshies
Bell's Design	City of Olympia	Drizzle D's Hot & Spicy Honey	Galileo's

COMMUNITY & BUSINESS COLLABORATIONS

Gardens and Galaxies	Jess Laurén Boutique	Lunabones Barkery	Na 11 The Everything Rub
Giraffe Designs	Jessica's Kusina	Luxxd Jewelry	Nature's Divine Botanica
Girl Scouts of Western Washington	Joyful Acrylic	Main Squeeze LLC	Nature's Elements Company
Glimmer and Grow	Julie Kuhl Gallery	Making Local Markets	Naturesacks
Glitz & Rose Beauty	K-Komida	Maks Snack Shack	Nicole Pearl Collections
Glorious Greenhouse Plant Shop	Kai Crystals	Managed Moments	Nighty Nites
Go Go Cookie Co	Kalei's Creations	Marie Craft Co.	Nuestrobarrio Puyallup
Golden Fisher Woodworks	Kawaii Donut house	Marigold Plant Van	Num N Go
Graceful Moon Studio	Kays Paint Joint	Marina Del Ray Designs	NW Business Club
Gravel Pit Farm	Kelis Hawaiiian Sauces	MatiMade	Ocean Green Healing
Green Gardens Consultation	Kellams Massage	Mckee Wear	Ocean House Apothecary
Haley Grows It	Kiersin Smith Photos	McKenzie & Brown LLC	Old Crafty Nerd
Half Pint Farm Bakery	Kiki Crystals	Meadow Moon Botanicals	Oly Camp Kitties
Halo Creative Solutions	Kitchen Kouture	Meg Photos	Oly School of Advance Skin Care
Hanasushiburrito INC	Knot The Ugly Duckling	Megan Teutschel Creations	Oly Sudz
Hannah Froese Design	Krafty Kreations	Meggie's Lumpia	Oly Surfrider
Harbor Hat Bar	Kreations by Kenzie	Meredith June Ceramics	Oly's Malasadas
Harbor Refillery	Kressworthy Baking	Messy Mawma Mugs & More, LLC	Olympia Downtown Alliance
Harper Mill Boutique	Lacey Chamber	Mestisa Collections	Olympia Freshies
Heather Ellis Art	Lady MacDonald's Gourmet Foods	Mestiza	Olympia Seafood Co.
Hello EM Collection	Lake Stevens Farmers Market	Mi Casita Coffee	Olympic Car Co
Hello Sunshine Balloon	Landmarks Unlimited	Mi Pueblo Express	Olympita
Heritage Distilling	Lava Bowlz	MiaNova Boutique	Olympus Brewing
Highway Star Vintage	Leafbloom CBD	Milan Beauty Salon	OlyPop
Hilltop Studio	Lemon Babe Bows	Minuteman Press	Ombre Crystal Co.
Holmes Coffee LLC.	Lemondrop Disco	Miss Priss Lash & Brow	Omni Centers
Honeysuckle Vintage	Lemons and Thread Co	Missy's Misfits, LLC	OMyGold Permanent Jewelry Bar
Hoolia Art	LeslieSarahDesigns	Modern Vintage by McKensey	Onyx Medical Aesthetics
HOTBABE-HOTSAUCE	Level Up MaryAnn	Momi Snacks	Osada Treats
House of Jupiter	Level Up Melani	Moody Studio Arts	Out of the Woodworks
Howl at the Spoon	Level Up Studio LLC	Moonstruck by Sarah	Packer Concrete Design
Hustle Up Bodybuilding	Licorice Guy	Moore Art Pet Photography	Papa Tony's Hot Sauce
I Suck at Drawing' "	Link x Lou Olympia	Mosaic Marketing	Paradise Cove Candles
Imagine Makes More	Little Sequoia Co	Moss & Magnolia	Patane Catering
Indulgence Sweets and Treats	Live Well Home Group/Origin Mortgages	Moss and Moon Potions LLC	Pattaya Thai
Infamous Artistry	LIVEeachmoment Art	Mount Tahoma Botanicals	Patton Glass
Inkstone Art & Design	Livi Rose Handmade	Mucho Design	Peachy Soul
iPhoto Mel	Lovable puffs	Muscle Mommy Athletics LLC	Pearl Plastic Surgery
Jack n Sues Gifts	LoveStrung Creations	Mych Crow	Perfectly ImPerfect Designs, LLC
Jerk An Tingz	Lula terra	Mystic Visions Jewelry	Philbrook Handcrafted

COMMUNITY & BUSINESS COLLABORATIONS

PinkPolish Design	Sawsome Woodworking Co.	Suds & Sage	The Ranting Raven LLC
Pixie Dust Growing Up	Scent haven freshies	Suds and Sage	The Shortcake Bar
Plantdiculous	Scream Truck Ice Cream	Sugar + Spoon	The Succulent Studio
PNW Crow Cottage Candles & Balms	Sea and Moon	Sugarcane Beauty	The Sunset Estates
PNW Women's Network	Sew Darn Good	Sully Eats	The Sweet Mixing Bowl
Poly Innovations	SGT. Hart's BBQ Sauce	Sunflower Soul Apothecary	The Sweetest Things llc
Posy Boutique	Share Studio	Sunshine Scoop Ice Cream	The Voices Within- Sallee Turner
Prism Crystals	Shay D.Design	Sweet as sugar Cotton Candy	The Willow Tree Co.
PupDog Collars	Shik'is Resin Art & Craft	Sweet Dreams	The Wizard's Sleeve
Puss N Toots	Shop canela vintage	Sweet Francis Sewing Co	Thea & Grace
Queer Audacity Leatherworks	SilentGoddess Art Jewelry	Sweet Oak Craft Co.	Third Swan Arts
R. Burnett Brand	Simmie's scribbles	Sweet Peas Babe	Three Flames Gems
Rad fam designs	Simple Serenity	Sweet Sips Drink Stand	Three Flames Silverworks
Rainbow Garden Botanicals	Simply Frosted Sweets	Sweetlee's Ice Cream	Thurston Chamber
Rainbow Goods	Simply Sam Music	SweetPea & Boy	TickleMySweets
Rainbow Rocks	Simply Unique Boutique, LLC	Tacoma Luxe Play	Til Death Jewelry Co
Rainier Watch	Sinthia's Costumes & Apparel	Tacos Extranjeros LLC	Tin Hut BBQ
Rainy Day Knittery	Skin.code Beauty	Talitha's Electroformed Elegance	Tom Kuhlmann
Rainy Day Reader	Smith Brothers Farms	Taurus Moon Tattoo	Triple Lotus Wellness
Ranting Raven Candle	SML	Taymoo's Tallow Beauty Co.	Troy Heavy IND LLC
RAW Living/ RAW Expressions Artistry	Snohomish Farmers Market	Team-Tomorrow	Tuff Pups
Rejuvenate Olympia	Soaring J Art	Teasecakes by Francesca	Tumwater Craft District
Renewal by Andersen	Soiree Society	Test Patch Studio	Turn-of-the-Centuries
Renue advanced paramedical cosmetics	Sole & Style	Thai fresh togo	Twisted & Beautiful
Resin Bits Co.	Solocreationsgifts	The Baldie Brand, LLC	Two Arrows NW
Ricardo's Kitchen	South Sound Block Party	The Bastillery	Under the Pine Tree Jewelry
Roman + Riley	Southern Sno Buzz	The Cabinet Bar LLC	UpperLeft Soap Co
Rooted Grace Co.	Sparkle Sews Too	The Ciara Chanell Company LLC	US Marines - RSS Olympia
Rooted Room	Sparx permanent jewelry	The Cooking Goddess	Velvet & Shag
Rose Metting	Spotted By Savannah	The Crabby Potter	Velvet Skyn Aesthetics
Rosy Ghost Curios	Sprouted Slopes	The Gala of Goddesses	Vert Chiropractic
Row + Co	Stacked Company	The Galerie Tacoma	Vintage ish
Ruth Ryan Jewelry	Stacks Burgers	The Greedy Vegan	Voyager Espresso
S&B customs	Stanwood Farmers Market	The Happy Humpback	Vulgar Wicks
Salt & Sage Body Care	StarHaven	The Knotty Salvage Shop	Watercolors by Shauni
Sanctified Leather and Grace	Stephanie Broussard Art	The Licorice Guy	Wheat Stalk Boutique
Sandra D Baby Cakes	Stone Fig Studios	The Man BBQ	Whiskey in a Teacup
Santa Bob	Styled & Social Boutique	The Moonlit Serpent	Whispering Pine Candles
Sassy Lass Sweets	Styled and Social	The Mossy Corner	Whit's Handmade
SawDust and Soul	Sub-Zero Freeze Dried Candy	The Port Taco Truck	White Moth Lodge

COMMUNITY & BUSINESS COLLABORATIONS

White Pigeon Bindery
Wild and Wanted Tee's and More
Wild Dogwood Co.
Wild Grove Essentials
Wild Heart Jackets
Wild Heart Sipping Vinegar
Willow+Vine
Wind and Rain Soap Co. LLC
Window Nation
Winter Creek Farm
Wishing Willow Farm
Wood Amor
Woolly Wildflower Botanicals
Yangcho Lab LLC
Yards Done Right
Yaya Eco Design
Your Market Maven
Zacc Delucco
Zeke's Bath Bar
ZoZ Wellness

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Lacey South Sound Chamber

Activity Name *

Holiday Market/ Winterfest

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

601043368

City of Lacey Business License Number

30997

Contact Name *

Blake Knoblauch

Title *

Executive Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

North Thurston High School in Lacey

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

This is fun community event bringing together food, beverage, retail, craft, and informational vendors together for a gun holiday market experience. Guests will enjoy a festive atmosphere, wonderful vendors and local dance, martial arts and school musicians performing on the stage. It will be a great day trip or overnight adventure to enjoy all Lacey has to offer.

- 4. Frequency of Activity (20 points) ***

Single Day Occurrence

- 5. Date of Activity (10 points) ***

November 1, 2025

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We will work with our partners from North America Talk to promote the event in a Western Washington Counties, We will also work with MIXX 96, KGY and KAYO for radio advertising and a live broadcast the day of, along with web and social media.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Safe, inclusive, and welcoming environments are spaces where people feel comfortable, respected, and valued, regardless of their identity, background, or abilities. They are places where people feel a sense of belonging and can participate in activities without fear of discrimination or exclusion. We at the Chamber work hard to make sure all of our events follow these principles.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

We will work with local businesses to provide all of the supplies, rental items, food and beverages needed to put on this event. This will be our 4th annual event. Each year it has grown and we continue it to do so. We are currently working with FastSigns, Dutch Bros, Chicago Title, America's Credit Union and many more local businesses to make this event a success.

- 9. Have you reserved any lodging or held rooms in Lacey for your activities? *** If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

We are marketing to local hotels and asking if they would like to offer special pricing that we can promote.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

600

Estimated attendees/participants who will travel 50 miles or more *

150.00

Estimated attendees/participants who will travel from out-of-state or country*

30.00

Estimated paid overnights *

Stays with paid overnight accommodations.

25.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

25.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$5,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Advertising - \$6,000
Decorations - \$500

What is the total budget for your activities? * Provide the total cost of your activities.

\$6,500.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Sponsors
Booth Sales
LTAC

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

N/A

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

Yes, we are asking for funding to previous levels.

Holiday Market

Income

Vendors	\$ 6,250.00
Sponsors	\$ 5,000.00
Total Income	<u>\$ 11,250.00</u>

Expenses

Advertising	\$ 6,000.00
Total Expenses	<u>\$ 6,000.00</u>
Net Income/Expense	\$ 5,250.00

2024 HOLIDAY MARKET

HOSTED BY: LACEY SOUTH SOUND CHAMBER OF COMMERCE





2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

WINTER FEST HIGHLIGHTS

"On Saturday, November 4, Lacey Community Center hosted shoppers from all over the pacific northwest as the Lacey South Sound Chamber held their annual Winter Fest.

This community event promoted local businesses, brought attendees to the Lacey area, and they stayed with family, friends and in area hotels."

2023 DATA

Attendees Traveled From: Western Wa

Local Businesses Involved: 35

Attendee Count: 550

With change of venue in 2024 we will be able to involve over 50 local businesses and expect and attendee count over 700.




2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

FACEBOOK HIGHLIGHTS

Lacey South Sound Chamber
Published by Corey Lopardi
November 3, 2023

Make sure to check out all these great vendors at the event this Saturday November 4th 9am - 3pm at the Lacey Community Center - 6729 Pacific Ave SE, Olympia, WA 98503

The Lacey South Sound Chamber Presents



THANK YOU TO OUR WINTER FEST VENDORS!

Capital Painting Company	Once Upon a Time Candle Co	PNW Crow Cottage & Balms
Cafesito Con Ruby	Hanna's Henna	Artistic Photography of Oly
Card My Yard	Simply Frosted Sweets	Town Studios
2nd Shift Cook	Kitchen Kouture	MAD HATERS Lularoe
Lost & Found Crafts	Vert Chiropractic	Radiant Health DC
Tami4Cabi	Amicis Nyum	Wild & Wanted t-shirts
Paparazzi	Jody's Design	Miss Priss Lash & Brow
Brown Elite Business Works	Crafty A Beeches	
Linnea's	Kell's Hawaiian Sauces	
NW Woodcuts	SWAT Candles	
Personal Touch Creations	Oly Wines	

LACEY SOUTH SOUND CHAMBER

See insights and ads [Boost post](#)

3 comments 7 shares

Lacey South Sound Chamber
Published by Corey Lopardi
October 24, 2023

Coming up at the Lacey Community Center on November 4th to support local artisans and small businesses as you Sip, Savor & Shop at Winter Fest presented by the Lacey South Sound Chamber.

Will feature crafts from local artisans, tastings, music and more! Get some of your holiday shopping out the way while supporting local businesses!

6729 Pacific Ave SE Lacey, WA 98503

The Lacey South Sound Chamber Presents



November 4th 9am - 3pm
at Lacey Community Center

LACEY SOUTH SOUND CHAMBER

See insights and ads [Boost post](#)

3 comments 17 shares

Lacey South Sound Chamber
Published by Corey Lopardi
October 31, 2023

Thank you [North Thurston Education Foundation](#) for being a Silver sponsor of the upcoming Winter Fest - Sip, Savor, Shop on Nov. 4!

Mark your calendars and join us from 9am - 3pm at the Lacey Community Center.

The Lacey South Sound Chamber Presents



THANK YOU SPONSORS

Silver Sponsor



NORTH THURSTON Education Foundation
PARTNERS FOR KIDS

LACEY SOUTH SOUND CHAMBER

See insights and ads [Boost post](#)

10 comments 2 shares

PROPOSED 2025 - MARKETING EXPENSES

EXPENSE	AMOUNT
Decorations	\$1,500
Marketing	\$7,500
Printing	\$1,000
Entertainment	\$1,500



2023 WINTER FEST PHOTOS PROVIDED BY SHANNA PAXTON PHOTOGRAPHY

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, UNITED STATES

Principal Office Mailing Address:

3925 8TH AVE SE, STE C, LACEY, WA, 98503, UNITED STATES

Expiration Date:

10/31/2024

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:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		BLAKE	KNOBLAUCH

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LODGING TAX FUNDING APPLICATION

Application Type
Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *
SWAE Night Market

Activity Name *
Lacey Holiday Market

What type of entity is your organization? *
Business Entity

Federal Tax ID Number *
87-2811869

City of Lacey Business License Number
#217982

Contact Name *
Jason Huang

Title *
Creator/Organizer

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

The Lacey Holiday Market will be held at the Lacey Community Center, located at 6729 Pacific Ave SE, Olympia, WA 98503.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

Yes

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Our events are designed to be a major draw for local residents and tourists from over 50 miles away, making them a vibrant attraction showcasing the best of Lacey's community spirit. We create a festive atmosphere by collaborating with talented local DJs, musicians, and bands, who bring an energetic holiday ambiance that appeals to a wide audience. Our diverse range of attractions includes something for everyone: photos with Santa, a holiday-themed drink station, face painting, cooking demonstrations, video games, tattoo and piercing services, a reindeer petting zoo, dancing, raffles, and photo booths. These unique offerings capture the holiday spirit and cater to various interests and age groups, making our events a perfect destination for families, couples, and friends alike. By providing such a wide variety of activities, we ensure that visitors will be entertained throughout their stay, encouraging them to spend more time in Lacey. This, in turn, boosts the local economy as attendees explore nearby restaurants, shops, and accommodations.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

- Friday, November 21 - Friday, December 19

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

We take pride in our proactive and engaging social media marketing approach, a key driver of our success. By consistently posting engaging content on platforms like Instagram, Facebook, and TikTok, we keep our audience informed and inspire them to share our events, further extending our reach. As our event organization continues to grow, In 2025, we project a 35% increase in social media engagement, enhancing visibility and attracting more visitors to Lacey. We are actively exploring collaborations with local radio and news stations to boost our promotional efforts and ensure popular media outlets cover our events. We also plan to partner with more local non-profits, organizations, and influencers to create a support network highlighting Lacey's community spirit. These partnerships will promote our events and showcase Lacey as a thriving, welcoming destination. Website: [swaenightmarket.com](https://www.swaenightmarket.com) Instagram: <https://www.instagram.com/swaenightmarket> Facebook: <https://www.facebook.com/swaenightmarket>

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Safety is our top priority. Our events are fully insured, and our team is committed to maintaining a safe environment for all attendees and staff. We implement comprehensive safety measures and ensure our team is well-trained to handle various situations, including conflict de-escalation. A significant portion of our staff are combat veterans, equipped with first aid and CPR training, who remain vigilant throughout each event to ensure the safety and well-being of everyone involved. As a BIPOC and veteran-owned organization, we are deeply committed to fostering an inclusive and welcoming atmosphere that celebrates the diversity of our community. We believe that by providing a platform where all businesses and attendees feel valued and included, we contribute to showcasing the vibrancy of Lacey and building a sense of unity. Our mission is to curate a safe, enjoyable community experience where everyone feels welcomed and appreciated. Our target audience is broad and diverse, reflecting the inclusive nature of our events. Each of our markets features different themes and activities, catering to a wide range of interests. Yet, they all commit to being family-friendly and adaptable to seasonal changes. By offering events that appeal to people of all ages and backgrounds, we aim to create spaces where everyone in the community can come together, connect, and celebrate what makes Lacey special. With your support, we can continue to uphold the City of Lacey's values by providing safe, inclusive, and welcoming events that bring the community together and highlight the city's commitment to diversity and togetherness.

- 8. Community and Business Collaboration: (20 points) *** Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Our activities appeal to local businesses because supporting and showcasing them is our primary mission, not just a side project. Our Night Market events provide businesses and organizations with an excellent platform to gain exposure, generate sales, and connect with the community in a personal and meaningful way. Since August 2022, we have partnered and collaborated with over 500 local businesses and organizations. Our events foster collaboration among local businesses, creating opportunities for partnerships that go beyond just a one-time market appearance. Additionally, our efficient marketing and content creation strategy ensures that participating businesses are showcased to a broad audience, putting them in front of hundreds of thousands of people throughout Washington State. We use various channels, including social media, local media, and community outreach, to maximize visibility and engagement for all our vendors.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

7,500

Estimated attendees/participants who will travel 50 miles or more *

2,625.00

Estimated attendees/participants who will travel from out-of-state or country*

750.00

Estimated paid overnights *

Stays with paid overnight accommodations.

75.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

50.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$14,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Itemized Expenses: Marketing: Social Media Ads: \$2,000 Radio Ads: \$500 Influencers: \$1,000 Activities: Beer Garden: \$600 Photo Booth: \$600 Santa Claus: \$800 Reindeer Petting Zoo: \$4,000 Musicians: \$750 Cocoa Stations: \$250 Children's Activities: \$500 (Estimated) Staffing: Seasonal Staff: \$1,000 Photographer & Videographer: \$1,000 Equipment Rentals: Generators and Lighting: \$1,500 Grand Total Request: \$14,500 This funding will allow us to deliver engaging and high-quality events that bring our community together and highlight the vibrant spirit of our local area. Your support will help us enhance our events with top-notch marketing, exciting activities, and professional staffing, ensuring that each Night Market is a memorable experience for everyone involved.

What is the total budget for your activities? * Provide the total cost of your activities.

The total cost of our activities is approximately \$18,000

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. Vendor Fees: Our Night Markets attract a diverse range of local vendors, from artisans to food trucks. Each pays a fee to participate. These fees are a primary source of revenue, ensuring we can consistently host well-organized and vibrant markets. 2. Merchandise Sales: We offer exclusive Night Market merchandise, including branded apparel and accessories, which serve as a source of income and help build community identity and pride. 3. Sponsorships: Partnerships with local businesses and organizations play a significant role in supporting our events. Sponsors receive visibility and promotion at our markets, creating a win-win situation where our events are well-funded and sponsors engage with the community. 4. Government Contract - City of Lacey: The ongoing support and partnership with the City of Lacey have been crucial in maintaining the quality and reach of our events. This contract allows us to offer free entry to the public, making the markets accessible to everyone. 5. Community Donations: We are grateful for the occasional direct donations from community members who share and appreciate our mission. Their support is a testament to the community's belief in our work and significantly contributes to our success. These diverse funding streams are the backbone of our financial sustainability, ensuring the Night Market can continue to thrive and grow. This sustainability is not just about our survival but about our ability to offer economic opportunities for vendors, foster community connections, and enrich the cultural landscape of Lacey.

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

None

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

Itemized Expenses:

Marketing:

Social Media Ads: \$2,000

Radio Ads: \$500

Influencers: \$1,000

Activities:

Beer Garden: \$600

Photo Booth: \$600

Santa Claus: \$800

Reindeer Petting Zoo: \$4,000

Musicians: \$750

Cocoa Stations: \$250

Children's Activities: \$500 (Estimated)

Staffing:

Seasonal Staff: \$1,000

Photographer & Videographer: \$1,000

Equipment Rentals:

Generators and Lighting: \$1,500

Grand Total Request: \$14,500

This funding will allow us to deliver engaging and high-quality events that bring our community together and highlight the vibrant spirit of our local area. Your support will help us enhance our events with top-notch marketing, exciting activities, and professional staffing, ensuring that each Night Market is a memorable experience for everyone involved.

SOCIAL MEDIA REACH

January - August 2024

Instagram Content overview

Breakdown

All Posts Stories

Reach **239.4K** ↑ 146.9%

Content interactions **40.4K** ↑ 100%



Facebook Content overview

Breakdown

All Posts Stories Reels Videos Live

Reach **140.5K** ↑ 10.8%

3-second views **16.8K** ↑ 9.7%

1-minute views **8** ↑ 100%

Content interactions **5.2K** ↓ 10.4%

Minutes viewed **2d 20h** ↑ 21.1%





**Cookies
Cakes
& more cookies**



**Coffee &
Plants**



**Holiday
Shopping
Guide
Pt. 1**



**One-of-a-kind
Handcrafted
Jewelry**




SWAE NIGHT MARKET

**BRING A TOY
TO OUR
UPCOMING
EVENTS!**

TOYS FOR TOTS

JOIN US IN BRINGING JOY: GIFT TOYS TO LESS FORTUNATE CHILDREN THIS HOLIDAY SEASON

**Thursday, December 14th, 4-9 PM
LACEY HOLIDAY MARKET**

 hello@swaenightmarket.com

LACEY HOLIDAY MARKET

PRESENTED BY THE CITY OF LACEY

THURSDAY
DECEMBER

20 2024
Address

For more info, visit us at
SWAENIGHTMARKET.COM

HOLIDAY MARKET

PRESENTED BY THE CITY OF LACEY
FRIDAY, DECEMBER 20, 2024

FEATURING:

**VOYAGER ESPRESSO | JERK
AN TINGZ | DIRTY TOMATO |
BULGOGI HUSTLE**

**FLOWER AND FERN STUDIO | GAL PAL
FRESHIES | HOUSE OF JUPITER | TEASECAKES |
MYSTIC VISIONS JEWELRY | ZOZ WELLNES |
IPHOTO MEL | PARADISE COVE CANDLES |
SOARING J ART | MOONSTRUCK BY SARAH |
DESIGN BY SML | THREE FLAMES
SILVERWORKS | HOTBABE-HOTSAUCE |
HEATHER ELLIS ART | MESTISA COLLECTIONS |
OCEAN GREEN HEALING | UNDER THE PINE
TREE | KITCHEN KOUTURE | MODERN VINTAGE
BY MCKENSEY | LINK X LOU | THE SWEET
MIXING BOWL | KIKI CRYSTALS | RAINIER
WATCH | LUXXD JEWELRY | TAURUS MOON
TATTOO | SMITH BROTHERS FARMS | GO GO
COOKIE CO**

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SWAE

NIGHT MARKET



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For more info:
swaenightmarket.com

SWAENIGHTMARKET

**JOIN
OUR
VENDOR
COMMUNITY**

ARE YOU LOOKING
TO INCREASE YOUR
BRAND AWARENESS
AND CONNECT WITH
THE COMMUNITY?
OR ARE YOU READY
TO TURN THAT SIDE
HUSTLE INTO A
THRIVING BUSINESS?

**SCAN HERE TO
APPLY**



[SWAENIGHTMARKET.COM/APPLY](https://swaenightmarket.com/apply)

COMMUNITY & BUSINESS COLLABORATIONS

13th hour Studio	Bella Rose Floral & Sweets	Clay In Color	DrownedNVntg LLC
1821 Candle Co.	Belmore LLC	Cloud Sprout LLC	Dyme Designs
27 West	BerryCozy	Coco Luxe Cosmetics	Eagle Amigos
28 Inked	Beyond The Curls	Coco Sherries chocolate	EasyCBD
3M Mosaics	Big Sky Metalworx	Cocoa loves grey	Eden & Ebb
777ish Cookie Desserts	Birch Home Co	Coho Cake Co.	El Cuadrilatero
89 Links	BJolly Lotion	Compass Real Estate	El Manor Ave
Abe's Waffles	Black Fire Alchemy LLC	Copper River Delights	Elevated Basics
Abella Bloome	Blake's Art and Engraving	Corina Lunita	Elizabeth Collective
AC Prodigy	Bloom's Illustrations	Cositas by Sarahi	Ella Louie Art
Acknowledge Wellness LLC	Bluey's Jelly World	Crafbit Workshop	Ember and the Dead
Acute marketing	Bly Forsythe Author	Crafted Restorations	Evergreen & Sage Clay Co
Adler Lee Co.	Board and Brush Olympia	CraftsBoutique by Gigi	Evergreen Grazing Co.
All Ears Petcare	Bobablastic	Creative Clover Studio	Evergreen Therapeutic Massage
All in a day's work	Bobaholic Cafe	Creative Ginger	Evidence-Based Fitness
All In A Day's Work	Body By BonBon Beurre	Crossed Paws Bakery	Express Deli
Allison's Wonderland Sweet Confections	Born-N-Braised	Crow Cottage Candle	Family First Fire Solutions
Almost Home Candles	Bougie by Nature Candles	Crystal Bar Co.	Fancy Fiddles
Alucinor Farms	BRAESCLAYCO	Cute Teacher Things	Festive Pride llc
Amicis Novum LLC	Brave Sunday	Cute Things Seattle LLC	Finesse4uboutique
Andi Clark Jewelry	Brianna Johnson Art	Cutout Creation PNW	Finnriver Tumwater
AnniLiz Yarn Creation	Brittany Hanson Photography	Daisy May by Design	Fitted Boutique
Anuhe& Co.	Broke Da Mouth	Dalten Nelson Woodcraft	Flaming Pig BBQ
Arbonne	Bronzed Botanicals	Danny Fuentes Photography	Flat Creek Design Co.
Arbor Night Studios	Brooks Therapeutics	Dark Timber Apparel LLC	Floral Savage Blooms
Ardour Sisterz candle co	Bubble Gunk	Delicieux	Flower and Fern Studio
Aroma Art	Bud Fam Co.	Dirty Tomato	Flower to Flame
Art by Trisha Hall	Bugs Berry Cups	Dive Drag Brunch	Flyting N Writing
Art of Stephanie Broussard	Bulgogi Hustle	Divine Concepts	Folklore Mercantile & Co
Artistic Photography of Oly	BXSIE	Divine Concepts	Foolish Pleasure Vintage
ArtNewWave	Cafe el Camino	DJ Abel	For Lauren, LLC
Atlas Chiropractic PC	Cafesito con Ruby	DJ Andy G	Forest Fancies
B.A.F. Bombs LLC	Camelia's bows and more	DJ Ice Mike	Fox Candle Company
B.T. Sinclair	Campers coffee	DJ Jay Curry	Frenchie Coffee Roaster
Baby's Dream Dogs	Captain Bounce House	DJ SpecialK	Fruit Scrunch
Banana Leaf Tumblers	Carrier Candles	DJ Tony G	Full Circle
Barkcaterie Boxes	Change Your View LLC	Dominos Designs Co	Full Velocity
Bath.ish	ChristyFaye	Dos Casas Thrift	Gadabout Couture
Bear Mountain Woodcraft	City of Lacey	Double Yolk Design	Gal Pal Freshies
Bell's Design	City of Olympia	Drizzle D's Hot & Spicy Honey	Galileo's

COMMUNITY & BUSINESS COLLABORATIONS

Gardens and Galaxies	Jess Laurén Boutique	Lunabones Barkery	Na 11 The Everything Rub
Giraffe Designs	Jessica's Kusina	Luxxd Jewelry	Nature's Divine Botanica
Girl Scouts of Western Washington	Joyful Acrylic	Main Squeeze LLC	Nature's Elements Company
Glimmer and Grow	Julie Kuhl Gallery	Making Local Markets	Naturesacks
Glitz & Rose Beauty	K-Komida	Maks Snack Shack	Nicole Pearl Collections
Glorious Greenhouse Plant Shop	Kai Crystals	Managed Moments	Nighty Nites
Go Go Cookie Co	Kalei's Creations	Marie Craft Co.	Nuestrobarrio Puyallup
Golden Fisher Woodworks	Kawaii Donut house	Marigold Plant Van	Num N Go
Graceful Moon Studio	Kays Paint Joint	Marina Del Ray Designs	NW Business Club
Gravel Pit Farm	Kelis Hawaiiian Sauces	MatiMade	Ocean Green Healing
Green Gardens Consultation	Kellams Massage	Mckee Wear	Ocean House Apothecary
Haley Grows It	Kiersin Smith Photos	McKenzie & Brown LLC	Old Crafty Nerd
Half Pint Farm Bakery	Kiki Crystals	Meadow Moon Botanicals	Oly Camp Kitties
Halo Creative Solutions	Kitchen Kouture	Meg Photos	Oly School of Advance Skin Care
Hanasushiburrito INC	Knot The Ugly Duckling	Megan Teutschel Creations	Oly Sudz
Hannah Froese Design	Krafty Kreations	Meggie's Lumpia	Oly Surfrider
Harbor Hat Bar	Kreations by Kenzie	Meredith June Ceramics	Oly's Malasadas
Harbor Refillery	Kressworthy Baking	Messy Mawma Mugs & More, LLC	Olympia Downtown Alliance
Harper Mill Boutique	Lacey Chamber	Mestisa Collections	Olympia Freshies
Heather Ellis Art	Lady MacDonald's Gourmet Foods	Mestiza	Olympia Seafood Co.
Hello EM Collection	Lake Stevens Farmers Market	Mi Casita Coffee	Olympic Car Co
Hello Sunshine Balloon	Landmarks Unlimited	Mi Pueblo Express	Olympita
Heritage Distilling	Lava Bowlz	MiaNova Boutique	Olympus Brewing
Highway Star Vintage	Leafbloom CBD	Milan Beauty Salon	OlyPop
Hilltop Studio	Lemon Babe Bows	Minuteman Press	Ombre Crystal Co.
Holmes Coffee LLC.	Lemondrop Disco	Miss Priss Lash & Brow	Omni Centers
Honeysuckle Vintage	Lemons and Thread Co	Missy's Misfits, LLC	OMyGold Permanent Jewelry Bar
Hoolia Art	LeslieSarahDesigns	Modern Vintage by McKensey	Onyx Medical Aesthetics
HOTBABE-HOTSAUCE	Level Up MaryAnn	Momi Snacks	Osada Treats
House of Jupiter	Level Up Melani	Moody Studio Arts	Out of the Woodworks
Howl at the Spoon	Level Up Studio LLC	Moonstruck by Sarah	Packer Concrete Design
Hustle Up Bodybuilding	Licorice Guy	Moore Art Pet Photography	Papa Tony's Hot Sauce
I Suck at Drawing' "	Link x Lou Olympia	Mosaic Marketing	Paradise Cove Candles
Imagine Makes More	Little Sequoia Co	Moss & Magnolia	Patane Catering
Indulgence Sweets and Treats	Live Well Home Group/Origin Mortgages	Moss and Moon Potions LLC	Pattaya Thai
Infamous Artistry	LIVEeachmoment Art	Mount Tahoma Botanicals	Patton Glass
Inkstone Art & Design	Livi Rose Handmade	Mucho Design	Peachy Soul
iPhoto Mel	Lovable puffs	Muscle Mommy Athletics LLC	Pearl Plastic Surgery
Jack n Sues Gifts	LoveStrung Creations	Mych Crow	Perfectly ImPerfect Designs, LLC
Jerk An Tingz	Lula terra	Mystic Visions Jewelry	Philbrook Handcrafted

COMMUNITY & BUSINESS COLLABORATIONS

PinkPolish Design	Sawsome Woodworking Co.	Suds & Sage	The Ranting Raven LLC
Pixie Dust Growing Up	Scent haven freshies	Suds and Sage	The Shortcake Bar
Plantdiculous	Scream Truck Ice Cream	Sugar + Spoon	The Succulent Studio
PNW Crow Cottage Candles & Balms	Sea and Moon	Sugarcane Beauty	The Sunset Estates
PNW Women's Network	Sew Darn Good	Sully Eats	The Sweet Mixing Bowl
Poly Innovations	SGT. Hart's BBQ Sauce	Sunflower Soul Apothecary	The Sweetest Things llc
Posy Boutique	Share Studio	Sunshine Scoop Ice Cream	The Voices Within- Sallee Turner
Prism Crystals	Shay D.Design	Sweet as sugar Cotton Candy	The Willow Tree Co.
PupDog Collars	Shik'is Resin Art & Craft	Sweet Dreams	The Wizard's Sleeve
Puss N Toots	Shop canela vintage	Sweet Francis Sewing Co	Thea & Grace
Queer Audacity Leatherworks	SilentGoddess Art Jewelry	Sweet Oak Craft Co.	Third Swan Arts
R. Burnett Brand	Simmies scribbles	Sweet Peas Babe	Three Flames Gems
Rad fam designs	Simple Serenity	Sweet Sips Drink Stand	Three Flames Silverworks
Rainbow Garden Botanicals	Simply Frosted Sweets	Sweetlee's Ice Cream	Thurston Chamber
Rainbow Goods	Simply Sam Music	SweetPea & Boy	TickleMySweets
Rainbow Rocks	Simply Unique Boutique, LLC	Tacoma Luxe Play	Til Death Jewelry Co
Rainier Watch	Sinthia's Costumes & Apparel	Tacos Extranjeros LLC	Tin Hut BBQ
Rainy Day Knittery	Skin.code Beauty	Talitha's Electroformed Elegance	Tom Kuhlmann
Rainy Day Reader	Smith Brothers Farms	Taurus Moon Tattoo	Triple Lotus Wellness
Ranting Raven Candle	SML	Taymoo's Tallow Beauty Co.	Troy Heavy IND LLC
RAW Living/ RAW Expressions Artistry	Snohomish Farmers Market	Team-Tomorrow	Tuff Pups
Rejuvenate Olympia	Soaring J Art	Teasecakes by Francesca	Tumwater Craft District
Renewal by Andersen	Soiree Society	Test Patch Studio	Turn-of-the-Centuries
Renue advanced paramedical cosmetics	Sole & Style	Thai fresh togo	Twisted & Beautiful
Resin Bits Co.	Solocreationsgifts	The Baldie Brand, LLC	Two Arrows NW
Ricardo's Kitchen	South Sound Block Party	The Bastillery	Under the Pine Tree Jewelry
Roman + Riley	Southern Sno Buzz	The Cabinet Bar LLC	UpperLeft Soap Co
Rooted Grace Co.	Sparkle Sews Too	The Ciara Chanell Company LLC	US Marines - RSS Olympia
Rooted Room	Sparx permanent jewelry	The Cooking Goddess	Velvet & Shag
Rose Metting	Spotted By Savannah	The Crabby Potter	Velvet Skyn Aesthetics
Rosy Ghost Curios	Sprouted Slopes	The Gala of Goddesses	Vert Chiropractic
Row + Co	Stacked Company	The Galerie Tacoma	Vintage ish
Ruth Ryan Jewelry	Stacks Burgers	The Greedy Vegan	Voyager Espresso
S&B customs	Stanwood Farmers Market	The Happy Humpback	Vulgar Wicks
Salt & Sage Body Care	StarHaven	The Knotty Salvage Shop	Watercolors by Shauni
Sanctified Leather and Grace	Stephanie Broussard Art	The Licorice Guy	Wheat Stalk Boutique
Sandra D Baby Cakes	Stone Fig Studios	The Man BBQ	Whiskey in a Teacup
Santa Bob	Styled & Social Boutique	The Moonlit Serpent	Whispering Pine Candles
Sassy Lass Sweets	Styled and Social	The Mossy Corner	Whit's Handmade
SawDust and Soul	Sub-Zero Freeze Dried Candy	The Port Taco Truck	White Moth Lodge

COMMUNITY & BUSINESS COLLABORATIONS

White Pigeon Bindery
Wild and Wanted Tee's and More
Wild Dogwood Co.
Wild Grove Essentials
Wild Heart Jackets
Wild Heart Sipping Vinegar
Willow+Vine
Wind and Rain Soap Co. LLC
Window Nation
Winter Creek Farm
Wishing Willow Farm
Wood Amor
Woolly Wildflower Botanicals
Yangcho Lab LLC
Yards Done Right
Yaya Eco Design
Your Market Maven
Zacc Delucco
Zeke's Bath Bar
ZoZ Wellness

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Oly Soccer Foundation

Activity Name *

USL STADIUM SOCCER MATCHES

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

88-3864707

City of Lacey Business License Number

604 957 038

Contact Name *

RYAN PERKINS

Title *

PRESIDENT

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

REGIONAL ATHLETIC COMPLEX, TIMBERLINE HIGH SCHOOL AND NORTH THURSTON HIGH SCHOOL - ALL IN LACEY, WASHINGTON

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

Yes

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

THIS IS A NATIONAL SOCCER FRANCHISE BRINGING CLUBS, FANS, GUESTS FROM OUT OF STATE TO LACEY, WASHINGTON.

THE MAJORITY OF OUR TRAVELING TEAMS ARE FROM OREGON, UTAH AND SPOKANE, WA. ALL REQUIRE HOTELS AND ALL BRING FANS, GUESTS, FAMILY AND ATTEND GAMES.

WE ARE A NATIONALLY RANKED USL SOCCER CLUB THAT HAS BEAT MAJOR PROFESSIONAL SOCCER CLUBS AND DO A GOOD JOB MARKETING AND HYPING EVENTS WITH INFLUENCERS LIKE KASEY KELLER, STEPHANIE COX AND FORMER PRO SOCCER PLAYERS (SOUNDERS, ETC).

WE ARE ALSO ONE OF THE MOST FOLLOWED USL FRANCHISE TEAMS IN THE STATE OF WASHINGTON & OREGON (14,000 TOTAL FOLLOWERS ON SOCIAL MEDIA) AND PEOPLE TRAVEL FROM AROUND THE PACIFIC NORTHWEST STATES TO SEE OUR GAMES (WA, OR, ID, UT, MT, WY).

FIGURES SHOW ROUGHLY 45% OF OUR TICKETED GUESTS ARE FROM MORE THAN 120 MILES AWAY AND 35% ARE FROM OUT OF STATE.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

VARYING DATES APRIL TO JULY (20 MATCHES) IN 2025 - USL SCHEDULE WILL BE RELEASED JANUARY 2025. 20 USL EVENTS APRIL - JULY - MIX OF PRESEASON EXHIBITIONS WITH PRO TEAMS AND LEAGUE PLAY AS WELL AS BIDDING NATIONAL USL TOURNAMENT TO HOST CA/CO/NM/

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

- NATIONWIDE 900,000 FOLLOWERS THROUGH USL SOCCER
- DIGITAL MARKETING ON INSTAGRAM, FACEBOOK, YOUTUBE AND TWITTER (X)
- RADIO COVERAGE IN SEATTLE, PORTLAND, TACOMA AND OLYMPIA
- NEWSPAPER ADS SEA-PDX & ARTICLES / PRESS RELEASES (SEA TIMES, TNT, OYMPIAN)
- MALL SIGNAGE
- BILLBOARD IN NISQUALLY VALLEY FOR I-5 SOUTH/NORTH EXPOSURE
- FLYERS AROUND TOWN
- EXPERIENCE OLYMPIA CALENDER AND FEATURE (VCB PARTNERSHIP)
- THURSTONTALK.COM PARTNERSHIP (6 CONTRACTED ARTICLES A YEAR)
- JOLT NEWS (REGULAR FEATURED SPORTING EVENT REPORTING)

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

-WE INVITE ALL RACES, GENDER, CAPABILITIES VIA ACCESS & EVENT PROMOTIONS MARKETED

-WE HAVE PROMO NIGHTS INCLUDING *FIRST RESPONDERS, *PRIDE NIGHT, *UNIFIED SPORTS, *LOW INCOME FAMILIES INCLUDING SCHOLARSHIPS, DISCOUNTS, ETC

-WE ALSO OFFERED COMMUNITY DISCOUNTS (\$2 / PER GAME FOR PARENTS) AND 100% FREE FOR KID'S TO ALL USL MATCHES

-WE PROVIDED MAJOR ACTIVITIES FOR FAMILIES (INFLATABLES, FOAM CANNON, FREE GEAR, AND MEET THE PROS EVENTS)

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

-LACEY BUSINESSES WE'VE PARTNERED WITH: MI PUEBLO (FOOD TRUCK), CASA MIA (LACEY LOCATION), RAMADA BY WYNDHAM (OFF COLLEGE STREET)

-WE ALSO WORK PRIMARILY WITH NORTH THURSTON SCHOOL DISTRICT (TIMBERLINE AND NORTH THURSTON) BUT ALSO THE CITY OF LACEY PARKS & REC (TURF SOCCER FIELD AT RAC)

-OTHER LOCAL BUSINESSES (FORMA CONSTRUCTION, WELL 80 BREWHOUSE, DANCING GOATS COFFEE, NICOLE'S BAR, VAN DORM REALTY, OLYMPIA ORTHO, OLYFED)

-WE PROMOTE, ADVERTISE AND INVITE OUR BUSINESSES TO BE A PART OF USL SOCCER EVENTS TO MEET FANS AND PUSH PRODUCTS/SERVICES TO GROW LOCAL COMMERCE

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

COLLEGE ST HOTEL = 75 ROOMS FOR MARCH USL PRO TRYOUT + 90 ROOMS FOR VISITING CLUBS + 950 ROOMS USED FOR OUT OF STATE GUESTS FOR USL MATCHES

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

10,000

Estimated attendees/participants who will travel 50 miles or more *

5,400.00

Estimated attendees/participants who will travel from out-of-state or country*

3,700.00

Estimated paid overnights *

Stays with paid overnight accommodations.

1850 (50% LIKE 2024)

Estimated unpaid overnights *

Stays without paying for overnight lodging.

1850 (50% LIKE 2024)

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$50,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

\$30,000 MARKETING, ADS, CREATIVE ASSETS & EVENT PROMOTIONS
\$15,000 RENTAL FOR REGIONAL ATHLETIC COMPLEX, NTHS STADIUM, TIMBERLINE HS
\$5,000 FOR EVENT STAFF, ENTERTAINMENT, INFLUENCER ATTENDANCE

What is the total budget for your activities? * Provide the total cost of your activities.

\$190,000 1-USL FRANCHISE FEES 2-OUR OUT OF STATE TRAVEL 3-REFEREES 4-JERSEYS
5-ADMIN 5-BROADCAST FEES 6-TICKETING 7-WEBSITE 8-HOTELS 9-AIRFARE
10-PRACTICE FEES 11-MATCH FEES 12-INSURANCE 13-EVENT EQUIPMENT
14-FURNITURE RENTALS 15-PHOTOS

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

LTAC > LOCAL SPONSORSHIP > TICKET INCOME

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

1. USL EVENTS ARE PREDOMINANTLY CITY OF LACEY DUE TO OUR LOCATION
2. WE HAVE PRO-AM ARENA SOCCER (SEPARATE FUNDING) IN WINTER/SPRING BASED OUT OF OLYMPIA AND TUMWATER

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

YES - NEEDING TO RENT THE RAC TURF FIELD FOR FULL DAYS (LESS AMENITIES THAN SOUTH SOUND STADIUM THEREFORE NEEDING MORE TIME TO GET SETUP, VENDORS ARRANGED AND AMENITIES POPPED UP) + INCREASED COSTS FOR VENDORS, MARKETING, ADS, CREATIVE ASSETS FOR PROMOTIONS

USL BUDGET 2025

DESCRIPTION	TOTAL	
APPAREL & EQUIPMENT	\$20,000	
USL W - FRANCHISE	\$15,000	
USL 2 - FRANCHISE	\$15,000	
AIRFARE	\$15,000	
RAC MATCH (10 H X 20 D)	\$14,500	<i>LTAC</i>
ADS ASSET / CREATIVE	\$10,000	<i>LTAC</i>
PROMO EXPENSE	\$10,000	<i>LTAC</i>
HOTEL	\$10,000	
RENTAL VANS	\$10,000	
RAC PRACTICE (10 WKS, 3X / W)	\$8,820	
TRAVEL MEALS & GAS	\$7,000	
STREAM	\$6,000	
REFEREES	\$5,500	
SS STADIUM (PRACTICES)	\$5,000	
THS (PRACTICES)	\$5,000	
DIGITAL	\$5,000	<i>LTAC</i>
INFLUENCERS	\$4,000	<i>LTAC</i>
RADIO	\$2,000	<i>LTAC</i>
NEWSPAPER	\$2,000	<i>LTAC</i>
INSURANCE	\$2,000	
SOFTWARE	\$2,000	
MALL SIGNAGE	\$1,200	<i>LTAC</i>
BOX OFFICE STAFF	\$1,000	<i>LTAC</i>
TOTAL	\$176,020	

LTAC	\$50,000
TICKETS	>
SPONSORS	>
DONATIONS	>

ARTESIAN SOCCER

ESTABLISHED 2014



USL SOCCER

ARTESIANS HOST NATIONAL MARKET PATH TO PRO SOCCER IN LACEY, WASHINGTON

OLY SOCCER FOUNDATION

THE ARTESIANS ARE A PATH TO PRO LOCAL SOCCER CLUB PROVIDING NATIONALLY RANKED WOMEN'S AND MEN'S SOCCER. FC OLYMPIA IS A COMMUNITY DRIVER FOR BOTH FANS & LOCAL BUSINESSES

FANS & FAMILIES IN THE COMMUNITY

LARGE FOLLOWING OF YEAR-AROUND SOCCER BASED IN LACEY, WA INCLUDING YOUTH SOCCER, ADULT COMMUNITY LEAGUES AND CAMPS



REGIONAL & NATIONAL EXPOSURE TOO!

LARGE NATIONAL FOLLOWING WITH #4 RANKED 2024 USL W FRANCHISE AND 2023 DUAL NAT'L PLAYOFF RUN



MOST FOLLOWED SPORT CLUB IN COUNTY

MOST FOLLOWERS ON SOCIAL MEDIA OUT OF ANY SPORTS ORG IN THURSTON COUNTY





ESTABLISHED 2014

COMMUNITY ANALYTICS



SPECIAL PROMO JERSEY & RECORD CROWD

GROWING NUMBERS

CLUB RECORD 100,000 SITE VISITORS IN 2023 AND TRENDING 130,000 IN 2024



28,000 BROADCAST VIEWERS USL 2024

#1 RATED BROADCAST IN THE USL PATH TO PRO LEAGUES AS ONE OF THE MOST WATCHED YOUTUBE CHANNELS FOR LIVE MATCHES



14,000 SOCIAL FOLLOWERS INSTAGRAM, FACEBOOK, TWITTER TIKTOK, YOUTUBE TOTAL FOLLOWERS





MARIAH LEE, PRO
-REIGN FC
-DC POWER
-ADELAIDE UTD
-NCAA NAT'L CHAMPION- STANFORD



SUZUKA YOSUE, PRO
-LEAGUE ONE (GREECE)
-ARIZONA STATE UNIV



SHU OHBA, PRO GK
-OLE MISS
-JAPAN NAT'L TEAM
-2024 PARIS OLYMPICS



PRO ATHLETES IN LACEY, WA



CAMERON MILLER, PRO
-SIGNED PRO CONTRACT- USL ONE
-SPOKANE VELOCITY
-US OPEN CUP ATHLETE (2024)



MANNY NICASIO, PRO ARENA
DRAFTED BY MAJOR ARENA
SOCCER LEAGUE
TACOMA STARS 2024



ARTESIAN SOCCER

ESTABLISHED 2014

DIGITAL ADS & NEWSPAPER COVERAGE



TOP ATHLETES COME TO LACEY, WA
PLAYING FOR OLY SOCCER

TACOMA NEWS TRIBUNE
ARTICLE - ARTESIANS
2024



SEATTLE TIMES ARTICLE
-ARTESIANS 2024



FOAM CANNON PARTY
HALFTIME SHOW FOR
LOCAL FAMILIES
(HUNDREDS OF
KIDS ATTEND)

EVENTS FOR COMMUNITY



UNIFIED SPORTS NIGHT

BAGPIPES NIGHT
LARGEST CROWD



PLAY WITH
A USL PRO
DAY!



DRUM NIGHT



LACEY BUSINESS VENDORS

ARTESIAN SOCCER

ESTABLISHED 2014

PROS COME TO LACEY, WA



JAPAN NATIONAL TEAM
GOALKEEPER SHU OHBA
- PARIS OLYMPICS 2024



Home > Semi-Pro Sports

FC Olympia Artesians: Community Driven Soccer with International Flair

By Kathryn Millhorn

THURSTONTALK.COM
LOCAL MEDIA
COVERAGE

BROADCAST ADVERTISING

-VIEW LIVE EVENT



BROADCAST FEED

USL W League

CLICK PLAY TO VIEW

45:00 FC OLYMPIA 1 GALAXY 0



GAME DAY SOCIAL REELS



KASEY KELLER

SUPPORTS
"ARTESIANS" AT
PRESEASON
EVENT

PROMOS FOR FAMILIES

2024  PROMOS

USL 2         

MAY

- 26 NISQUALLY INDIAN TRIBE NIGHT**
 - CANOE FAMILY DRUMS | FOOD VENDORS
 - USL TWO VS LANE UTD
- 29 "OUTLAWED BAGPIPES" NIGHT**
 - FT JAMES NAISMITH - BAGPIPER
 - USL TWO VS BALLARD FC

JUNE

- 07 "OLY TOWN ARTESIAN" ALUM NIGHT**
 - RETRO GEAR NIGHT & HONORING ALUMNI AT HALFTIME
 - USL FRIENDLY VS CROSSFIRE PREMIER
- 12 MILITARY APPRECIATION NIGHT**
 - USL TWO VS UNITED PDX
- 19 DANCING GOATS COFFEE NIGHT**
 - USL TWO VS CAPITAL FC
- 26 PRO SOCCER LEGENDS NIGHT**
 - FEATURING PRO SEATTLE SOUNDERS ALUM
 - USL TWO VS JUNCTION FC

JULY

- 10 FIRST RESPONDERS NIGHT**
 - USL TWO VS MIDLAKES
- 14 KIDS ZONE FINAL MATCH**
 - TUMWATER SOCCER CLUB NIGHT
 - USL TWO VS TACOMA
 - *afterglow**
 - *match**

WWW.FCOLY.COM

NISQUALLY INDIAN TRIBE NIGHT + MEET SEATTLE SOUNDERS LEGENDS + THURSTON COUNTY SWAT



RADIO PARTNERSHIPS



RADIO
ADS
&
MENTIONS

CLICK
PLAY
TO
VIEW



JEFF SLAKEY
MORNING SHOW
KMAS RADIO



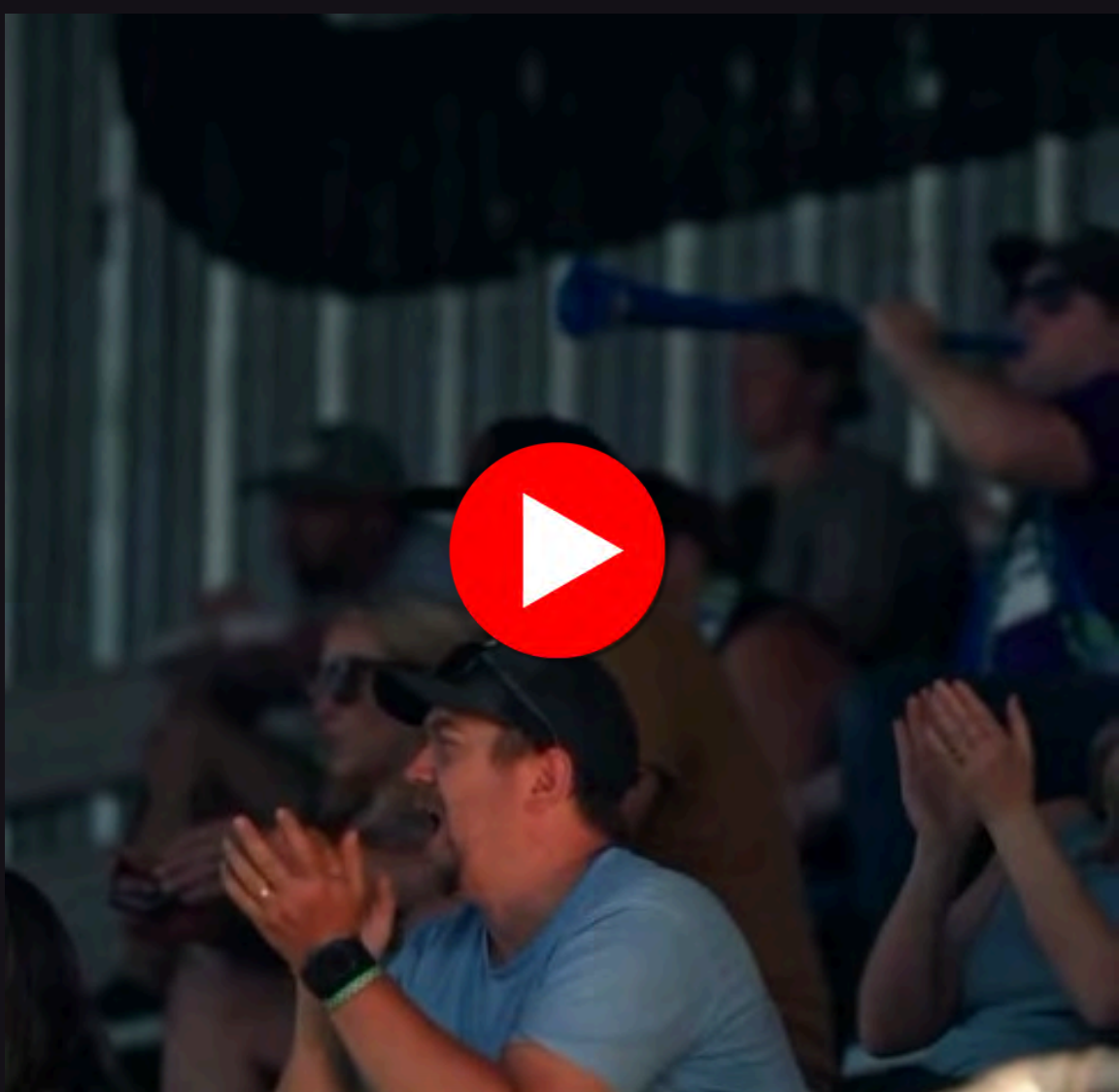
ryan Perkins, Principal Owner and Operator, of [FC Olympia](#) joins
[click](#) to discuss just what is meant by "Artesian Soccer." [Click here](#)
[to hear the podcast.](#)

96.1 FM - RADIO SHOW
 & PODCAST MARKETING
 W/ DICK PUST

ARTESIAN SOCCER

ESTABLISHED 2014

GAME DAY EXPERIENCE REEL



CLICK PLAY TO VIEW



UNITED STATES OF AMERICA

The State of  Washington

Secretary of State

I, **STEVE R. HOBBS**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

OLY SOCCER FOUNDATION

A **WA NONPROFIT CORPORATION**, effective on the date indicated below.

Effective Date: 08/18/2022

UBI Number: 604 957 038



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

A handwritten signature in black ink that reads "Steve R. Hobbs".

Steve R. Hobbs, Secretary of State

Date Issued: 08/18/2022

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LODGING TAX FUNDING APPLICATION

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

American Lung Association

Activity Name *

Reach the Beach WA

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

13-1632524

City of Lacey Business License Number

KNWDMEVEDXL3

Contact Name *

Brooke Wilzen

Title *

Development Director

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Historically, Reach the Beach WA starting point is in Lacey, WA at the Regional Athletic complex (RAC). We also host a packet pickup in Lacey, the day before the race at a local hotel. In 2025 we will be offering a multi-day riding option, expanding our impact.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

- 3. Tourist Attraction: Describe your activities (20 points) *** Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

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 100-mile cycling event from Lacey, WA to Westport, WA with multiple distance options, making it accessible to cyclists of all skill levels. It is a fully supported, fast and flat, end of season, in-person ride. In 2024, RTBWA is trending to have over 350 participants, with 90% participating outside of the Lacey 50 mile radius.

Cyclists love the beautiful backroads of Thurston and Grays Harbor counties, which are featured prominently on our route. The ride also highlights Thurston County's incredible biking trails, providing a scenic, safe, and enjoyable experience for participants.

Looking ahead, we're planning to expand RTBWA into a 2-day event in 2025. If the City of Lacey supports this expansion, we are strongly considering either making Lacey the overnight location, or having both days starting points in the Lacey area, enhancing the experience for cyclists traveling from afar. This expansion will provide a more immersive experience and elevate Lacey's role in this impactful fundraising event. Established partnerships City of Lacey as well as, with other local LTACs and Experience Olympia and Beyond will be vital to the success of this growth. See attached route options.

- 4. Frequency of Activity (20 points) ***

Multi-Day Occurrence

- 5. Date of Activity (10 points) ***

Reach the Beach WA will be September 27-28, 2025. We will also be hosting a packet pickup at a local hotel on 9/26. 2025 will be the first year offering a multi-day event experience.

- 6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *** Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The event's wide appeal is bolstered by a comprehensive marketing plan, digital lead generator campaigns through social media channels, temporary staffing to manage the increase communication work load and in-kind/paid campaign through a partnership with Cascade Bike. 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.

Dual marketing with Reach the Beach OR and media partnerships with KIRO 7 and Radio further amplify its reach and builds upon the grassroots recruitment in key cities like Seattle, Tacoma, Olympia, and Portland.

- 7. Safe, Inclusive, and Welcoming: (10 points) *** Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

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 teens to cyclists in their 80's.

The American Lung Association addresses health disparities, particularly those exacerbated by systemic racism. People of color with lung cancer face worse outcomes due to delayed diagnosis, limited treatment options, and lack of healthcare coverage. More than half of the 31 million uninsured Americans are people of color. We are committed to tackling racial disparities in healthcare to improve lung health for all.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Expanding from a 1 to a 2-day, multi-day event presents a unique opportunity to drastically increase the economic impact in Lacey 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 reserve and promote lodging options for volunteers and participants. 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.

9. Have you reserved any lodging or held rooms in Lacey for your activities? * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

We have worked with hotels to offer rates to participants and actively promote lodging to our riders through our website, email and social media. In past years we have reserved rooms at Quality Inn, Comfort Inn, Candlewood suites and Ramada for our staff and volunteers.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

400-500

Estimated attendees/participants who will travel 50 miles or more *

350.00

Estimated attendees/participants who will travel from out-of-state or country*

150.00

Estimated paid overnights *

Stays with paid overnight accommodations.

175.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

25.00

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

We are requesting \$10,000

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

1. Digital Lead Generator Campaign - \$5000
2. Temporary Staffing to manage added communication from digital campaign \$2500
3. Radio - \$3000
4. Partnership with Cascade Bike \$3500
5. Event company RFP for 2-day event in 2025 \$17,500

What is the total budget for your activities? * Provide the total cost of your activities.

\$175,000.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

1. \$110K in Fundraising
2. \$35K in Sponsorship (including 5K from City of Lacey)
3. \$10K in Registration fees

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

City of Olympia 15K
Grays Harbor 15K
City of Westport 15K

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? * If yes, explain why.

In addition to the marketing funding that the Lacey LTAC has assisted with last year, we are requesting additional funding for the expansion of RTBWA into a multi-day event for 2025. Additional funding will support planning and implementation, with Lacey as the overnight location.

LTAC Budget 2024

5460	Media/Advertising expense	\$ 14,000.00	Media & Advertising	
			\$ 5,000.00	Social Media Lead Generator Campaign
			\$ 2,500.00	Temporary staffing to manage added communication from lead generator campaign
			\$ 3,000.00	Radio advertisting campaign
			\$ 3,500.00	Cascade Bicycle Club Partnership
5200	Professional/ Consulting fees	\$ 17,500.00	Professional and Consulting fees	
			\$ 17,500.00	Event Company RFP for 2-day event in 2025



Reach the Beach Washington September 28, 2024

Fully Supported | 4 route distances



Our mission is to save lives by improving lung health and preventing lung disease through research, education and advocacy.



Washington Routes

- Lacey 100 miles
- Olympia 78 miles
- Elma 44 miles
- Aberdeen 24 miles

Finish in Westport, WA!



Come Along for the Ride!

- Rehydration Stops
- Complimentary Meals
- Mechanical Support
- Baggage Transfer
- Support Vehicles
- Bus Transfer Back to Start
(additional fees applies)
- Medical Support



Register today at ReachtheBeachWA.org

206-512-3280 | RTBWA@Lung.org

Route Sponsor:

Media Sponsor:

Gold Sponsor:



1-800-LUNGUSA | Lung.org

Reach the Beach WA SPONSOR RECAP DECK



CITY OF **LACEY**



OUR MISSION

The American Lung Association's mission is to save lives by improving lung health and preventing lung disease.



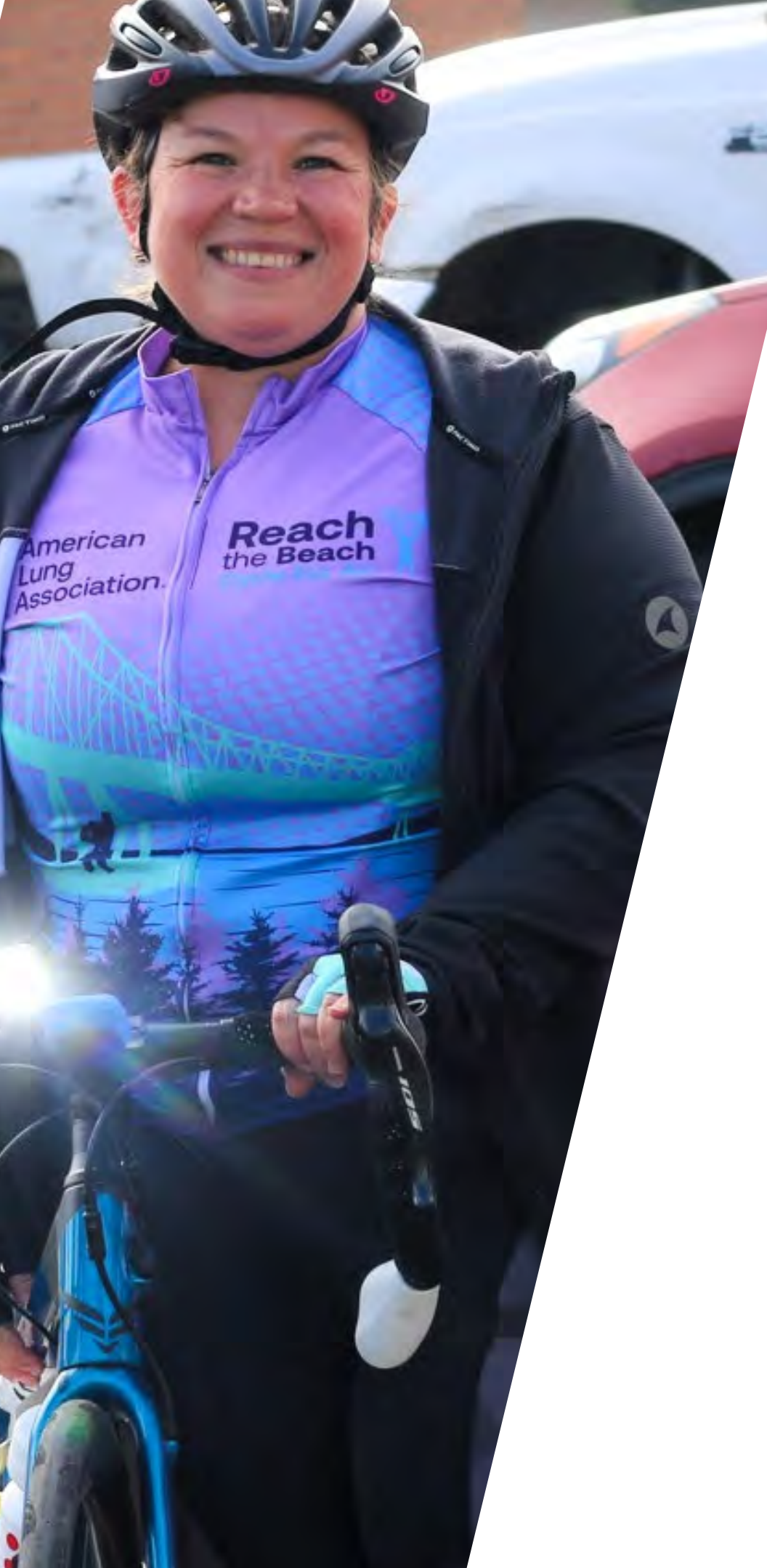
IMPRESSIONS

**Total Participant
300**

**Website Impressions
14,000**

**Email Impressions
Little over 50% clicks**

**Social Media Impressions
Over 9,000**



Cyclist Demographic

Where do our riders come from?

78% WA (Seattle, Olympia, Vancouver)

16% OR (Portland)

2% Tri-City

4.3% Other (AK, ID, CO, IL, AZ, WY, SC, MT, B.C)

SPONSORS



DAY OF EVENT SPONSOR REMARKS

We'd like to thank our sponsors:

Gold Sponsor
Milgard Windows and Doors

Media Sponsor-
KIRO Cares

City of Lacey
City of Olympia
Grays Harbor County
City of Westport
Experience Olympia and Beyond

And in-kind sponsors
Starbucks
Kind Bar
LMNT
Vacations By The Sea
Pickle Juice
Thirst trap

Mentioned 6x



Website



Thank You to Our Local Sponsors



Logo with link on website's homepage



Materials

American Lung Association. Reach the Beach Washington September 30, 2023 Fully Supported | 4 route distances

Our mission is to save lives by improving lung health and preventing lung disease through research, education and advocacy.

Washington Routes

Lacey	100 miles
Olympia	78 miles
Elma	44 miles
Aberdeen	24 miles

Finish in Westport, WA!

Come Along for the Ride!

- Rehydration Stops
- Complimentary Meals
- Mechanical Support
- Baggage Transfer
- Support Vehicles
- Bus Transfer Back to Start (additional fees applies)
- Medical Support

Register today at ReachtheBeachWA.org
206-512-3283 | RTBWA@Lung.org

Flyer

Rider Support: 844-428-8327

Thanks to Our Sponsors!

Gold Sponsor:

- MITER FOUNDATION
- MILGARD WINDOWS AND DOORS

Media Sponsor:

- KIRO 7 CARES

Local Sponsors:

- Olympia & Beyond
- GRAYS HARBOR WASHINGTON
- City of LACEY
- Olympia

Ride Guide

You are so close to earning the Reach the Beach Champion Kit!

When you raise \$1000, you earn the prestigious Champion Status. As a Champion, you'll receive your personalized bib, a yard sign, and enjoy a complimentary beer at the finish line.

LAST CHANCE to get packet mailed to you! Deadline: September 20th EOD. Click [here](#) to get your packet by mail. Three convenient [packet pick locations](#) will be offered the week of the ride if you choose to pick up in person.

- Sunday 9/24 – University Place TREK, 12-2pm
- Wednesday 9/27 – American Lung Association, Seattle, 12-3pm
- Friday 9/29 – Comfort Inn, Lacey, 5pm-8pm

Need a ride back to the start? Enjoy convenient transportation at \$50, while your bicycles are securely transported in a box truck behind the bus. Purchase tickets [here](#).

Alaska Air Challenge! Raise \$750, and automatically be entered to win 2 Alaska Airline tickets to travel ANYWHERE Alaska Airlines flies with NO BLACKOUT DATES. Continue fundraising through 9/30 and start planning your next adventure!

See you at the beach!

Brooke Wizen
Development Director | American Lung Association
Brooke.Wizen@Lung.org | 206-512-3283

JOIN OUR NEW REACH THE BEACH FACEBOOK GROUP. This is your space to share your training progress, fundraising tips, ask questions about gear and much more.

Gold Sponsor: Miter Foundation, Milgard
Media Sponsor: KIRO 7 CARES
Local Sponsors: Olympia & Beyond, Grays Harbor, Lacey, Olympia

10x Email

Materials



Yard Sign



**Logos on
back of T-
Shirt**



Social Media

Portia Wilder
Admin · October 5 at 11:00 AM · 🌐

We want to extend a warm and heartfelt thank you to all our supporters for making our event a tremendous success. Your presence and contributions have made a significant impact, and we're truly grateful for your commitment to our cause. Thank you @Milgard Windows & Doors and MITER Brands, KIRO 7 News, City of Lacey, Washington - Government, Experience Olympia & Beyond Visitor & Convention Bureau, City of Westport, Grays Harbor WA, City of Olympia - Government!

MITER
FOUNDATION

MILGARD
WINDOWS and DOORS

KIRO 7
CARES

CITY OF LACEY

Olympia & Beyond

CITY OF WESTPORT

GRAYS HARBOR WASHINGTON

Olympia

We ♥ our sponsors

American Lung Association

Reach the Beach
Cycle For Air

Posted 3x



THANK YOU

**The American Lung Association
gratefully acknowledges
City of Lacey as the
2023 Reach the Beach WA
Sponsor!**



Use discount code **CASCADE2024** at registration!

September 28, 2024



ReachtheBeachWA.org

Route Options (Day 1 or Day 2)	Ride with GPS	Mileage	Elevation
Packwood Option	https://ridewithgps.com/routes/47906203	92.1	3500 ft but gradual
Renton Option (No Tacoma)	https://ridewithgps.com/routes/47906220	90	2000
RAC Loop	https://ridewithgps.com/routes/48210859	59	1600 ft



WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division

Physical/Overnight address:

801 Capitol Way S
Olympia, WA 98501-1226

Mailing address:

PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377

sos.wa.gov/corps

06/01/2024

AMERICAN LUNG ASSOCIATION
CORPORATE CREATIONS NETWORK INC
707 W MAIN AVE STE B1
SPOKANE WA 99201-0631

UBI Number: 601 301 561
Business Name: AMERICAN LUNG ASSOCIATION
Expiration Date: 06/30/2025

Greetings CORPORATE CREATIONS NETWORK INC,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

To file online, request certified copies and certificates, conduct searches, subscribe to corporation and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

If you have questions, need assistance, or would like to provide feedback, please visit the Corporations Division website at www.sos.wa.gov/corps email corps@sos.wa.gov or call 360-725-0377.

Sincerely,
Washington Secretary of State
Corporations and Charities Division
corps@sos.wa.gov

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LODGING TAX FUNDING APPLICATION

Application Type

ORGANIZATION INFORMATION

Organization Name *

Ecstatic Sound Collective

Activity Name *

2025 Olympia Funk Festival - Funk
OFF!

What type of entity is your organization? *

Non-Profit Business

Federal Tax ID Number *

99-2769429

City of Lacey Business License Number

Contact Name *

Richard Williams

Title *

Co-Founder - Ecstatic Sound
Collective

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

The 2025 Olympia Funk Fest – Funk OFF! will take place in downtown Olympia, across multiple venues including the historic Capitol Theater and Olympia Ballroom. Street closures on Legion Way and Washington St. SE will be the epicenter for food and beverage vendors, music venue access, and community gathering.

2. Is your activity or organization new? (10 points) * An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

Yes

3. Tourist Attraction: Describe your activities (20 points) * Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Our dedicated team is building on the solid foundation of 2024's wildly successful Olympia Funk Festival, aiming to make the 2025 festival even more impactful. The upcoming festival will feature bigger acts, more venues, a streamlined schedule, and increased community engagement. The festival's growing reputation has spread nationally, with "Olympia Funk Festival" now being mentioned in music circles from New Orleans and San Francisco to Austin and Chicago. This widespread recognition positions Thurston County, including Lacey, as a vibrant community that actively supports artists, patrons, and local culture. Our 3 full days of music, dance, and celebration are designed to attract patrons from across the state and country. In 2024, approximately 45% of our attendees traveled over 50 miles to join the festivities, showcasing the festival's draw as a tourist destination. For 2025, we expect this number to grow, bringing even more visitors to Thurston County, many of whom will find lodging and dining options in Lacey. Funk music, with its rich legacy from its 1960s and 1970s origins to its modern-day innovations, connects generations and celebrates belonging. To enhance the festival experience, several headlining acts have committed to "black-out dates," ensuring they won't perform within 100 miles or 30 days before or after our event. This exclusivity makes Olympia the sole destination for fans to catch these national acts, further increasing the festival's appeal to out-of-town visitors. Our long-standing partnerships with Thurston County businesses and organizations have only grown stronger as we prepare for the 3-day 2025 festival. These relationships include our three music venues, established food vendors, and local businesses, many of which will be sponsors. We have also collaborated with city teams—such as fire departments, parking enforcement, waste management, the tourism board, and public safety—to ensure a safe and accessible event. While we reached our capacity of approximately 500 attendees in our first year, the new schedule and expanded venues will accommodate up to 1,000 attendees, allowing even more people to enjoy the festivities throughout the weekend. This expansion will not only increase the festival's impact but also boost tourism in Lacey, as more visitors seek lodging, dining, and leisure activities in the neighboring city, contributing to the local economy and establishing Lacey as an essential part of the overall festival experience.

4. Frequency of Activity (20 points) *

Multi-Day Occurrence

5. Date of Activity (10 points) *

January 31st - February 2nd, 2025

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) * Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

In 2025, we aim to build upon our successful promotion of tourism throughout Thurston County, with an added focus on Lacey. Due to the limited number of hotels in downtown Olympia, many of our festival attendees in 2024 chose to stay in Lacey and Tumwater. This trend is expected to continue and grow as we expand our marketing reach and festival offerings in 2025. For some festival-goers, Lacey's quieter atmosphere provides a welcome respite between the high-energy events of Funk Fest, making it an appealing option for lodging and relaxation. In 2024, approximately 45% of our attendees traveled 50 miles or more to attend Funk Fest. This demonstrates the festival's broad appeal and its potential to bring significant tourism to the entire Thurston County area, including Lacey. For 2025, we aim to increase this percentage to 60%, drawing even more visitors who will contribute to Lacey's local economy through lodging, dining, and shopping. Our marketing strategy is designed to attract a diverse audience to Thurston County, particularly those within a day's travel distance, including major funk and soul hubs like New Orleans, San Francisco, New York, Chicago, Seattle, and Portland. We will continue to leverage digital promotion, focusing on social media, targeted ads, and strategic partnerships with travel platforms that highlight Lacey as an ideal location for festival accommodations. We are partnering with local hotels, including the DoubleTree by Hilton Hotels on Capitol Way, to offer exclusive discounts for festival attendees. Our website and promotional materials will also feature Lacey's unique offerings, from dining and shopping to outdoor recreation opportunities like guided tours of the Nisqually Wildlife Refuge. To further integrate Lacey into the festival experience, we plan to host a Saturday "Funk Brunch" in collaboration with local Lacey restaurants. This event will encourage attendees to explore Lacey's dining and shopping districts during the day before heading to Olympia for evening performances. Our 'Pre-Funk' concerts, held in the lead-up to the festival, will also include events in Lacey, helping to build excitement and draw attention to the area's amenities. With the combination of top-tier talent, expanded marketing efforts, and a broader range of ticket options, we anticipate attracting an even larger audience in 2025. Our goal is to increase the percentage of attendees traveling from over 50 miles to 60%, while continuing to promote the unique appeal of Lacey as a key destination for Funk Fest attendees. * See additional 2024 and 2025 marketing materials in application attachments

7. Safe, Inclusive, and Welcoming: (10 points) * Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Olympia Funk Festival's mission is to create an environment that celebrates equity, access, diversity, inclusion, and belonging. We are dedicated to ensuring that every individual—regardless of background, identity, or circumstance—feels welcomed, valued, and represented at our events. Our primary target audience consists of individuals aged 30 to 55 with middle incomes who appreciate both music and community. However, the appeal of funk and soul music transcends generations, attracting everyone from the youngest music enthusiasts to those aged 75 and beyond. Out of town attendees are projected to travel within a day's journey of Thurston County, whether by personal transportation or flights into Portland or SeaTac airports. We aim to cater to a broad and diverse audience, reflecting the universal appeal of funk and soul music. Our Key Goals: Equity: We strive to provide equal opportunities for everyone to participate and be represented at our festival. This means ensuring fair access to resources and opportunities across all festival aspects. Access: We work to eliminate barriers to participation by offering affordable ticket pricing, providing transportation support, and ensuring our venues are accessible to individuals with disabilities. Diversity: Our programming reflects a broad spectrum of cultural perspectives. We are dedicated to showcasing a diverse range of artists and performers to celebrate the richness of our community. Inclusion: We aim to create an environment where every individual feels respected and included. This includes ADA accessibility and accommodations for all attendees, including sensory monitoring and adjustments of sound levels and lighting. Our efforts also include fostering a culture of openness and understanding among attendees, artists, and staff. Belonging: We want all attendees to experience a strong sense of belonging at our festival. We engage with our community and consider feedback to ensure that everyone feels valued and heard. Application in Programming: Our commitment to these goals is evident in our programming choices. We curate a diverse lineup of artists and performers to reflect the music community's varied cultural landscape. Our event spaces are designed to be accessible, and we employ inclusive practices in our outreach and communication efforts. By continuously evaluating and improving our practices, we are dedicated to making the Olympia Funk Festival a space where everyone can celebrate, participate, and contribute to our community's creative spirit. We welcome ongoing feedback and collaboration to further advance our equity and inclusion goals.

8. Community and Business Collaboration: (20 points) * Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Our festival is designed not only to highlight the vibrant arts and music scene of the South Puget Sound but also to celebrate and support our local businesses and community lifestyle. We offer multiple levels of sponsorship tailored to attract businesses of all sizes, providing them with opportunities for exposure and engagement with festival-goers. Our festival website, hotel concierges, hand flyers, and festival liaisons will actively guide visitors to local dining, shopping, and service destinations throughout Thurston County. In 2024, businesses such as Bigfoot BBQ, Beerwerks Northwest, Capital Heating & Cooling, Brotherhood Lounge, and Whole Heart Naturopathy saw a direct boost in exposure and sales due to their involvement with the Olympia Funk Festival. Many of these sponsors and vendors have already committed to participating in Funk Fest 2025. We are also actively collaborating with the Olympia Downtown Association, Thurston County Chamber of Commerce, and Lacey Chamber of Commerce to develop new and innovative ways to showcase Thurston County's diverse and industrious business community. This collaboration includes exploring opportunities for cross-promotion and community events leading up to and during the festival. To further support local businesses, all performers will receive a stipend specifically designated for meals at local restaurants during their stay. Performers are encouraged to explore and patronize local dining and shopping options, deepening their connection to the community and contributing to the local economy. Through these efforts, the Olympia Funk Festival aims to create a symbiotic relationship between the festival and the local business community, ensuring that both benefit from the influx of visitors and the vibrant cultural experience we offer.

9. **Have you reserved any lodging or held rooms in Lacey for your activities?** * If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

For the 2025 Olympia Funk Festival, we have selected the DoubleTree by Hilton Hotels on Capitol Way North as our host hotel. Rooms have been reserved for traveling artists, and we have secured an agreement with hotel management to offer a discount to festival attendees. The total number of rooms reserved for artists and attendees is approximately 100 rooms per night. We are currently in negotiations with Lacey hotels to secure a similar arrangement for ticket-holders. Given the significant number of out-of-town attendees we anticipate, partnering with Lacey hotels will provide substantial benefits to the festival, attendees, and local Lacey businesses.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

1,200

Estimated attendees/participants who will travel 50 miles or more *

500.00

Estimated attendees/participants who will travel from out-of-state or country*

~150

Estimated paid overnights *

Stays with paid overnight accommodations.

600.00

Estimated unpaid overnights *

Stays without paying for overnight lodging.

~50

BUDGET INFORMATION

Funding Request * How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$15,000.00

Itemized expenses * List your estimated expenses and amounts for your request. Upload an attachment if needed.

Please see attached budget worksheet

What is the total budget for your activities? * Provide the total cost of your activities.

\$206,050.00

Financial Sustainability (10 points) * List your top 5 primary sources of funding for your activities.

Projected Ticket Sales - \$72,500 Inspire Olympia Arts Grant - \$30,000 (awarded) Local Business Sponsorships - \$18,000 Proceeds from 2024 Festival - \$10,000 Merchandise and Bar Sales - \$10,500

Funding Assistance * Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

City of Olympia LTAC Funding - \$45,000 Thurston County LTAC Funding - \$10,000 City of Lacey LTAC Funding - \$15,000 PARC Foundation of Thurston County - \$10,000

Previous City of Lacey Funding * Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

PROJECTED CASH EXPENSES

EXPENSE ITEMS	Total \$
Fees to Administrative Staff, Contractors	
Band Cost	\$ 100,000.00
Sound/Lights/Security	\$ 17,500.00
Admin Staff	\$ 27,400.00
Fees to Presenters, Program Staff	
Hospitality: Bands & Staff	\$ 3,750.00
Band Housing (headliners only)	\$ 5,000.00
Program Expenses - Supplies, Rentals, etc.	
Venues	\$ 15,000.00
Staging	\$ 5,000.00
Misc Expense	\$ 10,100.00
Promotion/ Marketing / Communications	
Promo	\$ 8,000.00
Hosted 'Gospel Brunch'	\$ 4,000.00
Shuttle Service	\$ 1,000.00
Overhead / Insurance / Other	
Insurance	\$ 1,500.00
Permits	\$ 1,500.00
Subtotal	\$ 199,750.00

Project Expenses Covered by Donations

EXPENSE ITEMS	Total Value
Volunteers (list what services they will provide)	
Security, Registration, and Misc Volunteers	\$ 6,000.00
Donated Services, Material, Space	
Postering/Street promotion	\$ 300.00
Subtotal In-Kind Expenses	\$ 6,300.00

TOTAL PROJECTED EXPENSES	\$ 206,050.00
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PROJECTED CASH INCOME

INCOME SOURCES	Total \$	Confirmed? (yes/no)
Earned Income		
Tickets - Varying price levels	\$ 70,000.00	No
Tickets - Sunday Gospel Brunch	\$ 2,500.00	No
Merchandise & Bar Sales	\$ 10,500.00	No
Contributed Income		
Sponsorships	\$ 18,000.00	No
LTAC Funding - City of Olympia	\$ 45,000.00	No
LTAC Funding - Thurston County	\$ 10,000.00	No
Inspire Olympia	\$ 30,000.00	Yes
Organization's Own Cash		
2024 Proceeds	\$ 10,000.00	Yes
LTAC Funding - City of Lacey		
	\$ 15,000.00	No
Subtotal - Cash Income	\$ 211,000.00	

Projected Donation of Goods and Services

SOURCES	Total Value	Confirmed? (yes/no)
Volunteers (list approx. # of people and approx. hrs)		
Volunteers (list approx. # of people and approx. hrs)	30 people, ~300 hrs.	Yes
Security, Registration, and Misc Volunteers	\$ 6,000.00	Yes
Donated Services, Materials, Space (Who is providing these things?)		
Postering/Street promotion	\$ 300.00	Yes
Subtotal In-Kind Support	\$ 6,300.00	

TOTAL PROJECTED RESOURCES	\$ 217,300.00
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Lakefair Week 2024 is coming to Capitol Lake July 17-21!

What is Lakefair?

Capital Lakefair is a registered 501(c)3 non-profit organization based in Olympia, Washington. While widely known as Olympia's annual summer festival, Lakefair operates year-round to celebrate and give back to our community in Thurston County.

The festival is a volunteer driven organization governed by a voting member body known as the Capitalarians, a group of individuals that show their love and dedication to the people of Thurston County by donating their time and effort.

Each year as part of the Scholarship Program, a new group of young women from area high schools join the Lakefair Royalty tradition. The Court participates in all aspects of the organization throughout the season. This includes local activities such as the donation drive by Little Red School House, Special Needs Prom and events held by other area non-profit service groups. They also visit locations across Washington, Oregon and British Columbia as the Lakefair Float rides in parades hosted by other community festivals. Each princess receives a \$3,000 scholarship to be applied to any type of higher education, and the selected queen receives an additional \$2,000.

Funding for Capital Lakefair is provided by contributions from individuals and businesses in our community, financial and/or in-kind donations by our sponsors and operations from the annual five-day festival in July.

Mission Statement

We, as Capital Lakefair, provide a family-friendly community festival annually in the 3rd week of July:

To celebrate our area youth by offering scholarship programs and activities that highlight their academic, artistic talents and community spirit;

To offer our non-profit organizations the opportunity for fundraising for their local charities through the annual Capital Lakefair Festival;

To celebrate and recognize the Armed Forces and their families in the South Sound area;

To promote, recognize and maintain a positive business relationship, year round, between communities and organizations throughout the South Sound Region of Puget Sound;

To act as a professional goodwill ambassador organization both during the Capital Lakefair Festival celebration and throughout the year.



Nondiscrimination Policy

Capital Lakefair does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, the appointment to and termination from its Board of Directors, selection of volunteers, selection of vendors, hiring and firing of contractors or staff, and providing of services.



ENTERTAINMENT SCHEDULE

FEBRUARY 2-4 2024
AT THE CAPITOL THEATER & THE OLYMPIA BALLROOM
 OLYMPIA, WA

OLYMPIA FUNK FESTIVAL FUNK OFF! 2024

**BROUGHT TO YOU BY
 THE PARC FOUNDATION
 OF THURSTON COUNTY**

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VENDORS

NW Beerwerks
 Bastard Pies
 Octapas
 Bigfoot BBQ
 Taqueria La Esquinita

FRIENDS OF FUNK FEST

The Coho Team of Windermere Agents • Seifert Law
 Olympia Veterinary Cancer Center • Tanasse Chiropractic

Stay tuned for updates on next year's event!

OLYFUNKFEST.COM
PARCFoundation.ORG

Welcome to the inaugural **Olympia Funk Festival - Funk Off!** – three days of electrifying funk music, non-stop dancing, and pure celebration. Hosted by the PARC Foundation of Thurston County and sponsored by local businesses and nonprofits, this unforgettable event highlights two of Olympia's most historic venues, the Capitol Theater and the Olympia Ballroom.

Prepare to be mesmerized by nationally acclaimed headliners, a star-studded lineup of Seattle and Portland's finest musicians, and some of Olympia's own homegrown funk talents. Outside the venues, Washington Street will be transformed into a bustling hub of food trucks, band merch, and other merrymaking activities.

Your weekend pass to **Funk Off!** grants you access to all general admission shows at both venues, ensuring a weekend of non-stop funk-fueled fun. For an extra treat, don't miss the special Sunday Soul Brunch, available as an add-on to your weekend pass.

Thank you for being a part of history by attending the first-ever **Olympia Funk Festival - Funk Off!**

DID YOU KNOW? This is an all-ages event. Kids 12 & under are free!

BEER GARDEN
FOOD COURT
SUNDAY SOUL BRUNCH
 FEATURES AN INTIMATE ACOUSTIC PERFORMANCE BY **RON ARTIS II** AND SPECIAL GUEST SKERIK

**ECSTATIC
SOUND
COLLECTIVE**

presents

*A 3-Day Funk Music Festival
in Olympia, Wa*

The 2nd Annual

Olympia

FUNK

FESTIVAL



JAN 31

- FEB 2

2025

KARL THE MOTET

**DENSON'S
TINY UNIVERSE**

THE RUMBLE

FT. CHIEF JOSEPH BOUDREAUX JR.

DIGGIN DIRT

SUPER SONIC SHORTIES

POLYRHYTHMICS

FUNKWAYS

TRUE MCTUFF

**ELDRIDGE GRAVY
& THE COURT SUPREME**

FUNKY 2 DEATH

LIFE DURING WARTIME

**ARTIST AT LARGE
JOEL RICCI
FROM FUNKWAYS**

LUNA DADA CYTRUS


MELT SONICS GROOVE LAB


...AND MORE!


TICKETS & INFORMATION: WWW.OLYFUNKFEST.COM





Lakefair Week 2024 is coming to Capitol Lake July 17-21!


Where can I purchase Lakefair merchandise? 


Are you hiring? 


Is there a lost and found? 

Am I allowed to bring my dog/pet to Lakefair Week? 

Where can I park? 

Can I get a refund? 

How can I get more involved? 

What other activities and lodging are available in the area? 

There are a wide variety of opportunities to explore including local cuisine, activities, sightseeing, lodging and more while spending time in the South Sound! Learn more about cities of [Lacey](#), [Olympia](#) and [Tumwater](#), and plan your trip to Thurston County by visiting [Experiences Olympia & Beyond](#).

Tumwater has the Brewery Park at Tumwater Falls, the old Brewery, the Centennial Rose Garden at the historic Schmidt House, several craft breweries to try, the Olympic Flight Museum, Overlook Pointe Park, Tumwater Farmers Market, hiking/walking trails, and several excellent restaurants (don't miss the classic Eagan's/Big Tom's diner!).

Lacey has the Lacey Museum, a variety of events at Huntamer Park, swimming pools at three Lacey high schools (for those hot July days), wineries, walking/bike trails, and their fantastic Regional Athletic Complex.

While in Olympia, you can also visit the Capitol building and grounds, Capitol Lake, the Farmers Market, Hands on Children's Museum, Squaxin Park, Percival Landing Park and more.





INSTRUCTIONS: ARTICLES OF INCORPORATION NONPROFIT CORPORATION RCW 24.03A

Purpose: Articles of Incorporation for a Nonprofit Corporation business entity governed by RCW 24.03A is used to create a new business entity that has not previously been registered with the Office of the Secretary of State; or is beyond its five (5) year reinstatement period.

General Instructions: Use dark ink only. Complete the entire form and enter all requested information in the fields provided. At our website www.sos.wa.gov/corporations a fillable .pdf version of this form is available or you can file online at <https://ccfs.sos.wa.gov>

Mail: Send the completed form and payment to the address listed above.

Payment: Make checks or money orders payable to "Secretary of State." Checks cannot be backdated more than 60 days from the date the check is received.

Fees: The filing fee for the Articles of Incorporation is \$80 unless the Nonprofit voluntarily certifies that its initial gross revenue is less than \$500,000. By selecting "Yes" to the certification or selecting the appropriate filing fee, the filing fee is reduced to \$40.

Expedited Service: If expedited service is requested, an *additional* \$100 must be added to the filing fee. Check the box indicating expedited service on page one.

ALL FILING FEES ARE NON-REFUNDABLE. ALL DOCUMENTS ARE PUBLIC RECORD

(1) Unified Business Identifier (UBI): If the business has previously filed with another state agency such as the Department of Revenue, the Department of Labor and Industries, or the Employment Security Department, the business may already have a 9-digit UBI number that can be entered. Do not enter the UBI number of a Sole Proprietorship or General Partnership. If the business does not have a UBI number, select "No" and continue with the filing. If "No" is selected, the business will be issued a UBI number upon successful completion of the filing.

(2) Business Name: Provide the name for review. If a name has been reserved and a Name Reservation Number has been provided, enter the Number in the appropriate section. If a Name Reservation has not been provided select "No".

In accordance with RCW 23.95.305, a Nonprofit Corporation **must not include or end with** any of the following designations or abbreviations of: incorporated, company, cooperative, partnership, limited, limited partnership, or limited liability partnership, but may use club, league, association, services, committee, fund, society, foundation, guild, a nonprofit corporation, a nonprofit mutual corporation, or any name of like import. A Nonprofit Corporation name **must** be distinguishable upon the records of the Secretary of State from any other business already registered with the Secretary of State's office.

(3) Gross Revenue: Select "Yes" if the Nonprofit Corporation voluntarily certifies that its initial gross revenue is less than \$500,000. If "Yes" the filing fee is reduced to \$40, if "No" the default filing fee of \$80 applies.

(4) Charitable Nonprofit Corporation: Review [RCW 24.03A.010\(5\)](http://RCW 24.03A.010(5)) to determine if the business is a Charitable Nonprofit Corporation. Select "Yes" or "No" upon determination.

If within sections 6 or 8, language indicating a "charitable purpose"; the Nonprofit is a Religious Corporation; or that the Nonprofit is eligible for tax-exempt status under section 501(C)(3) of the Internal Revenue Code, then Yes is required in this section.

(5) Members: Indicate by checking “Yes” or “No” if the Nonprofit Corporation has members. Member is defined as a person who has a right set forth in the articles of bylaws to select or vote for the election of directors or delegates, or to vote on at least one type of fundamental transaction. If “Yes” is selected member names may be provided.

(6) Purpose of Corporation: Indicate the purpose for which the Nonprofit is being organized. Any other provisions may be attached if needed. **Do not attach or refer to the bylaws.**

(7) Registered Agent: All businesses must have a Registered Agent in Washington State per [RCW 23.95.415](#). The Consent of the Registered Agent **must** be signed, regardless of the type of Registered Agent. Print the name and title of the person signing and provide the date of signature.

- **Commercial Registered Agent** is a business or individual registered with the Office of the Secretary of State, whose nature of business it is to receive legal documents, notices, or demands required or permitted by law to be served on behalf of the business. The Commercial Registered Agent has a verified address on record with the Office of the Secretary of State.
 - Select “Yes” or “No.”
 - If “Yes,” provide the name of the Commercial Registered Agent. An address is not required.
 - If “No,” continue to Noncommercial Registered Agent.
- **Noncommercial Registered Agent** is a business or individual who agrees to receive legal documents, notices, or demands required or permitted by law to be served on behalf of the business.
 - Identify the Registered Agent.
 - Individual: Write the individual’s first and last name.
 - Business: Write the business’ full name.
 - Office/Position: Write the office or position title held within the business such as President, Secretary, Treasurer, or Member.
 - Provide the required **physical** street address of the Noncommercial Registered Agent. You may also provide the mailing address if needed. Addresses **must** be in Washington State.
 - Provide a contact phone number and email address. This information will be used if there are any questions regarding the submission.

(8) Any other provisions: If necessary, provide language for IRS tax exempt status. See [IRS website](#) for additional information.

(9) Period of Duration: Select a period of duration. Only one selection will be accepted. Perpetual duration means “on-going” until the business is either administratively or voluntarily dissolved. A specified date or specified number of years may be selected. If a specified date or years is selected the business will administratively dissolve as recorded in this section. If no selection is provided, it will default to perpetual.

(10) Effective Date: Select the date this filing is to be effective. If “Date of Filing” is selected, the effective date will be the date the submission is completed by our office. A future effective date may be specified which may not be more than 90 days **after** the date of filing.

(11) Initial Board of Directors: List the names and address of all initial directors of the Nonprofit Corporation. If necessary additional names and addresses may be attached. **Do not include social security numbers, federal tax identification or other personal identifiers.**

(12) Distribution of Assets: In the event of a voluntary dissolution, a plan for distribution of any assets remaining after payment or arrangement for payment of all liabilities must be in place. **Do not attach or refer to the bylaws.**

(13) Return Address for this Filing: If provided, the confirmation regarding this specific filing will be sent to this address, in addition to the Registered Agent’s address.

(14) Incorporator Information: Provide the name, address and signature of the Incorporator(s). An Incorporator is the person(s) forming the corporation. An additional list may be attached if necessary.

For a rapid response to questions, requests for assistance, or to provide feedback, please visit the Corporations and Charities website at www.sos.wa.gov/corporations to chat with a representative.



Overnight address by commercial carrier: 801 Capitol Way S Olympia, WA 98501-1226

Mailing Address (ALL USPS): PO Box 40234 Olympia, WA 98504-0234

Tel: 360.725.0377 | Website: www.sos.wa.gov/corporations-charities

THIS BOX FOR OFFICE USE ONLY

Select one filing fee option

- Filing Fee \$80 - Default
Filing Fee \$40 - By selecting this box, the Nonprofit Corporation voluntarily certifies that its initial gross revenue is less than \$500,000.
To Expedite Filing, Add \$100

ARTICLES OF INCORPORATION

Nonprofit Corporation

RCW 24.03A

All fields REQUIRED unless otherwise specified

(1) Do you already have a UBI No.? (Check one) Yes No If Yes, provide UBI No.:

If you have previously filed with another state agency (for example, the Department of Revenue, the Department of Labor and Industries, or the Employment Security Department), you may already have a 9-digit UBI Number you can provide. Do not enter the UBI Number of a Sole Proprietorship or General Partnership.

If you do not have a UBI Number, a UBI Number will be issued to you upon successful completion of the filing.

(2) BUSINESS ENTITY NAME:

May include "club", "league", "association", "services", "committee", "fund", "society", "foundation", "guild", "., a nonprofit corporation", "., a nonprofit mutual corporation" or any name of like import. Must not include or end with "Corporation", "Incorporated", "Company", "Limited", "Limited Partnership" or the abbreviation "Corp.", "Inc.", "Co." or "Ltd." or any abbreviation thereof.

Does the business have a name reserved? (Check one) Yes No If Yes, provide the Reservation Number

Reservation No.:

(3) GROSS REVENUE CERTIFICATION:

Per RCW 24.03A.960 does the Nonprofit voluntarily certify that its initial gross revenue is less than \$500,000?

(Check one) Yes No (If "yes", the filing fee is reduced to \$40)

(4) CHARITABLE NONPROFIT CORPORATION: If within sections 6 or 8, language indicating a "charitable purpose"; the Nonprofit is a Religious Corporation; or that the Nonprofit is eligible for tax-exempt status under section 501(C)(3) of the Internal Revenue Code, then Yes is required below.

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(5)? (Check one) Yes No

(5) MEMBERS: RCW 24.03A.010(45)

Does the Nonprofit Corporation have members? (Check one) Yes No providing names are optional

Name: Name:

(6) PURPOSE OF CORPORATION: Purpose for which the nonprofit corporation is organized

(7) REGISTERED AGENT:

A **Registered Agent** is an agent of a business which is authorized to receive service of any process, notices, or demands required or permitted by law to be served on the business including hand delivered service of process.

All businesses must have a Registered Agent in Washington State per [RCW 23.95.415](#)

Provide the name of the *Commercial Registered Agent* **OR** *Non-Commercial Registered Agent*. The appointed agent must sign the **Consent to Serve** statement below.

COMMERCIAL REGISTERED AGENT

A *Commercial Registered Agent* is a business or individual that is registered specifically as a Commercial Agent with the Office of the Secretary of State to receive legal documents on behalf of a corporation. A Commercial Registered Agent address has been registered with this office in advance and does not need to provide it with this submission.

If applicable, provide the name of the Commercial Registered Agent: _____

NON-COMMERCIAL REGISTERED AGENT

A *Non-Commercial Registered Agent* is a person, business, or office or position title appointed to serve as the registered agent for a business. A street address located in Washington State and an email address are required; a phone number and separate Washington State mailing address are optional.

If multiple types are listed the first type will be entered by this office

- **Type 1:** If an **individual** is serving as the Registered Agent, only provide the individual's first and last name below.
- **Type 2:** If a **business** is serving as the Registered Agent, only provide the name of the business below.
- **Type 3:** If an **office** or **position** within the business is serving as the Registered Agent, only provide the position title such as President, Secretary, Treasurer, or Member below.

Registered Agent: _____

Phone: <i>(optional)</i> _____	Email: _____
Street Address: (required) Must be a physical address; No PO Box or PMB Country: <u>United States</u> State: <u>Washington</u> Address : _____ _____ Zip: _____ City: _____	Mailing Address (optional) <input type="checkbox"/> Check if mailing address is the same as street address Country: <u>United States</u> State: <u>Washington</u> Address : _____ _____ Zip: _____ City: _____

CONSENT TO SERVE AS REGISTERED AGENT - REQUIRED FOR ALL TYPES

I hereby consent to serve as Registered Agent in the State of Washington for the named business. I understand it will be my responsibility to accept service of process, notices, and demands on behalf of the business; to forward mail to the business; and to immediately notify the Office of the Secretary of State if I resign or change the Registered Office Address.

Signature of Registered Agent **Printed Name/Title** **Date**

(8) ANY OTHER PROVISIONS: IRS tax exempt language, attach additional pages if necessary

(9) PERIOD OF DURATION: Check ONE of the following

This Corporation shall have a perpetual duration (default) This Corporation shall have a duration of _____ years.

This Corporation shall expire on _____

(10) EFFECTIVE DATE: Check ONE of the following

Date of filing (default) this is the date that the submission is completed by our office

Specify a date _____ (cannot be more than 90 days following the received date)

(11) INITIAL BOARD OF DIRECTORS: Name and address of each initial director is required, attach additional pages if necessary.

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

(12) DISTRIBUTION OF ASSETS:

In the event of voluntary dissolution, the net assets will be distributed as follows:

(13) RETURN ADDRESS FOR THIS FILING: *(optional)*

If provided, the confirmation regarding this specific filing will be sent to the address below, in addition to the Registered Agent's address.

Attention: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

(14) INCORPORATOR INFORMATION:

Name, address, and signature required. Attach additional sheets if necessary.

I hereby certify, under penalty of law, that the above information is accurate and complies with the filing requirements of state law.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Signature of Incorporator

Printed Name/Title

Date



@GerryShiba



@GerryShibayama

**FEB
2-4
2024**



**AT CAPITOL
THEATER
& OLYMPIA
BALLROOM** OLYMPIA, WA

Three full days of live funk music!

FEATURING

GEORGE PORTER JR.
& THE RUNNIN' PARDNERS

THE RUMBLE **RON ARTIS II**
FT. CHIEF JOSEPH BOUDREAU JR. & THE TRUTH

ARTISTS AT LARGE
**JOE DORIA
SKERIK**

POLYRHYTHMICS **LIFE**
ELDRIDGE GRAVY **DURING**
& THE COURT SUPREME **WARTIME**

**OUTER
ORBIT**
FT. SAEEDA
WRIGHT

HILLSTOMP **MCTUFF**
FUNKY 2 DEATH & FRIENDS
SWINDLER **CYTRUS** **FUNKWAYS**

**BiG
KITTY**

LOS **GROOVE** **EXTRA** **DENIM** **AND**
RIFFERS **LAB** **MEASURES** **DEEP POCKETS** **THE**
LUNA

MELT

Beer Garden • Food Court • Street Closures • Sunday Soul Brunch
Add-on featuring Special Surprise Performances

TICKETS AT OLYFUNKFEST.COM
\$129 3-DAY GENERAL ADMISSION PASS • \$25 BRUNCH ADD-ON
ALL AGES • SCHEDULE TO BE ANNOUNCED • NO REFUNDS DUE TO INCLEMENT WEATHER

Scan
Me!







MIDDLE NAME
MIDDLE NAME
MIDDLE NAME

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blank intentionally.



LODGING TAX FUNDING APPLICATION

APPLICATION CONSIDERATIONS

The Lodging Tax Advisory Committee uses a scoring rubric tool during the application selection process. Some questions on this application will indicate an affiliated score value, which will be used for scoring. Scores will be considered by the committee but are not the final determining factor for award selections.

This online application does not have an auto-save feature. A word document version of the application is available to help draft your submission, if needed.

Supplemental attachments will be uploaded at the end of this application.

Questions fields with a star (*) indicate a required field, information must be completed for application consideration.

APPLICATION CATEGORY

Please review the categories below and select which application type you are applying for. One application per unique activity must be submitted.

Special Event/Festival

A planned public or social occasion designed to attract tourists. Events/Festivals may be single occurrences or a series of occurrences during the funding year.

Tourism Promotion/Marketing Activities

Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-Related Facility

Real or tangible personal property with a usable life of three or more years or constructed with volunteer labor that is: owned by a public entity or owned by a nonprofit organization used to support tourism, performing arts, or to accommodate tourist activities.

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Capital Lakefair Inc

Activity Name *

Capital Lakefair 2025

Are you a Non-Profit or Public Agency? *

Non-profits must upload a copy of their current non-profit corporate registration with the Washington Secretary of State.

Non-Profit

Federal Tax ID Number *

23-7131672

City of Lacey Business License Number

If your activities take place in Lacey or the Lacey UGA this is required.

n/a

Contact Name *

Chris E Rea

Title *

Office Manager

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. **Location: Where is your special event, facility, or organization located? (10 points)*** Please include the city and specific location.

Capital Lakefair is held in downtown Olympia at Heritage Park next to Capitol Lake @ 5th & Water. Our Car show is held in Olympia at Marathon Park on Deschutes Parkway. Our parade is held in Olympia from 21st to 5th Ave. Our promotional float travel is from 14+ festivals from Portland, OR to British Columbia.

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No

3. Tourist Attraction: Describe your activities (20 points) *

Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

Capital Lakefair is a popular well-known 5-day family-friendly summer festival that is always held during the 3rd week in July to celebrate our community. In addition to local residents, former residents come home to experience Lakefair year after year, as well as entertainers, vendors, carnival workers, car show, and parade participants. Many of these attendees seek lodging, food, and things to do.

Our festival brings tourists from all over, mainly from Oregon to British Columbia. To promote our local area, including Lacey, our float travels to 14+ other festival parades from April to September. These are parades and festivals in WA, OR, and BC. The traveling float is always accompanied by our president, our scholarship ambassadors, and our volunteers, most of them Capitalarians who give hundreds of hours to make Lakefair events happen.

The float has a different theme every year and incorporates announcements and signage representative of and promoting travel to the Lacey, Olympia, and Tumwater areas. Lacey is clearly promoted by our float signage and during the parade description as our float goes by.

In regard to our travel, the majority of festivals that we attend return the favor by attending Lakefair, therefore bringing visitors from Washington, Oregon, and British Columbia. The visitors and festival leaders will not only need lodging but will spend funds on food, gas, etc. while they are here.

4. Frequency of Activity (20 points) *

Multi-Day Occurrence

5. Date of Activity (10 points) *

List the date(s) your activities will occur.

July 16-20, 2025, Wednesday through Sunday from noon to 11:00 pm during the third week of every July. Our float travel runs from April to September (and December if float is still intact)

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *

Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Our annual Capital Lakefair festival brings high traffic to our area and when lodging isn't available (or too expensive, as we've learned) in the immediate surrounding area of Lakefair, it creates a need for lodging in neighboring cities, such as Lacey. This need extends to Lacey businesses, restaurants, gas stations, and retail stores. Festival attendees include other festival groups, vendors, past residents, parade participants, car show participants, fireworks viewers, and new residents. Lakefair promotes Lacey as one of our TOP supporters on our float, website, our social media, our logos, our float theme sign, our program, and on all of our applications for entertainment, food vendors, arts & crafts vendors, parade, and car show participants. We use your logo, your website address, and your social media links as often as we can to promote Lacey. Some examples uploaded but met maximum uploads.

7. Safe, Inclusive, and Welcoming: (10 points) *

Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

Capital Lakefair is committed to being a safe, inclusive, and welcoming place for all. Our events are open to the public, are free to attend, and include all ages, nationalities, etc. Nobody is turned away from enjoying Lakefair, whether they be attendees, vendors, entertainers, parade participants, etc. We just had a new DEI statement drawn up; it will be included with this application. We've always had a website nondiscrimination statement and will add the DEI statement soon. Lakefair has included many differently abled nominees in our scholarship program including LGBTQ, people of color, homeless, and mentally ill, and last year, created a Community Ambassador category to include a person with exceptional needs. We would be happy to provide details on past scholarship receivers who have given permission to share their stories about their exceptionality.

8. Community and Business Collaboration: (20 points) *

Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Every year the surrounding community looks forward to Capital Lakefair, whether it be for the carnival rides, fair food, arts & crafts vendors, senior day, main stage entertainment, car show, the parade, and/or our fireworks show. Some of the businesses we work with include KGY/KAYO, Heritage Bank, Olympia Federal, City of Olympia, Nisqually Red Wind Casino, Eagles FOE #21, JackNut, InterCity Transit, American Fence Supply, Mixx96, Nisqually Chronicle, WA State DES, Olympia Supply, Hannah's, IBEW Local, DoubleTree Inn, Olympia Yacht Club, Senior Services, Day Wireless Systems, US Foods Chef'sstore, Boston Harbor Photography, JBLM Ranger, Les Schwab, Olympia School District, Showcase Media, OlyArts, LimeBerry, FESS, WA Lottery, Experience Olympia & Beyond.

9. Have you reserved any lodging or held rooms in Lacey for your activities? *

If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

Not yet. We got estimates from Tumwater, Lacey, and Olympia hotels for our hospitality VIPs from other festivals, but due to their age and logistics, had to settle for a closer downtown hotel. If a Lacey hotel could provide a shuttle for our VIP visitors, it would help greatly in our c

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

180k

Estimated attendees/participants who will travel 50 miles or more *

5k

Estimated attendees/participants who will travel from out-of-state or country*

400

Estimated paid overnights *

Stays with paid overnight accommodations.

200

Estimated unpaid overnights *

Stays without paying for overnight lodging.

36k/day

BUDGET INFORMATION

Funding Request *

How much lodging tax funding are you requesting from the City of Lacey for your activities?

We are requesting 14k from the City of Lacey for marketing, promotional travel & insurance expenses.

Itemized expenses *

List your estimated expenses and amounts for your request. Upload an attachment if needed.

See the uploaded budget. I have the same budget with handwritten specifics included if you'd like to see them.

The end numbers are that we have an incoming of 304k and an outgoing of 333k.

What is the total budget for your activities? *

Provide the total cost of your activities.

333k

Financial Sustainability (10 points) *

List your top 5 primary sources of funding for your activities.

1. Carnival Proceeds
2. Vendor Fees
3. Sponsorships/Donations
4. Lacey LTAC
5. Merch sales (themed t-shirts and themed pins)

Funding Assistance *

Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

Tumwater LTAC - 8k

We will be applying for Olympia LTAC and Thurston County LTAC funds

We are also seeking available grants, etc.

Previous City of Lacey Funding *

Have you received lodging tax funding from the City of Lacey in the past?

Yes

Are you asking for increased funding? *

If yes, explain why.

We're asking for the same amount we requested last year. We requested 14k and were awarded 7500 - Thank you so much for your past and current support!

FILE UPLOAD

Upload the following documents as applicable:

- A copy of your current non-profit corporate registration with the Washington Secretary of State
- Examples of marketing materials (no more than 20 pages total)
- An itemized budget for your funding request

SUBMISSION DETAILS

Application Deadline:

August 30, 2024

Required Documents:

- Completed application
- Examples of marketing materials
- A copy of non-profit corporate registration (if applicable)

Questions:

Sadie Siglin
Management Analyst
360-456-7788
LodgingTax@cityoflacey.org

PUBLIC RECORDS NOTICE

The information entered and any supplemental attachments for this application may be considered a record subject to public review.

CERTIFICATION

By checking the boxes below, I hereby state on the behalf of the above referenced Organization/Agency that:

- ✓ **Presentation Acknowledgement***
I acknowledge that in addition to this application, I may be required to provide the committee a supplemental presentation that is anticipated to occur September 19, 2024.
- ✓ **Contract Acknowledgement***
I acknowledge that this is an application for a contract with the City of Lacey and if awarded, my organization intends to enter into a Municipal Services Contract with the City of Lacey.
- ✓ **Information Certification***
I declare that the information provided in this application is accurate and correct.



8.30.24

Chris E Reg
Office Manager

Lodging Tax Application Form

Lodging Tax Applicant

Capital Lakefair LTAC

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

Projected Revenue:

Source	Amount
Sponsorships:	\$20,000.00
Admission:	\$0.00
Reserves:	\$0.00
Donations/Contributions:	\$500.00
Grants:	\$2,500.00
Program Service Fees:	\$0.00
In-kind Donations:	\$0.00
Gift Shop:	\$3,500.00
Vendor Fees:	\$55,000.00
Fundraising Activities:	\$4,000.00
City of Lacey Lodging Tax:	\$8,000.00
City of Olympia Lodging Tax:	\$0.00
City of Tumwater Lodging Tax:	\$8,000.00
Thurston County Lodging Tax:	\$8,000.00
Other Sources of Revenue: (specify)	Carnival Proceeds \$180,000.00
Other Source:	Equipment Rentals \$1,500.00
Other Source:	Car Show \$5,000.00
Other Source:	Scholarships \$8,000.00
Total Revenue:	\$304,000.00

Project Expenses:

Personnel: (salaries and benefits.)	\$30,000.00
Administration: (utilities, phone, etc.)	\$5,000.00

Marketing and Promotion:		\$32,000.00
Professional / Consultant Fees:		\$18,000.00
Equipment:		\$35,000.00
Facility / Event Venue Rental:		\$80,000.00
Travel: (please specify)		\$35,000.00
All Other Expenses: (please specify)	Rent/Storage	\$39,000.00
Other Source:	Fireworks/Parade	\$20,000.00
Other Source:	Insurance/Taxes	\$17,000.00
Other Source:	Scholarship/Park Fu	\$22,000.00
Total Expenses:		\$333,000.00
Program Excess Deficit:		-\$29,000.00

Capital Lakfair Website Index Screenshots

Top

The screenshot shows the top portion of the Capital Lakfair website. At the top left is the Capital Lakfair logo, which features a stylized dome and the text 'CAPITAL LAKEFAIR'. To the right of the logo is a navigation menu with links for 'faq', 'applications', 'events', 'about', 'sponsorship', and 'contact'. Below the navigation is a blue banner with the text 'Lakfair Week 2024 is coming to Capitol Lake July 17-21!'. Underneath the banner is a large '2024' graphic with a stylized orange slice. Below this are three main content cards: 'Contribute' (with a 'donate' button), 'Questions?' (with a 'view' button), and 'History' (with a 'watch' button). Below these cards is a section with the Capital Lakfair logo and a paragraph of text: 'This season marks 67 years of serving our community in Thurston County. Capital Lakfair has been a local tradition since the inaugural festival in 1957, when residents and area small businesses sought to coordinate a family oriented summer event. Lakfair has helped to raise millions of dollars for non-profit food vendors, provided a venue for local and regional craft vendors, and provided more than \$400,000 in scholarship funding for students from local high schools to pursue the trades and higher education.'

Bottom

The screenshot shows the bottom portion of the Capital Lakfair website. It features a blue banner with the text 'Explore Thurston County'. Below the banner is a section with the 'Experience Olympia & Beyond' logo and a paragraph of text: 'There are a wide variety of opportunities to explore including local cuisine, unique activities and sight seeing, lodging and more while visiting us in the South Sound! Learn more about cities of Lacey, Tumwater, and Olympia to plan your trip to Thurston County by visiting Experience Olympia & Beyond.' Below this text are three image cards for 'Lacey', 'Tumwater', and 'Olympia', each featuring a scenic view of the city and its respective logo.



CAPITAL LAKEFAIR

PO Box 2569 • Olympia, Washington 98507 • Phone 360.943.7344

Diversity, Equity, and Inclusion Statement

At Lakefair, we are dedicated to embedding diversity, equity, and inclusion in every aspect of our organization. Our commitment is to create an environment where everyone, regardless of their background or identity, feels valued, respected, and empowered, while also prioritizing their safety and well-being.

Diversity: We honor and celebrate the diverse identities and experiences within our community, including race, ethnicity, gender, sexual orientation, age, ability, and more. We believe that this diversity enriches our organization and enhances our ability to serve and connect with the community.

Equity: We are committed to ensuring fair access to opportunities and resources for all individuals. This involves proactively addressing barriers and implementing practices that promote equity, ensuring that everyone has the support they need to participate fully and achieve their potential.

Inclusion: We aim to create a welcoming and respectful environment where all voices are heard and valued. Our goal is to foster a sense of belonging, actively promoting practices that ensure diverse perspectives are included in all aspects of our work.

We prioritize the safety of our community members by creating and maintaining a secure environment where everyone feels protected and supported. We are committed to continuously assessing and improving our DEI efforts. This includes engaging with our community to gather feedback, setting measurable goals, and regularly reviewing our practices to ensure they align with our DEI values and safety standards.

By doing so, we honor our rich history while striving for a future where everyone can thrive and contribute meaningfully. Together, we build a stronger, more vibrant community by embracing and acting on these principles, ensuring our organization reflects and supports the diverse needs, aspirations, and safety of all our members.



2024 Capital Lakefair Market Summary - Preliminary*

This report has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We do not accept any liability if this report is used for an alternative purpose from which it is intended nor liability to any third party.

IMPORTANT NOTE: *Geofencing-based data collection/reporting methodology changed in 2023-2024 and therefore is not directly comparable to data shared in previous years via Market Summary.*

Geolocation POI: Custom POI



Time Period: July 17-21, 2024

**This Market Summary is considered preliminary since data is not yet available for all sources. Data noted with an asterisk below is subject to change. Note, it takes approximately 6 weeks after the event for data to become available. Final data is scheduled to be sent to you the week of September 9, 2024.*

Unique Attendees Estimates

	Estimated Attendees
Total Attendees (local & out of area)	33,663
Local Attendees	31,478
Visitors (50+ miles away)	2,185
Visitors (50+ miles away)	
In-State Visitors (50+ miles away)	933
Out-of-State Visitors (50+ miles away)	1,252
*Visitors (50+ miles away) spending at least 1 night in Thurston County	1,333
Visitors (50+ miles away) spending at least 1 night in Thurston County who stayed in paid lodging	91

Source: Placer.ai, Datafy

Top 3 Out of Area Origin Markets (50+ miles away) to Olympia

*City
not available
not available
not available

Source: Datafy

Thurston County Lodging Statistics (July 17-21, 2024)

	Metrics
Occupancy Rate	84.8%
Average Daily Rate	\$179.90

Source: Smith Travel Research



2024 Capital Lakefair Parade Market Summary - Preliminary*

This report has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We do not accept any liability if this report is used for an alternative purpose from which it is intended nor liability to any third party.

IMPORTANT NOTE: Geofencing-based data collection/reporting methodology changed in 2023-2024 and therefore is not directly comparable to data shared in previous years via Market Summary.

Geolocation POI: Custom POI



Time Period: July 20, 2024

**This Market Summary is considered preliminary since data is not yet available for all sources. Data noted with an asterisk below is subject to change. Note, it takes approximately 6 weeks after the event for data to become available. Final data is scheduled to be sent to you the week of September 9, 2024.*

Unique Attendees Estimates

	Estimated Attendees
Total Attendees (local & out of area)	11,851
Local Attendees	10,786
Visitors (50+ miles away)	1,065
Visitors (50+ miles away)	
In-State Visitors (50+ miles away)	455
Out-of-State Visitors (50+ miles away)	610
*Visitors (50+ miles away) spending at least 1 night in Thurston County	619
Visitors (50+ miles away) spending at least 1 night in Thurston County who stayed in paid lodging	37

Source: Placer.ai, Datafy

Top 3 Out of Area Origin Markets (50+ miles away) to Olympia

City*
not available
not available
not available

Source: Datafy

Thurston County Lodging Statistics (July 20, 2024)

	Metrics
Occupancy Rate	92.3%
Average Daily Rate	\$209.78

Source: Smith Travel Research

2024 Capital Lakefair Theme Logos showing Lacey

Back of float theme logo signage



Theme Logo Creator



Front of float signage



Capital Lakefair Hospitality Weekend Hotel Info for Festival VIPs and Groups



When looking for a hosting hotel for the festival VIPs, etc. we look at several things:

Hospitality Festival VIPs and groups

- An 80-room block for two (sometimes 3) nights @ a good rate
- A room for guests to hang out together (hospitality room that has an alcohol permit)
- A venue for a president's dinner and entertainment (must have an alcohol permit)
- Catering for president's dinner (must have an alcohol permit and room to dance)
- A shuttle to take guests back and forth from hotel to parade, rose planting, downtown events

Scholarship Ambassadors and Chaperones

- A 2-3 room block for ambassadors & chaperones to use to change outfits, sleep, and rest all week
- Shuttle to take scholarship ambassadors back and forth from hotel to Lakefair events all week

Each of our website vendor, entertainment, car show, and parade applications has this information:

AC Vendors 2024 DRAFT

Capital Lakefair welcomes a variety of vendors every year to our annual Lakefair Week event in July. The 2024 season will take place July 17-21 at Heritage Park in Olympia. Vendor booths are available in 10'x10', 10'x20' and 10'x30' footprints depending on location and space constraints.

All booths must fit completely within the assigned footprint, which means no extensions or other items placed beyond the designated location. Vendors must provide their own tent with enclosed sides and all necessary supplies to operate at the event. Staking is not permitted on state property and all structures must be adequately weighted to prevent wind damage.

Vendors are required to carry liability insurance. Submit a copy to our office naming Capital Lakefair, WA Department of Enterprise Services (DES) and City of Olympia as additional insured.

See end of application for lodging information.

Email: office@lakefair.org
Mail: Capital Lakefair, PO Box 2569, Olympia WA 98507

Comments



There is a wide variety of lodging in the Lacey, Olympia and Tumwater area. Visit [Experience Olympia & Beyond](#) to help with your travel plans!



Charity Renewal

ORGANIZATION INFORMATION

Organization Name:

CAPITAL LAKEFAIR, INC.

Registration Number :

1121920

Purpose/Mission of the Organization:

TO PROVIDE OUR COMMUNITY WITH AN ANNUAL SUMMER FESTIVAL, WHILE PROVIDING SCHOLARSHIP MONEY TO LOCAL HIGH SCHOOL STUDENTS, AND A RESOURCE FOR LOCAL SERVICE CLUBS (NON-PROFITS) TO RAISE MONEY.

FEIN Number:

23-7131672

Federal Tax-Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

601 318 258

Is this Charitable Organization associated with any Corporation or LLC?-

Yes

Organizational Structure:

Jurisdiction:

WASHINGTON

CONTACT INFORMATION

Organization Email:

office@lakefair.org

Confirm Organization Email:

office@lakefair.org

Organization Website:

www.lakefair.org

Is Foreign Contact:

No

Country Code:

1

Phone Number:

3609437344

Ext:

Mailing Address:

PO Box 2569, OLYMPIA, WA, 98507, USA

Street Address:

627 DURELL RD SE, STE A102, THURSTON COUNTY, TUMWATER, WA, 98501-5890, USA

Do you use any other addresses for Solicitation -

No

NON PROFIT INSURANCE PROGRAM CERTIFICATE OF COVERAGE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE NPIP COVERAGE AGREEMENT BELOW. THIS CERTIFICATE OF COVERAGE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: IF THE CERTIFICATE HOLDER IS AN ADDITIONAL COVERED PARTY, THE COVERAGE AGREEMENT MUST BE ENDORSED. IF SUBROGATION IS WAIVED, SUBJECT TO THE TERMS AND CONDITIONS OF THE COVERAGE AGREEMENT, CERTAIN COVERAGE MAY REQUIRE AN ENDORSEMENT. A STATEMENT ON THIS CERTIFICATE DOES NOT CONFER RIGHTS TO THE CERTIFICATE HOLDER IN LIEU OF SUCH ENDORSEMENT(S).

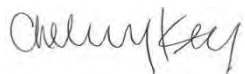
PROGRAM ADMINISTRATOR	COMPANIES AFFORDING COVERAGE
Clear Risk Solutions 451 Diamond Drive Ephrata, WA 98823	GENERAL LIABILITY NPIP / Munich Re. et al. AUTOMOBILE LIABILITY NPIP / Munich Re. et al.
COVERED PARTY	
Capital Lakefair, Inc. PO Box 2569 Olympia, WA 98507	PROPERTY NPIP / Munich Re. et al. MISCELLANEOUS PROFESSIONAL LIABILITY NPIP / Munich Re. et al.

COVERAGES

THIS IS TO CERTIFY THAT THE COVERAGES LISTED BELOW HAVE BEEN ISSUED TO THE COVERED MEMBER NAMED ABOVE FOR THE COVERAGE PERIOD INDICATED, NOT WITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE COVERAGE AFFORDED BY THE NPIP COVERAGE AGREEMENT DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS, AND CONDITIONS OF SUCH COVERAGE AGREEMENT. LIMITS SHOWN BELOW MAY HAVE BEEN REDUCED BY PAID CLAIMS.

LINE OF COVERAGE	COVERAGE NUMBER	EFF DATE	EXP DATE	DESCRIPTION	LIMITS
GENERAL LIABILITY					
COMMERCIAL GENERAL LIABILITY	NPIP242535416	6/1/2024	6/1/2025	PER OCCURRENCE	\$5,000,000
OCCURRENCE FORM				PER MEMBER AGGREGATE	\$10,000,000
INCLUDES STOP GAP – EMPLOYERS LIABILITY				PRODUCT-COMP/OP	\$5,000,000
				PERSONAL & ADV. INJURY	\$5,000,000
(LIABILITY IS SUBJECT TO A \$350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	\$50,000,000
AUTOMOBILE LIABILITY					
ANY AUTO	NPIP242535416	6/1/2024	6/1/2025	COMBINED SINGLE LIMIT	\$5,000,000
(LIABILITY IS SUBJECT TO A \$350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
PROPERTY					
	NPIP242535416	6/1/2024	6/1/2025	ALL RISK PER OCC EXCL EQ & FL	\$100,000,000
				EARTHQUAKE PER OCC	\$1,000,000
				FLOOD PER OCC	\$1,000,000
(PROPERTY IS SUBJECT TO A \$350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
MISCELLANEOUS PROFESSIONAL LIABILITY					
	NPIP242535416	6/1/2024	6/1/2025	PER CLAIM	\$5,000,000
(LIABILITY IS SUBJECT TO A \$350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	\$40,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / SPECIAL ITEMS					
Regarding contract for LTAC support. City of Lacey is named as Additional Covered Party regarding this contract only and is subject to coverage terms, conditions and exclusions. Additional Covered Party endorsement is attached.					

CANCELLATION NOTICE: SHOULD ANY OF THE ABOVE DESCRIBED COVERAGES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE COVERAGE AGREEMENT PROVISIONS.

CERTIFICATE HOLDER	AUTHORIZED REPRESENTATIVE
City of Lacey 420 College Street SE Lacey, WA 98503	

**ADDITIONAL COVERED PARTY – DESIGNATED PERSON OR ORGANIZATION
(GENERAL LIABILITY)**

THIS ENDORSEMENT CHANGES THE COVERAGE AGREEMENT. PLEASE READ IT CAREFULLY

This endorsement modifies Coverage provided under the following:

GENERAL LIABILITY COVERAGE PART

This endorsement changes the Coverage Agreement effective on the inception date of the Coverage Agreement unless another date is indicated above. Providing the certificate of coverage that this endorsement is attached to has been issued by and is on file with the Company, the following applies.

SCHEDULE

Person or Organization (Additional Covered Party):

City of Lacey
420 College Street SE
Lacey, WA 98503

Description of Activities / Operations / Designated Premises:

Regarding contract for LTAC support. City of Lacey is named as Additional Covered Party regarding this contract only and is subject to coverage terms, conditions and exclusions. Additional Covered Party endorsement is attached.

- A. With respects to the General Liability Coverage Part only, the definition of **Covered Party** in the Liability Conditions, Definitions and Exclusions section of this Coverage Agreement is amended to include as a **Covered Party** the Person or Organization shown in the above Schedule. Such Person or Organization is a **Covered Party** only with respect to liability for **Bodily Injury**, **Property Damage**, or **Personal and Advertising Injury** caused in whole or in part by your acts or omissions or the acts or omissions of those acting on your behalf:
1. In performance of your ongoing operations; or
 2. In connection with your premises owned or rented to you.
- B. The Limits of Coverage applicable to the additional **Covered Party** are those specified in either the:
1. Written contract or written agreement; or
 2. Declarations for this Coverage Agreement,

whichever is less. These Limits of Coverage are inclusive and not in addition to the Limits of Coverage shown in the Declarations.

All other terms and conditions remain unchanged.

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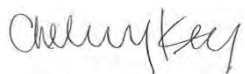
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COVERED PARTY	
Capital Lakefair, Inc. PO Box 2569 Olympia, WA 98507	PROPERTY NPIP / Munich Re. et al. MISCELLANEOUS PROFESSIONAL LIABILITY NPIP / Munich Re. et al.

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ANY AUTO	NPIP242535416	6/1/2024	6/1/2025	COMBINED SINGLE LIMIT	\$5,000,000
(LIABILITY IS SUBJECT TO A \$350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
PROPERTY					
	NPIP242535416	6/1/2024	6/1/2025	ALL RISK PER OCC EXCL EQ & FL	\$100,000,000
				EARTHQUAKE PER OCC	\$1,000,000
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(LIABILITY IS SUBJECT TO A \$350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	\$40,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / SPECIAL ITEMS					
Evidence of coverage only regarding participation in holiday parade.					

CANCELLATION NOTICE: SHOULD ANY OF THE ABOVE DESCRIBED COVERAGES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE COVERAGE AGREEMENT PROVISIONS.

CERTIFICATE HOLDER	AUTHORIZED REPRESENTATIVE
City of Lacey 420 College Street SE Lacey, WA 98503	

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LODGING TAX FUNDING APPLICATION

Application Type

ORGANIZATION INFORMATION

Organization Name *

All Kids Win (Homeless Backpac

Activity Name *

Haunted 5K

Are you a Non-Profit or Public Agency? *

Non-profits must upload a copy of their current non-profit corporate registration with the Washington Secretary of State.

Non-Profit

Federal Tax ID Number *

26-0380763

City of Lacey Business License Number

If your activities take place in Lacey or the Lacey UGA this is required.

203-365

Contact Name *

Katie Stemmenne

Title *

Volunteer Coordinator

**ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING
ACTIVITIES, OR TOURISM-RELATED FACILITY**

- 1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.**

Woodland Creek Community Park - 6729 Pacific Ave SE, Lacey, WA 98503

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

No, this is not new.

3. Tourist Attraction: Describe your activities (20 points) *

Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

The annual All Kids Win Haunted 5K and our other community-focused activities offer a unique and attractive experience for tourists. By combining the charm of local culture with engaging events, we not only draw visitors to Lacey but also contribute to the city's growing reputation as a vibrant and welcoming destination. The Haunted 5K is a one-of-a-kind event that blends the excitement of a fun run with the festive atmosphere of the fall season. With costumes, contests, themed decorations, and trick-or-treat stations, the event provides an experience that is both family-friendly and uniquely Lacey. This special combination of fitness and festivity appeals to tourists seeking seasonal events that offer something different from the usual attractions.

Lacey's location, near major cities like Seattle and Portland, makes it an accessible getaway for tourists looking to explore new communities. The Haunted 5K, held during the beautiful fall season, offers visitors a reason to travel to Lacey, encouraging them to extend their stay and explore local shops, restaurants, and natural attractions. For those coming from more than 50 miles away, the event can be part of a weekend experience that showcases what Lacey has to offer.

Visitors to the Haunted 5K also get a taste of the strong community spirit that defines Lacey. The event highlights the city's commitment to supporting children in need, providing tourists with an opportunity to engage in meaningful activities while enjoying their visit. This

sense of community and purpose often resonates with tourists, encouraging them to return for future events and share their positive experiences with others.

4. Frequency of Activity (20 points) *

Annual

5. Date of Activity (10 points) *

List the date(s) your activities will occur.

October 25, 2025

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *

Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

The annual All Kids Win Haunted 5K is designed to not only serve the community but also to actively promote and enhance tourism in Lacey. We will leverage a comprehensive marketing strategy to reach both local residents and potential visitors from outside the area, drawing them to our events and, by extension, to the attractions and amenities Lacey has to offer.

Marketing Strategy and Promotion:

- 1. Social Media Campaigns:** We will launch targeted social media campaigns on platforms like Facebook and Instagram to promote the Haunted 5K and other activities. These campaigns will include eye-catching graphics, engaging videos, and event countdowns to build excitement.
- 2. Partnerships with Local Businesses:** We will collaborate with local businesses to create joint promotional efforts.
- 3. Email Newsletters and Community Outreach:** We will use our existing email newsletter, which reaches a wide audience of local residents, volunteers, and supporters, to promote the Haunted 5K and other activities. Additionally, we will work with local community organizations and tourism boards to include our events in their communications, ensuring that information reaches both locals and those considering a visit to Lacey.
- 4. Traditional Media Advertising:** To further boost visibility, we will place ads in local newspapers such as The Olympian, and online newspapers such as JOLT and Thurston Talk, and on radio stations that cover the greater Pacific Northwest area. These ads will emphasize the unique aspects of the Haunted 5K and the opportunity to visit Lacey during a vibrant, community-centered event.
- 5. Engaging Visuals and Branding:** Our marketing materials, including posters, flyers, and digital graphics, will feature strong, consistent branding that highlights the fun, family-friendly nature of our events. We will incorporate images of past events, testimonials from participants, and details about the attractions in Lacey to entice potential visitors. These materials will be distributed both online and in key locations around the region, such as visitor centers, hotels, and popular tourist attractions.

Examples of Marketing Materials:

- **Event Poster:** A vibrant, Halloween-themed poster for the Haunted 5K, featuring images of costumed runners, event details, and sponsor logos. This poster will be displayed in local businesses, community areas, and distributed digitally.
- **Social Media Graphics:** A series of shareable graphics for Facebook and Instagram, including countdowns to the event, highlights of the activities (like the costume contest and trick-or-treat stations), and promotional offers for early registration.
- **Email Newsletter Template:** A customized email newsletter template featuring event information, links to register, and spotlight stories about the impact of All Kids Win's programs.
- **Flyer:** A full-color flyer designed for distribution through local partners, featuring an overview of the Haunted 5K, key event details, and a QR code for easy online registration.

By utilizing these marketing strategies and materials, we aim to significantly increase the visibility of our events and attract a larger number of visitors to Lacey. Our efforts will not only promote the Haunted 5K but will also highlight the broader appeal of Lacey as a welcoming and vibrant destination, contributing to the city's tourism growth.

We plan to leverage the funds from the lodging tax credit to enhance our marketing initiatives, specifically targeting audiences beyond a 50-mile radius from Thurston County. Our goal is to attract visitors from outside the area, thereby increasing event participation and boosting local tourism

7. Safe, Inclusive, and Welcoming: (10 points) *

Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

At All Kids Win, our activities are designed to resonate deeply with the city's commitment to being a safe, inclusive, and welcoming community. Through events like the annual Haunted 5K and our ongoing efforts to combat childhood hunger, we strive to create an environment where every resident feels valued, supported, and engaged. Here's how our work contributes to these community goals:

1. **Promoting Safety:** Safety is at the core of everything we do. For events like the Haunted 5K, we collaborate with local authorities, including the Lacey Police Department, to ensure a secure and enjoyable experience for all participants. We implement comprehensive safety measures, from route planning to volunteer coordination, so that everyone—from young children to older adults—can participate with confidence. This focus on safety reinforces the city's dedication to providing a secure environment for all its residents.
2. **Encouraging Inclusivity:** Our activities are intentionally designed to be inclusive, catering to people of all ages, abilities, and backgrounds. The Haunted 5K, for example, offers something for everyone—whether you're a seasoned runner, a family with young children, or someone looking to enjoy the spooky festivities. We celebrate diversity by encouraging participants to showcase their creativity through costumes and by providing a welcoming atmosphere where everyone can feel like they belong. This aligns with the city's commitment to embracing and celebrating diversity.
3. **Creating a Welcoming Atmosphere:** We aim to make all of our events and programs inviting and accessible. The Haunted 5K serves as a community gathering where people can connect, have fun, and support a great cause. By bringing together residents from all walks of life, we foster a sense of belonging and community pride. Our outreach efforts, including partnerships with local businesses and organizations, ensure that our events are known and accessible to a wide audience, reinforcing the city's goal of being a welcoming place for all.
4. **Supporting Vulnerable Populations:** All Kids Win focuses on providing critical support to children facing food insecurity. By ensuring that students have access to nutritious meals over the weekend, we help them focus on their education and well-being. Our efforts not only address an immediate need but also contribute to the city's vision of being a community where everyone has the opportunity to succeed, regardless of their circumstances.

8. Community and Business Collaboration: (20 points) *

Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

The Annual All Kids Win Haunted 5K is a beloved community event that offers local businesses a unique opportunity to engage with the community, increase their visibility, and support a cause that matters. Here's how the Haunted 5K appeals to local businesses:

Community Involvement: The Haunted 5K attracts a wide range of participants, making it an ideal event for businesses to show their support for local causes. By participating in or sponsoring the event, businesses can demonstrate their commitment to the community and to helping children in need.

Brand Exposure: Businesses gain significant visibility through the Haunted 5K's marketing efforts, which include social media promotion, event signage, and mentions in our newsletters. The festive atmosphere and family-friendly nature of the event create a perfect platform for businesses to connect with potential customers in a positive and memorable way

Interactive Promotions: The Haunted 5K provides creative opportunities for businesses to interact with participants. Whether it's sponsoring a Trick-or-Treat station, providing refreshments, or offering prizes for the various contest, businesses can engage with the community in fun and meaningful ways.

Employee Engagement: Many businesses encourage their employees to participate in the Haunted 5K, either as runners, volunteers, or even as part of the event's organization. This involvement not only fosters team spirit but also reinforces a company's commitment to community service.

Businesses we've collaborated with for the Haunted 5K:

- Capitol City Press
- Card Your Yard Lacey
- Cymbal Public Relations
- Dirty Dave's Pizza Parlor
- Drain-Pro Inc.
- Dutch Bros Coffee
- Funeral Alternatives of Washington
- Kesh Marketing
- Kevin Hayward - State Farm Insurance Agent
- KGY Media Group
- Kiley Juergens Wealth Management
- Lacey Police Department
- Moss Wall Orthodontics
- Olympia Orthopedics

- Promo NW
- Purpose Realty
- RHD Enterprises, Inc.
- Shanna Paxton Photography
- Sound Apparel
- TwinStar Credit Union
- Umpqua Bank

These businesses have played a vital role in making the Haunted 5K a success, contributing their resources, time, and support to help create a fun, engaging, and impactful event for our community. By collaborating with such dedicated local partners, the Haunted 5K not only raises essential funds but also strengthens the bonds between businesses and the community.

Have you reserved any lodging or held rooms in Lacey for your activities? *
If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

No, we have not reserved any lodging or held rooms in Lacey for our activities.

TOURIST IMPACT

Provide an estimate of the number of a attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

175

Estimated attendees/participants who will travel 50 miles or more *

0

Estimated attendees/participants who will travel from out-of-state or country*

0

Estimated paid overnights *

0

Estimated unpaid overnights *

Stays without paying for overnight lodging.

Stays with paid overnight accommodations.

0

0

BUDGET INFORMATION

Funding Request *

How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$5,000

Itemized expenses *

List your estimated expenses and amounts for your request. Upload an attachment if needed.

Haunted 5K Event Budget

Venue Rental

Cost: \$300

Medals

Cost: \$600

Miscellaneous Expenses

Cost: \$250

Credit Card Fees

Cost: \$200

Total Estimated Budget: \$1,350

What is the total budget for your activities? *

Provide the total cost of your activities.

\$1350

Financial Sustainability (10 points) *

List your top 5 primary sources of funding for your activities.

Our primary sources of funding come from sponsorships provided by local businesses. We offer a range of sponsorship levels to encourage widespread participation, ensuring that businesses of all sizes can contribute to and benefit from supporting our cause.

Funding Assistance *

Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

We have not requested any other funding at this time.

Previous City of Lacey Funding *

Have you received lodging tax funding from the City of Lacey in the past?

No

Are you asking for increased funding? * If yes, explain why.

N/A

Haunted 5K Event Budget

Venue Rental: \$300

Medals: \$600

Miscellaneous Expenses: \$250

Credit Card Fees: \$200

Total Estimated Budget: \$1,350



HAUNTED 5K

A Run Benefiting All Kids Win

Saturday, 10/28

10:00 a.m.

Woodland Creek
Community Park

Presented by:

Kiley Juergens Wealth Management



Presented by:
KILEY JUERGENS
WEALTH MANAGEMENT LLC



A Run Benefiting All Kids Win

SATURDAY, OCTOBER 26

AT 10:00 A.M.

Woodland Creek Park & Trail

6729 Pacific Ave SE, Lacey WA 98503



Go to www.allkidswin.org to register!





A Run Benefiting All Kids Win

Saturday, 10/26

10:00 a.m.

Woodland Creek
Community Park

Presented by:

Kiley Juergens Wealth Management

[View this email in your browser](#)



REGISTER NOW

Get your costumes ready and join us for the fourth annual Haunted 5k to benefit [All Kids Win](#), on Saturday, Oct. 28, at [Woodland Creek Community Park](#) in Lacey! This fun run is presented by [Kiley Juergens Wealth Management LCC](#).

We welcome all abilities, ages, zombies, and monsters! We will have a Kids K, trick-or-treating, games and prizes, breakfast burritos by Chef Ricardo, raffle prizes, and of course, a super fun run! Register now and help us feed 1000 food insecure kids in Thurston County.



THANK YOU SPONSORS

KILEY JUERGENS
WEALTH MANAGEMENT LLC

**OLYMPIA
ORTHOPAEDIC
ASSOCIATES PLLC**
Your Life in Motion


CAPITOL CITY PRESS

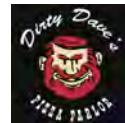

CARD
MY
YARD


Cymbal Public Relations


FUNERAL
Alternatives
OF WASHINGTON
Where the Choice is Yours


DUTCH BROS
Coffee

Drain-Pro


Dirty Dave's
PIZZA PARLOR


kesh
MARKETING


KGY
MEDIA GROUP


LACEY POLICE
WASHINGTON


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Saturday, October 26, 2024
Woodland Creek Community Park, Lacey

Sponsorship Opportunities



Presenting Sponsor

- Premier logo placement on all event marketing materials
- Large logo on the drawstring bag given to each participant
- Opportunity to put swag inside the drawstring bag
- Opportunity to have a table/booth at the event for promotion and networking
- Sponsor thank you on Facebook before, during and after the event
- Recognition on event page
- 6 Registrations

Bib Sponsor

- Logo placement on every runner's bib
- Large logo on the drawstring bag given to each participant
- Opportunity to put swag inside the drawstring bag
- Opportunity to have a table/booth at the event for promotion and networking
- Sponsor thank you on Facebook before, during and after the event
- Recognition on event page
- 3 Registrations

Champion Sponsor - \$1000

- Large logo on the drawstring bag given to each participant
- Opportunity to put swag inside the drawstring bag
- Opportunity to have a table/booth at the event for promotion and networking
- Sponsor thank you on Facebook before, during and after the event
- Recognition on event page
- 3 Registrations



Bag Sponsor - \$500

- Small logo on the drawstring bag given to each participant
- Opportunity to have a table/booth at the event for promotion and networking
- Sponsor thank you on Facebook before, during and after the event
- Recognition on event page
- 2 Registrations



Return to All Kids Win, PO Box 5505, Lacey WA 98509
For questions contact: Kelli Schueler, Event Coordinator, kelli@keshmarketing.com





Supporting Sponsor - \$250

- Sponsor thank you on Facebook before, during and after the event
- Recognition on event page
- 1 Registration

Sponsorship Commitment Form

Please complete, include payment details, and return to All Kids Win

Business/Organization: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Sponsor Level: _____ Circle Payment Type: Check or Credit Card

Credit Card #: _____ CVV#: _____ Exp: ____ / ____ Zip Code: _____

Make Checks Payable to All Kids Win

Return to All Kids Win, PO Box 5505, Lacey WA 98509
For questions contact: Kelli Schueler, Event Coordinator, kelli@keshmarketing.com





WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division

Physical/Overnight address:

801 Capitol Way S
Olympia, WA 98501-1226

Mailing address:

PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377

sos.wa.gov/corps

05/06/2024

HOMELESS BACKPACKS
ALL KIDS WIN
PO BOX 5505
LACEY WA 98509

UBI Number: 602 600 597
Business Name: HOMELESS BACKPACKS
Expiration Date: 04/30/2025

Greetings ALL KIDS WIN,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

To file online, request certified copies and certificates, conduct searches, subscribe to corporation and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

If you have questions, need assistance, or would like to provide feedback, please visit the Corporations Division website at www.sos.wa.gov/corps email corps@sos.wa.gov or call 360-725-0377.

Sincerely,
Washington Secretary of State
Corporations and Charities Division
corps@sos.wa.gov

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blank intentionally.



LODGING TAX FUNDING APPLICATION

APPLICATION CONSIDERATIONS

The Lodging Tax Advisory Committee uses a scoring rubric tool during the application selection process. Some questions on this application will indicate an affiliated score value, which will be used for scoring. Scores will be considered by the committee but are not the final determining factor for award selections.

This online application does not have an auto-save feature. A word document version of the application is available to help draft your submission, if needed.

Supplemental attachments will be uploaded at the end of this application.

Questions fields with a star (*) indicate a required field, information must be completed for application consideration.

APPLICATION CATEGORY

Please review the categories below and select which application type you are applying for. One application per unique activity must be submitted.

Special Event/Festival

A planned public or social occasion designed to attract tourists. Events/Festivals may be single occurrences or a series of occurrences during the funding year.

Tourism Promotion/Marketing Activities

Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-Related Facility

Real or tangible personal property with a usable life of three or more years or constructed with volunteer labor that is: owned by a public entity or owned by a nonprofit organization used to support tourism, performing arts, or to accommodate tourist activities.

Application Type

Special Event/Festival

ORGANIZATION INFORMATION

Organization Name *

Olympia Symphony Orchestra

Activity Name *

2025 Season & Beethoven 5K

Are you a Non-Profit or Public Agency? *

Non-profits must upload a copy of their current non-profit corporate registration with the Washington Secretary of State.

yes

Federal Tax ID Number *

91-6087694

City of Lacey Business License Number

If your activities take place in Lacey or the Lacey UGA this is required.

Contact Name *

Jennifer Hermann

Title *

Executive Director

Organization Mailing Address *

Please use your business address, including city, state, and zip code.

3400 Capitol Blvd SE Suite 203 Olympia, WA 98501

Phone Number *

360-753-0074

Email Address *

jhermann@olympiasymphony.o

ABOUT YOUR EVENT/FESTIVAL, TOURISM PROMOTION/MARKETING ACTIVITIES, OR TOURISM-RELATED FACILITY

1. Location: Where is your special event, facility, or organization located? (10 points)* Please include the city and specific location.

Washington Center for the Performing Arts (Olympia); Heritage Park/Capitol Lake (Olympia), South Puget Sound Community College (Olympia); Evergreen State College (Olympia); Hands on Children's Museum (Olympia); 5th & Washington (Olympia)

2. Is your activity or organization new? (10 points) *

An event, activity, or program is considered new if it is three years old or less. This does not include cancelled events.

More than 3 years: concerts (since 1947), outdoor summer concerts (since 2006), Conduct Us
Fewer than 3 years: masterclasses with international artists (since 2022), Young Artists Competition (since 2023), Pass the Baton
Brand new: Beat Beethoven 5K

3. Tourist Attraction: Describe your activities (20 points) *

Describe how your activities appeal to tourists, including those greater than 50 miles away, and how your activities will increase tourism in Lacey.

CONCERTS: The OSO presents unique experiences that have a growing popular following due to the engagement of international solo artists performing with a professional orchestra. The Washington Center for the Performing Arts is highly regarded as the premier performance venue in the PNW, providing a unique intimate seating configuration. The 2025 lineup includes Nathan Chan (cello) and Petrit Ceku (guitar) with popular masterworks, music by living composers, movie music, and artists representing diversity of race, age, and gender.

BEAT BEETHOVEN 5K SUMMER CONCERT: A unique opportunity to experience classical music outdoors while participating in a competitive 5K run or 2.5K walk. Participants try to finish the race before the orchestra finishes playing Beethoven's 5th Symphony. This event is unique in Washington, with the nearest similar event in central Oregon.

YOUNG ARTIST COMPETITION & GUEST ARTIST MASTERCLASSES: Opportunities for youth have attracted participants (students and families) from WA and OR, and as far south as San Francisco. The reputation of conductor Alexandra Arrieche attracts youth musicians to Olympia for rare opportunities to meet international artists and interact with an internationally acclaimed female conductor. Concerts featuring youth artists attract audiences from WA, OR, CA, and ID.

"CONDUCT US" AND "PASS THE BATON": These collaborations with established regional organizations (Olympia Downtown Alliance & Hands On Children's Museum) consistently attract tourists and visitors from over 50 miles away.

4. Frequency of Activity (20 points) *

1-2 events monthly

5. Date of Activity (10 points) *

List the date(s) your activities will occur.

CONCERTS: 2/8, 3/16, 4/19, 10/19, 11/16, 12/31; YOUNG ARTISTS: 1/18, 2/7, 3/16, 4/18, Aug tbd, 10/18; BEAT BEETHOVEN 5K: 7/5; CONDUCT U: June tbd; PASS THE BATON: Sept tbd

6. Marketing: How will your activities promote and enhance tourism in Lacey? (20 points) *

Explain how you will market activities and promote tourism in Lacey or the Lacey UGA. Provide examples of your marketing materials. Upload your examples at the end of this application; no more than 20 pages total.

Marketing will be via website, social media, external print advertising (Experience Olympia and Beyond, Showcase Magazine, New Neighbors Guide, Discover Thurston County), eblasts to a 5,000 member mailing list in WA, OR, and ID, paid radio advertising in the Pacific Northwest, targeted internet advertising for arts, recreation, and tourism; direct mail

Partnerships with businesses in Lacey (coordinated through the Chamber of Commerce and other local business associations) will pair Olympia Symphony events with commercial and community activities in Lacey for comprehensive tourist experiences.

7. Safe, Inclusive, and Welcoming: (10 points) *

Describe how your activities reinforce the City's commitment to being a safe, inclusive, and welcoming place for all. Include who your target audience is.

The Olympia Symphony values connection and belonging, and our programming and activities reflect this as a priority. We are intentional in presenting programming that reflects the identity of the community. Our target audience spans youth and children through adults, with activities appropriate for a variety of demographics. In particular, the Beat Beethoven 5K Summer Concert is a welcoming family activity, and an accessible first experience with symphonic music. The OSO is intentional in addressing the needs of those who have physical, auditory, and sensory challenges.

8. Community and Business Collaboration: (20 points) *

Describe how your activities appeal to local businesses. List any businesses you have collaborated with if applicable.

Olympia Symphony concerts and events attract patrons who value the power of collective community energy. Our audiences frequent bars and restaurants before and after performances. Our participation in larger community events enhances foot traffic in commercial districts. Our patrons stay overnight, shop, eat, and enjoy other cultural and recreational activities (theater, sports, movies, etc) while in Lacey and Thurston County for Olympia Symphony events. We have collaborated with restaurants, bars, beauty salons, jewelers, markets, and clothing retailers.

9. **Have you reserved any lodging or held rooms in Lacey for your activities? ***
If yes, list the lodging establishment and City. Include the number of rooms reserved or held.

We are not currently holding any lodging reservations.

TOURIST IMPACT

Provide an estimate of the number of attendees/participant you anticipate participating in your activities for each category. If none, enter zero.

These figures may include tourists, volunteers, vendors, entertainers, etc.

Estimated attendees/participants *

Overall estimated attendance/participants for your activity.

9560

Estimated attendees/participants who will travel 50 miles or more *

750

Estimated attendees/participants who will travel from out-of-state or country*

250

Estimated paid overnights *

Stays with paid overnight accommodations.

300

Estimated unpaid overnights *

Stays without paying for overnight lodging.

50

BUDGET INFORMATION

Funding Request *

How much lodging tax funding are you requesting from the City of Lacey for your activities?

\$12,000

Itemized expenses *

List your estimated expenses and amounts for your request. Upload an attachment if needed.

marketing - \$16,850

concert expense (musicians, artists, venues, labor, music, etc) - \$404,700

young artist/education expense (musicians, artists, venues, labor, etc) - \$42,000

event expense (Beat Beethoven 5K) - \$25,000

administration - \$145,000

What is the total budget for your activities? *

Provide the total cost of your activities.

\$726,827

Financial Sustainability (10 points) *

List your top 5 primary sources of funding for your activities.

ArtsWA/National Endowment for the Arts

Olympia Lodging Tax Fund

Community Foundation of South Puget Sound/Give Local

Inspire Olympia Cultural Access Tax Fund

Olympia Federal Savings

Funding Assistance *

Please list all other sources of funding you have requested for your activities, including other lodging tax funding. List the organization and amount.

Olympia Lodging Tax Fund (\$25,000)

Tumwater Lodging Tax Fund (\$12,000)

Thurston County Lodging Tax Fund (\$10,000)

Previous City of Lacey Funding *

Have you received lodging tax funding from the City of Lacey in the past?

First time applicant

Are you asking for increased funding? *

If yes, explain why.

No, first time applicant

FILE UPLOAD

Upload the following documents as applicable:

- A copy of your current non-profit corporate registration with the Washington Secretary of State
- Examples of marketing materials (no more than 20 pages total)
- An itemized budget for your funding request

SUBMISSION DETAILS

Application Deadline:

August 30, 2024

Required Documents:

- Completed application
- Examples of marketing materials
- A copy of non-profit corporate registration (if applicable)

Questions:

Sadie Siglin
Management Analyst
360-456-7788
LodgingTax@cityoflacey.org

PUBLIC RECORDS NOTICE

The information entered and any supplemental attachments for this application may be considered a record subject to public review.

CERTIFICATION

By checking the boxes below, I hereby state on the behalf of the above referenced Organization/Agency that:

Presentation Acknowledgement*

I acknowledge that in addition to this application, I may be required to provide the committee a supplemental presentation that is anticipated to occur September 19, 2024.

Contract Acknowledgement*

I acknowledge that this is an application for a contract with the City of Lacey and if awarded, my organization intends to enter into a Municipal Services Contract with the City of Lacey.

Information Certification*

I declare that the information provided in this application is accurate and correct.



OLYMPIA
SYMPHONY
ORCHESTRA

ALEXANDRA ARRIECHE
MUSIC DIRECTOR & CONDUCTOR



ENRICH.
EDUCATE.
ENTERTAIN.

OLYMPIASYMPHONY.ORG

Washington Center Mainstage **OCTOBER 11-13**

SWEENEY TODD

The Demon Barber of Fleet Street
A Musical Thriller

Music and Lyrics by **STEPHEN SONDHEIM**

Book by **HUGH WHEELER**

From an Adaptation by **CHRISTOPHER BOND**

Originally Directed On Broadway by **HAROLD PRINCE**

Orchestrations by **Jonathan Tunick**

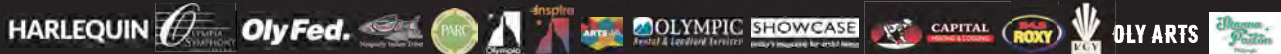


Eric Jensen* as Sweeney Todd
and Conductor Alexandra Arrieche
Photo by Shanna Paxton Photography

Co-produced by HARLEQUIN PRODUCTIONS AND THE OLYMPIA SYMPHONY ORCHESTRA WITH MEMBERS OF MASTERWORKS CHORAL ENSEMBLE.
DIRECTED BY AARON LAMB, CONDUCTED BY ALEXANDRA ARRIECHE, STARRING ERIC JENSEN* AS SWEENEY TODD.

*MEMBER OF ACTOR'S EQUITY ASSOCIATION, THE UNION OF PROFESSIONAL ACTORS AND STAGE MANAGERS IN THE UNITED STATES.

SWEENEY TODD IS PRESENTED THROUGH SPECIAL ARRANGEMENT WITH MUSIC THEATRE INTERNATIONAL (MTI). ALL AUTHORIZED PERFORMANCE MATERIALS ARE ALSO SUPPLIED BY MTI. WWW.MTISHOWS.COM



TICKETS: Harlequinproductions.org and Olympiasymphony.org

Washington Center Mainstage **OCTOBER 11-13**

SWEENEY TODD

The Demon Barber
of Fleet Street
A Musical Thriller

Music and Lyrics by

STEPHEN SONDHEIM

Book by **HUGH WHEELER**

From an Adaptation by **CHRISTOPHER BOND**

Originally Directed On Broadway by

HAROLD PRINCE

Orchestrations by Jonathan Tunick

HARLEQUIN



Co-produced by Harlequin Productions and the Olympia Symphony Orchestra
with members of Masterworks Choral Ensemble

Directed by Aaron Lamb, Conducted by Alexandra Arrieche, Starring Eric Jensen* as Sweeney Todd

*Member of Actors' Equity Association, the Union of Professional Actors and Stage Managers in the United States.

Actor Eric Jensen* as Sweeney Todd.
Photo by Shanna Paxton Photography.

TICKETS: Harlequinproductions.org and Olympiasymphony.org

Washington Center Mainstage **OCTOBER 11-13**
TICKETS: harlequinproductions.org and olympiasymphony.org

Harlequin Productions

State Theatre, 202 4th Avenue East
Olympia, WA 98501



Director Aaron Lamb, Actor Eric Jensen*, and Conductor Alexandra Arrieche. Photo by Shanna Paxton Photography.
Sweeney Todd is presented through special arrangement with Music Theatre International (MTI).
All authorized performance materials are also supplied by MTI. www.mtishows.com

Washington Center Mainstage **OCTOBER 11-13**

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HARLEQUIN



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HARLEQUIN



TICKETS: Harlequinproductions.org and Olympiasymphony.org

ORGANIZATION SUMMARY

ORGANIZATION INFORMATION

Organization Name:

OLYMPIA SYMPHONY ORCHESTRA

Registration Number:

1103452

Also known as Names:

Name

OLYMPIA SYMPHONY

Purpose/Mission of the Organization:

THE MISSION OF THE OLYMPIA SYMPHONY ORCHESTRA IS TO UNLOCK THE POWER OF MUSIC TO ENRICH, EDUCATE, AND ENTERTAIN THROUGH PERFORMANCES, COMMUNITY ENGAGEMENT, AND COLLABORATION.

FEIN Number:

916087694

Federal Tax Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

601 137 464

Is this Charitable Organization associated with any Corporation or LLC?

Yes

State of Incorporation/Formation:

Jurisdiction:

WASHINGTON

Jurisdiction:

WASHINGTON

Status:

Active

Renewal Date:

05/31/2025

CONTACT INFORMATION

Organization Email:

OSO@OLYMPIASYMPHONY.ORG

Is Foreign Contact:

No

Country Code:

1

Mailing Address:

3400 CAPITOL BLVD SE, SUITE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Street Address:

3400 CAPITOL BLVD SE, SUITE 203, THURSTON COUNTY, TUMWATER, WA, 98501-3351, UNITED STATES

Do you use any other addresses for Solicitation:

No

A List of Addresses Used

Organization Website:

WWW.OLYMPIASYMPHONY.ORG

Phone Number:

3607530074

Ext:

SURETY BOND

Has the Organization submitted proof of a surety bond in the amount of \$25,000 to the Secretary of State?

No**Proof Of Surety Bonds**

Bond Expiration Date:

FINANCIAL INFORMATION

Has Organization completed a full accounting year?- **Yes**

Accounting Year Beginning Date:

07/01/2022

Accounting Year Ending Date:

06/30/2023

Beginning Gross Assets :

\$986,238.00**REVENUE**

Gross Contributions from Solicitations :

\$265,721.00

Gross Revenue from All Other sources :

\$168,787.00

Total Dollar Value of Gross Receipts :

\$434,508.00**EXPENSES**

Gross Expenditures from Program Services :

\$364,675.00

Total Gross from All Expenditures :

\$468,042.00**ASSETS**

Ending Gross Assets :

\$1,026,237.00**SOLICITATION COMMENTS**

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :

78%**FINANCIAL HISTORY**

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
07/01/2022	06/30/2023	\$986,238.00	\$434,508.00	\$364,675.00	\$468,042.00	\$1,026,237.00	78%
07/01/2021	06/30/2022	\$1,077,992.00	\$486,016.00	\$308,062.00	\$428,874.00	\$986,238.00	72%
07/01/2020	06/30/2021	\$433,667.00	\$368,274.00	\$57,105.00	\$166,214.00	\$1,077,992.00	34%
07/01/2019	06/30/2020	\$517,342.00	\$283,438.00	\$255,407.00	\$336,666.00	\$433,667.00	76%
07/01/2018	06/30/2019	\$468,220.00	\$399,750.00	\$262,619.00	\$362,553.00	\$517,342.00	72%
07/01/2017	06/30/2018	\$439,597.00	\$372,056.00	\$249,920.00	\$337,375.00	\$468,220.00	74%
07/01/2016	06/30/2017	\$388,372.00	\$355,671.00	\$245,014.00	\$325,723.00	\$439,597.00	75%
07/01/2015	06/30/2016	\$389,355.00	\$364,076.00	\$280,243.00	\$357,316.00	\$388,372.00	78%
07/01/2014	06/30/2015	\$329,146.00	\$335,232.00	\$265,959.00	\$359,052.00	\$305,326.00	74%
07/01/2013	06/30/2014	\$329,146.00	\$335,105.00	\$237,052.00	\$329,668.00	\$329,146.00	72%
07/01/2012	06/30/2013	\$388,195.00	\$367,252.00	\$232,756.00	\$347,168.00	\$407,381.00	67%
07/01/2011	06/30/2012	\$371,126.00	\$355,343.00	\$231,436.00	\$337,474.00	\$388,195.00	69%
07/01/2010	06/30/2011	\$371,126.00	\$307,006.00	\$248,153.00	\$318,383.00	\$371,126.00	78%
07/01/2009	06/30/2010	\$255,625.00	\$354,541.00	\$219,005.00	\$343,244.00	\$292,191.00	64%
07/01/2008	06/30/2009	\$324,097.00	\$359,957.00	\$248,220.00	\$354,518.00	\$255,625.00	71%
07/01/2007	06/30/2008	\$409,823.00	\$362,387.00	\$216,125.00	\$339,857.00	\$421,678.00	64%
07/01/2006	06/30/2007	\$310,234.00	\$460,962.00	\$213,297.00	\$335,883.00	\$409,823.00	64%
07/01/2005	06/30/2006	\$279,312.00	\$336,055.00	\$212,627.00	\$327,404.00	\$310,234.00	65%
07/01/2004	06/30/2005	\$293,478.00	\$314,478.00	\$177,894.00	\$310,466.00	\$279,312.00	58%
07/01/2003	06/30/2004	\$261,462.00	\$316,559.00	\$178,201.00	\$319,068.00	\$293,478.00	56%
07/01/2002	06/30/2003	\$219,670.00	\$315,752.00	\$164,028.00	\$288,641.00	\$261,462.00	57%
07/01/2001	06/30/2002	\$217,769.00	\$269,971.00	\$160,457.00	\$278,696.00	\$219,670.00	58%
07/01/2000	06/30/2001	\$207,495.00	\$263,927.00	\$151,998.00	\$250,145.00	\$217,769.00	61%
07/01/1999	06/30/2000	\$172,702.00	\$234,118.00	\$159,837.00	\$219,439.00	\$207,495.00	73%
07/01/1998	06/30/1999	\$15,390.00	\$248,037.00	\$121,769.00	\$159,170.00	\$172,702.00	77%
07/01/1997	06/30/1998	\$21,657.00	\$130,741.00	\$82,452.00	\$120,008.00	\$15,390.00	69%
07/01/1996	06/30/1997	\$-1,194.00	\$131,987.00	\$82,060.00	\$126,136.00	\$21,657.00	65%

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

Solicit or collect contributions:

Yes

Contributions in WA:

Email,Entertainment/Special Events,Internet,Personal Contact

IS THE ORGANIZATION REGISTERED TO FUNDRAISE OUTSIDE OF WA?

Is the organization registered to fundraise outside of WA:

No

Fundraise outside of WA:

EMPLOYEES RECEIVING THE GREATEST COMPENSATION

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

First Name	Last Name
ALEXANDRA	ARRIECHE
JENNIFER	HERMANN
RENEE	ZIMMERMAN

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
CRAIG	STEPHENS	TREASURER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
ERIC	CHARNESKI	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
WES	MARTIN	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
TODD	MONOHON	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
KELLY	SEAGO	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
ANTHONY	ENZLER	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
NATALIE	COBLENTZ	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
WILLIAM	TWEIT	BOARD MEMBER	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
LENA	MENDIOLA	PRESIDENT	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
LAUREL	GONZALO	VICE PRESIDENT	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES
CHRIS	BARNES	SECRETARY	3607530074	3400 Capitol Blvd SE, Suite 203, OLYMPIA, WA, 98501-3351, UNITED STATES

FINANCIAL PREPARER

Full Name:

ROSALINDA MARIKAR

Business Name:

CLIFTON LARSON ALLEN LLP

Title:

CPA

Mailing Address:

1145 BROADWAY, SUITE 900, TACOMA, WA, 98402-3529, UNITED STATES

LEGAL INFORMATION

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

Court (Jurisdiction)	Case #	Title of Legal Action	Date of Legal Action
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Legal Actions

COMMERCIAL FUNDRAISER

Is Commercial Fundraiser:

No

CHARITY CLIENTS

FEIN Number	UBI Number	Charity Name	Charity Address
-------------	------------	--------------	-----------------

No Charities Selected

From: [Joe Hyer](#)
To: [LodgingTax](#)
Cc: [Hap Clemons](#)
Subject: 2025 LTAC Application - Harlequin Productions
Date: Saturday, September 7, 2024 12:47:14 PM

You don't often get email from joe@harlequinproductions.org. [Learn why this is important](#)

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

Per our conversation on Friday, please place our application under Tourism EVENTS promotion, our 2025 Season runs the whole year, with 7 key events.

Thanks!

Joe

Joe Hyer

He, Him, His

Finance Director & Bookkeeper

Harlequin Productions

LTAC Budget 2025

5460	Media/Advertising expense	\$ 15,000.00	Media & Advertising	
			\$ 6,000.00	Social Media Lead Generator Campaign
			\$ 2,500.00	Temporary staffing to manage added communication from lead generator campaign
			\$ 3,000.00	Radio advertisting campaign
			\$ 3,500.00	Cascade Bicycle Club Partnership