Lodging Tax Advisory Committee

September 8, 2021
4:00 P.M. Webinar
via Zoom

AGENDA

This meeting will be conducted remotely.

The public may watch the meeting by visiting:
https://us02web.zoom.us/j/82232539770

Or listen in by dialing toll-free:
888-788-0099 – Webinar ID 822 3253977

1. **Welcome**
   Councilmember Malcolm Miller

2. **Approval of Minutes from August 3, 2021** *(Attachments)*
   Councilmember Malcolm Miller

3. **2022 Lodging Tax Fund Applications Review** *(Attachments)*
   Scott Spence, City Manager

4. **Next Steps**

5. **Adjourn**

LODGING TAX ADVISORY COMMITTEE MEETING
AUGUST 3, 2021
ZOOM VIDEO CONFERENCE
4:00 – 5:00 P.M.

LTAC PRESENT: Councilmember Malcolm Miller, Ruth Weigelt, Susana Matis, Chad Carpenter

STAFF PRESENT: Scott Spence, Troy Woo, Nicole Williams

COUNCILMEMBER MALCOLM MILLER OPENED THE MEETING AND WELCOMED THE COMMITTEE AND STAFF.

RUTH WEIGELT MOVED TO APPROVE THE MINUTES FROM THE SEPTEMBER 14, 2020, AND JULY 14, 2021, MEETINGS. CHAD CARPENTER SECONDED. MOTION CARRIED.

2022 Lodging Tax Draft Application Review

The Committee reviewed the 2022 application with City Manager. The City Manager advised the Committee the award contract explains the rules for reimbursement and obligations to receive funds to the recipient.

The Committee discussed the need to have applicants acknowledge that an award does not guarantee funds and there may be circumstances out of the city's control that may prevent funding. The Committee requested a clause in the application to be added that applicants must initial to acknowledge their understanding that the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget if external events beyond their control limit the funding, and that funds spent in anticipation of reimbursement are the full responsibility of the applicant.

The Committee requested the application with recommended changes be made available by Friday August 6, 2021. The updated application would be posted on the City's website with a deadline of August 31, 2021, for submission.

Next Steps

The Committee briefly discussed recruitment efforts for the vacant Committee position.

The Committee also added dates to meet September 8, 4-5 P.M., September 15, 4-5 P.M., and September 21, 4-5 P.M.

THE LODGING TAX ADVISORY COMMITTEE AGREED TO RECONVENE ON WEDNESDAY SEPTEMBER 8, 2021 AT 4 P.M .

COUNCILMEMBER MILLER ADJOURNED THE MEETING AT 4:35 P.M.

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

City of Lacey — 91-0819427
Organization/Agency — Federal Tax ID Number

Shannon Kelley-Fong — Assistant City Manager
Contact Name — Title

420 College Street SE — Lacey — WA — 98503
Mailing Address — City — State — Zip

360-412-2891 — skelley@ci.lacey.wa.us
Work Phone — Cell Phone — Fax — Email Address

- [x] Tourism Promotion Activities
- [ ] Tourism-Related Facility
- [ ] Events/Festivals: _____
  Name of Event/Festival — Location — Date
- [ ] **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*
- [x] **Public Agency**

Amount Requested: $ 10,000

CERTIFICATION

I hereby state on behalf of The City of Lacey that:
Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

- [ ] This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

- [ ] The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

- [ ] The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED: SKF

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Shannon Kelley-Fong — 8/26/2021
SIGNATURE — PRINTED NAME — DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

Psychology studies show that first impressions are formed within the first seven to twenty seconds of an experience. Given this statistic, creating a warm and welcoming environment in Lacey upon entry, as well as within activity centers near tourist attractions, is vital to establishing positive customer experiences for new and returning tourists in Lacey.

To enhance the experiences of tourists visiting Lacey, we are requesting $10,000 to create vibrant banners to be placed around the entrances, activity hubs, and tourist attractions of Lacey that celebrate the fun and exciting activities and experiences visitors can take do and experience in while in Lacey. The banners will promote the environment of Lacey as warm, welcoming, exciting

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 0
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 0
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 0
   - **Attend but are not included** in one of the categories above: 0
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 0

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

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

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   The banners will feature a wide array of local activities, experiences, and activities to help enhance and promote tourism in Lacey.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   The banners will feature local activities, including outdoor parks, food and retail experiences, and more.

4. **Is there a host hotel for your program's event:**

   Not Applicable.

5. **What is target age group(s) of your event or activity?** 18-65

6. **Describe the community appeal and/or support of your program:**

In addition to creating an attractive space for tourist, the banners will also create a warm and welcoming environment for residents, business owners, and community stakeholders.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes ☐ No ■**
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. City of Lacey General Fund - Art Fund (*Anticipated in 2022) $ 10,000
   2. _____ $_____
   3. _____ $_____
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** **Yes ☐ No ■**
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes ■ No ☐**

11. **Is this application for new funds: Yes ■ No ☐ Or increased funds:** _____ **Yes ☐ No ☐**

12. **If you answered yes to increased funds, describe the reason for the increase:**

Not applicable. The City of Lacey has applied for LTAC funds for other tourist related activities.

13. **Event Location:** Near City enterances/acti ■ **Lacey ☐ Lacey's Urban Growth Area**

    ☐ **Other** _____

14. **Date(s) of event:** Banners could be up year round.

15. **Single or multi-day event:** Banners would be up for multiple days out of the year.

16. **Projected attendance:** 0

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

Banner Itemized Budget – LTAC 2022			
Item	**Quality**	**Cost**	**Estimated cost per unit**
Design		$1,500	
Banners	70	$4,500	$64.29
Banner Hardware	65	$4,000	$61.54
Total	-	**10,000**	

CITY OF LACEY



CITY OF LACEY

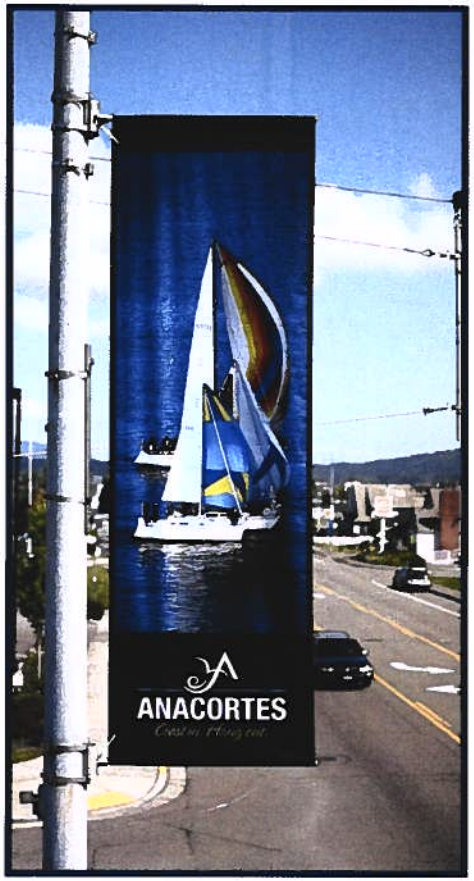


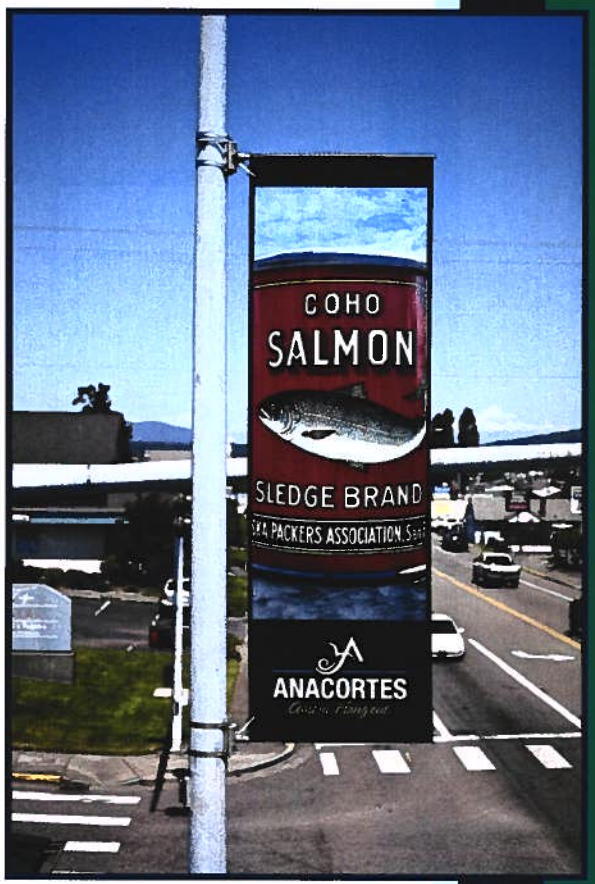
CITY OF LACEY



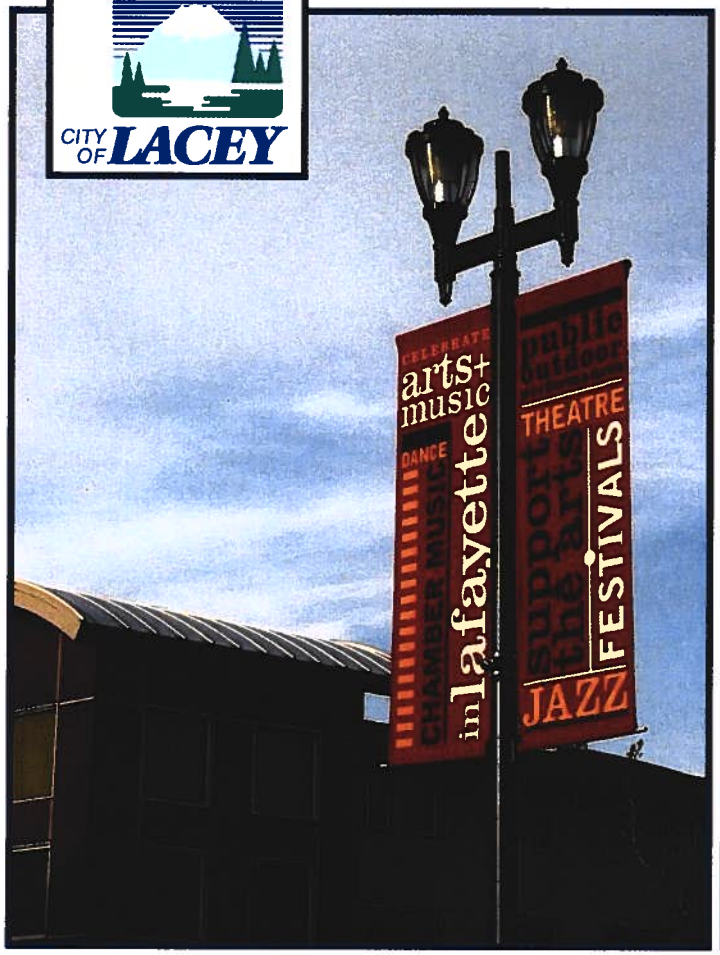
CITY OF LACEY








Grow
Destination BELLEVUE
Shop
Destination BELLEVUE
Play
Destination BELLEVUE


CITY OF LACEY
CELEBRATE
arts+
music
DANCE
CHAMBER MUSIC
in lafayette
support the arts
public
outdoor
THEATRE
FESTIVALS
JAZZ


Heber Valley
SHOP
LOCAL
Heber Valley
PLAY
LOCAL
Heber Valley
DINE
LOCAL

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey Parks, Culture & Recreation	91-0189427
Organization/Agency	Federal Tax ID Number
Jeannette Sieler	Recreation Supervisor
Contact Name	Title
420 College St SE	Lacey WA 98503
Mailing Address	City State Zip
360-438-2631 (Work Phone) 360-999-7507 (Cell Phone) 360-438-2669 (Fax)	jsieler@ci.lacey.wa.us (Email Address)

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: July 3 Fireworks Spectacular (*Name of Event/Festival*) Rainier Vista Park (*Location*) 7/3/2022 (*Date*)

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☒ **Public Agency**

Amount Requested: $ 20,000

CERTIFICATION

I hereby state on behalf of Lacey Parks, Culture & Recreation (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED

jls

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Jeannette Sieler	Jeannette Sieler	8/20/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

For over 50 years Lacey has celebrated the nations birthday with a fireworks show on July 3. In 2016 the event was moved to Rainier Vista Park. The event has grown with now hosting 2 concerts, over 20 food vendors and a 20 minute firework show. in 2019 there was upwards of 20,000 people in attendance at the park and in surrounding neighborhoods. This event is a place for the surrounding communities to come together, spend a day in the park enjoying festivities before the fireworks go off that night.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	250
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	
• **Attend but are not included** in one of the categories above:	20,000
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	

How will the funds received increase the number of people traveling for business or pleasure on a trip?

This event is more about the Lacey Community rather than drawing others to the city. 2022 this event will be in the middle of a 3 day weekend, which will allow Laceyites with visiting family & friends to experience a first class Lacey community party with lots of free fun for all ages capped off by an amazing fireworks show.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

The July 3 Fireworks Spectacular is promoted in a variety of ways, including posters, online, through partnerships, etc.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

Local restaurants are encouraged to be vendors at the event. Food is a huge draw for the community.

4. **Is there a host hotel for your program's event:**

no

5. **What is target age group(s) of your event or activity?** all ages

6. **Describe the community appeal and/or support of your program:**

July 3 fireworks have been a tradition in Lacey for over 50 years and the event has been expanded to give the community a place to go to enjoy activities, music, food, and an up close view of the fireworks. With the location at Rainier Vista, the fireworks can also by enjoyed by those who live around the park in surrounding neighborhoods.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. lodging tax $20,000
   2. sponsors $20,000
   3. vendors $3,000
   4. city special events budget $7,500
   5. $

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ■ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Rainier Vista Park ■ **Lacey** ☐ **Lacey's Urban Growth Area**

    ☐ **Other** _____

14. **Date(s) of event:** July 3, 2022

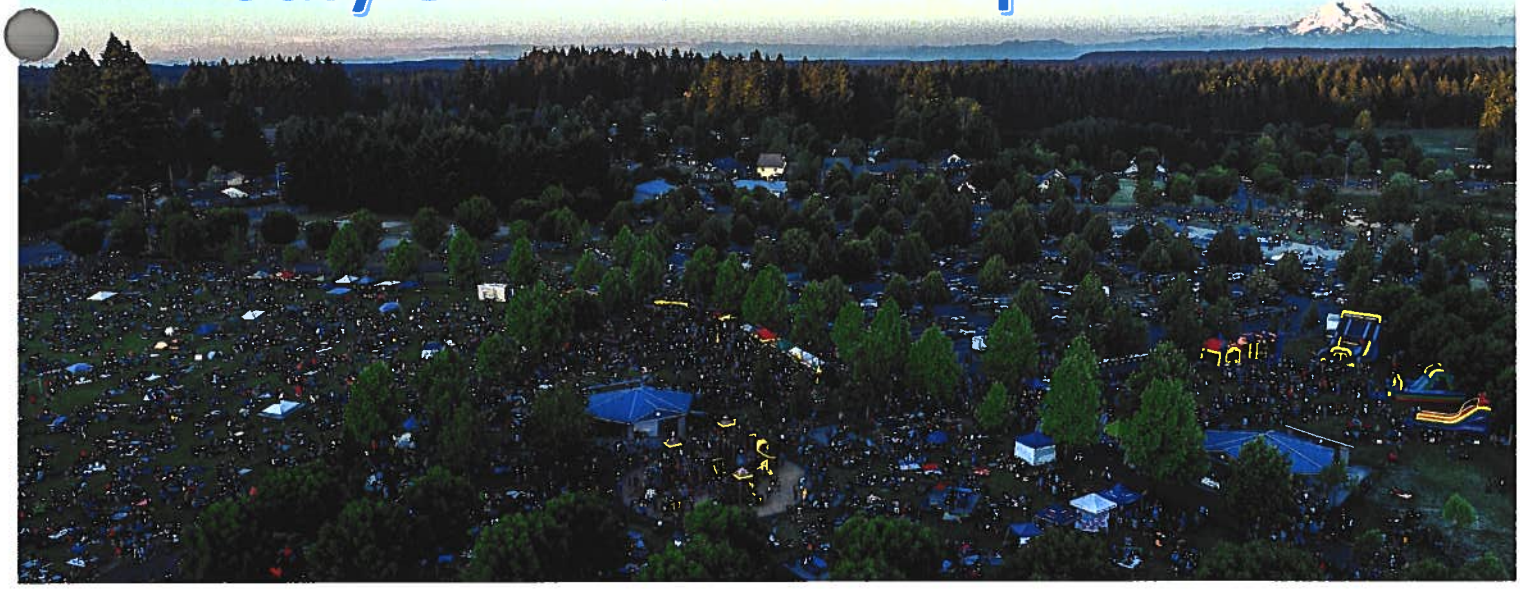
15. **Single or multi-day event:** single day

16. **Projected attendance:** 20,000

July 3 Fireworks Spectacular Budget for Lodging Tax 2022

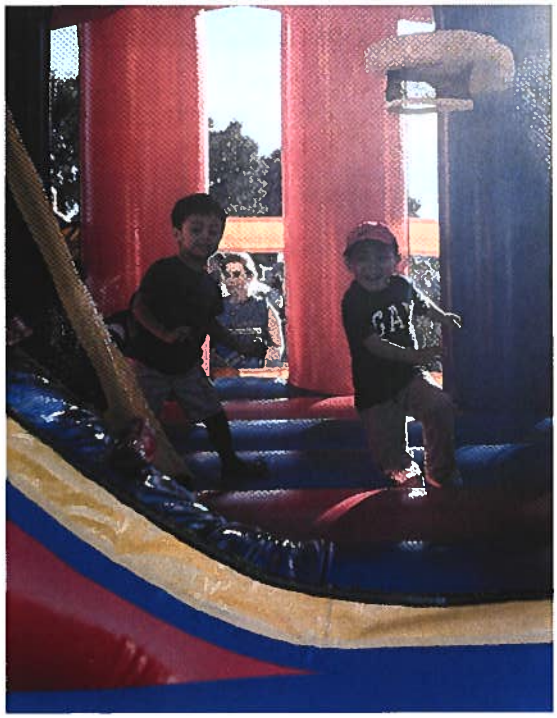
Military media promotion	$500
Stage & sound	$9000
Inflatables & kids activities	$4000
Rental of support items	$6500
Total:	**$20,000.00**

July 3rd Fireworks Spectacular











JOIN US!

Saturday, July 3
'Drive up & Watch' Fireworks Show!
10 p.m.

Fireworks will launch from Chinook Middle School

Get details, including map of best viewing locations:

ci.lacey.wa.us/Fireworks

CITY OF LACEY



Lacey FIREWORKS SPECTACULAR

Presented by:

LACEY PARKS EVENTS

TwinStar CREDIT UNION

INTERSTATE BATTERIES
Outrageously Dependable

In partnership with:

NORTH THURSTON PUBLIC SCHOOLS

SOUTH SOUND CENTER

54rd Annual

Lacey FIREWORKS SPECTACULAR

Friday, July 3 • 4–11 pm

Rainier Vista Community Park • Lacey



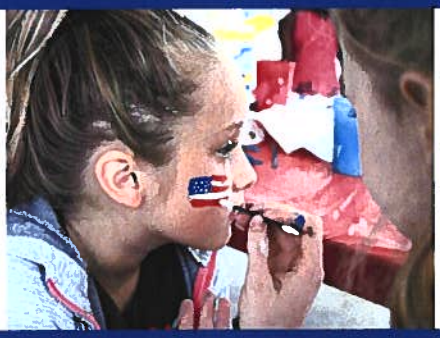




5 p.m.
Nate Botsfordt
Country Rock

8 p.m.
Beat Frequency
Rock/Pop/Dance hits

10 p.m.
Fireworks
Set to Music!







FREE Kids Activities • Food Vendors • Family Fun!

Special Thanks to Event Sponsors:

TwinStar CREDIT UNION Bright Solutions

PARC FOUNDATION Thurston County

SOUTH SOUND CENTER

Presented by:

LACEY PARKS & RECREATION

CITY OF LACEY

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

INTERcity TRANSIT

53RD ANNUAL

Lacey FIREWORKS SPECTACULAR

Wednesday, July 3 • 4 - 11 pm

Rainier Vista Community Park • Lacey







5 p.m.
Full Metal Racket
133rd Army Rock Band

8 p.m.
Heart by Heart
Heart Alumni

10 p.m.
Fireworks
Set to Music!







FREE Kids Activities • Food Vendors • Family Fun!

Special Thanks to Event Sponsors:

TwinStar CREDIT UNION
Bright Solutions

PARC FOUNDATION

SOUTH SOUND CENTER

Presented by:

LACEY PARKS & RECREATION

CITY OF LACEY

For traffic & parking information,
visit ci.lacey.wa.us/Fireworks

INTERcity TRANSIT

Park your car at select area schools and ride Intercity Transit FREE!
Get details at ci.lacey.wa.us/fireworks.

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey Parks, Culture & Recreation			91-0189427
Organization/Agency			Federal Tax ID Number
Jeannette Sieler			Recreation Supervisor
Contact Name			Title
420 College St SE			Lacey WA 98503
Mailing Address			City State Zip
360-438-2631	360-999-7507	360-438-2669	jsieler@ci.lacey.wa.us
Work Phone	Cell Phone	Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: Lacey Cultural Celebration | St Martin's Univ | 3/12/2022

Name of Event/Festival | *Location* | *Date*

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☒ **Public Agency**

Amount Requested: $ 9,000

CERTIFICATION

I hereby state on behalf of Lacey Parks, Culture & Recreation that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

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Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED

jls

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Jeannette Sieler	Jeannette Sieler	8/20/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

The Lacey Cultural Celebration brings the world together. With a focus on the diverse cultures represented in our communities through performances, arts, crafts, demonstrations, displays, and food. Over 3,000 people attend this event annually from throughout Thurston County and beyond, including Lewis County, Pierce County, and King County. This event allows neighbors to learn about each other as they connect, celebrate, and share their culture and heritage.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business:
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 500
   - **Attend but are not included** in one of the categories above: 3,000
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   Funds are used to promote the event via radio, online, and print advertising drawing folks throughout and beyond Thurston County to attend this multicultural event. This event reflects positively on the City of Lacey with a focus on our diverse community as we are a welcoming community to everyone.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   The event will spotlight Lacey, bringing performers, vendors, cultural groups and clubs to the area and will also draw people from surrounding communities to express their culture and enjoy the diversity of the event.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   We invite local businesses/restaurants with focus on cultural diversity through food, products, or theme to participate in the event highlighting their business and organization.

4. **Is there a host hotel for your program's event:**

   no

5. **What is target age group(s) of your event or activity?** all ages

6. **Describe the community appeal and/or support of your program:**

Lacey is a diverse and vibrant community made up of many different cultures, and this event invites everyone to come and learn about their neighbors while celebrating our differences AND our similarities. This event partners with North Thurston Public Schools and also support from the Nisqually Tribe.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**

1. Lodging Tax	$9,000
2. Sponsorship	$2,000
3. city parks & rec special events budget	$8,800
4. vendor fees	$2,700
5.	$

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ■ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Saint Martin's University ■ **Lacey** ☐ **Lacey's Urban Growth Area**
    ☐ **Other** _____

14. **Date(s) of event:** March 12, 2022

15. **Single or multi-day event:** single

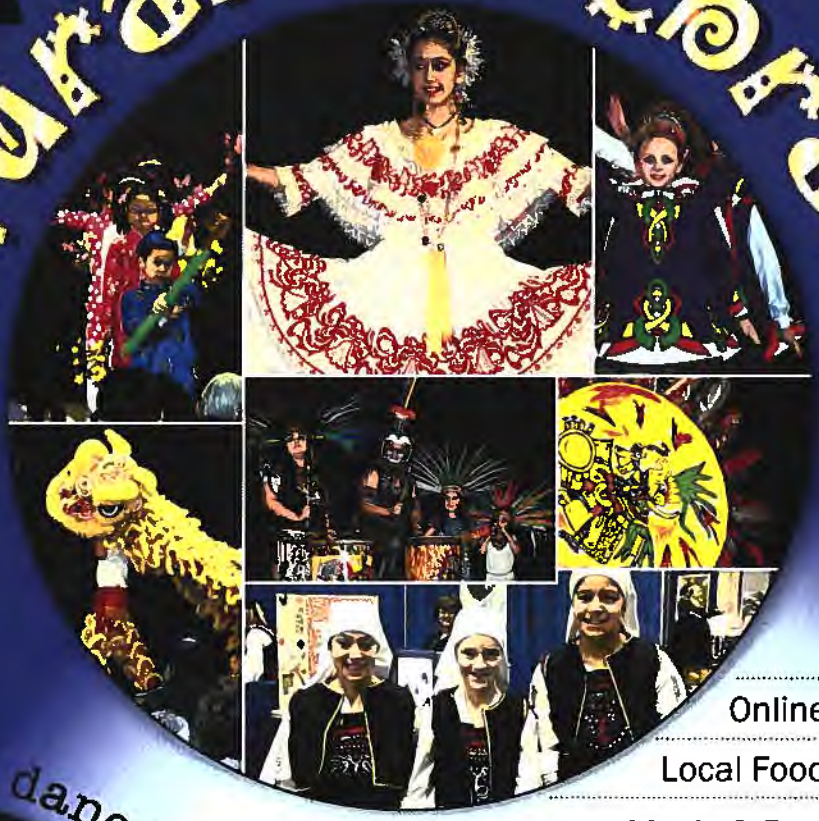
16. **Projected attendance:** 3000-5000

Lacey Cultural Celebration Budget for Lodging Tax 2022

Newspaper, regional magazines, & Online advertisement (Olympian/Oly Arts/Parent Map South Sound)	$2700.00
Promotional Giveaways for Passport Activity	$2300.00
Printing of posters and handouts	$500.00
Professional Sound and Stage Support (portion)	$1000.00
Rental of Saint Martin's University	$2500.00
Total:	**$9,000.00**

VIRTUAL in 2021

Cultural Celebration



music • dance • culture • art • children's activities • food



- Online Vendor Shops
- Local Food Vendor Specials
- Music & Dance Performances
- Virtual Cultural & Resource Booths

City of Lacey

VIRTUAL
Cultural Celebration

LIVE ONLINE Saturday
March 27, 2021
10am - 6pm

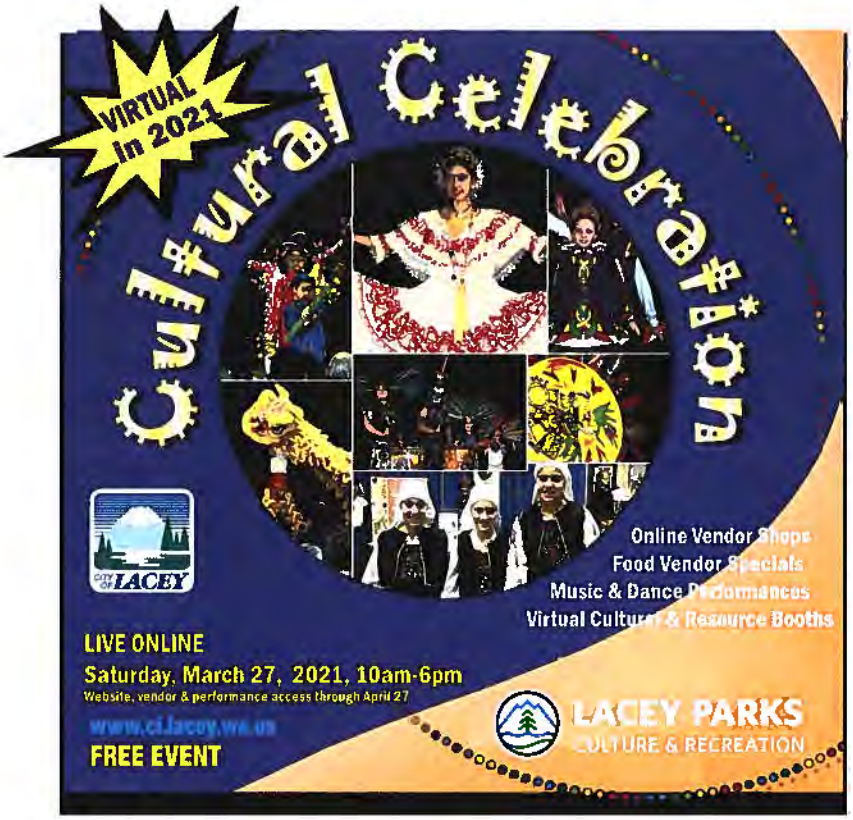
Website, Performance replays, and Virtual Vendor Shops available through April 27, 2021

FREE EVENT

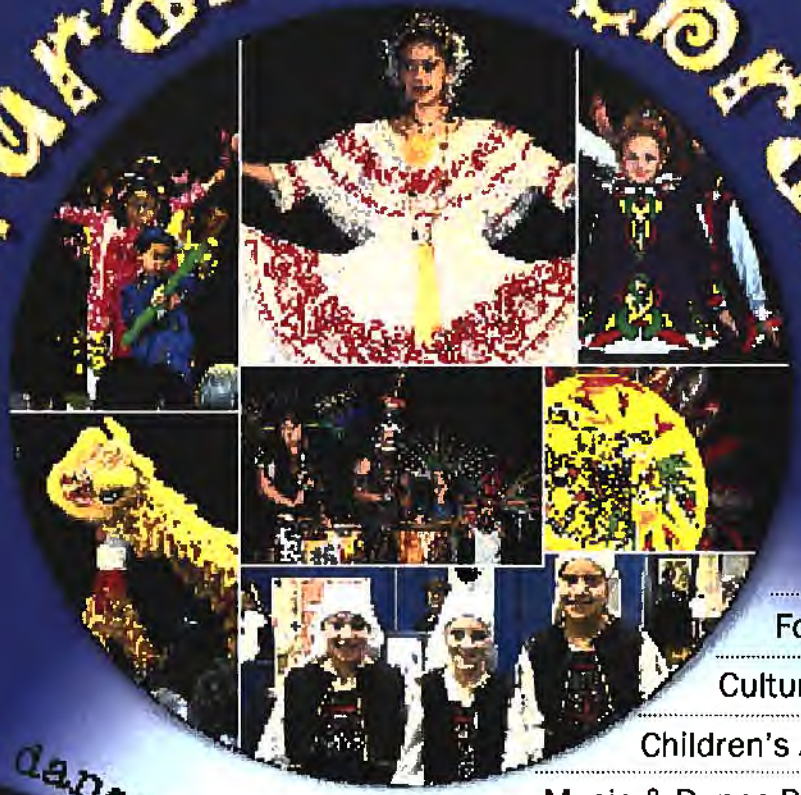
for Schedule of Events

www.ci.lacey.wa.us/events

CITY OF LACEY · NORTH THURSTON PUBLIC SCHOOLS · MOLINA HEALTHCARE · Boys & Girls Clubs of South Sound · 94.9 ROXY · SHOWCASE today's magazine for artful living


VIRTUAL in 2021
Cultural Celebration
CITY OF LACEY
Online Vendor Shops
Food Vendor Specials
Music & Dance Performances
Virtual Cultural & Resource Booths
LIVE ONLINE
Saturday, March 27, 2021, 10am-6pm
Website, vendor & performance access through April 27
www.ci.lacey.wa.us
FREE EVENT
LACEY PARKS
CULTURE & RECREATION

Cultural Celebration



- Arts & Crafts
- Food Vendors
- Cultural Booths
- Children's Area/Activities
- Music & Dance Performances

music • dance • culture • art • children's activities • food



City of Lacey

Cultural Celebration

Saturday
March 7, 2020
10am - 6pm

Saint Martin's University
5300 Pacific Ave SE
Lacey, WA 98503

FREE EVENT
for Schedule of Events
www.ci.lacey.wa.us/events

City of Lacey · North Thurston Public Schools · Saint Martin's University · Molina Healthcare · OLY ARTS · 94.3 The Roxy · Showcase — today's magazine for artful living

The Lacey Cultural Celebration brings generations together to share and explore their roots, heritage and culture with the community through performances, demonstrations, activities, and information booths as well as food and craft booths.

























The Passport Activity invites kids to pick up a passport and 'travel the world' as they get stamps from the various vendors and information booths at the Cultural Celebration, expanding their learning of other cultures. At the end they could show their passport for a prize.



Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey Parks, Culture & Recreation			91-0189427
Organization/Agency			Federal Tax ID Number
Jeannette Sieler			Recreation Supervisor
Contact Name			Title
420 College St SE		Lacey WA	98503
Mailing Address		City State	Zip
360-438-2631	360-999-7507	360-438-2669	jsieler@ci.lacey.wa.us
Work Phone	Cell Phone	Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: Lacey in Tune Entertainment | Huntamer Park | 7/1/2022

Name of Event/Festival | *Location* | *Date*

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☒ **Public Agency**

Amount Requested: $ 18,000

CERTIFICATION

I hereby state on behalf of Lacey Parks, Culture & Recreation that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED

jls

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Jeannette Sieler	Jeannette Sieler	8/20/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

Since it's beginning in 1995 the Lacey in Tune summer entertainment series provides summer fun and entertainment FREE to the Lacey Community and surrounding area. noon concerts draw employees from offices surrounding Huntamer Park as well as senior citizens from local facilities. The children's series draws families, and Friday night concerts & movies draw a wide range of people to enjoy time in the park, outside with their friends and families. All provide lasting memories and good times.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 50
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 200
   - **Attend but are not included** in one of the categories above: 9,000
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 25

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   LTAC funds allow us to promote Lacey in Tune through newspaper, magazines, and online advertising, purchase ads and promotions in military news sources for JBLM, and possibly cable TV ads. Weekly promotions with city social media and VCB website inform visitors about the great community entertainment.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   In addition to using local talent, performers come from all over the country. Some have a large following with fans willing to travel a distance to see them perform, bringing folks into the city.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   We promote various sponsors who support our event with signage and announcements at every event. We also encourage local businesses to host booth space at our events. Many folks show up with lunch or dinner purchased from local restaurants.

4. **Is there a host hotel for your program's event:**

   no

5. **What is target age group(s) of your event or activity?** all ages

6. **Describe the community appeal and/or support of your program:**

Outdoor concerts, entertainment, and movies in the park energize communities and gather friends, colleagues, and neighbors for an unforgettable experience. Creating memories and positive experiences while spending time outdoors.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Lodging Tax $18,000
   2. sponsorship $16,000
   3. city special events budget $11,500
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ■ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Huntamer Park ■ **Lacey** ☐ **Lacey's Urban Growth Area**
    ☐ **Other** _____

14. **Date(s) of event:** July - August

15. **Single or multi-day event:** multi day, 16 dates

16. **Projected attendance:** 7,500

Lacey in Tune Summer Entertainment Series Budget for Lodging Tax 2022

Regional magazine ads (Showcase/Parent Map)	$2,500
Local Newspaper/online advertising	$2,000
Military media promotion	$500
Promotional pieces: design/print	$2,200
Part of Band fees to bring in bigger names/movies	$10,800
Total:	**$18,000.00**

Lacey in Tune:

bringing the community together













LACEY PARKS CULTURE & RECREATION & Chick-fil-A Lacey

— PRESENT —

FREE
PRE-REGISTRATION IS REQUIRED*

Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2021

ci.lacey.wa.us/laceyintune





TUESDAYS — 6:30 pm

Children's Entertainment Series

6:30 pm

July 6 - Aug 10

WEDNESDAYS — 12:00 noon

Concert Series

Noon

July 7 - Aug 11

FRIDAY FLICKS

Movies in the Park — 8:00 pm

Games at 8 pm

Movies at dusk

July 16 - Aug 6



18ft x 18ft Screen • Bring Your Own Seating & Snacks

THANK YOU TO OUR SPONSORS:

Chick-fil-A Lacey · Interstate Batteries · BECU · Lacey Chehalis Capital Extreme Collision · WSECU · OlyFed · Columbia Bank · Sequoia's Treehouse · Showcase · Olympic Radio · The Olympian · Roxy · Talk 1460 · 96.1 · KGY 94.3 · Thurston Community Media

FREE
*PRE-REGISTRATION IS REQUIRED

Get tickets at:
www.ci.lacey.wa.us/laceyintune

360.491.0857

LIT Poster 4-21.indd 1 5/31/21 3:05 PM

LACEY PARKS CULTURE & RECREATION & Chick-fil-A Lacey

— PRESENT —

FREE
PRE-REGISTRATION IS REQUIRED*

Lacey in TUNE

MUSIC MOVIES ENTERTAINMENT

HUNTAMER PARK • SUMMER 2021

ci.lacey.wa.us/laceyintune

TUESDAYS Children's Entertainment Series 6:30 pm

July 6	July 13	July 20	July 27	August 3	August 10
Alex Zerbe	Eric Ode	Buck & Elizabeth	Ruth & Emilia	Tonks & Aurors	Jeff Evans
Zaniac Comedy Juggler	Original Music for Kids & Families	Musical Comedy & Ventriloquism	Mom / Daughter Kid's Music Duo	Harry Potter Wizards' Rock	Magic Show








Find details and get your free tickets

MORE TUESDAY INFO

WEDNESDAYS Concert Series Noon

July 7	July 14	July 21	July 28	August 4	August 11
WA Nat'l Guard Patriot Brass	Dueling Crooners	The Eclectics	WA Nat'l Guard Full Metal Racket	Swantowne	Dmitri Matheny
Traditional Jazz	Sounds of Sinatra & more!	Motown to Maroon 5	Rock Band	Variety of Music	Jazz Stevie Wonder Songbook









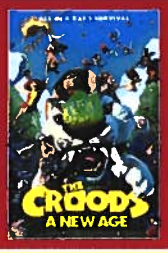
Find details and get your free tickets

MORE WEDNESDAY INFO

FRIDAY FLICKS Movies in the Park 8:00 pm

July 16 The Goonies (PG)
July 23 The Croods: A New Age (PG)
July 30 Wonder Woman - 1984 (PG-13)
Aug 6 Jumanji: The Next Level (PG-13)









Find details and get your free tickets

MORE FRIDAY INFO

18ft x 18ft Screen • Bring Your Own Seating & Snacks

THANK YOU TO OUR SPONSORS:

Chick-fil-A Lacey · Interstate Batteries · BECU · Lacey Chehalis Capital Extreme Collision Centers · WSECU · OlyFed Banking That's Mutual · Columbia Bank · Sequoia's Treehouse · Showcase · Olympic Crest · The Olympian · Roxy · Thurston Talk · 96.1 · KXXO · KGY 95.3 · Thurston Community Media

FREE
*PRE-REGISTRATION IS REQUIRED
Get tickets at:
www.ci.lacey.wa.us/laceyintune

LACEY PARKS CULTURE & RECREATION
PUT US ON YOUR PLAYLIST!

PROOF 3 | ASGD | 5-25-21

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey Museum/City of Lacey	91-0819427
Organization/Agency	Federal Tax ID Number
Erin Quinn Valcho	Museum Curator
Contact Name	Title
420 College Street SE	Lacey WA 98516
Mailing Address	City State Zip
360.413.3557 / 360.999.7746 / 360.438.2669	equinnva@ci.lacey.wa.us
Work Phone / Cell Phone / Fax	Email Address

☐ Tourism Promotion Activities

☒ Tourism-Related Facility

☐ Events/Festivals: _____

Name of Event/Festival *Location* *Date*

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 48,500

CERTIFICATION

I hereby state on behalf of Lacey Museum/City of Lacey that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☒ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☐ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

Erin Quinn Valcho | Erin Quinn Valcho | 8/31/21

SIGNATURE | PRINTED NAME | DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

The Museum enriches our community and engages visitors by sharing vibrant stories of the past through the preservation and celebration of Lacey and the South Sound region's cultural heritage. This year, we continued to offer our popular speaker series, HistoryTalks! with local and regional speakers. Although the museum was closed from March 2020-June 2021, we quickly switched to an online format, bringing many new virtual visitors.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	50
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	50
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	45
• **Attend but are not included** in one of the categories above:	850
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	100

How will the funds received increase the number of people traveling for business or pleasure on a trip?

Lacey Museum attendance had been steadily increasing over the last decade and we expected this trend to continue until COVID hit. Since the Museum has reopened in July, attendance has been looking promising. People are excited to get out and see the world again. We try to bring in a new traveling exhibition exhibit to Lacey annually, which provides a reason for return and new visitation.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

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. 81% of US tourists are considered "cultural" tourists and they tend to stay longer and spend 60% more than other travelers. 66% of cultural tourists rank historic places and museums at their top list of destination activities.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

Visitors often ask for recommendations for places to eat or visit. We maintain a list of Lacey area businesses that are nearby and provide customers with options for their trip. When researchers, colleagues or alumni contact us about a visit to Lacey we provide the names and information for area hotels and activities.

4. **Is there a host hotel for your program's event:**

N/A

5. **What is target age group(s) of your event or activity?** All ages

6. **Describe the community appeal and/or support of your program:**

Although we were closed for half of 2021, we have already had 400 people attend our virtual HistoryTalks! speaker series. We are excited to see if this translates to in-person attendance when we go hybrid in the fall. July attendance at the museum was promising and if it continues, we will continue the upward trend of reaching more people in the community and region.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. City of Lacey General Fund $115,693
   2. City of Lacey Lodging Tax $48,500
   3. Grants $15,000
   4. Donations $1,215
   5. _____ $_____

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ■ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** _____ ■ **Lacey** ☐ **Lacey's Urban Growth Area**

    ☐ **Other** _____

14. **Date(s) of event:** N/A

15. **Single or multi-day event:** N/A

16. **Projected attendance:** N/A

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us



LACEY MUSEUM



Washington's Kaleideoscope

LACEY MUSEUM AND LACEY CITY HALL



A Legacy Washington Exhibit

SOS Office of the Secretary of State
Legacy Washington

Is there a quintessential Washingtonian? Hardly. History has made clear that we're more than our identity—more than techies or coffee lovers or outdoor enthusiasts. We're a kaleidoscope. We live in a place constantly reinventing itself. Since Native Americans left the first human footprints on the landscape thousands of years ago, Washingtonians have continually risen above adversity. In this exhibit, you'll meet fascinating figures who've fought for our civil rights, advocated for people with disabilities, protected our environment, defended our nation and pushed the boundaries of innovation.

For more information on current and upcoming exhibits, visit LaceyMuseum.org.

LACEY MUSEUM AND CULTURAL CENTER

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

COLLECTING COVID

A LACEY HISTORY PROJECT

There is no better time to collect history than in the present when history is being made! Send us your photos, masks, signage or anything else that represents the last year and a half of pandemic life. Contact us at museum@ci.lacey.wa.us or (360) 438-0209 to make your donation.

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



CAPTAIN COOK REDISCOVERED



Using illustrations that appear in his recent book, Captain Cook *Rediscovered: Voyaging to the Icy Latitudes*, Dave Nicandri will present a new side to the famous navigator. Rather than the tropical explorer we are accustomed to, Dave will introduce us to an entirely new figure: James Cook as the pioneering polar ice scientist. David Nicandri is the former executive director of the Washington State Historical Society and is an expert in the history of the Pacific Northwest's exploration phase.

When: Wednesday • September 8 • 6:30 – 7:30 pm



THE NISQUALLY TRIBE: HISTORY AND CONVERSATION

The Nisqually Tribe has been a part of the South Sound community since time immemorial. Annette Bullchild, Nisqually Tribe Archives and Tribal Historic Preservation Officer, will share a bit of history of the Tribe. After, she would like to answer questions from the audience about what they would like to know. Join us for this unique dialogue!

When: Tuesday • October 12 • 6:30 – 7:30 pm

HANFORD HISTORY PROJECT



Michael Mays, Professor of English and Director of the Hanford History Project at Washington State University Tri-Cities, will take the audience on a journey through the Hanford History Project, the history of the Hanford site, and the role it played in WWII in for both people and the environment.

When: Wednesday • November 10 • 6:30 – 7:30 pm



PARK SPOTLIGHT

Lacey's Newest Park!

LACEY DEPOT, 5555 PACIFIC AVENUE SE

Depot Building:
Open May - September
7 am - dark, daily

Train-themed Playground:
Open year-round
7 am - dark, daily



The Lacey Depot Building, City of Lacey's 50th Anniversary Landmark Project, is a near replica of the original depot, which opened in 1891 in the same area.

It serves as the focal point of Lacey's new Depot District and:

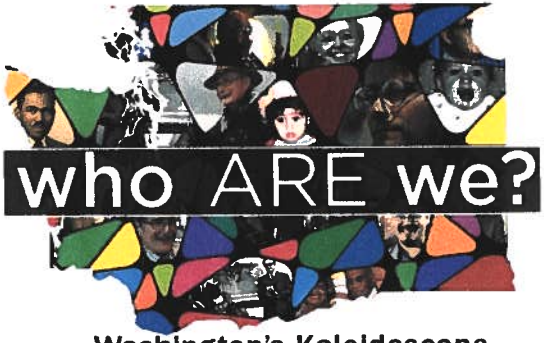
- Complements future museum project and provides a lunch location for school field trips.
- Acknowledges the rail industry's role in Lacey's history and evolution as a City.
- Connects the past (historic train depot) to the future (new museum/ cultural center/Depot District).
- Provides trail amenities for Karen Fraser Woodland Trail users.

The Lacey Depot Site includes:

- A train-themed play structure, open year 'round to park visitors from 7 am - dark, daily. In celebration of their 50th Anniversary, the Lacey Rotary club donated $50,000 to the project.
- Two restrooms (accessible from the outside of the building)
- Drinking fountain
- Two historic markers (Lacey Depot and Lacey Plywood Plant, both formerly located on this site)

LACEY MUSEUM AND CULTURAL CENTER

Take a virtual tour of the Lacey Depot on the City of Lacey's YouTube Channel



Washington's Kaleidoscope

CHECK OUT CJR
NEW EXHIBIT!

Is there a quintessential Washingtonian? Hardly. History has made it clear that we're more than our identity — more than techies or coffee lovers or outdoor enthusiasts. **We're a kaleidoscope.** We live in a place constantly reinventing itself.

Since Native Americans left the first human footprints on the landscape thousands of years ago, Washingtonians have continually risen above adversity. **This exhibit introduces you to fascinating figures who fought for our civil rights, advocated for people with disabilities, protected our environment, defended our nation, and pushed the boundaries of innovation.**

VISIT THE EXHIBIT

Lacey Museum

Thursday & Friday	11 a.m. – 3 p.m.
Saturday	10 a.m. – 4 p.m.

Lacey City Hall

Monday – Friday	9 a.m. – 5 p.m.

LACEY**MUSEUM**
AND CULTURAL CENTER

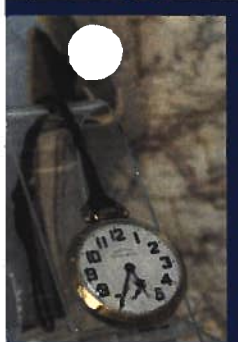
Visit the Lacey Museum

Discover its surprising past











FREE ADMISSION

(360) 438-0209

The Lacey Museum

829 Lacey Street SE
Lacey, WA 98503

Hours of Operation

Thursday & Friday
11 am – 3 pm

Saturday
10 am – 4 pm

E-mail

museum@ci.lacey.wa.us

Website

www.LaceyMuseum.org

CITY OF LACEY

Places to Eat and Drink
Near the Lacey Museum

Sit Down Restaurants

Applebee's
525 Sleater Kinney Rd SE
Lacey, WA 98503

Mayan Family Mexican Restaurant
4520 Pacific Ave SE
Lacey, WA 98503

Pat's Cafe
6011 Pacific Ave SE
Lacey, WA 98503

El Pulgarcito (Salvadoran)
4509 Lacey Blvd SE
Olympia, WA 98503

Happy Teriyaki
1107 College St SE #A
Lacey, WA 98503

Ricardo's Restaurant (upscale)
676 Woodland Square Lp SE
Lacey, WA 98503

Safura's Mediterranean Cuisine
4160 6th Avenue SE
Lacey, WA 98503

Tea Leaf 2
4646 Pacific Ave SE
Lacey, WA 98503

Kamakura Japanese Cuisine
4804 Pacific Ave SE
Lacey, WA 98503

La Mansion
5211 Lacey Blvd. SE
Lacey, WA 98503

Quick Eats

Happy Teriyaki 3
1107 College St SE # A
Lacey, WA 98503

KFC
4521 Lacey Blvd SE
Lacey, WA 98503

McDonald's
6000 Pacific Avenue SE
Lacey, WA 98503

Meconi's Italian Subs
5221 Lacey Blvd SE
Lacey, WA 98503

MiSo (healthy Asian)
4514 Lacey Blvd SE
Lacey, WA 98503

Pacos Tacos
4520 Lacey Blvd SE
Lacey, WA 98503

Pho Pacific
5718 Pacific Ave SE
Lacey, WA 98503

Subway
805 Webb St SE
Lacey, WA 98503

Tuna Poke
700 Sleater Kinney Rd SE #G
Lacey, WA 98503

Places to Eat and Drink
Near the Lacey Museum

Coffee Shops

Blendz Coffee (Bikini baristas)
5770 Pacific Ave SE
Lacey, WA 98503

Cutters Point Coffee
5831 Lacey Blvd SE # A
Lacey, WA 98503

Dancing Goats
4219 6th Ave SE
Lacey, WA 98503

The Coffee Bean
1210 Clearbrook Dr SE
Lacey, WA 98503

Starbucks
1110 College St SE
Lacey, WA 98503

Sweet Treats

Mountain Home Bakery
6020 Pacific Ave SE
Lacey, WA 98503

Cinn-A-Girls
730 Sleater Kinney Rd SE
Lacey, WA 98503

Heavenly Donuts
805 Sleater Kinney Rd SE
Lacey, WA 98503

Limeberry Frozen Yogurt
1110 College St SE
Lacey, WA 98503

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey Parks, Culture & Recreation	91-0189427
Organization/Agency	Federal Tax ID Number
Jeannette Sieler	Recreation Supervisor
Contact Name	Title
420 College St SE	Lacey WA 98503
Mailing Address	City State Zip
360-438-2631 / 360-999-7507 / 360-438-2669	jsieler@ci.lacey.wa.us
Work Phone / Cell Phone / Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: Lacey Spring Fun Fair (*Name of Event/Festival*) Saint Martin's Univ (*Location*) 5/21/2022 (*Date*)

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☒ **Public Agency**

Amount Requested: $ 12,000

CERTIFICATION

I hereby state on behalf of Lacey Parks, Culture & Recreation (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED: jls

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Jeannette Sieler	Jeannette Sieler	8/20/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

The objective of Lacey Spring Fun Fair is to build community pride through an annual two day festival that offers free fun and educational activities for families and people of all ages. Also to offer an opportunity for local businesses, vendors, community organizations and entrepreneurs to showcase their programs/products, while being involved in a community centric event.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	100
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	100
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	200
• **Attend but are not included** in one of the categories above:	16,050
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	50

How will the funds received increase the number of people traveling for business or pleasure on a trip?

Social media including facebook & twitter year around to keep the event on everyone's radar (includes cost of website) Advertising in publications and newspapers, posters and rack cards placed around the community in businesses and hotels

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

Approximately 17,000 people come to Lacey Spring Fun Fair over the two days to enjoy the event as well as shop, dine, and explore the city, in addition to being introduced to Lacey businesses participating in the event. Confirmation letters go out to 95+ vendors encouraging them to visit our website for a link to the City of Lacey and VCB. Fun Fair t-shirts are sold to promote the event all year

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

LSFF encourages local businesses to participate by being a vendor or sponsor at our event. Businesses are given posters and rack cards to display at their establishment.

4. **Is there a host hotel for your program's event:**

no but we would happily promote any and all local hotels to our vendors and on our website.

5. **What is target age group(s) of your event or activity?** all ages

6. **Describe the community appeal and/or support of your program:**

LSFF is a FREE event supported by the City, Police Dept, Fire District #3, Saint Martin's University, North Thurston Public Schools, businesses and citizens. All sectors are very visible during our event which gives a sense of community.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**

1. Lodging Tax	$ 12,000
2. Vendors fees	$ 20,200
3. Sponsors	$ 12,000
4. City special events budget	$ 5,000
5. Car Show	$ 1,200

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ■ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Saint Martin's University ■ **Lacey** ☐ **Lacey's Urban Growth Area**
    ☐ **Other** _____

14. **Date(s) of event:** May 21 & 22, 2022

15. **Single or multi-day event:** two days

16. **Projected attendance:** 17,000

Lacey Spring Fun Fair Budget for Lodging Tax 2022

Regional magazine ads (Showcase/Parent Map)	$1,200
Newspaper/online advertising	$2,000
Promotional Giveaways/bags	$1,000
Promotional pieces: design/print	$600
Facility & infrastructure rentals	$7,200
Total:	**$12,000.00**

Lacey Spring Fun Fair

FREE FAMILY EVENT

FREE

Sat-Sun • May 18-19

Saint Martin's University • 5300 Pacific Ave SE • Lacey, WA

All rides, entertainment, and activities are FREE

Circus Train • Kids' World • Pony Rides • Giant Swings • Ferris Wheel • Car Show

Lip Sync Contest • Two Stages of Entertainment

Shop with over 90 vendors!

Saturday, 10:00am - 6:00pm ~ Sunday, 11:00am - 5:00pm



For more info visit Laceyspringfunfair.com

Bring food donations for Lacey Food Bank. Fill the truck!

LACEY COMMUNITY EVENTS

Presenting Sponsor: City of Lacey

Host Sponsor: Saint Martin's University

Benefactor Sponsors: Capital Development Co. ~ BECU ~ North Thurston Public Schools
Lemay/Pacific Disposal ~ Molina Healthcare ~ Navy Federal Credit Union ~ TwinStar Credit Union
The Olympian ~ Thurston Talk ~ 94.5 ROXY~ KGY/KAYO Radio ~ Eric Zabala: State Farm

Parking is limited. Check out the Free Shuttle Service from the South Sound Center (Near Sears)

Lacey Spring Fun Fair 2019

Sponsored by:

TwinStar CREDIT UNION
Bright Solutions



LIP SYNC CONTEST

Sunday, May 19 at 2:00 pm

ACTS NEEDED! SIGN UP NOW!

Come on Lacey, show us what you've got! Grab your friends and family and bring your favorite music to life!

Application deadline is May 4

Win:

Cash Prizes!
1st place - $150
2nd place - $100
3rd place - $50

or

Win:

$500 for Charity!
Anyone can enter. non-profits & service club members encouraged to apply. Winner selects charity of choice.

Join our Fan Club...

All Fun Fair Fan Club members will automatically be entered into this year's Fun Fair raffle!

Just $30

Apply online at www.laceyspringfunfair.com

Lacey Spring Fun Fair

FREE FAMILY EVENT

FREE

A Family A-Fair!

All rides, entertainment, and activities are FREE
Circus Train • Kids' World • Pony Rides • Pirates Revenge • Grand Slide • Car Show
Lip Sync Contest • Two Stages of Entertainment
Also: Shop with over 90 vendors!

Saturday, May 18
10:00 am - 6:00 pm

Sunday, May 19
11:00 am - 5:00 pm



SUN:

Car Show 11:00 am - 4:00 pm
(Sponsored by Capital Heating & Cooling)

Lip Sync Contest 2:00 pm
(Sponsored by TwinStar Credit Union)

Saint Martin's University • 5300 Pacific Ave SE • Lacey, WA
Check out the Free Shuttle Service from the South Sound Center (near Sears)

For more information, visit: LaceySpringFunFair.com

LACEY
COMMUNITY
EVENTS

CITY OF LACEY

Saint Martin's
UNIVERSITY

FREE

Lacey Spring Fun Fair

FREE FAMILY EVENT

SAT-SUN • MAY 18-19

Sat. • May 18 • 10:00 am - 6:00 pm

Sun. • May 19 • 11:00 am - 5:00 pm

Join us for 2 days of FREE Fun for everyone!

Saint Martin's University | Free Parking & Admission*

Join us for two days of FREE FUN for everyone! Activities include pony rides, games, rides, and live stage entertainment as well as arts & crafts and food vendors.
On Sunday enjoy the annual Car Show and the Lip Sync contest!

More information at www.laceyspringfunfair.com





* Parking is very limited, plan to use off-site parking & free shuttle, visit website for details.

33rd Annual Lacey Spring Fun Fair

FREE FAMILY EVENT

SAT. & SUN. May 16-17

Sat. May 16 • 10:00 am – 6:00 pm

Meet "Real" Dinosaurs Saturday only!

Sun. May 17 • 11:00 am – 5:00 pm

FREE

Car Show all day - Reptile Man at 12:00pm on Sunday

At Saint Martin's University | 5300 Pacific Ave. SE, Lacey

Join us for 2 days of FREE fun for everyone!

Live entertainment • rides • kids' activities

Shop from over 90 vendors

Celebrate Lacey as a Compassionate Community!

Bring food donations for Lacey Food Bank. Fill the truck!







www.laceyspringfunfair.com

LACEY COMMUNITY EVENTS

Presenting Sponsor: CITY OF LACEY

Host Sponsor: Saint Martin's UNIVERSITY

Partners: Capital Development Co. ~ BECU ~ North Thurston Public Schools
Lemay/Pacific Disposal ~ Molina Healthcare ~ Navy Federal Credit Union ~ TwinStar Credit Union
The Olympian ~ Thurston Talk ~ 94.5 ROXY~ KGY/KAYO Radio ~ Heritage Bank

Parking is limited. Check out the Free Shuttle Service from the South Sound Center (Near Applebees)

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

City of Lacey - Regional Athletic Complex			910-819427
Organization/Agency			Federal Tax ID Number
Sue Falash			Recreation Manager
Contact Name			Title
420 College St Se			Lacey Wa 98503
Mailing Address			City State Zip
360.491.0857	360.999.7387		sfalash@ci.lacey.wa.us
Work Phone	Cell Phone	Fax	Email Address

☐ Tourism Promotion Activities

■ Tourism-Related Facility

☐ Events/Festivals: _____

Name of Event/Festival *Location* *Date*

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

■ **Public Agency**

Amount Requested: $ 180,000

CERTIFICATION

I hereby state on behalf of City of Lacey (Parks,Culture&Recreation) that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

■ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☐ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

	Sue Falash	8/27/21
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:
See Attached

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 40,000
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 10,200
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 35,000
   - **Attend but are not included** in one of the categories above: 140,000
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 6,000

   How will the funds received increase the number of people traveling for business or pleasure on a trip?
   See Attached

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   See Attached

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**
   See Attached

4. **Is there a host hotel for your program's event:**
   Various hotels are used, as we are a year round facility.

5. **What is target age group(s) of your event or activity?** Youth through Senior

6. **Describe the community appeal and/or support of your program:**

See Attached

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Field Use Fees (Budgeted 2021) $410,000
   2. PFD $200,000
   3. Parks and Open Space (Budgeted 2021) $397,013
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ☐ **Or increased funds:** _____ **Yes** ■ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

See Attached

13. **Event Location:** Regional Athletic Complex ■ **Lacey** ☐ **Lacey's Urban Growth Area**

    ☐ **Other** _____

14. **Date(s) of event:** Year Round Facility

15. **Single or multi-day event:** _____

16. **Projected attendance:** 415000

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

CITY OF LACEY LODGING TAX APPLICATION

DESCRIPTION OF TOURISM-RELATED ACTIVITIES OR EVENT:

The funds will be used to offset a portion of the costs of maintenance and operations of the RAC facilities specifically related to tournaments and special events that attract tourists. Four (4) full time maintenance staff, plus seasonal staff will be required to maintain the complex. In addition, a recreation supervisor coordinates and schedules use; solicits, bids on, and books tournaments; attracts special events and coordinates with the management of the event, and oversees the contracts generated by the users and site vendors.

The two combined budgets for the Regional Athletic Complex in 2021 were $1,173,087. Maintenance $962,256 and Recreation $210,831.

In 2021 we are continually trying to branch out to many different groups especially with the COVID-19 public health crisis still playing a role in what we are able to book. Lacrosse needs have doubled in size and we were the host for a regional lacrosse tournament in 2019. They are bringing the tournament back in 2022.

This year, we have been bringing many events back after COVID-19 such as a dog show, regional flag football tournament, and more. In 2021 we hosted multiple ultimate frisbee tournaments and we continue to attract numerous softball/fast pitch/baseball and soccer events.

1.HOW WILL THE FUNDS RECEIVED INCREASE THE NUMBER OF PEOPLE TRAVELING FOR BUSINESS OR PLEASURE ON A TRIP?

By keeping the facility maintained and operated at a high level, it enhances our opportunities to draw tournaments and events into the facility.

2. HOW DO SERVICES PROMOTE AND ENHANCE TOURISM FOR 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 surrounding 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.

3. DESCRIBE HOW YOU WILL ENCOURAGE SUPPORT OF LACEY BUSINESSES, RESTAURANTS AND RETAIL

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 VCB 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.

6. DESCRIBE COMMUNITY APPEAL AND/OR SUPPORT

The RAC provides not only outstanding facilities for out of town families, participants and spectators but it is highly utilized by local groups and sports teams. The RAC provides an ADA accessible play area for siblings and children of event participants and tournament athletes to play on. The walking trials provide parents a place to exercise while their children are at games or weekly practices on the fields.

12. IF YOU ANSWERED YES TO INCREASED FUNDS, DESCRIBE THE REASON FOR THE INCREASE:

As the RAC has gained attention locally but also regionally and nationally as a premier venue for hosting large events, the cost of providing and maintaining this well regarded space has increased over the years. The Lacey Parks, Culture and Recreation Department is only seeking a $20,000 increase. The request in the past three years has remained flat even though the usage at the RAC has increased which adds more maintenance on an aging facility (with the exception of 2020 during COVID-19). In addition, inflation and cost of living has increased cost every year.

The cost of maintenance and operation of the RAC has increased over the past three years, but we have not requested an LTAC increase since 2017. At that time we only asked for a $10,000 increase.

With other facilities coming on line in the Pacific Northwest, it is important to maintain the RAC so we can be competitive in bringing in the larger and higher profile tournaments. It is the hope that the RAC will continue to be the primary venue within Thurston County which can hold multiple events simultaneously. However to continue to meet the demand of the community additional funds are needed so that the facility meets the expectation of participants and spectators alike.

Account Number	Description	2019 Actual Revenue/Expense	2020 Amended Budget	2021 Adopted Budget
Regional Athletic Complex - Revenues				
Revenues				
007-0000-308.00-00	Estimated Beginning Cash	-	303,339	-
007-0000-338.10-10	Capital Area - PFD	200,000	200,000	200,000
007-0000-347.40-00	Event Admissions Fee	6,745	-	5,000
007-0000-347.60-50	Physical Activities Prog	7,242	-	4,000
007-0000-347.60-90	Special Events Program	14,720	-	10,000
007-0000-347.62-00	Shelter Fees	11,605	-	6,000
007-0000-347.65-00	Field Use Fees	270,896	55,371	300,000
007-0000-347.65-09	Field Fees Parks-CivicRec	69,426	-	-
007-0000-347.67-00	Concession Commission	1,507	-	1,000
007-0000-347.68-00	League Fees	58,585	-	55,000
007-0000-347.68-09	RAC League Parks CivicRec	-	1,000	-
007-0000-361.10-00	Investment Interest	10,713	1,456	5,194
007-0000-361.10-40	LGIP Earnings	10,581	2,134	880
007-0000-361.32-00	Unrealized Gain(Loss)	3,734	-	-
007-0000-361.32-02	Reverse Prev Year Adj	246	-	-
007-0000-362.30-10	RV-Parking	4,273	-	-
007-0000-362.50-10	Lease - Consessionaire	21,500	2,300	22,000
007-0000-367.10-03	Contribution-Parks-Gen.	5,000	-	-
007-0000-367.10-04	Cont.-Parks Sponsor/Event	8,600	-	7,000
007-0000-369.40-00	Court Fees /Judgments	265	-	-
007-0000-397.10-01	Transfer In 303 Fund	340,131	198,922	-
007-0000-397.10-02	Transfer In 109 Fund	163,000	-	160,000
007-0000-397.10-04	Transfer In - Utility Tax	-	186,919	197,013
007-0000-397.11-01	Transfer In 001,003,005	-	-	200,000
Total Regional Athletic Complex Fund Revenues		**1,208,769**	**951,441**	**1,173,087**

Account Number	Description	2019 Actual Revenue/Expense	2020 Amended Budget	2021 Adopted Budget
Regional Athletic Complex - Expenditures				
Regional Athletic Complex				
Regional Athletic Complex Maintenance				
007-3305-576.10-01	Salaries-Regular	226,484	243,439	279,826
007-3305-576.10-05	Salaries-Overtime	10,968	9,000	12,563
007-3305-576.10-06	Salaries-Part-Time	109,321	70,000	90,000
007-3305-576.20-01	Employer Paid Benefits	144,183	125,254	149,042
007-3305-576.31-01	Office & Operating Supply	69,388	65,000	95,000
007-3305-576.31-02	Small Tools & Equipment	4,946	2,000	2,500
007-3305-576.31-17	Supplies-Uniform Purchase	1,485	1,200	2,000
007-3305-576.34-01	Fuel	4,734	4,000	10,000
007-3305-576.41-01	Prof. Svc-Other	10,872	18,000	8,000
007-3305-576.42-01	Telecommunications	7,778	7,750	7,750
007-3305-576.43-01	Transportation/Per Diem	702	-	-
007-3305-576.43-03	Registrations	933	-	-
007-3305-576.45-01	Equipment Rental	69,061	67,837	85,438
007-3305-576.45-02	IMS Rental	5,457	6,944	7,013
007-3305-576.45-05	Rentals-Other	1,217	3,000	1,500
007-3305-576.46-01	Insurance-Liability	10,395	10,674	11,136
007-3305-576.46-02	Insurance-Fire/Property	8,614	8,691	9,473
007-3305-576.46-06	AWC L & I Pool	1,310	1,015	1,015
007-3305-576.47-01	Utility-Electric	76,793	50,000	80,000
007-3305-576.47-02	Utility-City of Lacey	68,437	50,000	82,000
007-3305-576.47-07	Utility-Solid Waste	15,093	8,000	10,000
007-3305-576.48-01	Rep & Maint-Equipment	1,285	2,000	3,500
007-3305-576.48-03	Rep & Maint-Facilities	3,055	3,500	3,500
007-3305-576.49-06	Maintenance Contracts	2	-	-
007-3305-576.49-25	Assessments/Taxes	12,520	11,000	11,000
007-3305-576.49-28	Misc - Disposal Fees	106	-	-
Total Regional Athletic Complex Maintenance		**865,139**	**768,304**	**962,256**
Regional Athletic Complex General Services				
007-7401-576.10-01	Salaries-Regular	105,870	114,987	95,509
007-7401-576.10-05	Salaries-Overtime	236	-	-
007-7401-576.10-06	Salaries-Part-Time	12,709	2,500	14,000
007-7401-576.20-01	Employer Paid Benefits	50,709	50,300	44,344
007-7401-576.20-03	Unemployment Compensation	-	-	500

Account Number	Description	2019 Actual Revenue/Expense	2020 Amended Budget	2021 Adopted Budget
Regional Athletic Complex - Expenditures				
Regional Athletic Complex				
Regional Athletic Complex General Services-Continued				
007-7401-576.31-01	Office & Operating Supply	10,641	-	7,500
007-7401-576.31-02	Small Tools & Equipment	1,625	2,000	1,500
007-7401-576.31-17	Supplies-Uniform Purchase	-	-	500
007-7401-576.41-01	Prof. Svc-Other	20,546	1,000	20,000
007-7401-576.41-11	Prof. Svc - Recreation	5,130	-	6,000
007-7401-576.43-01	Transportation/Per Diem	3,101	-	1,500
007-7401-576.43-02	Dues, Subscriptions, Publ	500	-	120
007-7401-576.43-03	Registrations	684	-	800
007-7401-576.45-02	IMS Rental	9,242	10,850	11,608
007-7401-576.49-06	Maintenance Contracts	440	200	450
007-7401-576.49-25	Assessments/Taxes	6,627	1,300	6,500
Total Regional Athletic Complex General Services		**228,060**	**183,137**	**210,831**
Total Regional Athletic Complex Fund Expenditures		**1,093,199**	**951,441**	**1,173,087**

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Capital Lakefair Inc.			23-7131672
Organization/Agency			Federal Tax ID Number
Adam Stilz			Office Manager
Contact Name			Title
PO Box 2569			Olympia WA 98507
Mailing Address			City State Zip
360.943.7344	360.528.7915	360.943.3119	office@lakefair.org
Work Phone	Cell Phone	Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: Lakefair Week (*Name of Event/Festival*) Heritage Park (*Location*) 7/13/2022 (*Date*)

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 14,000

CERTIFICATION

I hereby state on behalf of Capital Lakefair (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☒ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

[signature]	Adam Stilz	8.24.21
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

Capital Lakefair holds a 5-day summer festival every July to celebrate our community in the South Sound and promote to a large audience. The Lakefair float travels to approximately 16 parades annually to locations around Washington, Oregon and British Columbia. It is accompanied by the president, 3-5 scholarship nominees and volunteers. The float incorporates themes, announcements and signage representative of and promoting travel to Lacey, Olympia and Tumwater and the festival.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	250
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	10,000
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	10,000
• **Attend but are not included** in one of the categories above:	175,000
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	1,000

How will the funds received increase the number of people traveling for business or pleasure on a trip?

Lodging tax funds will aid with marketing efforts and travel for the Lakefair float brings awareness of Lacey, Olympia, Tumwater and Thurston County to communities around and beyond Washington State. Funds will also be used for operating expenses such as our building/office, insurance for travel and operations, and direct costs for Lakefair Week setup.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

There's an increase in traffic during Lakefair Week where rooms are often unavailable in the immediate area surrounding the event. This creates expansion to neighboring communities where visitors and vendors spread out to nearby Lacey in order to find convenient lodging, dining and facilities during the summer festival.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

The Lakefair website has information and links to the City of Lacey and VCB resources for visitors. We are also looking into revamping our annual program to include a section with tourism oriented activities in and around Lacey, Olympia and Tumwater.

4. **Is there a host hotel for your program's event:**

We normally reserve a large block of rooms and utilize hotel services to host out of town visitors during Lakefair Week. We also use other area hotels occasionally for different events.

5. **What is target age group(s) of your event or activity?** Families with adults aged 25-55

6. **Describe the community appeal and/or support of your program:**

Capital Lakefair has been a community favorite event for generations since the first festival 1957, and celebrates our community in Lacey, Olympia, Tumwater and greater Thurston County. The event helps local non-profit food vendors raise more than $250,000 annually in concession sales, provides scholarship opportunities to area students and much more.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**

1. Carnival	$ 145,000
2. Sponsorships & donations	$ 25,000
3. Vendor fees	$ 25,000
4. Merchandise sales	$ 3,500
5.	$

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ☐ **Or increased funds:** $ 6,000 **Yes** ■ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

Like many in our industry, Lakefair has been devastated by COVID fallout. Currently our priority is to simply maintain bare minimum operations as to have an opportunity to reopen in 2022. Due to loss in revenue across the board, we are needing to rely on new and/or additional sources on income to recoup some of the loss and begin to rebuild.

13. **Event Location:** Heritage Park ☐ **Lacey** ☐ **Lacey's Urban Growth Area**
    ■ **Other** Olympia

14. **Date(s) of event:** July 13-17, 2022

15. **Single or multi-day event:** 5 days

16. **Projected attendance:** 200,000

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

City of Lacey LTAC Application 2022
Capital Lakefair Budget Document

Capital Lakefair is seeking $14,000 in funding from lodging tax to help offset the following:

Float operations: $16,000 (est. includes actual cost for fuel, meals, lodging/overnight stays if necessary)
Marketing: $5,000 (est. includes float signage, printed materials, online advertising)
Insurance: $19,000 (est. includes coverage for float travel, Lakefair Week, community events)
Facilities: $32,000+ (est. of rent, vehicle cold storage, electric, phones/internet)
Fencing: $3,300 (est. for Lakefair Week setup)

The Capital Lakefair Float and Crew travel to 14 or more parades throughout the Pacific Northwest annually. The float engages with communities across Washington, Oregon and British Columbia.

The float will include signage promoting Capital Lakefair, event dates, and the cities of Lacey, Olympia and Tumwater.

A script and/or description is provided to all parade organizers to be used by announcers, both live and on TV, and for additional media coverage and promotion where applicable. It will read:

Capital Lakefair is held the third weekend in July and represents the communities of Lacey, Olympia and Tumwater. Riding on the float are (list of rider names). For more information visit www.lakefair.org or find us on Facebook.

BUSINESS INFORMATION

Business Name:
CAPITAL LAKEFAIR, INC.

UBI Number:
601 318 258

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES

Principal Office Mailing Address:
PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

Expiration Date:
07/31/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
07/29/1957

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, EDUCATIONAL, SOCIAL

REGISTERED AGENT INFORMATION

Registered Agent Name:
CAPITAL LAKEFAIR INC

Street Address:
627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES

Mailing Address:
PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		RD	RICHARDS
GOVERNOR	INDIVIDUAL		KAREN	GRIGGS

62nd Annual Official Program

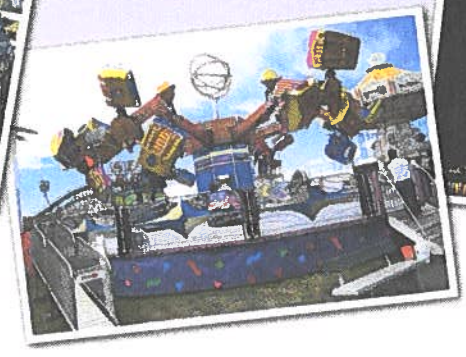
Cut Loose at Lakefair 2019

Lacey
Tumwater
Olympia

July 17 - 21, 2019

www.lakefair.org







A supplement to the Nisqually Valley News

A Message from the President

ɔme to the 62nd evolution of Capital ·! Our festival was established 1957 · to provide an engaging family event for our community in the Olympia Area. Over the years · has developed and expanded into s today; 5 days of celebration and nity spirit along the shoreline of Lake. In addition to the July festival ɪnization provides scholarship nities and hands-on experience students, fund-raising outlets for ɔmmunity social groups, and acts dwill ambassador organization out the Pacific Northwest.

s made possible by the community ness and dedication of many ɪals and businesses that call the ne. Numerous groups contribute their time and effort year-round including our own membership, the Capitalarians, who volunteered well over 5,000 hours last season! We also owe a huge thanks to our wonderful sponsors and donors which account for a substantial portion of our annual operating budget, making our program possible year after year.

I was born and raised in the area and grew up enjoying all that Capital Lakefair has to offer. It is my privilege to represent our membership and community in Thurston County for the 2019 season. We hope you all will join us this July to Cut Loose at Lakefair; spending time with friends and family while supporting other community organizations and our future leaders as they pursue higher education. We hope to see you at the lake July 17-21, 2019!



Jeff Hunt
Lakefair President 2019



ɴ Poultridge
ice President



Bryan McNamara
2nd Vice President



Debbie Olson
Secretary



RD Richards
Treasurer



Karen Griggs
Past President

Directors

Gibson
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IcNamara

Spike Millman
Kelli Morgan
Debbie Olson
Larrel O'Keefe
Barbara Pease
Jerry Pease
Pete Pease
Andrew Poultridge
*Carole Richards
Ken Ringering
RD Richards
Joyce Rommel
*Bruce Schultz
*George Sharp
Stacy Sharp
Sharon Smorynski
Adam Stilz
Bob Terhune
*Larry Watkinson

Honorary Capitalarians

*Sandra Anderson
Peggy Brink
Jon Bryant
*Nancy Burri
Bob Campbell
Larry Conner
Jon Cox
Evelyn Coyne
Mark Fraire
*Jack Glasco
Jacquelyn Guyer
*Stan Guyer
*Ed Hayes
*Karen Hayes
Patty Longnecker
*Terry Lyon
*Lisa Marsh
Eldon Marshall
*Steve Masini
Jenny Mills
Ted Nelson
Gary Norton
*Dick Parrett
Tom Parrett
Cliff Pennell
Allen Robbins
Alice Sampson
Don Sampson
*Don Sanders
Llyod Sell
*Ron Walters
*VJ Warren
Dan Zech

Friends & Volunteers

Will Baker
Mike Brewer
Jason Crabbe
Molly Crabbe
Jerry Farmer
Randy Florek
Donna Graves
Carol Irey
Ralph Conner
Abby Richards
Christy Richards
Jim Richards
Keith Richards
Todd Richards
Mike Watkinson

In Memory of

*Chuck Afdem
*Ben Bean
*Palmer Berg
*Milt Bosell
Sandy Boyle
Roy M. "Pat" Burke
Jim Burri
Ann Burgman
George Carle
Walt Carolson
*Harvey Childs
David Conn
Ralph Connor
*Fred Delore
Chuck Dunn
Wes Estes
Kent Farringer
Don Gibson
Joyce Gillie
Bob Greenhouse
*Tom Hanson
*Chuck Healy
Bill Herrington
*Carl Hollander
*Dee Hooper
*Dale Hume
Ralph Kerslake
*Hartley Kruger
Bill Longnecker
*Tom Mackin
Ellen Marsh
*Jan Meyers
Ray Morrison
*Gil Olson
Terry Olson
Deloris Parrot
George Prescott
Rich Rydman
Arlean Selene
*Robert Selene
*Dave Shinn
David Skramstad
Clif Stilz
Kip Stilz
Dick Swanson
Jess Terhune
Rex Tipton
Gary Ufer
*Bob Woodard
*George Yantis

**Denotes Past Presidents*

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Acknowledgements

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Jeff Hunt

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Brian Watson

Capital Lakefair

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COVER LOGO

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)19 Capital Lakefair Sponsors

Capital Lakefair is a nonprofit volunteer organization governed by a voting member body known as Capitalarians. The Lakefair festival is self-supporting. Capital Lakefair is funded solely by donations (either financially or in kind) from sponsors, businesses, the local community, and the operations of Lakefair over its five-day run. Without this valued support the Capital Lakefair Festival would not happen. For this we thank our many longtime supporters, new supporters, and sponsors for their financial or in-kind donations. Thank you for bringing Lakefair to our community year after year!









Heritage
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EWELERS















ERICAN PUMP
ND ELECTRIC













2019 Capital Lakefair Community Spons



2019 Capital Lakefair Court accompanied by Lakefair Capitalarians.

Dana C. Maher CPA PS

Fiddlehead Marina

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Hannah's Bar & Grill

James S. Woo

Judy Setina

Ken Slater

Mountain View Veterinary Hospital

Old Glory Coffee LLC

Olympia Ligh

Performanc

Corner Autom

Stephens Rer Properties

Town & Cour Roofing

istory of Capital Lakefair



Photo Provided

ver Anniversary Capital Lakefair Float

57 there was no Capitol
k (soon to be Heritage
o industrial firms occu-
corner of 5th and Water
heir buildings extending
he water on pilings.
at the heat and summer
several civic minded
is sponsored a small
on the shores of Capitol
West 5th. Local non-
rvice clubs ran food
n booths set up on the
of Water Street beyond
trial firms. Events dur-
rnival included a diving
/droplane race and fire-
play at Steven's Field.
ton Twirling contests
l during the day and
teen dances at night and Square Dancers came from all over the Northwest to perform.

This was the start of an annual event. The budget at the beginning was less than $500. In 1959 a parade was added and the budget had grown to $1,400.

In 1961 Lakefair had its first float which traveled around the state representing the community and taking honors at the Seattle Seafair Parade. There were 110 units entered in our "Grand Twilight Parade."

The state's Diamond Jubilee was celebrated in 1964 and Lakefair Buttons recognized this state event. Over 75,000 viewed the Grand Twilight Parade. During the late 60s and early 70s the main attractions were water oriented events. They included water skiing, sailboat races, swimming competitions, log rolling and water polo.

In 1966 Lakefair had a world champion diver who climaxed his act by diving off the top of an 80 foot crane into eight feet of water. Senator Henry M. "Scoop" Jackson was the Parade Marshall in 1970. The Canadian Naval Training Vessels made annual visits during the 1980s.

An Arts & Crafts Show was added in 1986. In 1987 Lakefair added a Car Show. In 1988 "Kid's Day" was started at Sylvester Park and was an instant success for the youngsters of our area.

Beyond all the fanfare, hoopla and crowning of Queens, Lakefair stands out in our communities because it goes beyond doing away with summer boredom. It contributes to the economy of our communities. Many local charitable organizations use the Lakefair food concessions as their main fund raising event of the year.

Capital Lakefair is Olympia's own festival and hospitality organization. Today its budget is approximately $300,000 and all year is spent planning, preparing and raising money for this 5-day festival that brings a major inf of tourists into our communiti

Line Up for Great Food and Mor

Join Lakefair when you are hungry for one of our many "oh, so delicious" Fair Cuisine options and help support your community at the same time. All the Concessionaires that set up business during Lakefair on Water Street are nonprofit organizations; Lakefair is the biggest fundraising event of the year for some of these organizations. When you feed yourself a delicious Fair Food Meal, you are helping to support your local community as well.

The funds are put back into our local community in a variety of ways and one of those is to assist students and promote education. Some of the funding is spent to assist and support our military service members and their families, such as USO, ...er House, Veterans Relief, Honor Guard, and Christmas baskets.

Some of the funding goes to scholarships for students in all of the local high schools, a high school exchange student program, high school career awareness awards, little league, bowling league, dictionaries for third graders, and the donation of books and reading assistance to local elementary schools.

Other ways the funds are used is to provide services to the needy in our community. This funding helps support the quarterly homeless feeding program, eye glass program, hearing aids for low income families, the Homeless backpack Program, Camp Leo (youth camp for insulin dependent children), and voter education, registration, and scholarships to those who wish to enter the political field. These ...nds help to provide Thurston ...unty residents with firewood, warm meals, coats, blankets, Thanksgiving and Christmas meals and gift baskets.



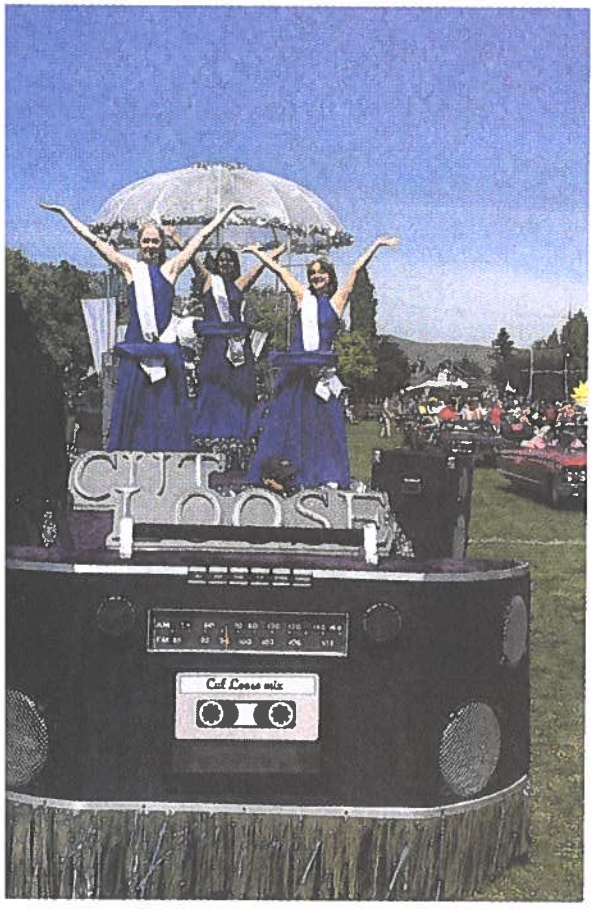
Ph

Lakefair attendees can tantalize their tastebuds with a wide variety of food options the Lakefair celebration.

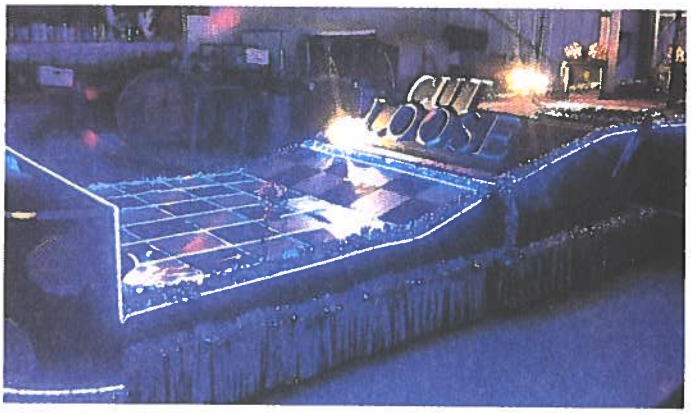
The list of community organizations that are assisted by these funds is large. These funds help support: Lacey Parks, Salvation Army Bell Ringing, Law Enforcement Youth Camp, Thurston County Volunteer Citizen of the Year and Law Enforcement of the Year recognition programs, Thurston County Food Bank, Senior Services of South Sound, Capital Clubhouse, PATH Programs, Season of Giving, Giving Tree at Westfield Mall, Safe Place, YMCA Other Bank, The Kinship Closet, STARS, YWCA Girls Without Limits, GRuB, Habitat for Humanity, Fairview Village, Lewis Mason Thurston Area on Aging, Capital Kids Connection, Child Care Action Council, Monarch, Washington Engage, N... ket Skills Center, YM... & Girls Club, Shrine... tal for Children, and t... Children's Hospital. Al... donated by C&D Propa...

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Danny Willard
District Manager
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Olympia, WA 98512 1.888.276...

rade One of the Largest in the South Soun



ee Apple Blossom Parade



Lighting up the Lakefair Float



2nd VP Bryan McNamara helping with float construction

Photos Provided

nnual Lakefair parade
o be an exciting parade
ne not to be missed.
are approximately
es from around the
.
arade will feature the
outh and persons from
e world who call the
home.
arade will begin at 5
sts for two hours.
of the largest parades
outh Sound area, it
planning committee
from January until
y organizing all the
.

On parade day there are more than 100 people who assist in making sure everything runs smoothly.

The types of jobs that are being performed are parade entry and welcoming, judging, hosting, laying out the entire lineup and then assisting at the end of the parade.

Much thanks to all of the volunteers and other community organizations that come forth to help with the parade.

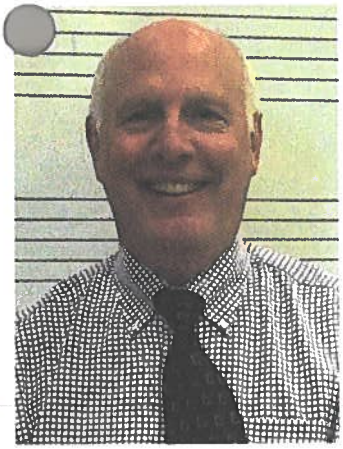
If you would like to become part of the planning process, you contact Lakefair at www.lakefair.org.

Every year beginning around October more than 1,000 volunteer hours go into planning, preparing and completely rebuilding the Capital Lakefair Float for the upcoming parade season.

After the finale parade in the Fall everything from the previous seasons float is stripped revealing a bare frame. The float is then fully serviced and checked out mechanically. The chassis was purpose built and is powered by the engine and driveline from a 1976 Dodge Dart. Once deemed mechanically sound construction begins.

The entire steel framework is then clad in plywood sheeting that serves as the foundation for the new design. The Float Committee works alongside the standing president to design and execute a new float that reflects the current seasons theme.

Parade season extends from early April with the Daffodil Festival and concludes early December with the Olympia Holiday Parade. Throughout the year the Float travels to 16 communities spread across Washington, Oregon and British Columbia. The float truck and trailer alone are scheduled to travel nearly 3,500 miles to participate at parades in 2019!



Capital Lakefair 2019 Grand Marshal Dan Lundberg



Dan Lundberg

Capital Lakefair selects the 2019 Grand Marshal, Dan Lundberg. Dan has been the Olympia School District Music Director since 1996 and Band Director at Capital High School for the past 35 years. He has also taught at Olympia High School as well as Reeves Middle School for a combined 41 years in education! Dan was instrumental in putting together the All City Band, along with Wayne Timmerman, which has performed during Capital Lakefair since 1979. Dan has marched in the Lakefair Grand Parade for 40 years with both the All City Band and Capital High School.

Dan is a local graduate of Olympia High School Class of 1973. He has been married to his wife Ellen for 43 years and has two children, Christine and Kara, who are also all graduates of the Olympia School District.



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Photo Provided

Float participating at the Spokane Lilac Festival Armed Forces Torchlight Parade 2019.



Lakefair Queen
Emma Waldon



Photo by Boston Harbor

2019 Lakefair Queen Emma Waldon.

As this 2019 year begins, I am so honored to be serving as this year's Lakefair Queen and for what the coming months will have in store. This is an incredible opportunity and I am eager to begin to act as an advocate for this beautifully diverse and accepting community that I have come to call my home. I look forward to the parades, the community events, and the speaking engagements that I am fortunate enough to be able to attend. To have the opportunity and platform to be able to share my own story and journey is an incredible opportunity that I never thought would be possible, but I am so thankful for it. This position is so much more than simply a sparkly crown and a stunning dress. It's a chance for myself and these other young women to be ambassadors, public figures, and role models for young boys and girls. These accompanying titles are not to be taken lightly and they most definitely will not be. I'm ecstatic to begin working with the Lakefair Capitalarians that make so much possible, and the incredible young women that are this year's princesses: Bridgette Byerly from River Ridge High School, Eleanor Kim from Black Hills, Ruby Roebuck from Avanti High, and Cassidy Walchack-Sloan from Olympia High School. I look forward to making some incredible memories through this program and I anticipate meeting many of you at this 2019 Lakefair as we all "Cut Lo am excited to begin my your Lakefair Queen.

Olympia

Lakefair *Recycles!*



Recycle cans, bottles, paper and cardboard in the blue frames.

We Compost!
In 2018, food vendors composted almost 3,000 pounds of organics! This year's goal is 4,000 pounds.



We Recycle!
In 2018, Lakefair recycled 3,700 pounds of cans, bottles, papers and cardboard. This year's goal is 4,000 pounds.



Parade Recycling
Saturday, July 20th, use recycle containers along the route or look for the City of Olympia recycling truck and hand off your cans and bottles to volunteers.

City of Olympia | olympiawa.gov/wastewise

A Salute to...



f the Lake"
ouse - 1958
Olympia



Jan Pantier - 1959
Olympia
Hartly Kruger



Natalie Riggin - 1960
Olympia
Robert Selene



Sally Jo McKinnon - 1961
Olympia
George Olson



Tammy Kruger - 1962
North Thurston
Gil Olson



Pam Weiks- 1963
Olympia
Milt Bosell



Karen Hill - 1964
Olympia
Chuck Healy



ut - 1965
urston
ean



Sue Kilde - 1966
North Thurston
Dale Hume



Christy Monson - 1967
Olympia
Jim Swanson



Pam Forbes - 1968
St. Placid
Dick Swanson



Diane Broyles - 1969
Olympia
Gordon Bruce



Dorothy Frisch - 1970
Olympia
George Haskett



Wanda Tillman - 1971
Tumwater
Carl Hollander



ne - 1972
line
sgo



Wanda Black - 1973
North Thurston
Palmer Berg



Linda Faaren - 1974
Olympia
Tom Mackin



Cindy Burns - 1975
Olympia
Steve Masini



Lisa Michaelson - 1976
North Thurston
Dee Hooper



Lori Jean Sundberg - 1977
Tumwater
Al Carter



Shannon Jo Horta - 1978
North Thurston
Bob Williams



- 1979
ter
ore



Kristal Lynn Taylor - 1980
Tumwater
Fred DeLore



Christine Reed - 1981
Tumwater
Bob Barnes



Lisa Ann Hoing - 1982
Tumwater
Dave Shinn



Cecilia Carlson - 1983
Tumwater
Ray Morrison



Anna Alexander - 1984
Capital
V.J. Warren



Molly Roe - 1985
Tumwater
Bruce Schultz



- 1986
l
ntis



Julie Shilter - 1987
Timberline
Dick Parett



Ericka Jackson - 1988
Timberline
Edwin Hayes



Inge Schenck - 1989
Tumwater
Terry Lyon



Audra Housley - 1990
Timberline
Don Sanders



Victoria Smith - 1991
Capital
Hellmuth Endler



Jannette Wise - 1992
Timberline
Jan Meyers

Capital Lakefair Traditio



Colleen Werner - 1993
Olympia
Ron Walters



Stephanie Henderson - 1994
Capital
Sandra Anderson



Kirsten Olson- 1995
Olympia
Konrad Muench



Jami Barber - 1996
Olympia
Harvey Childs



Sarah Rood - 1997
River Ridge
Brigitta Endler



Nikki Chow - 1998
Olympia
Karen Hayes



Natalie Kamier
Capi
Jack Co



Sarah Rutledge - 2000
Black Hills
Tom Hanson



Beccy Gordon - 2001
River Ridge
Dee McDermott



Chloé Barrett - 2002
Capital
Nancy Burri



Monique Dugaw - 2003
Capital
JoAnne Fields



Hayley Erickson - 2004
Olympia
Lisa Marsh



Crystal Wade - 2005
Black Hills
Wanda Emmick



Madison Shel
Black H
Larry Wat



Maria Noonan - 2007
Tumwater
Teri Chmielewski



Kimberly Forgaard - 2008
Capital
Bob Barnes



Michelle Santos- 2009
North Thurston
Bob Barnes



Josephine Coury- 2010
Capital
Bob Barnes



Michaela Kier 2011
NW Christian
Brigitta Endler



Macy Allaire 2012
Olympia
Stan Guyer



Katherine Ng
Capi
Carole Ri



Madison Murphy 2014
Olympia
Serry Barnes



Madeline Poultridge 2015
Avanti
George Sharp



Jaclyn Deshaye 2016
Olympia
Bob & Serry Barnes



Margaret Doyle 2017
Capital
Karen Griggs



Juliet Huttar 2018
Avanti
Karen Griggs



2019 Reigning Qu
Emma Waldon

Special Thanks to:

Doria's
Centralia

Alterations
by Leanne

YMPIA YACHT CLUB

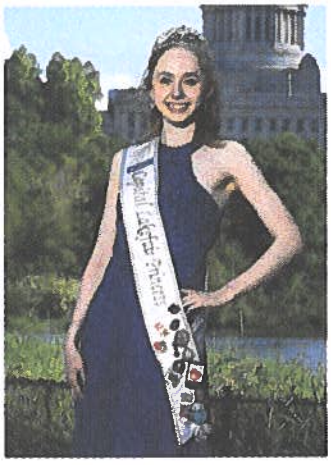
KLUH JEWELERS

Scholarship
Sponsor
Olympia
Federal
Savings

apital Lakefair 2019 Queen Candidates

ess

;ette Byerly:



ame is Bridgette Byerly
1 attending River Ridge
ıool. I am an AP student
› major in either business
matics at a large Univer-
I currently have a job as
ɔndo instructor for little
ve a 3rd degree black belt
ondo and have been doing
ny years. Also, I am in-
numerous clubs at RRHS
centered around service
emics. I look forward to
hard with Capital Lakefair and our wonderful community
ng year.

ess

· Roebuck:



ame is Ruby Roebuck and
senting Avanti high school.
an alternative school that
d to bring back my curios-
njoyment to learning. The
:es I have had at Avanti
wed me to see who I really
ow much I can accomplish
ing myself.
ɔf my favorite things to do
ıtside, I especially love be-
ure. I love hiking, walking
boarding. Being physical outside helps me clear my mind and
world. Doing yoga is another activity that brings me the same
/ mom has been doing yoga for 8 years and I have come with
yoga in the mornings since I was 9 years old. I used to go oc-
y but now I go 4 times a week. Yoga helps me balance my life
; on finding happiness.
ng music is a big part of my life. I play the guitar and sing al-
-y day. I hope to soon have a band and share my creativity and
ɔn with other people.
: to learn and think deeply about life. I have always naturally
for myself and others, I am not afraid to challenge authority if
: change needs to happen or something is not right. I strive to
for my peers and myself and set an example of being passion-
ıtspoken as often as I can. It is something I have always done, it
ɔf who I am. Every day I become more confident in myself and
y to be a leader. I am excited to continue to grow into a positive
e role model on this earth.

Princess

Cassidy Walchak-Sloan:



My name is Cassidy Walchak-Sloan and I represent Olympia High School. Growing up, I wish that younger me would have known that someday all of her hard work and determination would finally pay off. Now as a 2019 Lakefair princess, I can finally say that you truly can achieve anything you set your mind to. I am so grateful for the opportunity to represent my community and be a part of the 2019 Capital Lakefair Court. I have always loved playing sports like soccer, cross country, and track. Sports have been a huge part of my life and a great way for me to meet new friends while doing something I love. I have also had experience playing the violin and piano. My very supportive family includes my two parents, Jennifer Walchak, Dustin Sloan, and my nineteen-year-old brother, River. During this upcoming year as a Lakefair princess, I am looking forward to parades, face painting, and princess storyti I am thrilled for the adventures and memories that I will make re senting Olympia with my fellow Lakefair Court.

Princess

Eleanor Kim:



The year of 2019 promises new experiences, people, and memories I will be forever grateful for. In addition to Lakefair, I enjoy playing the piano, guitar, and cello in my free time. I also love volunteering in different organizations, ranging from the YWCA of Olympia, Joint Animal Services, to the Crisis Clinic in Thurston County. My lovely parents and sister have supported me through all the nervous speech rehearsals and bobby pinned crowns, and I wouldn't have it any other way. I most look forward to all the crazy road trips and sleepovers we'll have when traveling all over the states this year. Thank you for this unforgettable opportunity, and f the priceless memories.

Capital Lakefair Scholarship Progra



Photo Provided

2019 Court at a speaking engagement with Soroptimist.

The Capital Lakefair Scholarship Program is one of the most prestigious and continuous scholarship awards in the local area. The Program was initiated in 1975 by Dee Hooper and has provided more that 260 participants with over $300,000 in scholarship funding. Over the years, the funding for the program has come from local business. Our current sponsors are Olympia Federal Savings Bank and American Pump & Electric.

Each member of our Lakefair Royal Court is awarded a $3,000 scholarship. The Lakefair Queen receives an additional $2,000. The scholarship recipient has five years in which to use their monies. The monies may be used toward any type of higher education – traditional degree, trade school or vocational training program.

The requirements for participation in this program are as follows:

- A fully enrolled high school Junior
- Cumulative GPA or 3.3 or better
- Submission of a completed Lakefair application
- Two letters of recommendation
- A prepared 500 word essay on a specific topic

Each participating local high school will select their representative/candidate for the Capital Lakefair Royalty Scholarship Program in December. In early February, these candidates will participate in panel and individual interviews with five independent judges from the business community. Each candidate will also present a three minute speech on a predetermined subject. Five girls will be selected from the candidates to serve on the Royal Court, one of which will become the Lakefair Queen. The new members of the Royal Court will be presented at the Lakefair Coronation. The selection process is completed in one day, again in early February.

In addition to traveling to several out of town parades, the Court also participates in many local community events such as:

- Olympia Arts Walk
- Olympia Yacht Club – Opening Day
- Hand's on Children's Museum
- Little Red School House project

The Capital Lakefair Scholarship Program provides an educational opportunity for participants to learn about themselves, issues that face our communities and allows them the opportunity to meet local community leaders. It also enhances their public speaking skills and helps prepare them for higher education and their adult life.



Phc

2019 Lakefair Court.

FARMERS INSURANCE



CH598313lw.cg

Gregory Mohoric

Insurance and Financial Services A

Mohoric Insurance Agency

111 Tumwater Blvd Se Ste B106
Tumwater, WA 98501
Office 360-753-4714 Cell 360-26
Fax 360-388-4094
gmohoric@farmersagent.com

Registered Representative, Farmers Financial Sol
31051 Agoura Rd, Westlake Village, CA 91361
Tel 818-584-0200 Member FINRA & SIPC

Nonprofit Food Vendor List

Altrusa International Olympia
Ohant Ears

Bob O'Neill Family & Friends
BBQ Pulled Pork & Chicken

Capital Recovery Center
Philly Sandwiches

Joshua 1:NINE
Dippin' Dots



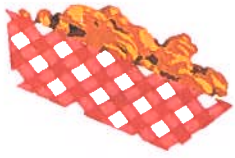
Olympia Host Lions Club
Burger Den

Olympia Robotics Federation (OSDEF)
Crepes

Pacific Ohana Foundation
Hawaiian Based Cuisine

Paella Pro LLC
Mixed, Seafood & Vegan Paella





Thurston County Democrats
Demo Burgers

Thurston County Republicans
Hot Dogs & Garlic Fries

Transferring Financial Success
Gumbo Po Boys

VFW Post 318
Strawberry Shortcake & Mud Pie

Zonta Club of Olympia
German Sausage

Half Marathon Run/Walk
3K Run/Walk
3K Run/Walk

44th Annual

Saturday, July 20th



out our
e special rate!
ids 3K and
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xtra)

REGISTER ONLINE

www.olympialakefairraces.com

CH59856b

Food Vendor Info List

Altrusa International of Olympia:

Altrusa of Olympia is a service group dedicated to the betterment of our community. Funds raised through food concession sales go toward organizations such as the Thurston County Food Bank, Habitat for Humanity, YWCA Other Bank and Girls Without Limits, SPSCC Scholarship, Salvation Army and Quixote Village.

Barb O'Neill Family & Friends:

Barb's helps provide services to low income and homeless families in Thurston County. This includes warm meals for Thanksgiving and Christmas distribution of holiday baskets for Easter.

Capital Recovery Center:

Capital Recovery is a mental health agency that provides services to people working on recovery. The groups mission is to promote and support healing, personal growth and overall community improvement through treatment.

Olympia Host Lions:

The Host Lions partner with a wide range of organizations in the greater Olympia area. This includes supporting programs such as the Plum Street Tiny House Project, Union Gospel Mission, student testing for sight and hearing, sensory garden at Swan Town, diabetic youth camp, Project New Hope and the Northwest Lions EyeGlass Recycling Center.

Joshua 1:Nine

Joshua 1:Nine aims to empower young Dominicans through education, coaching and the love of Christ to impact future generations as leaders in their communities, family and sport.

Olympia Robotics Federation (OSDEF):

Olympia Robotics Federation is a high school robotics team sponsored by the Olympia School District. All proceeds are used to help purchase parts, materials and cover travel expenses for the team. The group promotes STEM education (science, technology, engineering & math) and represents Olympia with a team of 30 students and 10 volunteer mentors.

Pacific Ohana Foundation:

The Pacific Ohana Foundation is dedicated to preserving the past to teach the future by promoting programs of arts and literature, historical and archival, and health and lifestyle content of the South Pacific Basin communities. Founded by the elders of the Pacific Rim Basin native people, our main interest is in passing on our ancestors' rich cultures, history, and genealogies.

Paella Pro:

Paella Pro is working in collaboration the Gull Harbor Lutheran Church. The Church uses the funds raised through the sale of paella to directly support many other local community service organizations around Thurston County.

Transferring Financial Success:

TFS teaches a curriculum including financial growth, investment and general business knowledge to local youth. Proceeds are also used to award educational scholarship funding for higher education.

VFW Post 318:

Post 318 is a local Veterans Service Office that helps local area Veteran's a tive Duty Service M and their families w claims and emergenc tance.

Zonta Club Olympia:

Zonta is a powe ganization creating change in women's liv is done through servi ects, advocacy even laboration, fundraisi other work to improve (and their families) l the local level and aro globe. The group gran each to other non-pro nizations whose work with their overall miss



apital Lakefair Craft Vendors

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enter
practic
s Boutique
zz Buttons
en
tries

Bobs Freakin Nuts
Campfire Foods NW
Creative Minds
Faultline Rocks and Minerals
I & J Crafts
Ice Chips Candy
Jeri's Paparazzi Paradise

JM Reid
Krafty Kreations
Kuru Designs LLC
Metalman Custom Metal Art
Oly Girl Creations
Origami Owl
Over The Line Art
P.S. Products LLC
Paula Beltz Creations
Paws Against Cancer
Pearle Vision
Safatma
Saffron Drop
SamToons
Scents of the Northwest

SeneGence/ LipSense

SeneGence/ Makeup by LeAnne
Smith Brothers Farms
Spaced Out Productions
St. Michael Parish
Sunday's Best
Tan Republic
The Gideons International
Un Solo Pueblo
VIC Cosmetics
Washington Corrections Center
Zone 12 Sports

* *Additional Vendors TBA*



eritage Bank is proud to support
ocal events such as **Capital Lakefair**.

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HeritageBankNW.com | 800.455.6126 |

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LAKEFAIR 2019

50+ IN THE PARK



HERITAGE PARK

GAMES
PRIZES
GIVEAWAYS

GRAND PRIZE DRAWINGS
10:45 & 1:15
(MUST BE PRESENT)



ENTERTAINMENT EXPLOSION 9:45 TO 10:45



OFF BOULEVARD 11:00 TO 12:15



MEMPHIS BELLES "USO SUMMER TOUR" 12: T 2:

Find Us On Face

Presenting Sponsor

Senior Action NETWORK
THURSTON · MASON · LEWIS

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WASHINGTON ORTHOPAEDIC CENTER

FIELDSTONE COOPER POINT

The Firs, First Light Home Care, Garden Courte, The Sequoia, Patriots Landing, Roolan Healthcare, Brookdale- Olympia West, WoodLawn Funeral Home & Cemetery, Olympics West Senior Living, Beam, Premera, Prestige Senior Living- Rosemont, Geneva Woods, Assured Home Health & Hospice, Cottages of Lacey, Bellevue Healthcare, Advanced Healthcare, Comfort Keepers, Sound Options, Humana, Foot & Ankle Surgical Associates, The Hampton

FRIDAY JULY 19TH 9 – 2:3

Lakefair Main Stage Schedule

ednesday 17th

n - 3:00.....
nan and Friends
oree

- 4:30.....
r Sprites

- 6:00.....
ipple Effect

till over.....
of the Bands

hursday, 18th

n - 1:00.....
edFit

- 1:45 .....
man

- 3:00.....
ien Pate

- 4:30.....
n Figures

- 6:30.....
wantowne Pirates

- 8:00.....
air Princess
ches

8:30 - 10:00.....
DJ Tabby West

Friday, 19th

9:30 - 2:30.....
50+ in the Park

3:30 - 4:00.....
No Names

4:30 - 5:30.....
Face the Sun

6:00 - 7:00.....
Damn the Flood

7:30 - 8:30.....
Crossing Crusades

9:00 - 10:30.....
Lil Devil – The Ultimate Cult Tribute featuring Lez Warner from The Cult

Saturday, 20th

Noon - 12:30.....
South Bay Dance

12:45 - 1:30.....
MixxedFit

1:35 - 1:45.....
Search and Rescue

2:00 - 3:00.....
Groove Lab

3:30 - 5:00.....
Lemmings

7:00 - 8:30 .....
Steel Grit

9:00 - 10:30.....
Humptulips

Sunday, 21st

Noon - 2:00 .....
Rhythm Fire Kids

2:30 - 3:30.....
ChXsen

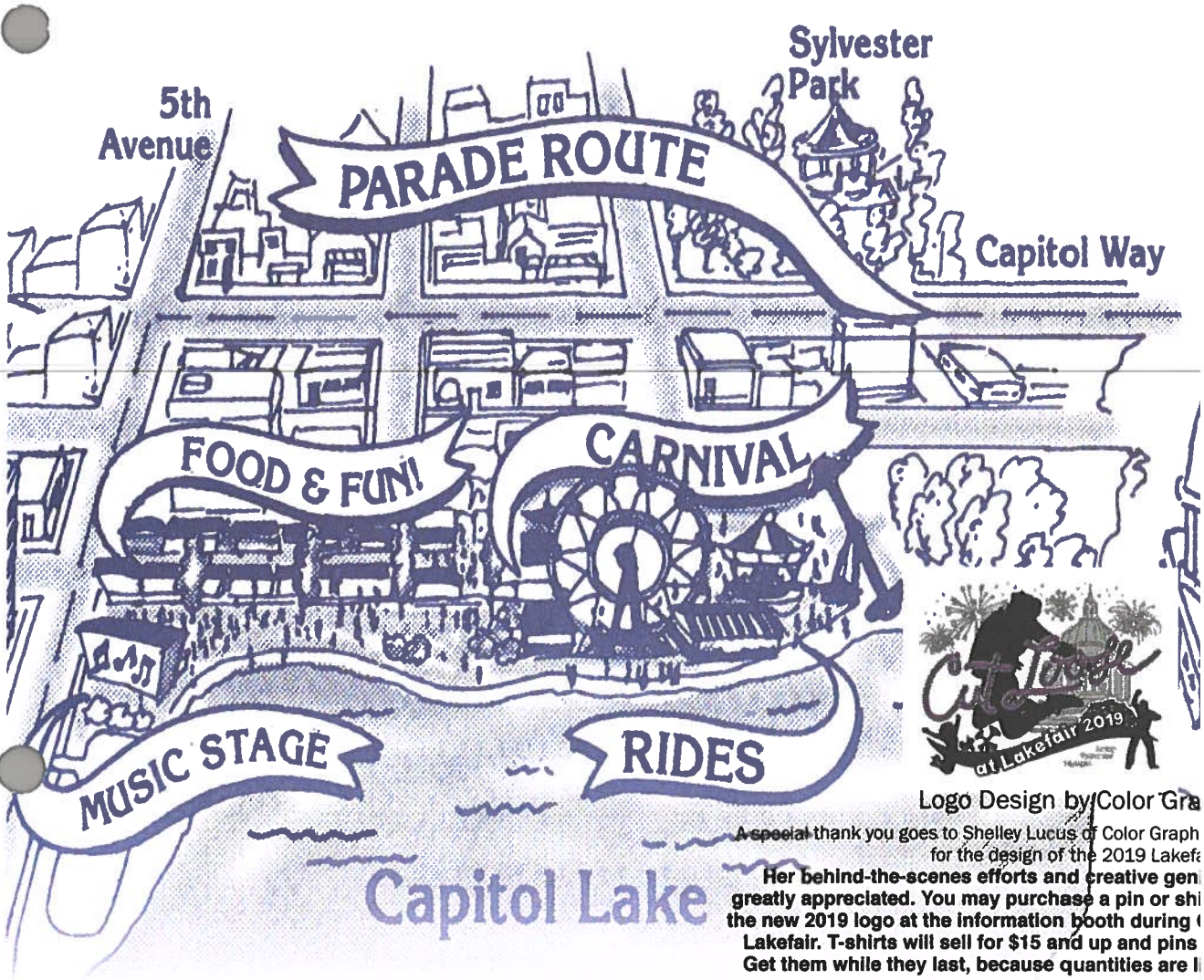
4:00 - 5:00.....
Sacred Music Tribe

5:30 - 6:30.....
Hard Time

7:00 - 8:00.....
Baby and the Nobodies

8:30 - 10:00.....
The Infinity Project – The Northwest's Premier Journey Tribute Band





Logo Design by Color Gra

A special thank you goes to Shelley Lucus of Color Graph for the design of the 2019 Lakefa Her behind-the-scenes efforts and creative gen greatly appreciated. You may purchase a pin or shi the new 2019 logo at the information booth during Lakefair. T-shirts will sell for $15 and up and pins Get them while they last, because quantities are l

Lakefair Week Events – Visit www.lakefair.org/events for more informa

Wednesday, July 17

Noon - 11pm	Carnival, Food Concessions, Arts & Crafts Vendors, Entertainment Open
6pm	High School Battle of the Bands @ Main Stage

Thursday, July 18

Noon - 11pm	Carnival, Food Concessions, Arts & Crafts Vendors, Entertainment Open
7pm	Royalty Night @ Main Stage

Friday, July 19

9am - 2:30pm	50+ at the Park @ Main Stage
Noon - 11pm	Carnival, Food Concessions, Arts & Crafts Vendors, Entertainment Open
0pm - 8:30pm	Car Show @ Marathon Park

Saturday, July 20

7am -Noon	Lakefair Runs
9am - 6pm	Basketball Tournament @ State Capitol Grounds
Noon - 11pm	Carnival, Food Concessions, Art & Crafts Vendors, Entertainment
Noon - 4pm	Kids' Day @ Sylvester Park
5pm - 7pm	Grand Parade (Pre-parade @ 4:3

Sunday, July 21

9am - 4pm	Basketball Tournament @ State Capitol Grounds
Noon - 11pm	Carnival, Food Concessions, Art & Crafts Vendors, Entertainment
10pm	Grand Finale Fireworks @ Capitol Lake

Memories and More



; Cassidy face painting at Arts Walk.



Car Show on Friday afternoon of Lakefair Week.



Wet day for the float in New Westminster, BC.



Lakefair Court volunteering at Rotary auction event.

Have FUN!
AT LAKEFAIR!
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Nondiscrimination Statement

Capital Lakefair does not discriminate against an employee or client on the grounds of race, creed, color, national origin, age, sex, marital status, veteran status, sexual orientation, or the presence of any disability.

Old Man IV

The boat and crew of the U.S. Navy Region Northwest Command Cutter "OLD MAN IV" will be docked once again at Percival Landing on the Olympia Waterfront during Lakefair Week. Visiting hours for the public are scheduled Friday-Sunday from 10am to 3pm. "OLD MAN IV" was built in 1957 in Washington State at the Puget Sound Naval Shipyard in Bremerton. It was originally built 62 years ago in 1957; the same year as the inaugural season of Capital Lakefair. The 50-foot-long antique wooden boat serves as a ceremonial platform and is powered by twin diesel engines.



Ph

Command cutter Old Man IV will be open to the publi Lakefair weekend.

Funtastic Wristbands

"Back for 2019, wristbands are available for unlimited rides on the day of your choosing! Wristbands may be preordered for $32* at www.lakefair.org/wristbands or purchased on-site for the standard price of $42* July 17-21, 2019. Individual tickets are also available.

Each wristband is good for unlimited rides for one person, 3 free games and a select food item from a Funtastic Food Stand (doesn't include non-profit food vendors located at 5thand Water St). Wristbands are good for one day between the hours of Noon-10pm daily and must be purchased by 8 pm if ordering on-site.

Games and rides at Lakefair Week are provided by F Traveling Shows. For more information visit www.funtasticsho email contact@funtasticshows.com or call 503.761.0989. M height for most rides is 36" or 2 years of age, other restricti apply and vary by ride.

**Preorder offer ends 7/16/19 @ 11:59 pm, fees may ap subject to change without notice."*

Just Possibly...
the World's Finest Carnival
Wristbands Everyday!

CH5985076

All games and rides in place during Lakefair Week are provided by Funtastic Shows 2019.
Wristbands will be available all 5 days of our summer festival! Each wristband provides unlimited rides from 12 - 10pm that day only, 3 games and your choice of a corn dog, medium drink or popcorn from Funtastic Shows food stands (does not include food row at 5th Ave. and Water Street.)

Pre-order now at lakefair.org for $32 and save 25% off the standard price of a wristband, must be ordered before July 16th at 11:59pm. After that, wristbands will available on-site for $42 each and may be purchased before 8pm that day. The minimum height for most rides is 36" or 2 years of age, however this depends on the specific ride.

akefair Grand Finale
ireworks Display



Capital Lakefair is proud to present the 2019 and Finale Fireworks Display beginning at dark on nday, July 21st over Capitol Lake in Olympia. Every year, Lakefair organizers promise a bigger d better display than the year prior. This season is exception thanks to a generous sponsorship from ashington's Lottery. This annual favorite is one you n't want to miss.

Capital Lakefair continues to work with the State Washington, City of Olympia and Fire Marshall to sure that, in 2019 and into the future, there will be lace along the shores of Capital Lake for staging e Lakefair festival and fireworks.

The much-anticipated 2019 Grand Finale Fireworks splay will again excite our citizens from near and r.

The show utilizes a wide variety of colors and fects including component shells, patterns, long ration, color changing, crackling palms, flitters, rgeous giant display candles in fanned and isscross effects, fanned multi-shot barrages and a ell list unequaled in colors and effects to provide e ultimate in fireworks entertainment.

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

VCB of Thurston Co -Experience Olympia & Beyond			91-1735847
Organization/Agency			Federal Tax ID Number
Annette Pitts			CEO
Contact Name			Title
P.O. Box 1394		Olympia WA	98507
Mailing Address		City State	Zip
	509-881-8587		Annette@expereienceolympia.com
Work Phone	Cell Phone	Fax	Email Address

☒ Tourism Promotion Activities

☐ Tourism-Related Facility

☐ Events/Festivals: _____
Name of Event/Festival *Location* *Date*

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 119,429

CERTIFICATION

I hereby state on behalf of Visitor & Conv Bur of Thurston Codba EOB that:
Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☒ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☐ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

	Annette Pitts	8/30/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

Experience Olympia & Beyond (EOB) will fulfill the obligations as set forth in RCW 67.28.080 for Thurston County and Lacey, specifically. Our mission is to strengthen the region's economy by developing meaningful experiences and promoting travel to vibrant Thurston County. We are committed to fostering collaboration and increasing Lacey's visibility through the execution of our 2022 Destination Development Plan. This plan will serve to co-brand, promote and market Lacey through a strategic suite of initiatives, including: digital and print advertising, content marketing, social media, group sales, media relations, sports commission sales and marketing, Certified Tourism Ambassador training program, visitor call center, maps and guides.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 6,617
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 17,187
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: ~~48~~ 42,967
   - **Attend but are not included** in one of the categories above: 26
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 6,875

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   Lacey's lodging tax will be combined with other VCB funding to promote Lacey and Thurston County as a visitor destination. Through the use of new,innovative research, location and interest-based digital advertising, new Experience Lacey content, group and sports sales efforts, and a newly deployed industry-leading website with increased SEO and consumer visibility, the VCB will increase interest in the area, and inspire more visitors to choose this area for leisure trips and group/sports events.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   EOB's work focuses on generating visitor spending, tax revenues and hospitality industry jobs by attracting tourism to Lacey and Thurston County. The Tourism Economics 2020 Travel Impacts Study reports Thurston County's total destination spending at $345.3 million and supported 5,173 community jobs. Estimated economic impact for sports tourism in 2022 is $1,445,088.00.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   Please see Supplemental Question 3 attached

4. **Is there a host hotel for your program's event:**

   N/A. We work with all Lacey hotels.

5. **What is target age group(s) of your event or activity?** Baby Boomers and Milennials

6. **Describe the community appeal and/or support of your program:**

If there was ever a time when collaboration and strategic partnerships in tourism were essential, it is now as we all continue adjusting throughout the pandemic. Having expertise in the latest tourism economic recovery strategies is essential today and our team can bring that to the table for Thurston County and the City of Lacey through innovative research and destination marketing.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**

1. Lodging Tax Lacey	$100,000
2. Lodging Tax Tumwater	$60,000
3. Lodging Tax Olympia	$115,000
4. Tourism Promotion Area Assessment	$975,000
5. Sponsorship	$64,000

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ☐ **Or increased funds:** $ 19,425 **Yes** ■ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

In effort to aid in pandemic-related economic recovery, we are investing in new research and marketing technologies to better target and communicate with our visitors. We will also be able to provide complete lodging market data including short term rentals, aiding Lacey community leaders in vastly new and impactful ways. Please see attachment for additional details.

13. **Event Location:** _____ ■ **Lacey** ■ **Lacey's Urban Growth Area**

■ **Other** entire county

14. **Date(s) of event:** year round

15. **Single or multi-day event:** year round tourism and sports promotion, marketing and research

16. **Projected attendance:** _____

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

August 29, 2021

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

Dear Lacey LTAC Members,

Thank you for continuing to support the work of Experience Olympia & Beyond (EOB). As leaders in Thurston County's tourism industry, the City of Lacey along with the Experience Olympia & Beyond Board and Staff must look forward, working in partnership, and there is simply no more challenging time to do this than throughout a pandemic. While the COVID-19 pandemic is not yet in our rearview mirror, the time is at hand to begin affirming proactive, results-oriented planning followed by research-based marketing tactics and development initiatives. This year's City of Lacey LTAC support request will help fund our 2022 Destination Development Plan. This plan will create a dynamic blueprint with which to guide the Experience Olympia & Beyond team as it transitions from a nearly exclusive recovery focus to one that lays the foundation for meaningful, measurable economic growth. It will also set the stage for a long-range professionally-facilitated Destination Master Plan.

As you will see, our 2022 application requests diversified funding support. Support requested will fund increasingly collaborative destination marketing and development work, sports sales and marketing, and the City of Lacey's percentage of costs associated with a suite of new research products to help not only guide EOB's destination development and marketing work, but to also help arm the City of Lacey with information to better guide its development decision-making as well as we work toward economic recovery and sustained growth.

As you know, Lodging Tax is intended to serve as a self-regenerating fund. Investing in strategically-focused, data-driven tourism promotion while adhering to the latest public health and safety guidelines, drives visitation and overnight stays thus generating more lodging tax for future use. We look forward to working with you in 2022!

Thank you for your time and consideration.

Sincerely,

EXPERIENCEOLYMPIA.COM
T (360) 704-7544
P.O. Box 1394, Olympia, WA 98507
The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.

City of Lacey Lodging Tax Application

Question 3 Supplement

3. Describe how you will encourage support of Lacey businesses, restaurants, and retail:

As noted in our application, Lacey businesses, restaurants and retail will be supported through their inclusion in a new website, a new Experience Lacey guide, through digital direct marketing, public relations and sports tourism marketing referrals. Please see the following expanded detail:

NEW EXPERIENCE LACEY CO-BRAND

The Experience Olympia & Beyond team understands and appreciates the communication we've received regarding the City of Lacey's desire to feel more included and represented through VCB branding work. To address this, we will be creating a series of co-brands for each Thurston County community including the City of Lacey, that will adopt the Experience Olympia & Beyond brand design guidelines, mirroring the brand style, but representing Experience Lacey instead. The new Experience Lacey co-brand will be featured on the experiencelacey.com section of the new website and in the upcoming new Experience Lacey digital guide, to be downloadable from the experiencelacey.com section on the new website.

NEW WEBSITE & EXPERIENCELACEY.COM SUBDOMAIN

Experience Olympia & Beyond currently operates a mobile-responsive website (experienceolympia.com) but it is time to update, expand the effectiveness of our site, and speak to the City of Lacey's need for it's own co-branded tourism presence. The new experienceolympia.com website will contain dynamic content including video, mapping, articles and itineraries that will better help guide visitors throughout the county (including Lacey) and it will also employ the use of subdomains such as experiencelacey.com. The experiencelacey.com subdomain will point to a new, expanded section of experienceolympia.com that will also be home to new, professionally-procured images and video clips well as links to Lacey tourism attractions, activities, events, lodgings, restaurants and Chamber of Commerce. Lacey will also continue to be featured on the experienceolympia.com home page.

RESEARCH, TRAVELER AND COMPLETE LODGING MARKET DATA

The Experience Olympia & Beyond team is committed to making destination development decisions that deliver the most significant economic benefit and value to Thurston County communities possible including the City of Lacey. We understand that in order to accomplish this we need to make development and marketing decisions that represent a shoring up Thurston County assets and our travelers' needs. Through the application of new, innovative tourism research technologies we will be able to derive and share highly accurate information about the following:

- Where are our Thurston County and City of Lacey travelers coming from?
- When looking at visitation to the area, what is the ratio of locals, day-trippers and those spending more than one night in Thurston County and Lacey?
- Where are visitors going when they come to Thurston County and Lacey?
- How long are visitors staying within Thurston County and Lacey?
- What is the economic impact of Thurston County and Lacey tourism?

- How many short-term rentals are located withing Thurston County and Lacey?
- What are the future bookings of short-term rentals that are located within Thurston County and Lacey?
- What is the economic impact of short-term rentals that are located within Thurston County and Lacey?
- How does our traveler behavior compare to our competitors?

By leveraging this information, not only will our work become more effective and efficient, but more flexible and nimble as well as the tourism landscape changes, whether in response to the COVID-19 pandemic or socio-political dynamics.

ADVERTISING

Experience Olympia & Beyond will strive to reach targeted consumers throughout their hierarchy of decision-making, whether in the dreaming, planning or sharing stages. We understand that different advertising channels reach prospects at different phases on their planning cycle. We will also make advertising decisions that capitalize on consumer trends. The drive market will no doubt continue to hold strong as the COVID-19 pandemic continues, so connecting with scenic byway and road tripping products will be a significant driver.

Location and Interest-Based Digital Advertising. Experience Olympia & Beyond will target high-value travelers (those most likely to travel to the area and spend more than one overnight) and send rich, dynamic communications to their mobile devices based on combination of their physical location and their personal interests. Once travelers are within the geofenced area (Thurston County) they will receive additional communications again, based on their location (obtained from their mobile device) and their personal interests (affinities).

Print Advertising. Print advertisements will be placed based on a combination of the product's ability to reach a targeted audience and it's overarching seasonal shelf life.

Google Adwords. Search engine marketing is an essential step in reaching prospective travelers, driving to our website and ultimately, to Thurston County and Lacey.

PUBLIC RELATIONS

The Experience Olympia & Beyond team is committed to growing and nurturing our relationships with our travelers AND our community partners. We understand that in order to maximize our ability to support economic growth in Thurston County through tourism, our travelers need to not only understand what our region has to offer, but they need to trust us as a resource and partner in planning and supporting their excursion. And likewise, we need to build trust that will foster improved collaboration with our community partners including the City of Lacey. Our public relations work represents programming that aims to meet both of these sets of needs:

- *Shared Content Marketing.* We will be working with professional photographers and videographers that will work in tandem to create visual content that speaks to our travelers in a personal and engaging way. This content will feed our social media and website and will also be shared with the City of Lacey for its use. A video series will also be created and shared on social media to motivate connection with and travel to our destination. Lacey will also be featured in this video program. New content such as blogs and/or articles will be written featuring Lacey, which will also be shared out on social media throughout the year.
- *Media Relations.* We will be working with an industry-leading public relations firm to pitch stories to media throughout the year in effort to yield earned media representing Thurston County and the City of Lacey. They will also assist in the development of influencer marketing partnerships, familiarization (FAM) tours and crisis communications if needed.
- *Meeting & Event Sales.* Lacey's hotels and meeting facilities will be promoted to targeted meeting and event planners. Lacey properties will be promoted at industry tradeshows and events. We will build relationships with decision makers to bring small and mid-sized events to the region and send leads to Lacey hotels and facilities.

SPORTS COMMISSION

The Sports Commission is dedicated to promoting Lacey's regional facilities and assets to sporting event coordinators/directors.

- *Sponsor sporting events* such as WIAA Championships and Flag Football Tournaments to keep and attract events to Lacey
- Bid fees that sweeten the deal for groups that may be on the fence between a couple locations
- Build and maintain relationships with *event influencers*
- Produce and distribute a *sports facilities guide* featuring the RAC, St. Martins and local lodgings
- Continue connecting area professionals focused on growing the sports market through *ongoing outreach*
- Attend sports specific Trade Shows (i.e. Sports ETA) promoting Lacey, specifically the RAC, with or without city of Lacey staff, to procure regional and national events
- Support the RAC through the provision of *economic output data* (Economic Impact Calculator)

EVENT PROMOTION

Experience Olympia & Beyond will promote Lacey events through our online events calendar, media pitches, social media, blogs, e-newsletters and our Visitor Guide.

VISITOR SERVICES

The VCB employs a multi-faceted visitor services model to better reach visitors where they're at. The new model includes:

- Call center that offers customer support and concierge service.
- Certified Tourism Ambassador program that certifies service staff of hotels, restaurants and attractions- providing a better informed and consistent visitor experience throughout the region.
- Partnering with regional community organization/businesses that operate visitor centers (such as the Lacey South Sound Chamber of Commerce) to provide additional resources for area information, allowing visitors to find information throughout the county.

VISITOR GUIDE

The Visitor Guide implements an editorial storytelling approach to inspire visitors to visit Lacey and Thurston County. It will be distributed in strategic locations using Certified Folders (such as: Seattle Southside, Washington Coast, SeaTac Airport and more) and upon request. Lacey and its lodgings are included in addition to a Lacey City Map.

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/02/2021
Effective Date: 08/02/2021
UBI #: 601 738 394

EXPRESS ANNUAL REPORT WITH CHANGES

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:
809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, UNITED STATES

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

Expiration Date:
09/30/2022

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

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY	809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, USA	PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

PRINCIPAL OFFICE

Phone:
3607047544

Email:
KELLY@EXPERIENCEOLYMPIA.COM

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2021080200463319 - 1
Received Date: 08/02/2021
Amount Received: $10.00

Street Address:
809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, USA

Mailing Address:
PO BOX 1394, , OLYMPIA, WA, 98507-1394, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	DAVIDSON
GOVERNOR	INDIVIDUAL		CHRISTINA	DANIELS
GOVERNOR	INDIVIDUAL		SUE	FALASH
GOVERNOR	INDIVIDUAL		KELLY	GREEN

NATURE OF BUSINESS

- DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

EFFECTIVE DATE

Effective Date:
08/02/2021

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?
NO
2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16⅔ percent interest in the entity?
NO
a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?
NO
3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?
NO

You must report a Controlling Interest Transfer Return **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:
KELLY CAMPBELL
Email:
KELLY@EXPERIENCEOLYMPIA.COM
Address:
PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

AUTHORIZED PERSON

Person Type:
INDIVIDUAL

First Name:
KELLY

Last Name:
CAMPBELL

Title:
VP OF FINANCE & ADMINSITRATION

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

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Overview
Accrual Basis — January through December 2022

	Jan - Dec 22
Ordinary Income/Expense	
Income	
40000 · LTAC	
40110 · LTAC-Lacey	80,000.00
40115 · LTAC - Lacey Sports	20,000.00
40120 · LTAC-Olympia	100,000.00
40125 · LTAC-Olympia Sports	15,000.00
40130 · LTAC-Tumwater	50,000.00
40135 · LTAC -Tumwater Sports	10,000.00
40140 · LTAC-Yelm	10,000.00
Total 40000 · LTAC	285,000.00
40200 · Membership	10,800.00
40300 · Private Funds	
40310 · Advertising	44,870.00
40320 · Event Income	16,400.00
40330 · In Kind Income	1,500.00
40350 · Sponsorship Tourism	64,000.00
Total 40300 · Private Funds	126,770.00
40400 · TPA Income	975,000.00
40500 · Public Funds	100,000.00
Total Income	1,497,570.00
Gross Profit	1,497,570.00
Expense	
50100 · Marketing & Communications	
50110 · Advertising	161,482.00
50120 · Content Development	78,700.00
50130 · Distribution	16,650.00
50140 · Layout & Design	56,200.00
50150 · Media FAM Tours	10,000.00
50160 · Membership & Research	55,340.00
50170 · Printing & Brochures	9,500.00
50180 · Product & Development	35,800.00
50190 · Promotional Items	2,500.00
50300 · Visitor Guide	82,870.00
50400 · Website	77,500.00
50500 · Visitor Services	11,500.00
Total 50100 · Marketing & Communications	598,042.00
51000 · Community Relations	
51100 · Annual Meeting	33,075.00
51200 · Meals & Registrations	1,800.00
51500 · Sports Awards	12,825.00
Total 51000 · Community Relations	47,700.00
52000 · Sales	
52100 · Tradeshows & Sales Missions	28,520.00
52200 · Event Sponsorship & Bid Fees	61,000.00
52250 · Sports Contract Services	0.00
52300 · FAM Tours	2,500.00
52400 · Client Entertainment	2,000.00
Total 52000 · Sales	94,020.00
60000 · Operations	

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Overview
Accrual Basis — **January through December 2022**

	Jan - Dec 22
60100 · Personnel Expense	606,424.57
60200 · Internet and Technology	21,765.00
60310 · Rent & Facility Charges	34,950.00
60320 · Equipment	5,000.00
60340 · Insurance	5,000.00
60360 · Licenses & Fees	200.00
60380 · Postage and Shipping	2,000.00
60400 · Professional Development	21,100.00
60410 · Printing	2,200.00
60500 · Professional Fees	11,250.00
60550 · Repairs & Maintenance	500.00
60570 · Supplies	5,000.00
60580 · Travel Expenses	24,595.00
60600 · Bank Charges	600.00
Total 60000 · Operations	740,584.57
61000 · TPA Administration	
61105 · Marketing & Operations	4,510.00
61200 · Professional Fees	13,500.00
Total 61000 · TPA Administration	18,010.00
Total Expense	1,498,356.57
Net Ordinary Income	-786.57
Other Income/Expense	
Other Income	
98100 · Interest Income	1,500.00
Total Other Income	1,500.00
Net Other Income	1,500.00
Net Income	**713.43**

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Gateway Rotary Club of Thurston County	30-0695208
Organization/Agency	Federal Tax ID Number
Nathan Peters	President-Elect
Contact Name	Title
PMB 404 - 1401 Marvin Rd Suite #307	Lacey WA 98516
Mailing Address	City State Zip
360-789-8175	gatewayrotary1@gmail.com
Work Phone / Cell Phone / Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: Brats, Brews & Bands Festival (*Name of Event/Festival*) Huntamer Park (*Location*) 8/30/2021 (*Date*)

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 5,000

CERTIFICATION

I hereby state on behalf of Gateway Rotary Club of Thurston County (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

	Nathan Peters, President-Elect	8/30/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

The Brats, Brews and Bands (BBB) Festival is a large, fun community event. It is the primary annual fundraiser for Gateway Rotary Club. Proceeds from the event flow back into the community through the Club's Community Grant Program. An annual grant cycle is held where nonprofit organizations serving youth and literacy (the Club's areas of focus) are awarded grants. In the last round of grants, the club awarded $20,000 to 10 local nonprofits, which included the Boys and Girls Clubs of Thurston County, Homeless Backpacks, South Sound YMCA, Lacey MakerSpace and others

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 50
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 50
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 300
   - **Attend but are not included** in one of the categories above: 2,500
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   The BBB budget does not have flexibility except around marketing and promotions. The fixed costs for rentals, venue, food, bands and vendors are based on research and actual proposals. The amount of marketing and promotions depends directly on receiving LTAC funds as in previous years. The lodging tax dollars helps us increase our advertising reach, and will be used to purchase additional radio ads, additional printing and distributions of flyers, and an increased social media ad presence.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   The BBB Festival has exponentially grown over the last nine years. As more attendees come to the festival, purchase their tickets online, and attend from out of the county, there are more individuals in the area to stay overnight at hotels while experiencing the foodie culture within the city. We do heavy digital advertising using LTAC funds so we can track and advertise out of the area.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   The bulk of tickets are purchased pre-sale online through the Club's event website. We include a webpage that features the local partner hotels, participating restaurants and local food truck vendors in Lacey. A large part of the event budget is sponsorships, which highlights the supporting small businesses. We have a sponsors webpage highlighting those businesses and signage at the event.

4. **Is there a host hotel for your program's event:**

   Gateway Rotary Club plans to partner with several local hotels in the Lacey area, as the hotels come back online and are prepared and staffed. The variety of hotels both within walking distance of this event and within a short drive mean we can offer various packages and incentives to partner hotels to share with guests.

5. **What is target age group(s) of your event or activity?** The BBB is a 21+ event.

6. **Describe the community appeal and/or support of your program:**

The BBB is a 21+ event, which adds to the appeal with so many local family-friendly events taking place. Over the years, the event has attracted and retained a crowd who enjoys the bands of all musical genres, beer drinkers/tasters, food and wine festival attendees, and have the discretionary income to purchase the admission fee as well as travel to the event and stay in town for the weekend.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. admission tickets $90,750
   2. sponsorships $33,000
   3. purchases at event $2,000
   4. vendor fees $1,700
   5. grants $15,000

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ☐ **Or increased funds:$**_____ **Yes** ☐ **No** ■

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Huntamer Park ■ **Lacey** ☐ **Lacey's Urban Growth Area**

    ☐ **Other**_____

14. **Date(s) of event:** Saturday, September 10, 2022

15. **Single or multi-day event:** one-day festival

16. **Projected attendance:** 3500

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/21/2020
Effective Date: 08/21/2020
UBI #: 603 133 274

Annual Report

BUSINESS INFORMATION

Business Name:
ROTARY CLUB OF GATEWAY-THURSTON COUNTY

UBI Number:
603 133 274

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES

Principal Office Mailing Address:
3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES

Expiration Date:
08/31/2021

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
08/01/2011

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, CIVIC

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
TREASURER	3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES	1401 MARVIN RD NE, PMB 404, LACEY, WA, 98516-5710, UNITED STATES

PRINCIPAL OFFICE

Phone:
3607906548

Email:

GATEWAYROTARY1@GMAIL.COM

Street Address:
3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

Mailing Address:
3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	JONES

NATURE OF BUSINESS

- CHARITABLE
- CIVIC

EFFECTIVE DATE

Effective Date:
08/21/2020

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?
NO
2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?
NO
a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?
NO
3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?
NO

You must report a Controlling Interest Transfer Return **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:
MICHAEL E JONES
Email:
MEJONES8@COMCAST.NET
Address:
3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

UPLOAD ADDITIONAL DOCUMENTS

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

EMAIL OPT-IN

☑ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
MICHAEL

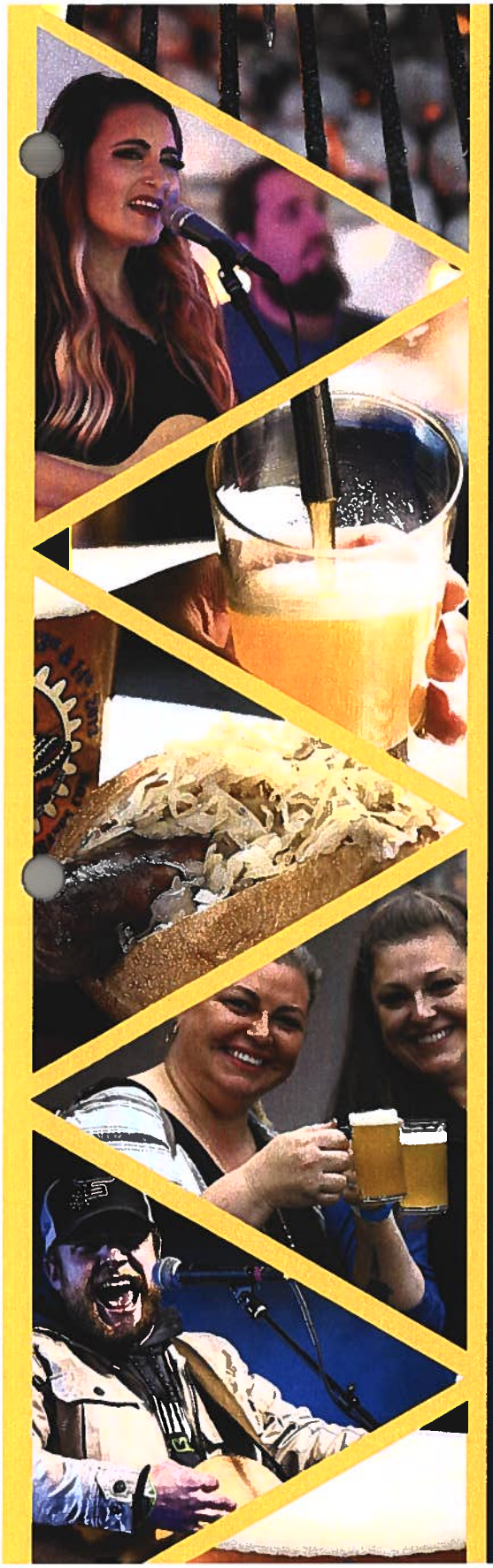
Last Name:
JONES

Entity Name:
ROTARY CLUB OF GATEWAY

Title:
TREASURER

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

Marketing and Promotions		2021 Budget	2022 Proposed	Notes	LTAC Funding
	Advertising	$7,000.00	$4,000.00	digital/other $5,500	$1,500.00
	Graphic Design	$1,000.00	$1,000.00	website build, marketing and promtional collateral design	$1,000.00
	website		$100.00	hosting	
	Printing	$1,000.00	$1,500.00	coasters $1,000; posters/flyers $500	
	Radio		$3,000.00	5 county reach	$2,000.00
	Signage	$2,000.00	$500.00	yard signs (some left over)	
	Social Media	$150.00	$1,000.00	Purchased/sponsored ads	$500.00
Total Marketing and Promotions		**$16,150.00**	**$11,100.00**		**$5,000.00**



BRATS BREWS BANDS

PRESENTED BY: Gateway Rotary Club

SEPTEMBER 11, 2021
THE HUB AT LACEY
1PM-10PM

$25 PRE-SALE ADMISSION
INCLUDES 5 TASTES, TASTER CUP,
& COVER FOR 12+ BANDS

WWW.BRATSBREWSANDBANDS.COM

Chicago Title · Country Financial · LeMay · South Sound Softwash · Ovation Technology · Axia Home Loans · Capital Mall · Hometown Property Management · Rants Group · South Puget Sound · Tom Carroll · TwinStar Credit Union · Columbia Bank · ghb · Navigate Financial · Phillips Burgess PLLC · Saint Martin's University · Sawston · TAS · Tested to Kill

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey South Sound Chamber of Commerce	91-0842081
Organization/Agency	Federal Tax ID Number
Blake Knoblauch	Executive Director
Contact Name	Title
3925 8th Avenue SE Ste C	Lacey WA 98503
Mailing Address	City State Zip
360-491-4141	360-491-9403
Work Phone	Fax
	blake@laceysschamber.com
	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: 2022 Golf Classic (*Name of Event/Festival*) Hawks Prairie Golf (*Location*) 5/13/2022 (*Date*)

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 10,000

CERTIFICATION

I hereby state on behalf of Lacey South Sound Chamber of Commerce (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED — **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

[signature]	Blake Knoblauch	8/26/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:
Our Annual Golf Classic Golf Tournament brings in visitors from all throughout the state and beyond. This sold out event provides the opportunity for local business owners to have a space on the course where all attendees will stop by, participate in activities and learn about their business.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 25
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 25
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 50
   - **Attend but are not included** in one of the categories above: 150
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 4

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   We will work with our marketing partners in Grays Harbor, Kitsap, Lewis, Mason, Pierce and Thurston counties to promote attendance from their communities. This Golf Tournament has a long standing history of bringing in guests from all of these counties

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   Our promotions for the tournament are geared to people who are looking for a day trip, overnight experience, a stay-cation with the family and participation in the event. We draw golfers and hole sponsors from throughout Western Washington who will all use our local markets, restaurants, recreation areas and lodging.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   We work with local businesses to supply everything we need to put on this event, from decor to rental items to food and beverage. Many of these businesses, and others, have tents set up to share business informtion, encourage participation in activities and share food or gifts to all who attend the event

4. **Is there a host hotel for your program's event:**

   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

5. **What is target age group(s) of your event or activity?** All Ages

6. **Describe the community appeal and/or support of your program:**

We are promoting the community appeal of Lacey by creating a platform for people to get to know Lacey and come experience all Lacey as to offer. We promote community events, life in Lacey and experiencing the South Sound

7. **Do you rely solely on LTAC funds from the City of Lacey?** Yes ☐ No ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Sponsors $19,800
   2. Golfers $15,250
   3. _____ $_____
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** Yes ☐ No ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** Yes ■ No ☐

11. **Is this application for new funds:** Yes ☐ No ☐ **Or increased funds:** _____ Yes ☐ No ■

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Golf Course @ Hawks Pr ■ **Lacey** ☐ **Lacey's Urban Growth Area**

    ☐ **Other** _____

14. **Date(s) of event:** May 13, 2022

15. **Single or multi-day event:** Single Day

16. **Projected attendance:** 250

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

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:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Principal Office Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Expiration Date:
10/31/2021

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROFESSIONAL ASSOCIATION, PROFESSIONAL ASSOCIATION

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

GOVERNORS

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

Golf Classic

2022

Item	Budget
Decorations	$100.00
Event Coordination/Marketing	$7,500.00
Food and Beverage	$6,000.00
50/50 Raffle Prize	$400.00
Hole in One Insurance	$250.00
Supplies	$500.00
Tropies/Awards	$100.00
Venue	$7,000.00
Signage	$1,500.00
Staffing	$4,000.00
GRAND TOTAL	$27,350.00

2021 South Sound Classic

Hosted by: Lacey South Sound Chamber of Commerce











2021 Golf Classic photos provided by Clair Ferris.

Tournament Highlights

“On Friday, May 14, The Golf Club at Hawks Prairies hosted hole sponsors, and golfers from all over the pacific northwest as the Lacey South Sound Chamber brought back their annual South Sound Classic golf tournament.

This community event promoted local businesses, brought golfers to the Lacey area, and they stayed with family, friends and in area hotels.”



2021 Golf Classic photos provided by Clair Ferris.

Attendee’s Traveled From: Canada, Idaho, Pierce & Thurston County

Local Businesses Involved: 31

Attendee Count: 144





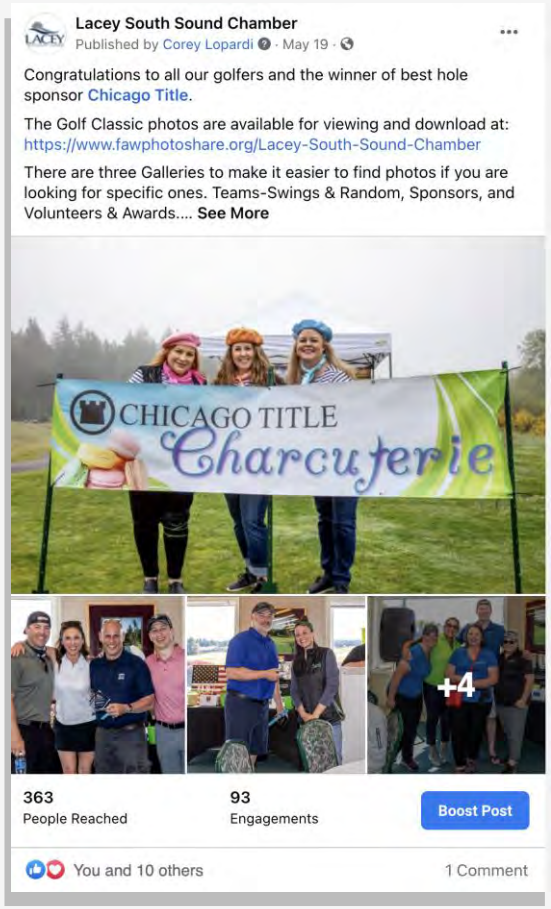


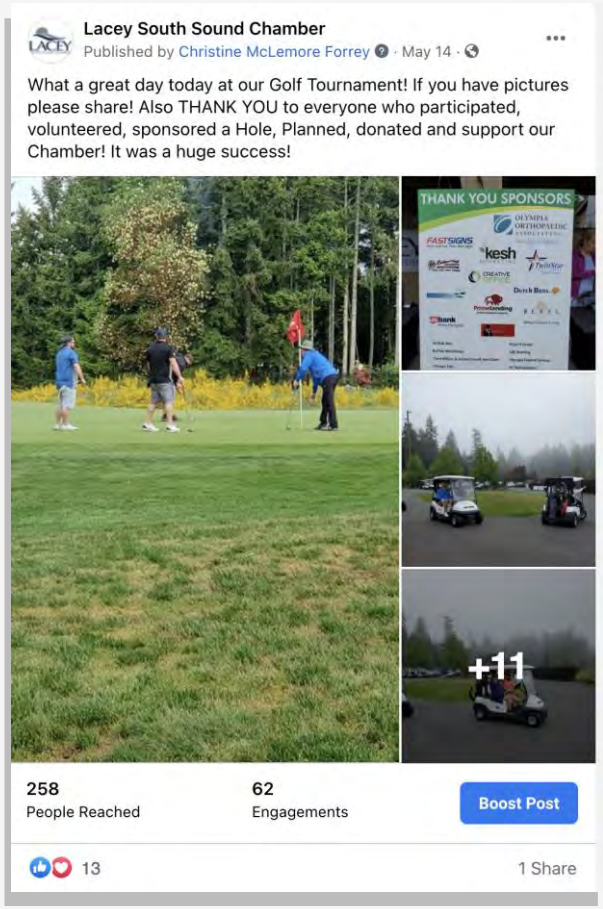


2021 Golf Classic photos provided by Clair Ferris.

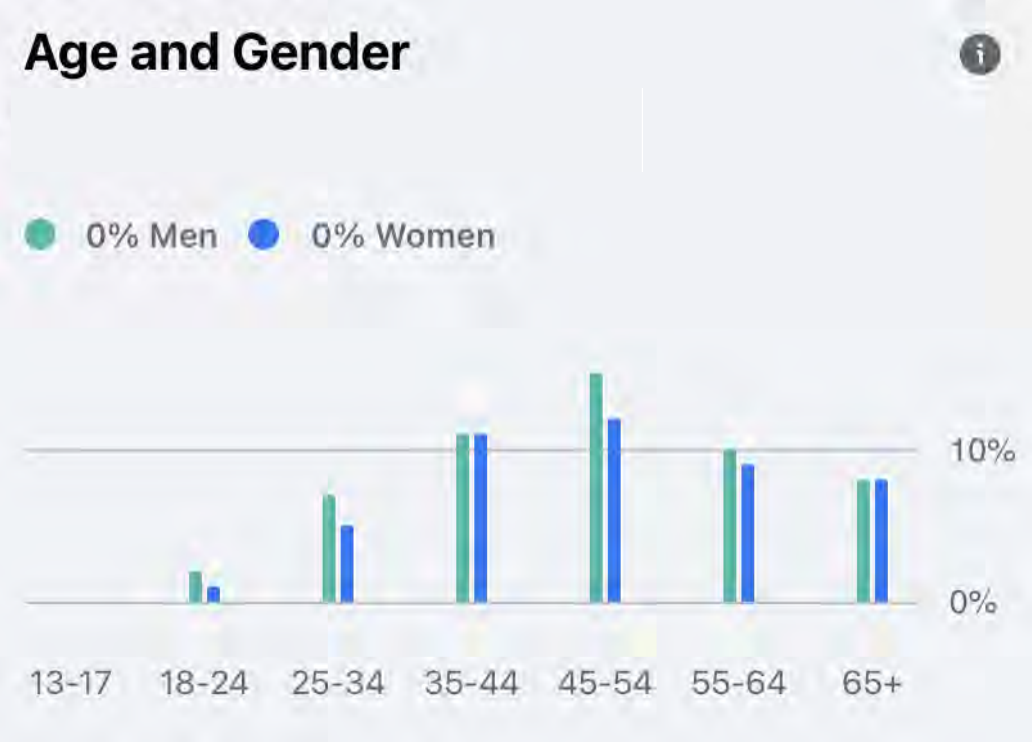
Facebook Highlights

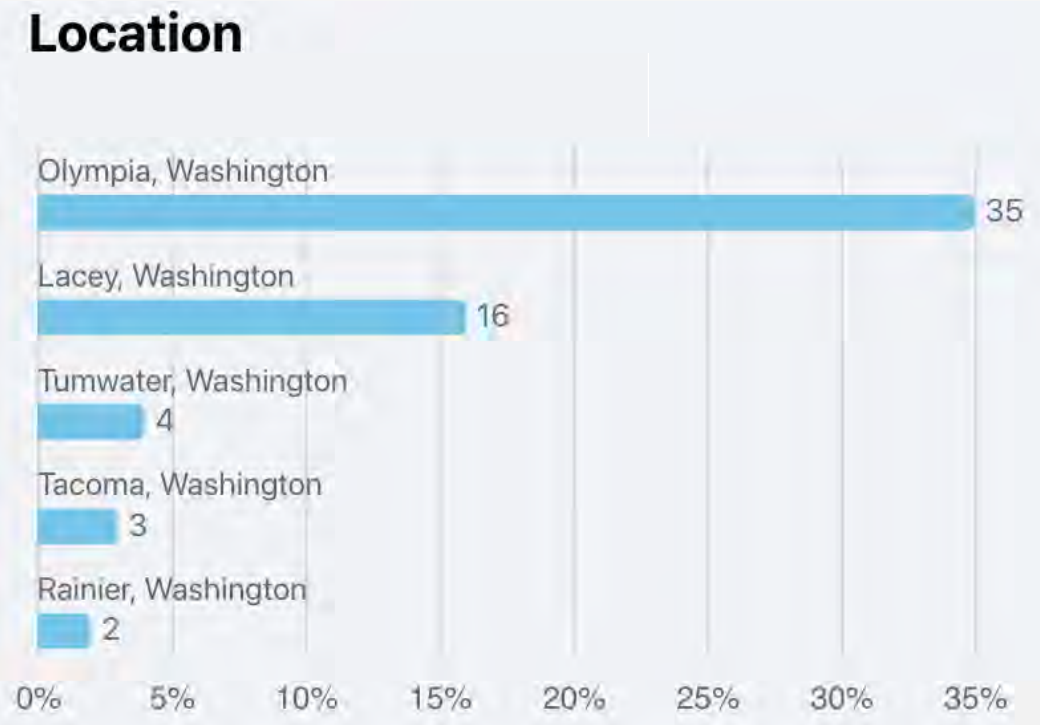






Facebook Audience/Demographics





Proposed 2022 Golf Classic – Marketing Expenses

Expense	AMOUNT
Decorations	$100.00
Event Coordination/Marketing	$7,500.00
Food and Beverage	$6,000.00
50/50 Raffle Prize	$400.00
Hole in One Insurance	$250.00
Supplies	$500.00
Tropies/Awards	$100.00
Venue	$7,000.00
Signage	$1,500.00
Staffing	$4,000.00



2021 Golf Classic photos provided by Clair Ferris.

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey South Sound Chamber of Commerce — Organization/Agency
91-0842081 — Federal Tax ID Number

Blake Knoblauch — Contact Name
Executive Director — Title

3925 8th Avenue SE Ste C — Mailing Address
Lacey — City
WA — State
98503 — Zip

360-491-4141 — Work Phone
Cell Phone
360-491-9403 — Fax
blake@laceysschamber.com — Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: South South BBQ Festival (*Name of Event/Festival*) Huntamer Park (*Location*) 7/9/2022 (*Date*)

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 20,000

CERTIFICATION

I hereby state on behalf of Lacey South Sound Chamber of Commerce (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Blake Knoblauch — SIGNATURE
Blake Knoblauch — PRINTED NAME
8/26/2021 — DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:
The South Sound BBQ Festival is a family-friendly community event held annually in July to promote local businesses and to capture the wonderful experience of the City of Lacey. The festival features food vendors, retailers, businesses, non-profits, breweries, wineries, restaurants and a large kid's zone. This festival draws people of all ages from all over Western Washington and showcases eat, play, stay and explore Lacey

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	60
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	500
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	400
• **Attend but are not included** in one of the categories above:	9,000
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	200

How will the funds received increase the number of people traveling for business or pleasure on a trip?
We will work with our marketing partners in Grays Harbor, Kitsap, Lewis, Mason, Pierce and Thurston counties to promote attendance from their communities. The South Sound BBQ Festival has a long history of bringing families into Lacey to stay and play.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

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. We draw participants and vendors from as far away as Canada and Oregon. These people use our local markets, restaurants and lodging during their stay whether it's for the day or an overnight stay.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**
We work with local businesses to supply everything we need to put on this event, from decor to rental items to food and beverage. Many of these businesses, and others, have booths at the event to share their product with well over 10,000 guests as they walk through the festival

4. **Is there a host hotel for your program's event:**
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

5. **What is target age group(s) of your event or activity?** All Ages

6. **Describe the community appeal and/or support of your program:**

We are promoting the community appeal of Lacey by creating a platform for people to get to know Lacey and come experience all Lacey as to offer. We promote community events, life in Lacey and experiencing the South Sound

7. **Do you rely solely on LTAC funds from the City of Lacey?** Yes ☐ No ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Sponsors $23,500
   2. Vendors $14,300
   3. Brat and Alcohol Ticket Sales $11,500
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** Yes ☐ No ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** Yes ■ No ☐

11. **Is this application for new funds:** Yes ☐ No ☐ **Or increased funds:** _____ Yes ☐ No ■

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** Huntamer Park ■ **Lacey** ☐ **Lacey's Urban Growth Area**
    ☐ **Other** _____

14. **Date(s) of event:** July 9, 2022

15. **Single or multi-day event:** Single Day

16. **Projected attendance:** 11,000

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

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:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Principal Office Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Expiration Date:
10/31/2021

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROFESSIONAL ASSOCIATION, PROFESSIONAL ASSOCIATION

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

GOVERNORS

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

BBQ Fest Expense Budget

2022

Item	Budget
Advertising	$10,000.00
Beer Garden	$3,550.00
Chamber Booths	$1,200.00
Decorations	$500.00
Entertainment and Stage Audio	$2,800.00
Event Coordination/Marketing	$10,000.00
Festival Supplies	$500.00
Permit	$60.00
Postage	$65.00
printing	$150.00
Rentals	$1,500.00
Venue	$3,225.00
GRAND TOTAL	$33,550.00

2019 South Sound BBQ Festival

Hosted by: Lacey South Sound Chamber of Commerce



South Sound BBQ Festival – Marketing Expenses

BUSINESS	WORK	AMOUNT
Mixx 96.1 Radio	Radio Spots	$750.00
94.5 Roxy Radio	Radio Spots	$625.00
KAYO/KGY Radio	Radio Spots	$1,665.00
Media Marketing Solutions	Video Production	$1,500.00
Local Businesses	Event Signage	$1,800.00
Capital Mall	6-Week Contract for Signage Promo	$2,250.00
ProForma	Promo Products	$990.00
ProForma	Beer Garden Coasters & Signage	$720.00
VCB	Print Ad	$800.00
ThurstonTalk	Online Articles	$1,000.00
LiveGauge	Crowd Gauge	$500.00
Facebook	Advertisement	$100.00
N/A	Postage/Printing	$500.00
The Silver Agency	Rack Cards & Posters	$300.00
South Sound High School	T-Shirts	$500.00



*These figures do not include the expenditures of rental equipment, venue, staffing, or supplies. Total Expenses: Approximately $41,000.00


LACEY
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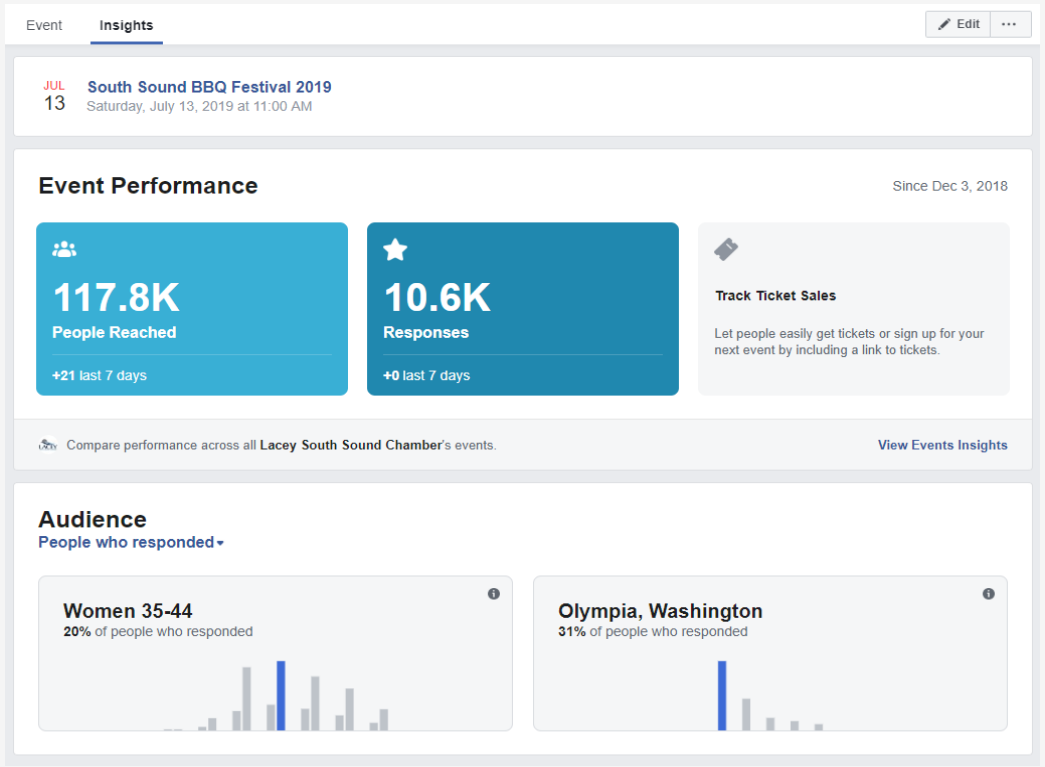

Soft Rock for the Great Northwes
Mixx 96.fm KXXO
www.mixx96.com


FASA
FAMILY WELLNESS
Step on UP!
Spin the Wheel


Old Red Barn Popping Co
Thanks for Poppin' By!

Top Performing Marketing Platforms

1. **FACEBOOK:** www.facebook.com/SSBBQFest/?ref=bookmarks
2. **RADIO STATIONS:** 96.1, 94.5, 96.9, AND 95.3
3. **VIDEO PRODUCTION:** BBQ Video reached 27K
4. **CAPITAL MALL:** 6-Week Contract | 6 Signs in Mall
5. **NORTH AMERICA TALK: One Featured Article**
   4 Social Platform | 36,770 Reach | 166,356 Impressions
6. **COMMUNIY EVENTS:** Promoted at Lacey Spring Fun Fair & 3rd of July Fireworks Show



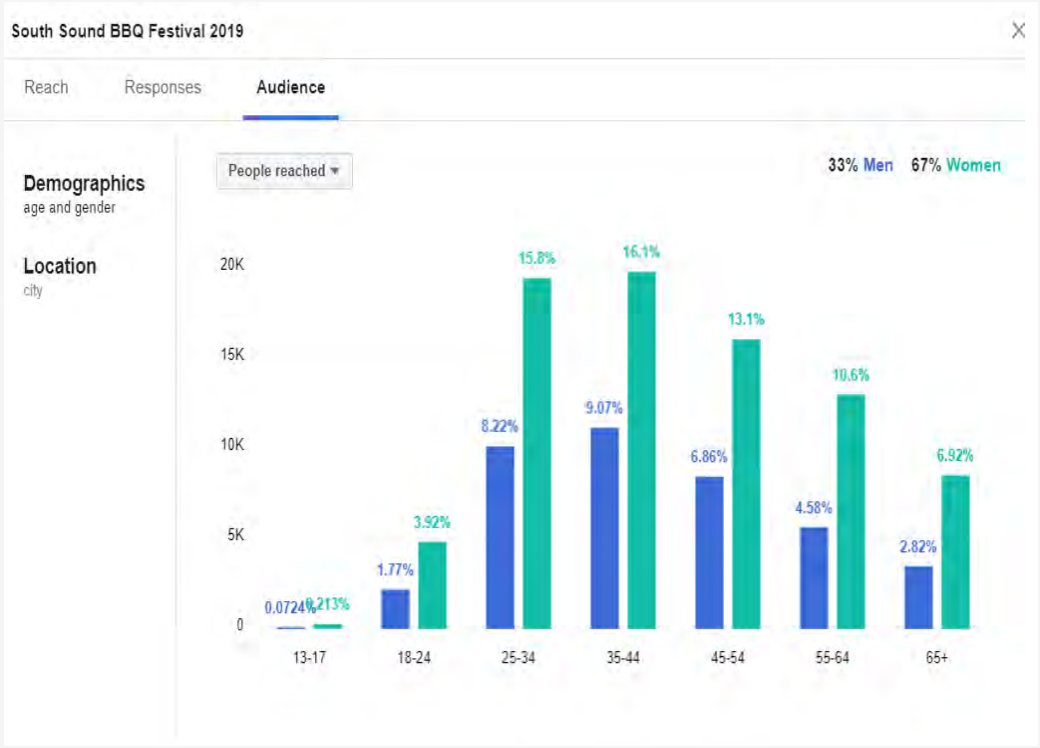


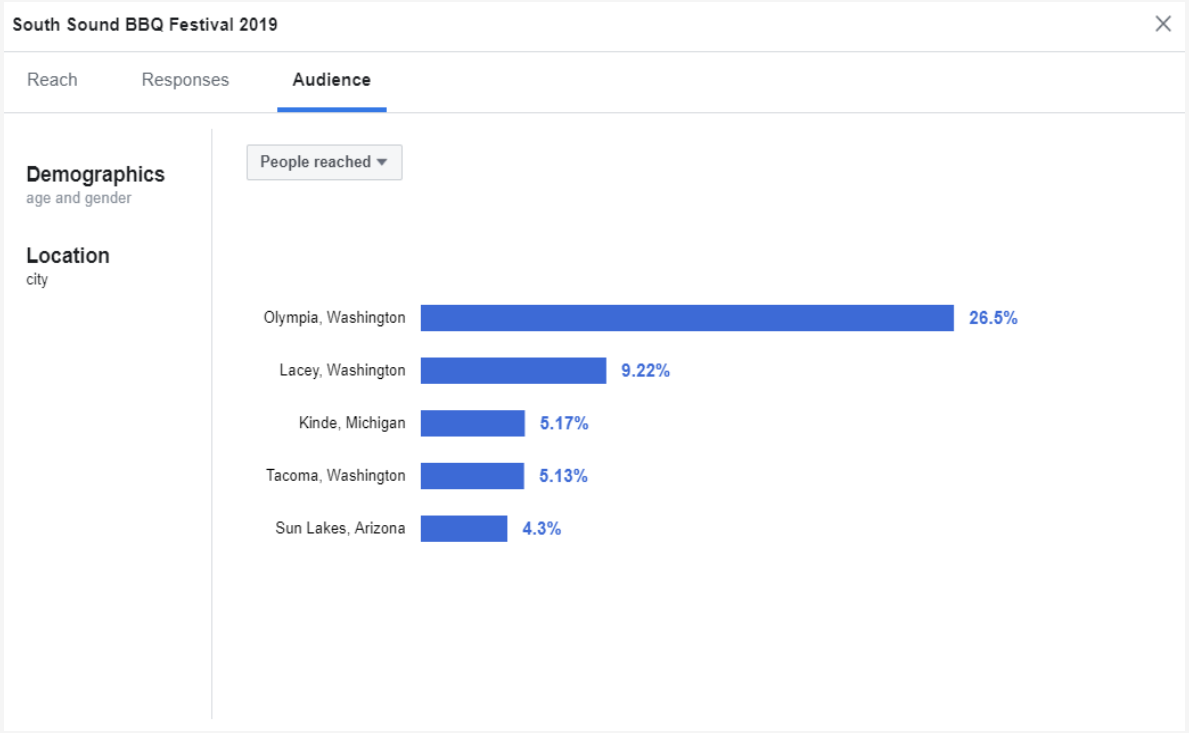

BBQ FESTIVAL
Thank You
COLUMBIA BANK
COSTCO LACEY
HERITAGE BANK
CANDLEWOOD SUITES
RED WIND CASINO
KAYO 96.9




SOUTH BAY BBQ
HOME OF THE PIG BAR
LOCATED IN DOWNTOWN OLYMPIA • 360.943.6900 • WWW.SOUTHBAYBBQ.COM

Facebook Audience/Demographics





Media Reach & Impressions

Radio Reach: Thurston County, Mason County, Lewis County, Grays Harbor County, & Pierce County

Facebook Reach: People Reached 117K | Event Responses 10.8k

Online Article Reaches: Reached 37k | Impressions 166k | Interactions 1k

Print Publications: Featured in VCB Visitors Guide (70k copies) throughout 1-5 corridor in Western Washington

Hospitality, Restaurateurs and Transportation Partners

1. **CANDLEWOOD SUITES:** Provided a discount to festival attendees.

2. **INTERCITY TRANSIT:** Provided a free ride for festival attendees.

3. **TART CIDER, FISH TALE, TOP RUNG, WELL 80, & SANDSTONE DISTILLERY:** We purchased their products for the Beer & Wine Garden.

4. **FRED MEYER, COSTCO, TRI-CITY MEATS, SGT. HARTS BBQ. & RICARDO'S.** We partnered with all these businesses for food products and supplies.





Festival Highlights

“On Saturday, July 13, Huntamer Park hosted food vendors, retail vendors, promotion vendors, kids’ activities, live entertainment, a chicken wing eating contest, a professional cook-off, an adult-only beer & wine garden, and so much more.

The South Sound BBQ Festival had plenty of options for children of all ages and adults. This community event promoted local businesses, musicians, local breweries, Lacey’s park, and Discover Lacey.”



2019 highlight video provided by Media Marketing Solutions.

ATM Withdrawals: $24,000 (30% increase)
Food Vendor Profit: All Food Vendors Profited
Beer Garden Sales: Roughly $8,000 (17% increase)
Attendee Count: Estimation 10,000

Instagram Highlights







Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey South Sound Chamber of Commerce — 91-0842081
Organization/Agency — Federal Tax ID Number

Blake Knoblauch — Executive Director
Contact Name — Title

3925 8th Avenue SE Ste C — Lacey WA 98503
Mailing Address — City State Zip

360-491-4141 — 360-491-9403 — blake@laceysschamber.com
Work Phone — Cell Phone — Fax — Email Address

☐ Tourism Promotion Activities
☒ Tourism-Related Facility
☐ Events/Festivals: _____
Name of Event/Festival *Location* *Date*

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*
☐ **Public Agency**

Amount Requested: $ 70,000

CERTIFICATION

I hereby state on behalf of Lacey South Sound Chamber of Commerce that:
Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:
☒ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:
☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☐ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED BK

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Robert A. Knoblauch — Blake Knoblauch — 8/26/2021
SIGNATURE — PRINTED NAME — DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

The Lacey South Sound Chamber of Commerce serves as both a Chamber of Commerce and the Lacey Visitor's Our Visitor's Center and Tourism promotion has increased steadily over the last year due to the work and creativity of the Lacey Chamber Staff and the Discover Lacey steering committee. Through Discover Lacey social media and marketing we promote local restaurants, experiences, lodging, businesses, housing, events and much more for the City of Lacey and South Sound area

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business:
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:
   - **Attend but are not included** in one of the categories above:
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   The funds will allow us the ability to move to a more accessible location and to provide a true Visitor Center experience for the community. This location will be a resource to visitors, businesses, re-locators and residents. In this new location we anticipate a large increase in foot traffic and engagement.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   Our promotion of lodging, restaurants, retail shops, specialty shops, recreation, landmarks and so much more can be seen through our Discover Lacey Website, Instagram, Facebook, Newsletters and our Membership/Visitor's Guide which will go into publication next year.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   We encourage and support Lacey businesses through all of our publications and social media posts, the response to which has been very promising.

4. **Is there a host hotel for your program's event:**

   N/A

5. **What is target age group(s) of your event or activity?** All Ages

6. **Describe the community appeal and/or support of your program:**

We are promoting the community appeal of Lacey by creating a platform for people to get to know Lacey and come experience all Lacey as to offer. We promote community events, life in Lacey and experiencing the South Sound

7. **Do you rely solely on LTAC funds from the City of Lacey?** Yes ☐ No ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Membership $71,620
   2. Event Sponsorship $55,800
   3. _____ $_____
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** Yes ☐ No ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** Yes ■ No ☒

11. **Is this application for new funds:** Yes ☐ No ■ **Or increased funds:** _____ Yes ☐ No ☒

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** _____ ☐ Lacey ☐ Lacey's Urban Growth Area
    ☐ Other _____

14. **Date(s) of event:** _____

15. **Single or multi-day event:** _____

16. **Projected attendance:** _____

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

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:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Principal Office Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Expiration Date:
10/31/2021

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROFESSIONAL ASSOCIATION, PROFESSIONAL ASSOCIATION

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

GOVERNORS

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

Lacey Visitor Center/Discover Lacey Budget

2022

Item	Budgeted	Totals
Facility	Percentage of Rent and utilities	
Q1 January - March	$3,800.00	
Q2 April - June	$3,800.00	
Q3 July - September	$3,800.00	
Q4 October - December	$3,800.00	
TOTAL Facility percentage		$15,200.00
..ffing Percentage		$45,000.00
Marketing and Design	Maps, Visitors Guide, Social Media Presence, Advertisement, Visitor Center Interior	$14,000.00
Printing and Distribution	Maps, Visitor Guide, Postage, Mailing	$4,000.00
Promotional Items	Brochures, note pads, travel cups, decals, etc	$3,000.00
..AND TOTAL		$81,200.00

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

Dear LTAC Committee Members,

Thank you for your time and commitment to the Lacey Lodging Tax Advisory Committee (LTAC).

We support the Lacey South Sound Chamber of Commerce's LTAC application for visitor center support and hope that you will consider supporting their application as well. As the official destination marketing organization for Thurston County, we count on strategic partnerships with local organizations to achieve our mission.

In 2019, our Board of Directors re-evaluated our current Visitor Services model (one-centrally located visitor information center on the Capital Campus) and determined a multi-faceted approach should be adopted to better meet visitors needs. A new model was proposed, and now includes:

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

The benefits of this new model include:

- Visitor services offered throughout the County. This visitor services model meets visitors where they physically are by providing resources throughout the county. Visitors have access to in-person visitor information with expanded service at visitor information centers throughout the county and Lacey South Sound Chamber is an essential partner.

- Training to increase positive visitor experience. The Certified Tourism Ambassador program allows anyone in the county, including front line service staff at hotels, attractions and volunteers, to be trained to answer visitor questions about things to see and do in the region. The program improves our ability to meet visitors' needs, resulting in improved

destination experiences and positive word of mouth.

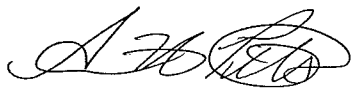
- Stronger partnerships and less duplication. This model builds stronger partnerships in the community and lessens duplication of efforts. Partnerships include Tumwater Area Chamber of Commerce, Lacey South Sound Chamber, Olympia Downtown Alliance, Yelm Area Chamber of Commerce, Thurston Chamber and Leadership Thurston County.

- Visitors can still reach someone by phone. A lot of information can be found online, but it's still nice to be able to pick up the phone and ask a question. The new model maintains a call center for visitor questions through a partnership with the Hands On Children's Museum.

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

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

Sincerely,



Annette Pitts
CEO
Experience Olympia & Beyond



THE VISITORS CENTER UPDATE

TARGET DEMOGRAPHICS

1

VISITORS

Who we aim to attract.

2

BUSINESSES

Who we promote.

3

RESIDENTS

Who we inform.

4

RE-LOCATORS

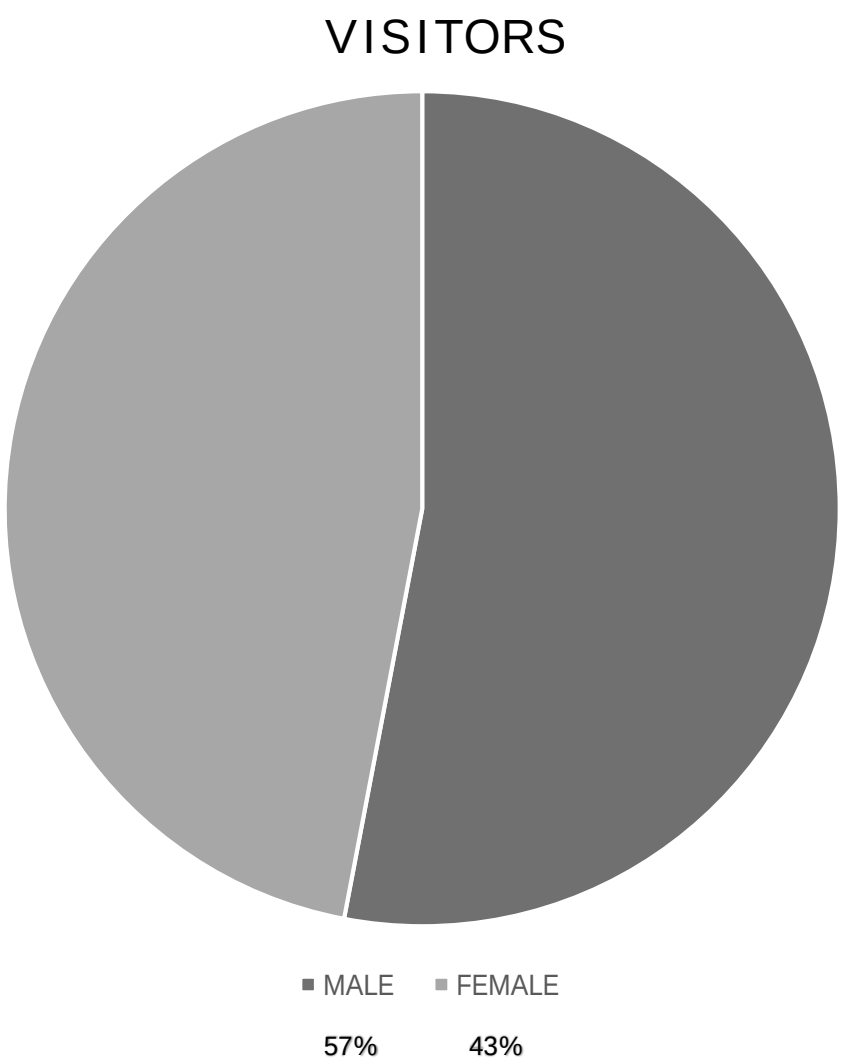
Who we assist and educate.

TOP VISITOR QUESTIONS

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

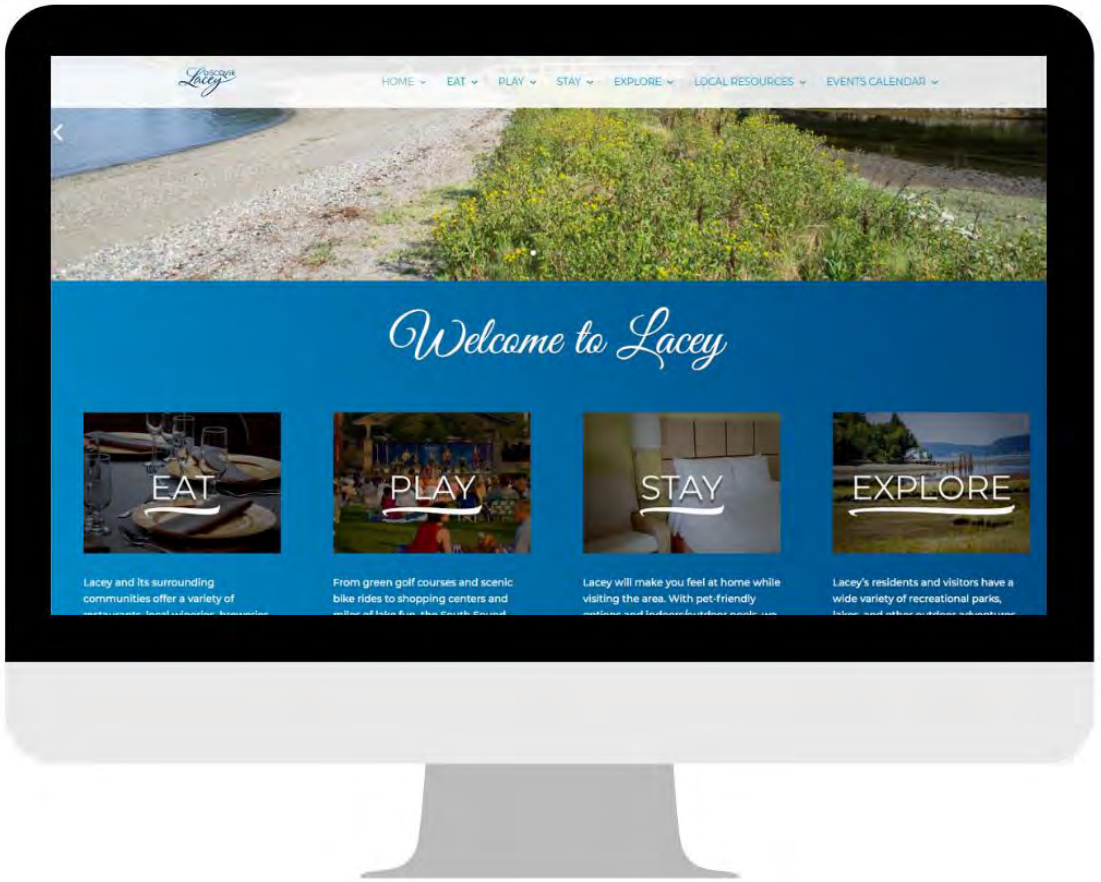


Approximately 2000 Visitors in 2020





2020 ACCOMPLISHMENTS



- DESIGNED A BRANDING GUIDE
- IMPLEMENTED HOSPITALITY AWARDS AT ANNUAL AWARDS CEREMONY
- KEPT VISITOR CENTER OPEN THROUGHOUT THE YEAR
- HANDED OUT PPE - MASKS & HAND SANITIZER
- PROVIDED COMMUNITY WITH IMPORTANT INFO ABOUT LOCAL BUSINESS DURING COVID-19
- DESIGNED LACEY BUSINESS DIRECTORY & GUIDE
- IMPLEMENTED UNIQUE MARKETING CAMPAIGNS DURING COVID-19
- WE WORKED WITH THURSTONTALK TO PROMOTE LOCAL BUSINESSES
- CREATED LACEY, WA APPAREL

NEW HOSPITALITY AWARD

HOSPITALITY AWARD

Nominees: Stottle Winery, Top Rung Brewing Co., & Dancing Goats

Recipient: Dancing Goats Coffee Bar of Lacey, WA



TOP PERFORMING PLATFORMS

1

FACEBOOK

Start: 1,405 followers
TODAY: 1,974 followers
+569 New Followers since Jan. 2020

2

INSTAGRAM

Start: 256 followers
Current: 1,141 followers
+885 New Followers since Jan. 2020

3

WEBSITE

Start: 200 viewers/per month
Current: 500 viewers/per month
+300 Viewers since Jan. 2020

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

COVID-19 MARKETING

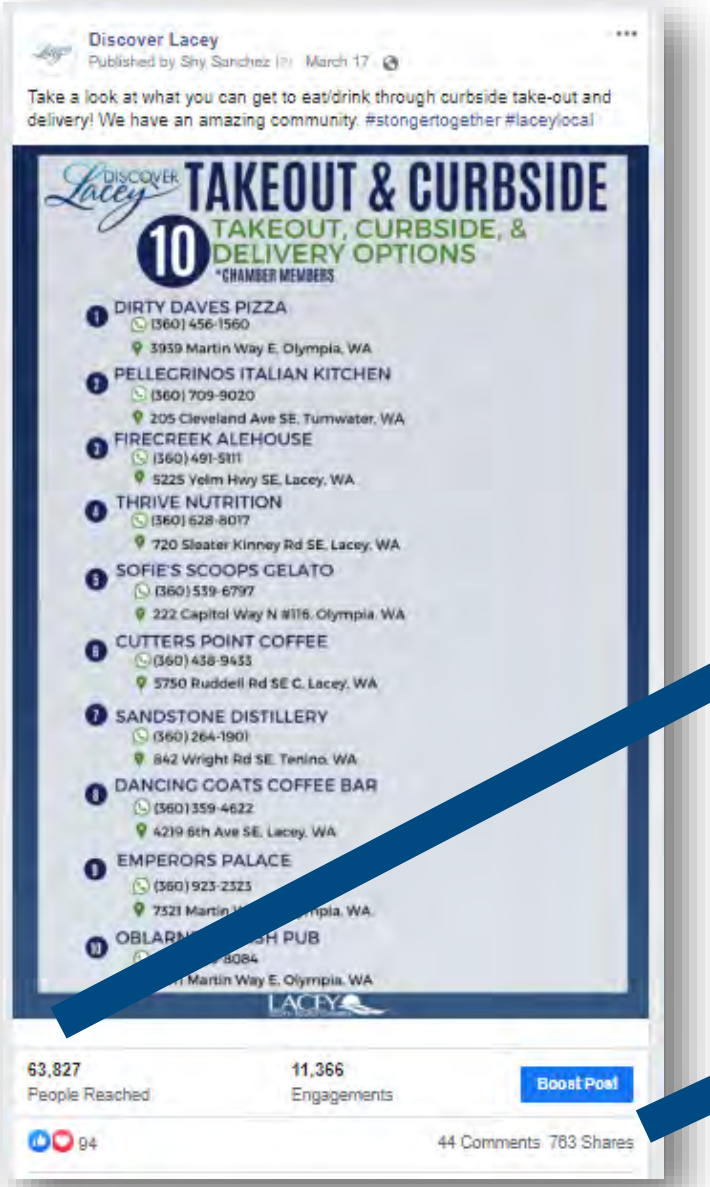
We were one of the first organizations to develop resources highlighting businesses that went curbside and takeout. We were also the first organization to create content to feature grab-and-go meals provided by school districts.

We have been innovative, creative, and communicative.

We have worked with the VCB, Thurston EDC, City of Lacey, and other community partners to spread awareness of our community.

We have designed & published creative marketing campaigns, a directory, online articles, and most recently we launched an apparel line.

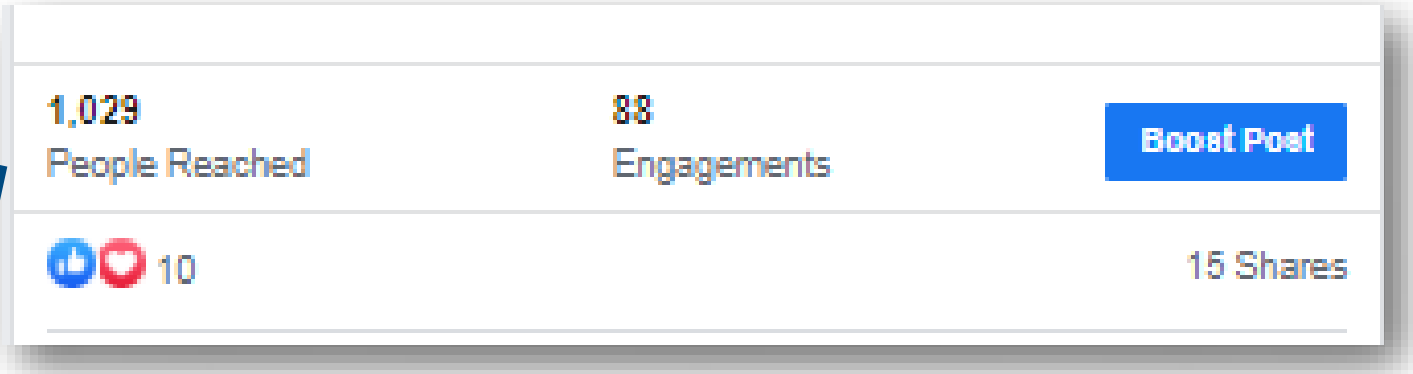
FACEBOOK ACHIEVEMENTS



63,827
People Reached
11,366
Engagements
Boost Post
94
44 Comments 763 Shares

FACEBOOK ACHIEVEMENTS





OTHER FACEBOOK MARKETING

Discover Lacey is at **City of Lacey, Washington - Government**.

Published by Blaine Land · April 7, 2020 ·

Thank you, City of Lacey, for putting together this amazing list of Lacey Restaurants open for businesses! Please share! #LaceyUnited

http://www.ci.lacey.wa.us/.../Restaurant%20list%204-2-20...



995	139	–	Boost Post
People Reached	Engagements	Distribution Score	

10 10 Shares

Discover Lacey

Published by Shy Sanchez · April 23 ·

What small businesses have you been supporting recently? For a list of open restaurants in Lacey, click the link in the comments.



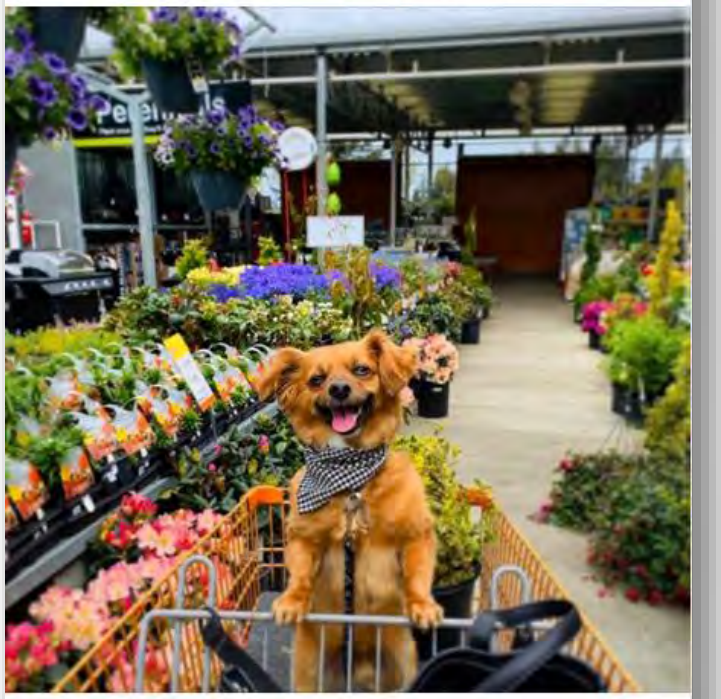
431	68	Boost Post
People Reached	Engagements	

8 3 Comments 1 Share

OTHER FACEBOOK MARKETING

Discover Lacey
Published by Shy Sanchez · June 12 at 11:57 AM ·

Dreaming of the sunshine ahead of us! What's going on in your garden this year? #laceywa #discoverlacey #laceystrong #laceyunited



202 People Reached | 6 Engagements | Boost Post

Discover Lacey
Published by Shy Sanchez · April 12 ·

At Lacey MakerSpace, the community is using 3D printers to build face shields for hospital workers. Read more by clicking the link in the comment section down below. #laceystrong #laceyunited



709 People Reached | 69 Engagements | Boost Post

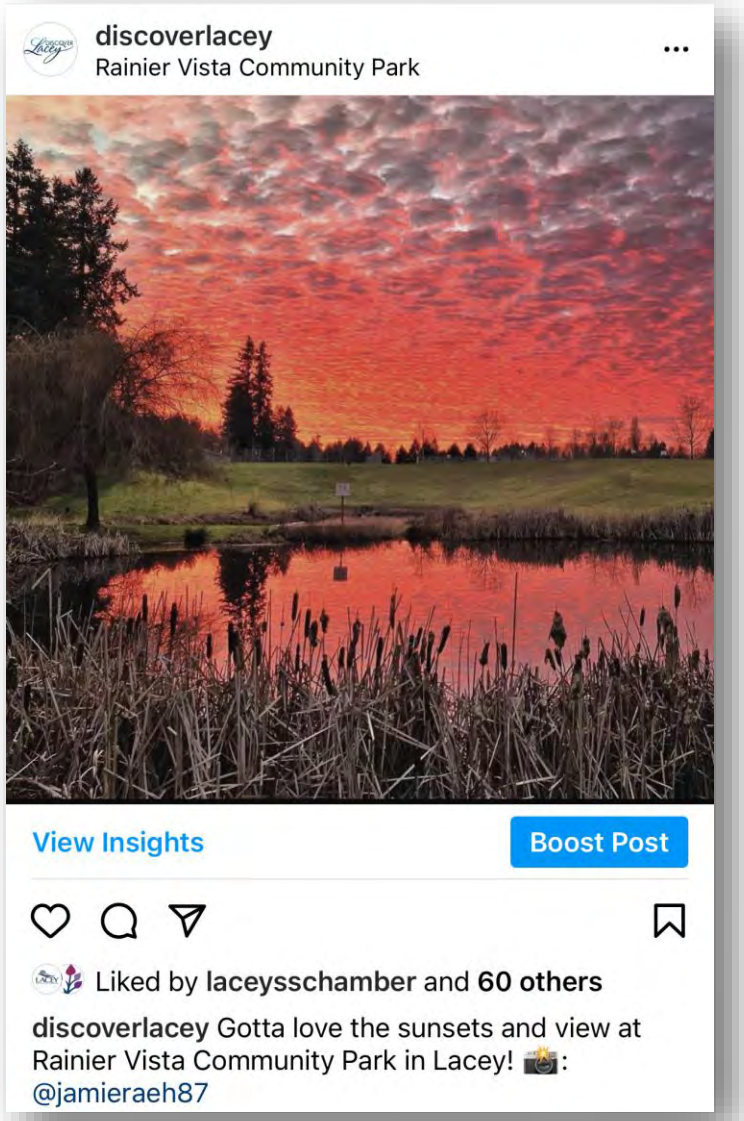
13 | 1 Comment 6 Shares

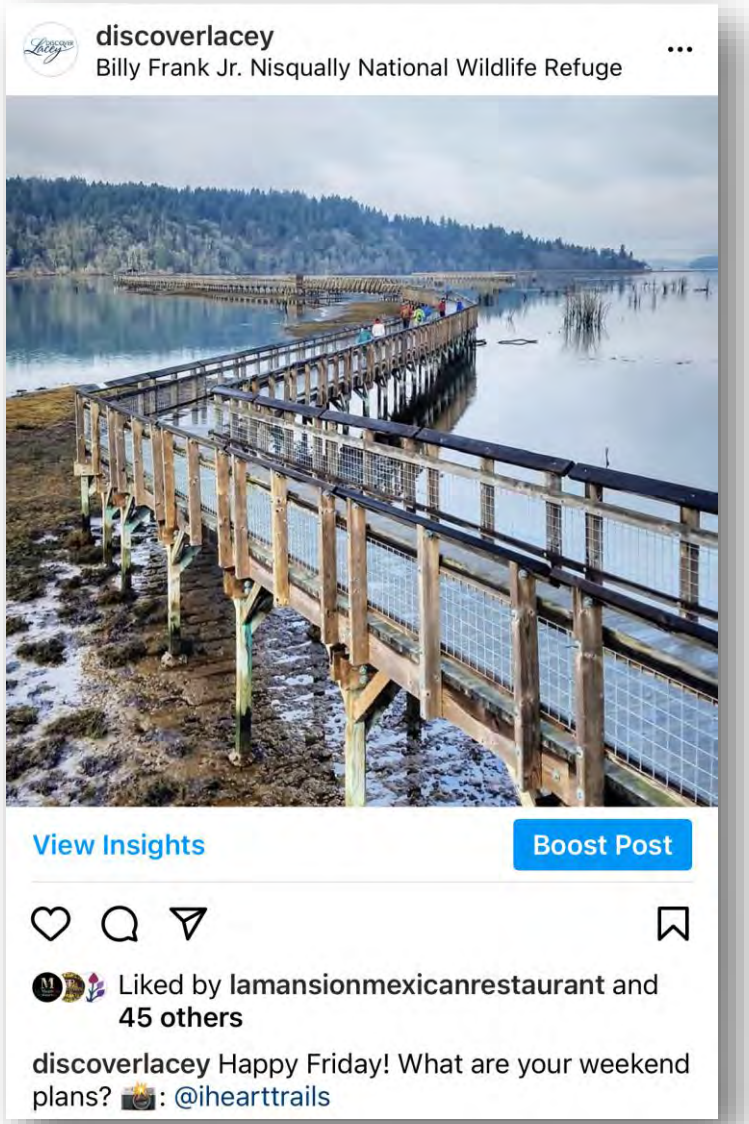
Discover Lacey is looking for the sun at Tan Republic Lacey - Thornbury Crossing.
Published by Blaine Land · January 29 · Lacey, WA ·

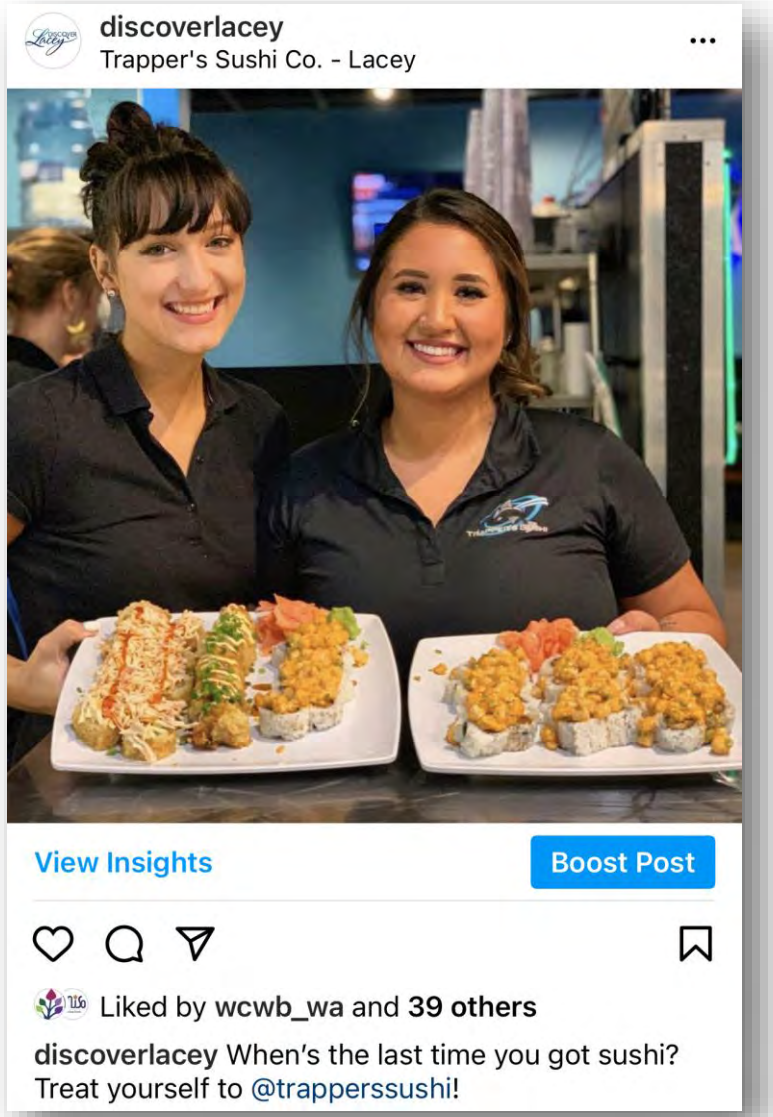
It's been cold and rainy the past few weeks here in the beautiful PNW, but we have a solution to brighten up your day! Did you know there is two locally owned and operated Tan Republic's here in Lacey? Yes! One is located in Hawks Prairie and the second tanning salon opened up in Thornbury Crossing in Lacey! Go get rejuvenated.



500 People Reached | 52 Engagements | Boost Post







INSTAGRAM MARKETING



NEW APPAREL LAUNCH

WWW.LACEYLOCAL.COM


POWERED BY
LACEY
WASHINGTON
SMALL BUSINESS


YOUR ADVENTURE AWAITS
LACEY, WA


POWERED BY
HANDMADE
CREATIONS
SMALL BUSINESS



2020 DIRECTORY & GUIDE



WE PROMOTE LOCAL EXPERIENCES



WE PROMOTE LOCAL RESTAURANTS



WE PROMOTE LOCAL LODGING



WE PROMOTE LOCAL EVENTS



ASK FOR A VISITORS MAP

- Moving visitor center to more visible space
- Create new interior and exterior signage at Visitor Center
- 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



Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Lacey South Sound Chamber of Commerce	91-0842081
Organization/Agency	Federal Tax ID Number
Blake Knoblauch	Executive Director
Contact Name	Title
3925 8th Avenue SE Ste C	Lacey WA 98503
Mailing Address	City State Zip
360-491-4141	360-491-9403
Work Phone	Fax
Cell Phone	blake@laceysschamber.com
	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: Winter Fest - Sip, Savor, Shop | Undetermined | 11/19/2022

Name of Event/Festival | *Location* | *Date*

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 10,000

CERTIFICATION

I hereby state on behalf of Lacey South Sound Chamber of Commerce that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED BK

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Blake A. Knoblauch | Blake Knoblauch | 8/26/2021

SIGNATURE | PRINTED NAME | DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:
This event brings food, beverage, retail, craft, non-profit and information vendors together with local and out of town families for an old fashioned shopping experience. There will be local dance, martial arts and bands performing, fun side events in which to participate and 38 fun booths to visit. It is an opportunity for a day trip, over night adventure or a family stay-cation experiencing all the South Sound has to offer

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 50
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 50
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 100
   - **Attend but are not included** in one of the categories above: 300
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 25

   How will the funds received increase the number of people traveling for business or pleasure on a trip?

   We will work with our marketing partners in Grays Harbor, Kitsap, Lewis, Mason, Pierce and Thurston counties to promote attendance and participation from their communities. This will be our second annual Winter Fest bringing the business community and families together

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   Our promotions for this eventare geared to people who are looking for a day trip, overnight experience, a stay-cation with the family and participation in the event. We draw families, entertainment, vendors and visitors from throughout Western Washington who will all use our local markets, restaurants, recreation areas and lodging.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   We work with local businesses to supply everything we need to put on this event, from decor to rental items to food and beverage. Many of these businesses, and others, have booths set up to share business information, encourage participation in activities and share food or gifts to all who attend the event

4. **Is there a host hotel for your program's event:**

   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

5. **What is target age group(s) of your event or activity?** All Ages

6. **Describe the community appeal and/or support of your program:**

With the support of local businesses and families, we are promoting the community appeal of Lacey by creating a platform for people to get to know Lacey and come experience all Lacey as to offer.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Sponsors $8,000
   2. Booth Vendors $4,375
   3. Attendance $3,000
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ☐
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ■

11. **Is this application for new funds:** **Yes** ■ **No** ☐ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** The Hotel at Capitol Lake ■ **Lacey** ☐ **Lacey's Urban Growth Area**
    ☐ **Other** _____

14. **Date(s) of event:** 11/19/2022

15. **Single or multi-day event:** Single Day

16. **Projected attendance:** 500

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

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:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Principal Office Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503-1048, UNITED STATES

Expiration Date:
10/31/2021

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
10/24/1962

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROFESSIONAL ASSOCIATION, PROFESSIONAL ASSOCIATION

REGISTERED AGENT INFORMATION

Registered Agent Name:
BLAKE KNOBLAUCH

Street Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

Mailing Address:
420 GOLF CLUB RD SE, STE 105, LACEY, WA, 98503, UNITED STATES

GOVERNORS

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

Winter Fest - Sip, Savor, Shop

2022

Item	Budget
Decorations	$500.00
Entertainment and Stage Audio	$1,500.00
Event Coordination/Marketing	$3,000.00
Music/DJ	$250.00
Permit	$60.00
Pipe & Drape	$5,000.00
Printing	$250.00
Signage	$250.00
Supplies	$400.00
Venue	$200.00
GRAND TOTAL	$11,410.00

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Polynesian Association of Thurston County	604357294
Organization/Agency	Federal Tax ID Number
Isaia Vimoto	Chairman
Contact Name	Title
6428 Juliann Ct, SE	Lacey WA 98513
Mailing Address	City State Zip
Work Phone:	Cell Phone: 910-578-3402
Fax:	Email Address: laceypolyfest@gmail.com

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

■ Events/Festivals: LaceyPolyFest (*Name of Event/Festival*) RAC (*Location*) 8/23/2021 (*Date*)

■ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 11,000

CERTIFICATION

I hereby state on behalf of Polynesian Assoc. of Thurston County (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

■ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

■ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

Isaia Vimoto — Isaia Vimoto — 27 Aug 21

SIGNATURE — PRINTED NAME — DATE

5. **What is target age group(s) of your event or activity?** All ages

6. **Describe the community appeal and/or support of your program:**

It was a great turnout and supported not only by our community, but communities across our state and several different states.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. ***Identify your program's top five sources of revenue:***
   1. Fund Raisers $1,500
   2. Donations $2,000
   3. _____ $_____
   4. _____ $_____
   5. _____ $_____

9. ***Do you plan to become self-funded?*** ***Yes*** ☐ ***No*** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ■ **No** ☐ **Or increased funds:** _____ **Yes** ☐ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** The RAC ■ **Lacey** ☐ **Lacey's Urban Growth Area**
    ☐ **Other** _____

14. **Date(s) of event:** 27-28 May 2022

15. **Single or multi-day event:** 27th is set up. 28th is event day

16. **Projected attendance:** 7000+

DETACH BEFORE POSTING

BUSINESS LICENSE

STATE OF WASHINGTON

Nonprofit Corporation

Issue Date: Jan 15, 2021
Unified Business ID #: 604357294
Business ID #: 001
Location: 0001
Expires: Jan 31, 2022

POLYNESIAN ASSOCIATION OF THURSTON COUNTY
LACEY POLYFEST
6428 JULIANN CT SE
LACEY, WA 98513-6525

TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:
LACEY NONPROFIT BUSINESS #181546 - ACTIVE

REGISTERED TRADE NAMES:
LACEY POLYFEST

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Vicki Smith

Director, Department of Revenue

IMPORTANT!

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE POSTING THIS LICENSE

General Information

- Post this Business License in a visible location at your place of business.
- If you were issued a Business License previously, **destroy the old one and post this one in its place.**
- All endorsements should be renewed by the expiration date that appears on the front of this license to avoid any late fees that may apply.

  If there is no expiration date, the endorsements remain active as long as you continue required reporting (see Endorsements).
- Login to **My DOR** at business.wa.gov/BLS if you need to make changes to your business name, location, mailing address, telephone number, or business ownership.

Telephone: (360) 705-6741

Endorsements

Although tax registration, unemployment, and industrial insurance endorsements appear on your Business License, the registration with the agencies that govern these endorsements is not complete until they have established an account for your business.

Each registering agency requires you to submit periodic reports. Each agency will send you the necessary reporting forms and instructions.

Corporations, limited liability companies, etc.

You must submit a Business License Application **and** file with the Corporations Division of the Secretary of State before you can legally operate as a corporation, limited liability company, or other business organization type that requires registration. If you have any questions, call (360) 725-0377.

For assistance or to request this document in an alternate format, visit http://business.wa.gov/BLS or call (360) 705-6741. Teletype (TTY) users may use the Washington Relay Service by calling 711.

LACEYPOLYFEST BUDGETED ITEMS					
Item	**Cost per**	**Total items Needed**	**Total Cost**	**Provider**	
Stage w/ 2x side steps		2'x24'x32'	$2000	Celebrations Rental	
Sound			$2000		
Tents w/ sides (changing)	$510	20'x 30' (2)	$1270	Celebrations Rental	
Generator(15KW), trailer Spider box 50' cable	$145 $74 $47		$270	Sunbelt Rentals	
Hand Washing station (4)	$80	2	$160	Celebrations Rental	
Sports complex Reservation	$500 per day	2x days	$1500 (including deposit)	Lacey Parks & Recreations	
Event Insurance			$600	Farmers Insurance (Audley Williams)	
ATM (portable)		1	$300	NW Total ATM (Daniel McCalib)	
DJ			$1500	DJ Dave	
Dirty water tank			$500		
Event Banner/ Printing			$1000	Nisqually Post & Print	

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

TOMORROW	83-3238594
Organization/Agency	Federal Tax ID Number
Christen Greene	Founder, Head of Talent
Contact Name	Title
5344 Johnson Point Rd NE	Olympia Wa 98516
Mailing Address	City State Zip
413-695-6986 same	cg@team-tomorrow.com
Work Phone Cell Phone Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☒ Events/Festivals: South Sound Block Party | Olympia, Wa | 8/26/2022

Name of Event/Festival | *Location* | *Date*

☐ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 25,000

CERTIFICATION

I hereby state on behalf of TOMORROW that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☒ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ I understand the City of Lacey will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

	Christen Greene	8/25/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:
A 2-day music festival in Olympia, Wa. An annual community event that will celebrate the region's rich musical legacy, highlight local commerce and live music at an affordable price point. This is a first-year event with a 5+ year vision whose model is made to replicate in year 3, bringing multiple events to the region each summer. Please see attached slide deck for aesthetic, motivation, vision and programming details.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

   - Stay **overnight in paid accommodations** away from their place of residence or business: 450
   - Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: 100
   - Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: 350
   - **Attend but are not included** in one of the categories above: 1,500
   - Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): 200

   How will the funds received increase the number of people traveling for business or pleasure on a trip?
   The musical line up for South Sound Block Party lineup is intended to be broad in terms of both musical genre and level of notoriety. This, "something for everyone" approach will maximize the number and diversity of patrons who will travel to the area for a weekend of live music, enhancing tourism to nearby cities like Lacey. A Radius Clause will also be in effect for our headliners (see attached) ensuring that they will not perform elsewhere in the region.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

   Out of state/region digital advertising will bring in patrons from Seattle, Wa to Portland, and surrounding. These guests will spend money at hotels, restaurants, gas stations, markets, bars and spend the weekend taking in all that Thurston county has to offer: hospitality, trails, water sports, restaurants, leisure and other tourism attractions as the event begins in the late (contin...)

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**
   afternoon, guests will have the opportunity to dine out, rent a boat, hike a trail, visit a museum or cultural landmark before the event. Due to the event ending at 10pm, local bars and restaurants will receive the egress. A festival email list and sections on the website ('Getting Here' & Things to Do') will promote the event and local hotels, bars and business partnerships

4. **Is there a host hotel for your program's event:**
   Not currently, no. I am working on getting a meeting with the Thurston County Hotel Commission and would like to, 'cast a wide net' on hotels rather than have 1 sponsor. This will allow for various price points for our patrons.

5. **What is target age group(s) of your event or activity?** 21-45+

6. **Describe the community appeal and/or support of your program:**
This festival concept is motivated by community. I would like to contribute to the region's rich musical legacy by creating an annual event that enhances commerce, philanthropy, mentorship and sense of local pride. Volunteer opportunities will be available as well as paid staff positions: Box Office, Production, Hospitality and Marketing. If fully funded I will hire a local mural artist as well.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes ☐ No■**
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **If you have applied for LTAC funds from another jurisdiction, please list the jurisdiction and the amount of your request.**
N/A

9. **Identify your program's top five sources of revenue:**
   1. City of Olympia LTAC $_____
   2. City of Lavet LTAC $_____
   3. Ciy of Tuimwaer LTAC $_____
   4. Ticket Sales $_____
   5. Private Sponsorships $_____

10. **Do you plan to become self-funded?** **Yes■ No☐**
If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

11. **Have you received City funds in the past:** **Yes ☐ No■**

12. **Is this application for new funds: Yes■ No☐ Or increased funds:_____ Yes ☐ No☐**

13. **If you answered yes to increased funds, describe the reason for the increase:**

14. **Event Location:_____ ☐ Lacey ☐ UGA ☐ Other** Olympia, Wa

15. **Date(s) of event:** TBD Aug weekend 2022

16. **Single or multi-day event:** multi

17. **Projected attendance:** 2500/day

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 30, 2019

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Kelly Adams
420 College Street SE
Lacey, WA 98503

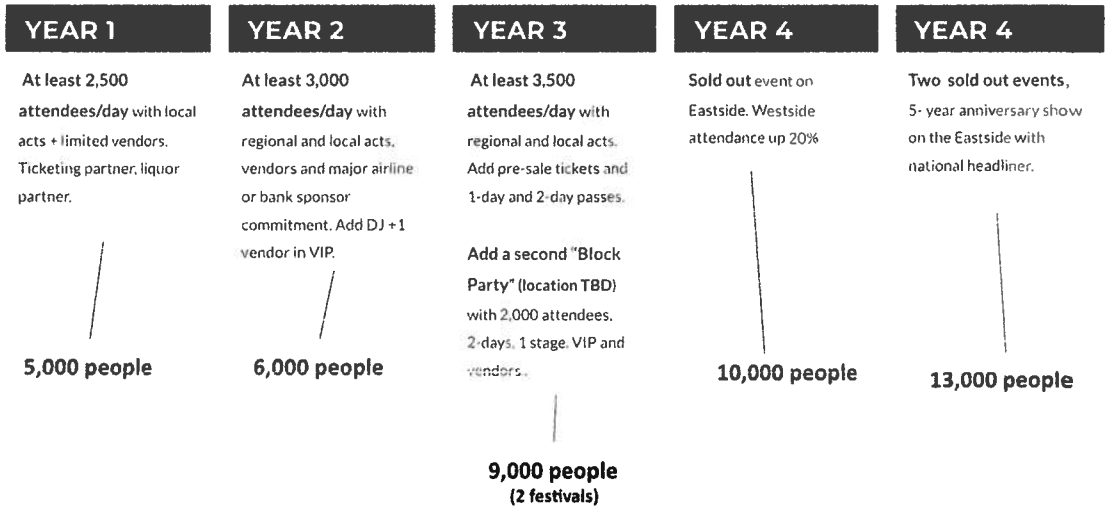
QUESTIONS?
Kelly Adams
360-438-2620
kadams@ci.lacey.wa.us

Plan to be self-funded by 2028

With great line-ups, community partners, sponsors and funded support of the municipalities, the South Sound Block Party will profit lightly in years 1-3. In year three we replicate the model and add a second festival (and location) inside of Thurston County. This will double the footprint and the total revenues earned. The model of this festival is made to replicate the production - thus increasing revenue.

With this model, in year 5 we will have 2 festivals thriving and profiting. We plan to no longer need municipal funding in year 6. It is my hope that with early funding, successful events and the revenue increases from ticketing, private sponsors and savings from years' prior - that we will be self-funded by 2028

EXPECTATIONS





Ryan Crowther
3608 Norton Ave
Everett, WA 98201
206.679.0848

August 17, 2021

To whom it may concern,

I'm writing to express my support for Christen Greene and her music festival endeavors as well as endorse her and her character. I've known Christen for several years as an executive in the music industry that is well respected, well connected and is an absolute force to be reckoned with. As someone who has benefitted first-hand from her relationships, her strategic brilliance and her friendship, I am constantly blown away by her ability to deliver.

Christen has an uncanny knack for thinking big picture and remembering all the small details. She can approach a music executive the same way she does a small business owner, and each seem to know she means business, while wanting to find a way to work with her. The simple fact that she's managed to sell out arenas across the country and has decided to spend her time on block party in Olympia shows she loves community and the innate challenges of bringing one together.

I am incredibly excited to hear that she's bringing an event to Olympia next year and know she will get the support from the entire music community in the Pacific Northwest. Thurston County is lucky to get someone of her caliber and will certainly see all kinds of benefits from tourism to a refined sense of community pride. I look forward to watching this event and its positive impacts on the community grow.

Sincerely,

Ryan Crowther

Ryan Crowther
Founder
Fisherman's Village Music Festival

Lacey Lodging Tax Budget Form

Lodging Tax Applicant: Christen Greene / TOMORROW for South Sound Block Par

PROJECTED REVENUE:

Source		Amount		
Sponsorships (Private):		$20,000.00	Estimate - reaching out to private sponsors
Admission/Ticketing:		$60,000.00	Estimate
City of Lacey Lodging Tax:		**$25,000.00**	**** Funds to be used for out-of-state marketing, festival infastructure, talent and staffing ****
City of Olympia Lodging Tax:		$45,000.00	Applying - not received
City of Tumwater Lodging Tax:		$25,000.00	Applying - not received
Alcohol Sales			**$7,500.00**	
TOTAL REVENUE:		**$182,500.00**	

PROJECTED EXPENSES:

Personnel: (salaries and benefits)		$71,000.00
Administration: (utilities, phone, etc.)		$12,000.00
Marketing and Promotion:		$25,000.00
Professional / Consultant Fees:		$7,500.00
Equipment:		$38,000.00
Facility / Event Venue Rental:		$2,500.00
Travel: (please specify)	artist flights + accoms	$3,500.00
All Other Expenses: (please specify)	festival and staff shirts	$2,000.00
TOTAL EXPENSES:		**$161,500.00**
PROGRAM EXCESS (DEFICIT):		**$21,000.00**

BUSINESS LICENSE

STATE OF
WASHINGTON
Limited Liability Company

Issue Date: Aug 06, 2021
Unified Business ID #: 604303882
Business ID #: 001
Location: 0001

TEAM-TOMORROW, LLC
FAUX PAS PRODUCTIONS
5344 JOHNSON POINT RD NE
OLYMPIA WA 98516-9124

TAX REGISTRATION - ACTIVE

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Vicki Smith

Director, Department of Revenue

UBI: 604303882 001 0001

TEAM-TOMORROW, LLC
FAUX PAS PRODUCTIONS
5344 JOHNSON POINT RD NE
OLYMPIA WA 98516-9124

STATE OF WASHINGTON

FOLD HERE

TAX REGISTRATION - ACTIVE

FOLD HERE





OLYMPIA, WA

AUGUST 2022 - 2026

VISION
& MISSION

01 To create an annual community event that will highlight local commerce and music at an affordable price point

02 To provide revenue, jobs, and experience for the working musicians, vendors and production community in Olympia, Lacey and Tumwater

03 To provide a curated community gathering space to enjoy live music, local and regional vendors and a weekend of outdoor enjoyment for the city



A 3,500-5,500 capacity, two-day neighborhood & community block party with live music, local vendors and food + drink offerings.

The South Sound Block Party will be a much-anticipated, weekend destination for locals and regional visitors who will think fondly of their weekend spent in beautiful Olympia, Wa. Guests will spend 2 afternoons and evenings taking in great live music, community, food and drink at an affordable price point.

The block party will be an annual memory-maker, summer highlight and source of pride for the local community. Guests will patronize and be exposed to all of the great food, shops, local bands and restaurants that Olympia and the county at large has to offer.

The weekend will of course drive seasonal employment, commerce, fun (!!) and tourism to the city. 70+% of the musical talent will be local to Olympia, Lacey and the immediate PNW. 95% of the production + vendor staff will be local to Thurston County.

INSPIRATION

Fisherman's Village Festival

(Everett, WA)

Out of Space

(Evanston, Il)

South Lake Union Block Party

(Seattle, Wa)

Summit & Mercer

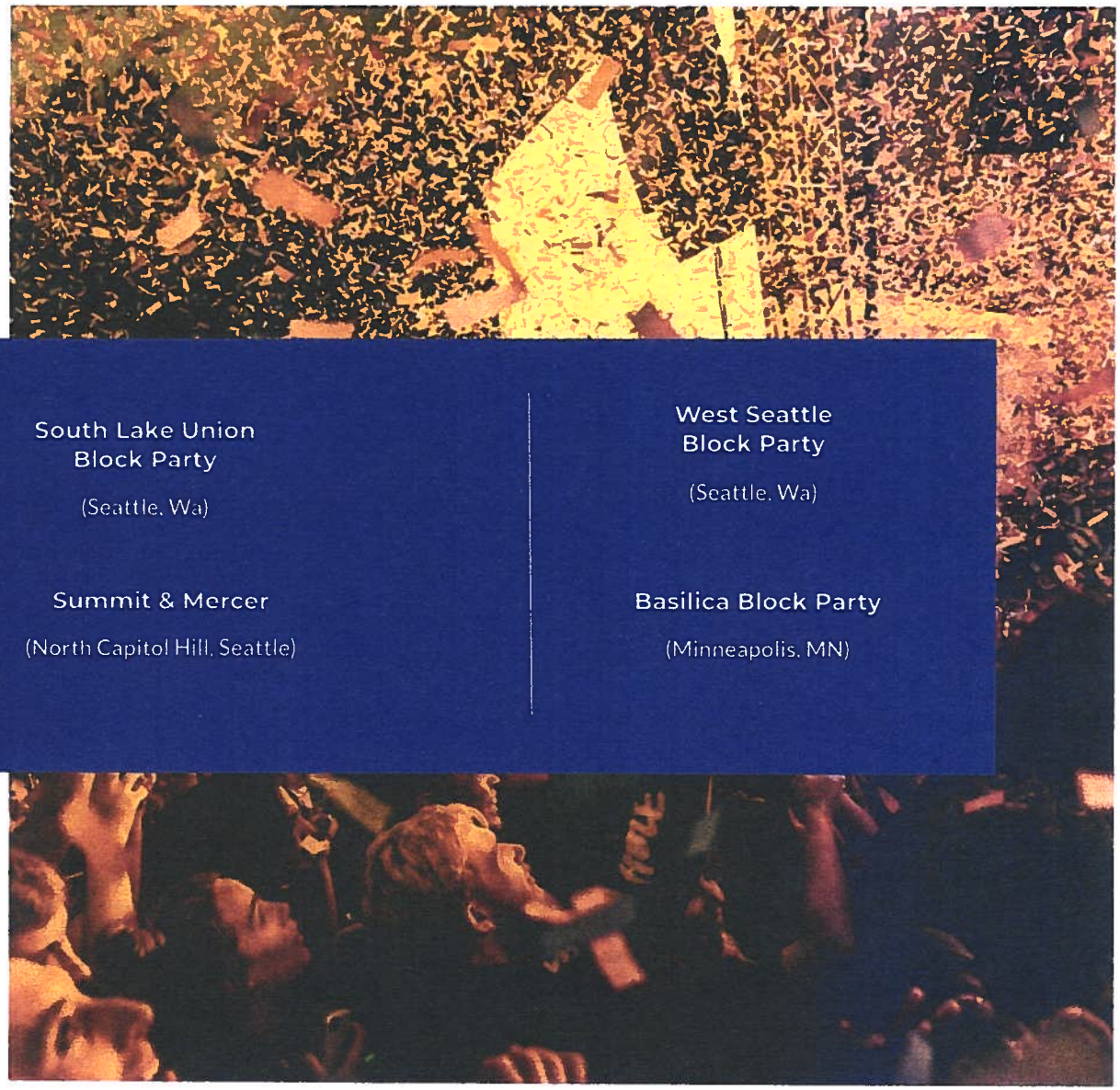
(North Capitol Hill, Seattle)

West Seattle Block Party

(Seattle, Wa)

Basilica Block Party

(Minneapolis, MN)



LOCATION



Back-up location:

King Soloman's Reef Parking lot + Street Closures


SITE MAP
nthony's Hearthfire
rill Olympia
eserve on OpenTable
VIP
Stage
vendors
Marine Dr NE
Marine Dr NE
Weyerhaeuser
Olympia Log Yard
Marine Dr NE
Marine Dr NE
Friday Night
Night Market & vendors
Entrance/exit
Close sidewalk
slope
Production
Green rooms
Seating
bar
ADA
Sound/Lights
Vendor/band parking
toilet
garbage

OLYMPIA, LACEY + NORTHERN TUMWATER INFO

- Median Age: 38 years
- Population: 290k+
- 51% Female identified
- Average Age: 38.6 years

* Medium home sale cost: $470,000
+27.8% year over year



LOCAL ATTRACTIONS

The Olympia Waterfront

Olympia Farmer's Market

The Evergreen State College

The state capitol

10+ marinas: boat life - fishing and water sports

Parks, trails, hikes & outdoor recreation

CURATION
& DEMO

Target Demographic

21-45+ year olds, all gender, local and regional residents.

This Block Party is for the live music lovers, the dancers, BBQ and grillers. This is for good old fashioned, blue collar, craft and lite beer drinking community members who like food trucks, happy hours after work, road trips, hiking, biking and cutting loose on the weekends.

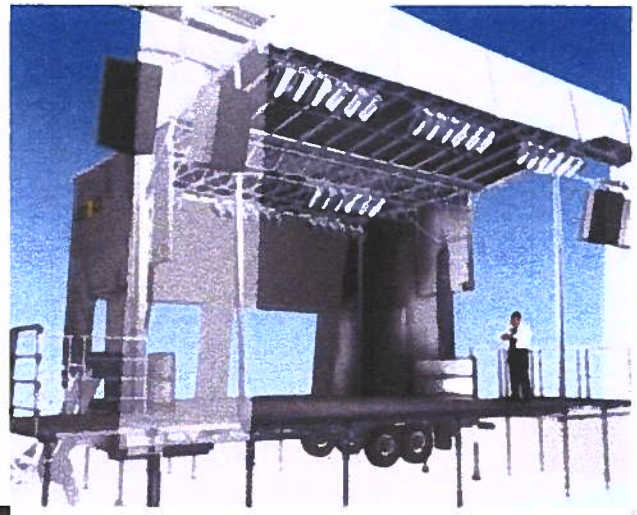
Local cover + bar bands will open each days' musical offerings

A rotating cadre of local DJs will play set breaks in VIP

POTENTIAL MUSICAL LINEUP

Twin Peaks + Lake + Cave Singers + CCFX + Mudhoney + Wolves in the Throne Room + Built To Spill + Team Dresch + Fleet Foxes + Lemolo + Y La Bamba + Night Heron + Hey Marseilles + Marshall Law Band + Overcoats + Amy Ray + Waxahatchee + Stag + Chong the Nomad + Dude York + The Tesky Brothers + Jason Webley + Black Belt Eagle Scout + Tacocat + The Seshen + Sol + Oly Mountain Boys +The Lowest Pair + Ural Thomas and the Pain + Nahko & Medicine for the People + McNeil and The Prisoners

MAIN STAGE AESTHETIC



Side Stage Access

For VIPs, contest winners &

Monitor Mix position



Stage: SL1000

With scrims for branding &

sponsors + wind flaps



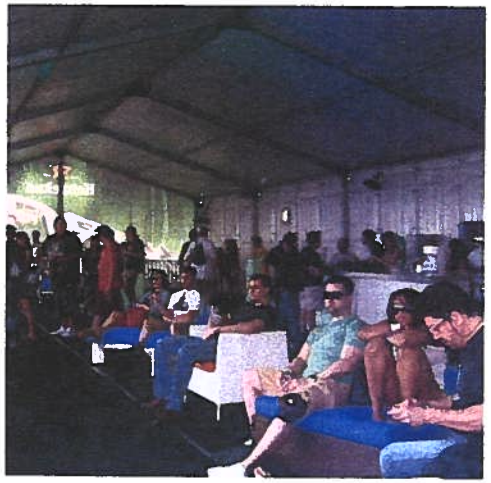
VIP
AESTHETIC

- Catering by local vendors or sponsors
- Local DJs playing sets during mainstage change-overs
- Front lawn/best seat in the house for Mainstage
- Exclusive entrance & exits
- Special wristband + merch with purchase









POTENTIAL PARTNERS & SPONSORS



























NW Beerwerks (Title Sponsor & VIP section)

KAOS Radio

KEXP Radio

experi

Thurston County Lodging Tax Committee

Martin Way Diner

Good Guys Used Cars

Advantage Lock and Key

WCLA Credit Union. Key Bank. Umpqua

Uhaul

Jameson, Titos, Crater Lake

Etix Ticketing company

Convention and Visitors bureau

Chamber of Commerce

Olympia Film Society

Thurston County Econ. Dev. Council

Tourism - City of Oly

City Council of Oly

Green Lady Marijuana

Arts Culture and Heritage - City of Oly

MARKETING

- Robust community ticket giveaways and competitions through radio, social media and local businesses. Comp tickets for immediate neighbors and businesses near the site.
- Targeted static and video advertising on social media platforms via ToneDen and Facebook
- Digital & print advertising in local magazines, radio, newspapers and online.
- Groups sales and hotel codes with local lodging options.
- Billboard Advertising (5) on I-5 corridor South
- One of a king, side of building painted mural + wheat pastes
- KEXP, KAOS radio spots & partnerships
- Festival partnerships w/ other similar sized Festivals and Events in the greater NW.
- Ticketing company partnership with blog, email list and marketing teams
- Analog flyers, posters and handbills in Olympia, Tumwater & Lacey: community bulletin boards, Farmer's Market, DIY venues, coffeeshops, restaurants, bars, utility poles + etc...



MUNCIPALITY GRANTS

This funding will go towards 4 major expenses:



Infrastructure
$35K



Production + Staff
$25K



Talent
$30k



Marketing
$25K

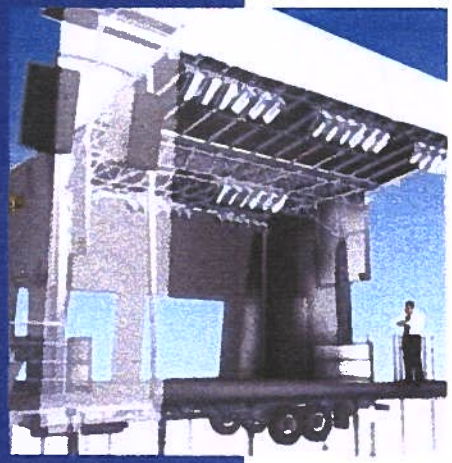
"HEADS IN BEDS" - Advertising

- Airlines in-flight mags, blog advertising and editorial
- KEXP and KAOS radio ads and partnerships
- Presents partnerships in Portland and greater NW festivals
- Portland Mercury digital ads and targeted Facebook ads through

QUANTIFIABLE BY:

- Hotel partnerships for room blocks and codes for guests
- Out of towner surveys' w/ ticket purchase online and at the box office check-in.







OPTIONS FOR SPONSORSHIP INVOLVEMENT

- Logo / Branding on stage flaps (3)
- Product placement in VIP Lounge and at Mainstage bar
- Exclusivity at a staffed VIP Bar w/ signature cocktails
- Exclusivity at staffed Mainstage bar w/ signature cocktails
- Logo/branding @ Bike + Car parking
- Logo on marketing materials including:
  - Physical flyers & posters
  - Digital Ad buys
  - Large promo wheatpastes in Olympia + Lacey

Logo on one of a kind city mural in Olympia

EXPECTATIONS

YEAR 1

At least 2,500 attendees/day with local acts + limited vendors. Ticketing partner, liquor partner.

5,000 people

YEAR 2

At least 3,000 attendees/day with regional and local acts, vendors and major airline or bank sponsor commitment. Add DJ +1 vendor in VIP.

6,000 people

YEAR 3

At least 3,500 attendees/day with regional and local acts. Add pre-sale tickets and 1-day and 2-day passes.

Add a second "Block Party" (location TBD) with 2,000 attendees, 2-days, 1 stage, VIP and vendors..

9,000 people
(2 festivals)

YEAR 4

Sold out event on Eastside. Westside attendance up 20%

10,000 people

YEAR 5

Two sold out events, 5- year anniversary show on the Eastside with national headliner.

13,000 people

(WORKING)

RUN OF SHOW/SET TIMES

SATURDAY & SUNDAY

Gates opens at 1PM both Saturday and Sunday and music is hard out at 9PM

Festival entry close at 8PM nightly for accounting and closing duties

Grounds clear by 10PM

VIP open until 11PM

MAINSTAGE

1:00 PM GATES OPEN - house music + DJ

2:00 PM - Band 1 (40 min)
2:45-3:00 PM Change Over (15 min)
3:00 PM - Band 2 (30 min)
3:30-3:45 PM Change Over (15 min)
4:00 - Band 3 (30 min)
4:30-4:45 PM Change Over (15 min)
5:00 PM Band 4 (30 min)
5:30 - 5:45 PM Change Over (15 min)
5:45 PM - Band 5 (30 min)
6:15 - 6:30 PM Change Over (15 min)
6:30 PM Band 6 (30 min)
7:00 - 7:15 PM Change Over (15 min)
7:30 PM Direct Support Band 7 (40 min)
8:10- 8:25 PM Change Over (15 min)

8:30 PM - HEADLINE BAND 8 (60 min)

10:00 PM - CLEAR

VIP STAGE
(set breaks)

Spotify DJ - 11am - 2:00 pm
2:45-3:00 PM

DJ2 - 3:30-3:45
4:30-4:45

Talent3 5:30-5:45 PM
6:15-6:30 PM

Talent4 7:00-7:15 PM
8:10-8:25 PM

DJ3 9:00 - ??

FAQ

1. **What about parking?**

   - The block party site is centrally located to the downtown, farmer's market and bus route 45. There are many surrounding lots and vacant lots to use for additional parking/revenue.
   - Specialty bike lock-up on site - discounted ticket?
   - Potential partnership with rideshare company for pick up/drop off zones

2. **What is the cost of admission?**

   - GA admission tickets will be $20
   - VIP (limited to 150) will be $45 and comes with perks (drink tickets, merch)

3. **Who am I?**

   I am 15-year+ music/entertainment industry veteran who has done shows & festivals in basements, theatres, arenas and even the Obama White House (twice). I have a passion for live music, connecting people, small regional festivals and annual community-based events. I've managed bands, booked bands, sold merch, ran backstages and hospitality and sold millions of tickets worldwide. I am new to living in Olympia - having recently relocated from Seattle and recognize the appetite for this type of event. I am thrilled and excited to be able to bring my expertise and vision to this community.

THANK YOU

CONTACT



PHONE

+1413-695-6986



LOCATION

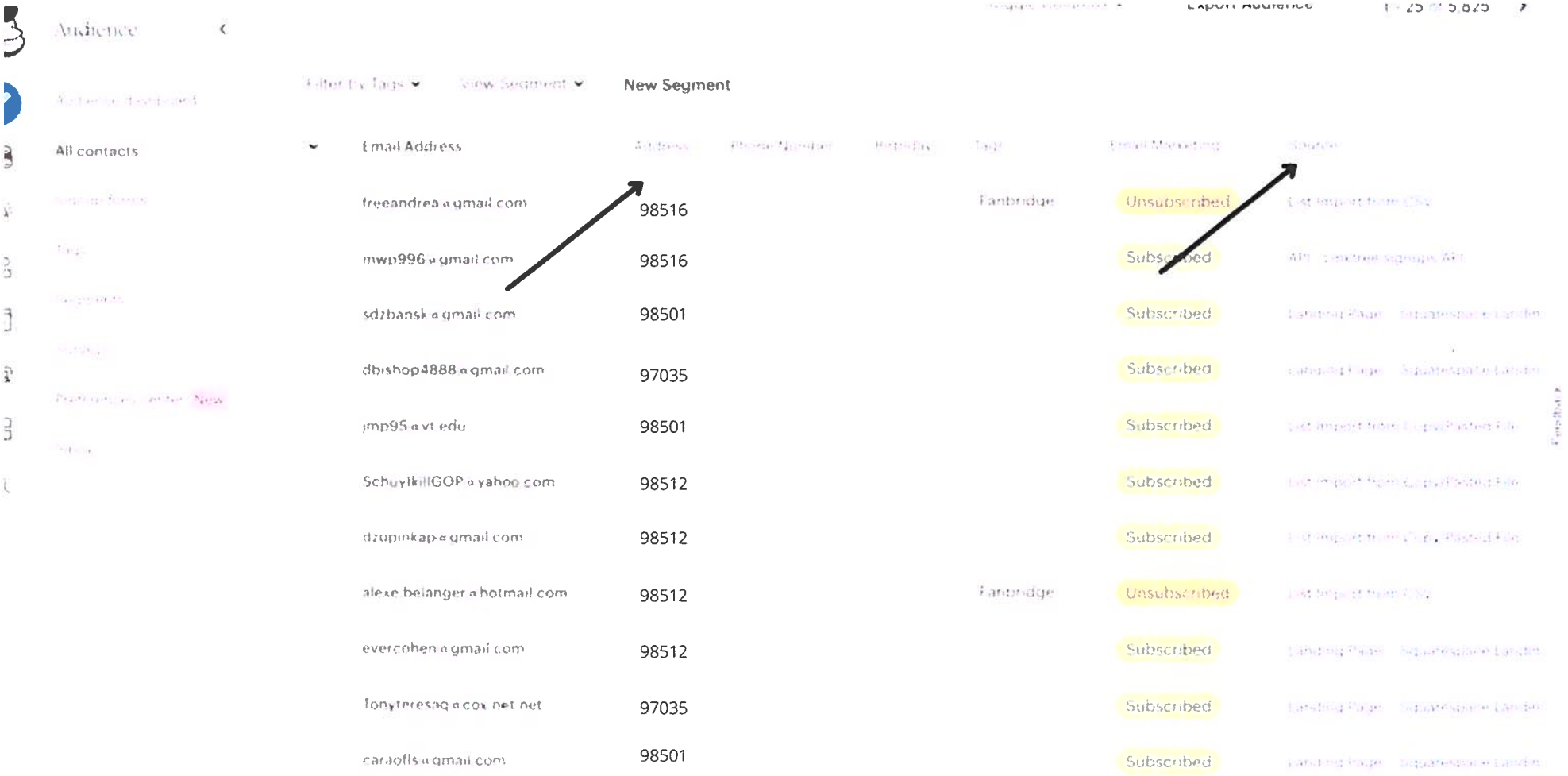
Johnson Point Rd
Olympia, Wa



EMAIL

cg@team-tomorrow.com

Sample Mailchimp/Email List Tracking



Sample of CRM data from our ticketing partner, Etix

EXPERIENCE REAL-TIME RESULTS

We give you real-time access to over 150 specialized reports, including year-over-year comparisons and cohort analysis, you'll have all of the information you need at your fingertips.

CRM POWERED BY ETIX COMMUNITY

The Etix Community customer relationship system grants easy access to your customer data, allowing you to quickly view and segment your ticket buyers by a variety of factors, including purchase history, location, and lifetime spend.

TRACK THE CUSTOMER JOURNEY

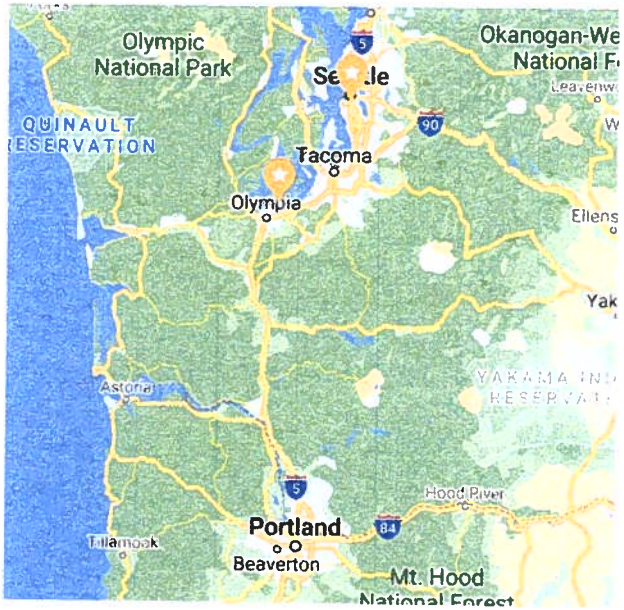
You can now see the entire purchase funnel—from acquisition to purchase—through your own Google Analytics account or the Etix Analytics suite, enabling better ROI tracking than ever before.

Sample wristbands for working, staff, General Admission and VIP



Community and Partner give-aways can have their own color and be counted & tracked

Radius Clause: PDX - SEA



radius clause is a form of non-compete clause used in the live music industry, in which a concert producer stipulates that a performer, for a certain length of time prior to and/or following an appearance at a festival cannot perform within a certain mileage of said festival.

fully funded and thusly able to attract top tier talent, **we will implement a radius clause from Portland, Or to eattle,** Wa **ensuring that our top tier acts will only play in Olympia** for 60 days on either side of the festival. **This will ensure that the acts' fanbase will travel to see them** rather than wait for a more local show.

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Washington Center for the Performing Arts	91-1182866
Organization/Agency	Federal Tax ID Number
Jill Barnes	Executive Director
Contact Name	Title
512 Washington St SE	Olympia WA 98501
Mailing Address	City State Zip
(360) 753-8585 x10	jbarnes@washingtoncenter.org
Work Phone	Email Address

Cell Phone

Fax

- ☐ Tourism Promotion Activities
- ☒ Tourism-Related Facility
- ☐ Events/Festivals: _____
  Name of Event/Festival *Location* *Date*
- ☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*
- ☐ **Public Agency**

Amount Requested: $ 30,000

CERTIFICATION

I hereby state on behalf of Washington Center for the Performing Art that:
Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

☒ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☐ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED

jzb

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

Jill Barnes	Jill Barnes	8/27/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

With a 990-seat main theater and 140-seat black box theater, the Washington Center maintains two spaces with over 200 performances and/or events each year, attracting over 100,000 patrons including local and tourists to the region. In addition to the local arts organizations who perform at the Washington Center, we have a presenting season with 30-40 performances featuring international touring artists. These artists attract visitors from across the state and beyond - a critical piece of local tourism. For over 35 years, the Washington Center has delivered diverse, affordable, high-quality performing arts programs to the region.

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	840
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	1,110
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	1,050
• **Attend but are not included** in one of the categories above:	57,000
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	480

How will the funds received increase the number of people traveling for business or pleasure on a trip?

Please see attachment.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

Please see attachment.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

Please see attachment.

4. **Is there a host hotel for your program's event:**

We work with multiple hotels throughout the year.

5. **What is target age group(s) of your event or activity?** All ages

6. **Describe the community appeal and/or support of your program:**

Please see attachment.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**

1. Ticket Sales	$695,538
2. Municipal funding	$345,000
3. Individual, corporate, and event/philanthropic support	$225,950
4. Service fees	$150,000
5. Facilities rental	$110,150

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ■ **No** ☐

11. **Is this application for new funds:** **Yes** ☐ **No** ☐ **Or increased funds:** _____ **Yes** ■ **No** ☐

12. **If you answered yes to increased funds, describe the reason for the increase:**

The COVID-19 crisis brought major financial losses for the Washington Center, as well as our beloved artistic partners. As a result of the global pandemic, compared to the previous year, our earned income – such as ticket sales, concessions, rental events - was gutted by more than 90 percent. We believe it's critical to continue investing so that we are here for our cultural visitors now and tomorrow.

13. **Event Location:** Washington Center for the ☐ **Lacey** ☐ **Lacey's Urban Growth Area**

■ **Other** Olympia, WA

14. **Date(s) of event:** Ongoing: Calendar year 2022

15. **Single or multi-day event:** The Center is used year-round.

16. **Projected attendance:** 60,000

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

RESPONSES: SUPPLEMENTAL QUESTIONS

1. **HOW WILL THE FUNDS RECEIVED INCREASE THE NUMBER OF PEOPLE TRAVELING FOR BUSINESS OR PLEASURE ON A TRIP:**

Cultural activities, like those offered at the Washington Center for the Performing Arts, make our community a more desirable place to visit, live, work and play. Lacey's established and newer chain hotels, coupled with convenient access to the Center, allow patrons to travel into our region to see our national touring acts. Whether patrons are here specifically for a show or as an enhancement to their stay while in our region, they will enjoy their visit and look forward to returning.

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.

A recent example was a call from a man in Bellevue. He saw that GRAMMY award-winning artist Judy Collins would be performing at the Washington Center in 2022. He contacted our staff to share how much he has admired Judy Collins, and what a treat it would be to see her in an intimate venue like the Washington Center. He discussed how to become a donor in order to receive early access to purchasing tickets, as well as inquiring about places to stay and other activities while in town.

With Lacey's established and newer chain hotels, coupled with its convenient access to the Center, patrons traveling to see our national touring acts, whether they are here specifically for a show or as an enhancement to their stay while in our region, will enjoy their visit and look forward to returning.

2. HOW DO SERVICES PROMOTE AND ENHANCE TOURISM FOR LACEY:
-DESCRIBE THE TOURISM PROMOTION IMPACT ON THE ECONOMY OF THE CITY OF LACEY, SPECIFICALLY LODGING, FOOD SERVICE SECTORS, AND COMMUNITY FACILITIES.
-PROVIDE COPIES OF PROPOSED PROMOTIONAL MATERIAL.

Tourism industry research has repeatedly demonstrated that cultural tourists stay longer and spend more than the average traveler. On average, visiting attendees spend more than twice that of their local counterparts. Having a healthy performing arts center in our region strengthens the social fabric as people gather and share an experience. Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses- restaurants, parking lots, hotels, and retail stores. According to Americans for the Arts Economic Impact of Non-Profit Arts and Cultural Organizations, an average arts attendee spends $31.47 per event in addition to the cost of admission. Of that, $4.48 goes to overnight lodging and $16.82 to meals, snacks, and refreshments. These are average numbers and Washington cities are consistently above average in cultural arts spending. Our patrons come from outside of the region to see performances that are exclusively offered on our stage. This may include patrons coming to see national/international touring acts, or friends and family coming to see their performer in an event by one of our 18 Artistic and Community Partners. Some hotel nights are paid for by patrons directly, some by the Center for visiting performing artists, and some are complimentary in exchange for a 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.

RESPONSES: SUPPLEMENTAL QUESTIONS

Arts & Culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include art and culture events in their trips differ from other U.S. travelers in a number of ways: they spend more than other travelers; they are more likely to stay in overnight lodging; and they are more likely to spend $1,000 or more during their entire stay. Two-thirds of American adult travelers say they include cultural, artistic, heritage, or historic activities on their trip when traveling 50+ miles.

One-third of the nation's arts attendees are from outside the county in which the arts event took place (34.1 percent) and spent twice as much ($47.57 vs. $23.44) as their local counterparts. Two-thirds of nonlocal attendees (69 percent) indicated that the primary reason they were visiting was to attend that arts event. When local attendees were asked what they would have done if the arts event they were attending was not taking place, 41 percent said they would have traveled to a different community for a similar arts experience.

3. DESCRIBE HOW YOU WILL ENCOURAGE SUPPORT OF LACEY BUSINESSES, RESTAURANTS, AND RETAIL:

We are fortunate to have several sponsors and vendors from Lacey including Panorama, Jubilee, SCJ Alliance, Right! Systems, and Meconi's Sandwiches and Subs, and more. We acknowledge them at our events and encourage our patrons to patronize the businesses that support the arts. Our patrons are introduced to proprietors and businesses through our playbill, social media, and verbally, and are very likely to not only patronize their businesses personally, but also professionally. Many of our patrons fall within the upper income brackets and have discretionary income.

We are also heavily engaged in social media and use that platform to showcase our sponsors and events that would be of interest to our patrons. 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.

The Center has physical space in our lobby dedicated to promoting events and entertainment opportunities in our community. We also have a very active social media network where we feature and promote sponsor businesses and events that would be of interest to our patrons. Our Box Office staff has been trained to have a "concierge" mentality and offer additional options for patrons to enhance their visit- whether it is to recommend a hotel, another show they might enjoy, convenient parking suggestions, or somewhere to dine. We are encouraging our staff to become certified through the Certified Tourism Ambassador (CTA) Program for Thurston County to assist in promoting tourism for the region.

It came to our attention several years ago that many of the hotel front line staff have not attended events at the Center. We have since been communicating with local hotel management/staff to provide information on upcoming shows, any available last-minute deals for guests, and vouchers for free tickets. It is important to us that hoteliers and staff feel comfortable and confident

recommending the Washington Center for the Performing Arts as a resource for cultural arts and entertainment.

6. DESCRIBE COMMUNITY APPEAL AND/OR SUPPORT

The Center relies on a variety of earned and contributed income, including ticket sales, facility rentals, service fees, concessions, city funding, corporate support, grants, and individual donations, for its operations. Attendance is the surest indicator of community support. Before the pandemic, we served approximately 100,000. In our last full season prior to the pandemic we sold 66,444 tickets, with 44,126 to those in Thurston County. Of those, 7,068 have Lacey-specific zip codes, which represents 16% of all Thurston County ticket sales!

We receive over $150,000 of in-kind donated services annually from local businesses. Additionally we rely on the generosity of our volunteers. We have a corps of 250 active volunteers who collectively regularly contribute over 10,000 hours each year, demonstrating the significant community interest in supporting the Center. Our Lacey volunteers represent 11% of our entire volunteer force, demonstrating the there is significant community interest in supporting The Center. 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.

In recognition of our facility's operation as a regional asset, we receive annual operating support from the Cities of Lacey, Olympia, and Tumwater. Additionally, the City of Olympia continues to invest in the facility by ensuring regular maintenance. We are also taking every opportunity to reinvest in the infrastructure of the Washington Center to ensure high-quality experiences for both our artists and patrons.

The Washington Center makes a tremendous economic impact in Thurston County. For our last pre-pandemic fiscal year, the Washington Center is estimated to have created or sustained 52.3 jobs. In addition, all stage work at the Washington Center is performed by our technical labor crew, which is represented by IATSE Local No. 15. Today, IATSE members work in all forms of live theater, motion picture and television production, trade shows and exhibitions, television broadcasting, and concerts as well as the equipment and construction shops that support all these areas of the entertainment industry. Because of the Washington Center, an additional $5 million in goods & services are produced each year! This impact represents a total economic multiplier of 2.1 to Thurston County. Said another way, for every $1 facilitated through the Washington Center, we return $2.10 to the surrounding economy in Thurston Co. each year.

Lacey Lodging Tax Funds 2022

BUDGET REQUEST $30,000

The overall annual budget of The Washington Center for the Performing arts for 2022 is $2.1 million. The marketing budget is over $120,000 and includes print, postage, posters, banners, website maintenance and development, social media, and more.

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

Expense	**Amount**
Website development and maintenance	$7,500
Print and postage for prospective patrons, including out of region patrons	$7,500
Out of region print advertising	$2,500
Social media advertising targeting new, younger, and genre-specific patrons	$7,000
Email newsletters and genre-specific targeted mails, sent weekly to 29,000+ email addresses	$5,500
Total	**$30,000**

THE CENTER
THE WASHINGTON CENTER FOR THE PERFORMING ARTS

2021/2022 SEASON

Tickets on sale now!

(360) 753-8586 | www.washingtoncenter.org



NATIONAL GEOGRAPHIC *LIVE!*
PINK BOOTS AND A MACHETE: MIREYA MAYOR
SEPTEMBER 16 | 7:30 PM



SILENT MOVIE SERIES
SILENT KINGS OF COMEDY
SEPTEMBER 26 | 2:00 PM



WILCO ODE TO JOY TOUR
OCTOBER 9 | 7:30 PM



BLACK BOX JAZZ
KAREEM KANDI
OCTOBER 15 | 8:00 PM



BOOGIE FROM THE BAYOU
OCTOBER 29 | 7:30 PM



CHRIS PERONDI'S
STUNT DOG EXPERIENCE
NOVEMBER 12 | 7:30 PM



THE HIP HOP NUTCRAKER
NOVEMBER 15 | 7:30 PM



SEATTLE INTERNATIONAL COMEDY COMPETITION
NOVEMBER 18 | 7:30 PM



WINDHAM HILL'S
WINTER SOLSTICE
DECEMBER 1 | 7:30 PM



GOD IS A SCOTTISH DRAG QUEEN CHRISMAS SPECIAL
DECEMBER 3 | 7:30 PM



INTERNATIONAL GUITAR NIGHT XXII
JANUARY 18 | 7:30 PM



BLACK BOX JAZZ
ANN REYNOLDS & CLAVE GRINGA
JANUARY 21 | 8:00 PM



PINK MARTINI
JANUARY 24 | 7:30 PM



ENSEMBLE MIK NAWOOJ
FEBRUARY 3 | 7:30 PM



BLACK BOX JAZZ
MAX HATT / EDDA GLASS
FEBRUARY 11 | 8:00 PM



***THE DAILY SHOW* WRITERS COMEDY TOUR**
FEBRUARY 12 | 7:30 PM



AN EVENING WITH JUDY COLLINS
FEBRUARY 25 | 7:30 PM



LADIES OF LAUGHTER
MARCH 11 | 7:30 PM



SILENT MOVIE SERIES
BUSTER KEATON: A SHORT FILM COLLECTIONS
MARCH 13 | 2:00 PM



PIONEERING WOMEN IN JAZZ
BESSIE, BILLIE & NINA
MARCH 15 | 7:30 PM



THE GOLDEN GIRLS SHOW!
A PUPPET PARODY
MARCH 25 | 7:30 PM



2021 TOUR
MELISSA ETHERIDGE
APRIL 4 | 7:30 PM



KORESH DANCE COMPANY
APRIL 16 | 7:30 PM



BLACK BOX JAZZ
DUENDE LIBRE TRIO
APRIL 22 | 8:00 PM



AN EVENING WITH
DAVID SEDARIS
MAY 10 | 7:30 PM



THE CENTER SALON
MAY 13 | 7:30 PM



"PERK UP, PIANIST!"
MAY 21 | 7:30 PM



THE TEMPTATIONS
JUNE 9 | 7:30 PM

COMEDY IN THE BOX

NOVEMBER 15 | 7:30 PM
FEBRUARY 17 | 7:30 PM
MARCH 24 | 7:30 PM
APRIL 21 | 7:30 PM
JUNE 23 | 7:30 PM



SEE YOU AT THE CENTER!

SEASON SPONSORS:

knkx | OLY MEDIA GROUP | 94.5 ROXY | BATDORF & BRONSON | CAPITOL CITY PRESS | the VALLEY ATHLETIC CLUB | ARTS | ART WORKS. | National Endowment for the Arts | Thurston Community Media

Corporations and Charities Filing System

Business Information

BUSINESS INFORMATION

Business Name:

THE WASHINGTON CENTER FOR THE PERFORMING ARTS

UBI Number:

600 591 200

Business Type:

WA PUBLIC BENEFIT 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, WA, 98501-1330, UNITED STATES

Expiration Date:

09/30/2021

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

09/17/1982

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CULTURAL

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		QUINT	NEWELL
GOVERNOR	INDIVIDUAL		LYNN	WOFFORD
GOVERNOR	INDIVIDUAL		SPENCE	WEIGAND
GOVERNOR	INDIVIDUAL		ANN	FLANNIGAN

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Filing History | Name History | Print | Return to Business Search

Shaping our community together

CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Washington State Senior Games			91-2073918
Organization/Agency			Federal Tax ID Number
Jack Kiley			President
Contact Name			Title
2218 Vista Ave SE			Olympia WA 98501
Mailing Address			City State Zip
360-754-4937	360-701-0009		jack.kiley@comcast.net
Work Phone	Cell Phone	Fax	Email Address

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

■ Events/Festivals: Washington State Senior Games (*Name of Event/Festival*) South Sound (*Location*) 7/24/2022 (*Date*)

■ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ **Public Agency**

Amount Requested: $ 15,000

CERTIFICATION

I hereby state on behalf of Washington State Senior Games (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:

■ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

■ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

■ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED JK **Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.**

Jack Kiley	Jack Kiley	8/26/2021
SIGNATURE	PRINTED NAME	DATE

SUPPLEMENTAL QUESTIONS

DESCRIPTION OF EVENT

Each year the Washington State Senior Games, a volunteer-only 501 (c) (3) organization, hosts the Washington State Senior Games, a sports competition for senior men and women. In 2019 (Games were cancelled in 2020), in venues throughout Lacey, Olympia, and Tumwater, the Games attracted the largest gathering of senior athletes in the state. Over 2,000 competitors from throughout the northwest – some from around the country – all 50 and over,- came to the South Sound to compete in twenty-four different sports, in an atmosphere promoting health, physical fitness, competition, and companionship. In the Games just concluded we had 1400 registrations even with the continued uncertainties surrounding COVID-19.

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 Washington State Senior Games, presented annually, has become one of the truly signature events in the South Sound.

1. **Provide estimate of the number of participants (i.e., competitors, family and friends, officials) who will attend the event in each of the following categories:**

   - Stay overnight in paid accommodations away from their place of residence or business: **300(Lacey only)**
   - Stay overnight in unpaid accommodations (with friends or family) and travel 50 miles or more one way from their place of residence or business **1450**
   - Stay for the day only and travel more than 50 miles or more one way from their place of residence or business: **2800**
   - Attend but are not included in one of the categories above **900**
   - Estimated number of participants in any of the above categories that attend from out-of-state (includes other countries): **1400**

How will the funds received increase the number of people traveling for business or pleasure on a trip;

(See response to Question 2)

2. **How do services promote and enhance tourism for Lacey?**

   The Senior Games will attract over 5,000 competitors, family and friends, officials, and volunteers, 60% coming from further than 50 miles away and 26% coming from out of state or out of country. They are not coming for reasons that traditionally involve business or pleasure – but to participate with their peers in an athletic competition (though an argument could be made that there is a great deal of pleasure associated with their competition). They are senior men and women that have higher than average disposable income and will spend those resources in Lacey's motels, restaurants and business establishments. Funds from Lacey's Lodging Tax receipts will ensure that this will happen.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**

   The impact of the Senior Games on the local economy throughout Thurston County and the South Sound is significant. Approximately 60% of the participants and their families and friends come from further than 50 miles away, from all over the State, and throughout the northwest. Many of these competitors, their families, and many officials stay in Lacey motels, eat in Lacey restaurants, and visit Lacey attractions. Including our expected expenditures of approximately $140,000 to put on the Games, our VCB has calculated that our total economic impact on the local economy exceeds $1.4 million annually. Because a significant number of our events are held in Lacey venues (Pickleball at Rainier-Vista Park, Soccer at the Regional Athletic Complex, Rock Climbing at Cirque Climbing, and Disc Golf at Woodland Creek Community Park), there is no question that the economy of the City of Lacey receives a "shot-in-the-arm" from the Senior Games.

   We are unable to specifically break out the amount of funds expended by those attending the Senior Games in the City of Lacey alone. However, as noted above, the overall economic impact in Thurston County and the South Sound is significant. In the past we have queried local motels in Lacey regarding room reservations attributable to the Senior Games. Their response, recognizing that some of the reservations may not reference any specific activity that drew them to this area, is that total reservations increase significantly during the period the Games are presented. Additionally, our intent is to distribute the VCB's Visitor Guide when athletes check in, that will detail where the athletes and accompanying family and friends can eat and stay in Lacey. Lacey lodging establishments will be listed on our website (and linked to their websites), in our e-newsletters that are published quarterly prior to the Games, in ads in local newspapers, in postings on our Facebook page, and in other publications.

4. **Is there a host hotel for your program's event:**
   No

5. **What is target age group(s):**
   Men and Women 50 - 100

6. **Describe the community appeal and/or support of your program:**

   We attempt to showcase our local community in a variety of ways, and, as a result, we receive significant financial support from local public entities.

   The annual presentation of the Washington State Senior Games, throughout the month of July and early August, has become a signature event that brings many senior athletes, families and friends from outside Thurston County to the South Sound area. We send out "save-the-date" notices at the beginning of the year, and publish e-Newsletters that highlight Games' and sponsor information, including motel accommodations. We also publish and distribute posters and flyers to organizations throughout the South Sound.

   We publish an Event Guide that is distributed to many local organizations and businesses that explain and promote the Senior Games, encouraging the senior community to "get off the couch" and participate in any of our large variety of sports.

   Our web site (www.washingtonstateseniorgames.com) provides a comprehensive recap of the Games, entry information, event listings and locations, results from previous years, sponsor information, a photo gallery, and motel accommodations.

   Our numerous Facebook postings throughout the year work to keep the Senior Games theme alive and appropriate for many seniors that are ready to "get off the couch."

7. **Do you rely solely on LTAC funds from the City of Lacey?** NO
   Provide an itemized list identifying each type of expenditure to be reimbursed.
   In order to present the Washington State Senior Games, the following list of major expenditures will require reimbursement:

   - Registration processing & materials
   - Advertising and promotion expenses
   - Media consultant
   - Participant t-shirts
   - Participant medals
   - Liability insurance
   - Venue costs

- Payments to officials and judges
- Fruit, water and ice
- Rental of tables/chairs

8. **Identify your program's top five sources of revenue:**

1.	Athlete Fees	$55,000
2.	City of Olympia	20,000
3.	City of Lacey	15,000
4.	City of Tumwater	15,000
5.	Kaiser Permanente	10,000

9. **DO YOU PLAN TO BECOME SELF-FUNDED:** NO

10. **HAVE YOU RECEIVED CITY FUNDS IN THE PAST:** YES

11. **IS THIS APPLICATION FOR NEW FUNDS:** NO
OR INCREASED FUNDS: NO

12. N/A

13 **Event location:** Various venues in Lacey and others in the South Sound

14 **DATE(S) OF EVENT:** Various dates throughout July and early August; main weekend is: July 22 - 24.

15 **SINGLE OR MULTI-DAY EVENT:** Multi-Day Event

16 **PROJECTED ATTENDANCE:** 5,000 + (includes competitors, family, friends, volunteers, officials)

Itemized Budget:

Award Medals **$15,000**

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/11/2021
Effective Date: 08/11/2021
UBI #: 601 816 978

EXPRESS ANNUAL REPORT WITH CHANGES

BUSINESS INFORMATION

Business Name:
WASHINGTON STATE SENIOR GAMES

UBI Number:
601 816 978

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, UNITED STATES

Principal Office Mailing Address:
2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, UNITED STATES

Expiration Date:
09/30/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/10/1997

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC, PRESENTATION OF ATHLETIC COMPETITION FOR SENIORS 50 AND OVER

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
JACK KILEY	2218 VISTA AVE SE, OLYMPIA, WA, 98501-0000, UNITED STATES	PO BOX 1487, OLYMPIA, WA, 98507-0000, UNITED STATES

PRINCIPAL OFFICE

Phone:
360-754-4937

Email:

JACK.KILEY@COMCAST.NET

Street Address:
2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, USA

Mailing Address:
2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		NANCY	MOSS
GOVERNOR	INDIVIDUAL		JACK	KILEY

NATURE OF BUSINESS

- ATHLETIC
- PRESENTATION OF ATHLETIC COMPETITION FOR SENIORS 50 AND OVER

EFFECTIVE DATE

Effective Date:
08/11/2021

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?
NO

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16⅔ percent interest in the entity?
NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?
NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?
NO

You must report a Controlling Interest Transfer Return **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:
JACK.KILEY@COMCAST.NET
Address:
2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, USA

EMAIL OPT-IN

☑ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

Person Type:
INDIVIDUAL

First Name:
JACK

Last Name:
KILEY

Title:
PRESIDENT

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

WSSG
WASHINGTON STATE SENIOR GAMES

August 25, 2021

Dear Senior Games Supporters:

If you do nothing else in the next 60 seconds, please note the intensity, focus and joy on the faces I've included with our flyer.

The faces you see belong to winners. They are the faces of senior athletes competing at this year's 2021 Washington State Senior Games.

More than 1,400 senior athletes registered for the Senior Games in 2021 . . . a startling number considering that the previous year the Games were entirely cancelled.

And while 2021 has proven to be another stubborn year of COVID-19 surges, lulls and uncertainty—the Washington State Senior Games proudly held a safe and successful large-scale event.

Ultimately, it takes hundreds of volunteers—from javelin and discus retrievers, to statisticians, sports officials, greeters and more—to make the Games a success.

On behalf of such volunteers I want to thank you in advance for the financial or other support you provide our 25-year-old nonprofit organization.

We are proud to bring so many visitors to Thurston County and the greater Olympia-Lacey-Tumwater area. Needless to say, we are ***delighted beyond measure*** to have done this, safely, in the midst of yet another uncertain year.

Yours sincerely,
Jack Kiley
President, Washington State Senior Games

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National Senior Games Association

Shaping our community together

CITY OF LACEY

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SEP 1 2021
CITY OF LACEY

CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

American Lung Association — 13-1632524
Organization/Agency — Federal Tax ID Number

Season Oltmann — Executive Director
Contact Name — Title

5601 6th Ave S, Ste 460 — Seattle — WA — 98108
Mailing Address — City — State — Zip

206.512.3293 — 253.209.9897 — — season.oltmann@lung.org
Work Phone — Cell Phone — Fax — Email Address

☐ Tourism Promotion Activities
☐ Tourism-Related Facility
☒ Events/Festivals: Reach the Beach WA (*Name of Event/Festival*) — Lacey-Westport (*Location*) — 9/24/2022 (*Date*)

☒ **Non-profit** *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*
☐ **Public Agency**

Amount Requested: $ 5000

CERTIFICATION

I hereby state on behalf of American Lung Association (*Organization/Agency Name*) that:

Tourism Promotion Activities or Tourism-Related Facilities:
☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:
☒ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

☒ The applicant understands that the City of Lacey will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

INITIALS REQUIRED: SO

Applicant further understands the City of Lacey cannot guarantee the availability of funds authorized in the 2022 budget identified for LTAC awardees if external events beyond the control of the City limit said funding; any funds spent in anticipation of reimbursement shall be the full responsibility of the applicant.

SIGNATURE — Season Oltmann (PRINTED NAME) — 8/31/2021 (DATE)

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:
See attached

1. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

• Stay **overnight in paid accommodations** away from their place of residence or business:	350
• Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:	25
• Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:	25
• **Attend but are not included** in one of the categories above:	50
• Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):	25

How will the funds received increase the number of people traveling for business or pleasure on a trip?
RTBWA is requesting contribution to the marketing and aquisition plan for 2022. Currently, the plan includes a digitial lead generator campaign through social media channels, temporary staffing to manage the increase communication work load, and an in-kind/paid campaign through The Stranger and Portland Mercury digital platforms. For 2022, we will again add an in-kind/paid campaign through a partnership with Cascade Bike and their STP (Seattle to Portland) event.

2. **How will your programs services promote and enhance tourism for Lacey?**
   - Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
   - Provide copies of proposed promotional material.

Currently, all marketing materials promote the location of the route, Lacey, WA- Westport, WA. Lodging RFP is requested through Experience Olympia & Beyond that includes a promoted room rate for participants and a Friday night packet pick-up at the host hotel. The RTBWA route includes the bike trails promoted by the Thurston Regional Planning Council and a Bike Thurston County map is provided.

3. **Describe how you will encourage support of Lacey businesses, restaurants, and retail:**
in 2021, RTBWA 100 mile route starts at the Thurston Regional Athletic Center, host hotels have been sourced in partnership with Experience Olympia & Beyond, event food is sourced from local catering and restaurant options, local event and transportation rentals are sourced (when possible). Lodging and transportation links are posted to website and communicated through email and social.

4. **Is there a host hotel for your program's event:**
Yes, we are promoting two room rates at adjacent properties and using one as a day before packet pick-up location.

5. **What is target age group(s) of your event or activity?** 75% of participants are 40+ years

6. **Describe the community appeal and/or support of your program:**

In 2022, RTBWA will be producing a 6th annual ride with strong destination event support. Tourism organizations have recognized the unique and profitable nature of our participants, spectators, volunteers and staff. We have complied with all state and local event and COVID guidelines, partnered with local business to highlight return trips and participated in community stakeholder groups.

7. **Do you rely solely on LTAC funds from the City of Lacey?** **Yes** ☐ **No** ■
   - Provide an itemized list identifying each type of expenditure to be reimbursed.

8. **Identify your program's top five sources of revenue:**
   1. Fundraising $85,000
   2. Sponsorship $16,500
   3. Registration $10,000
   4. _____ $_____
   5. _____ $_____

9. **Do you plan to become self-funded?** **Yes** ☐ **No** ■
   If yes...
   - Include your plan to become self-funded.
   - Include progress to date to become self-funded.

10. **Have you received City funds in the past:** **Yes** ☐ **No** ☑

11. **Is this application for new funds:** **Yes** ☐ **No** ☐ **Or increased funds:$**_____ **Yes** ☐ **No** ■

12. **If you answered yes to increased funds, describe the reason for the increase:**

13. **Event Location:** 100 mile start at the RAC ■ **Lacey** ☐ **Lacey's Urban Growth Area**

    ☐ **Other**_____

14. **Date(s) of event:** September 24, 2022

15. **Single or multi-day event:** single event day with lodging promoted

16. **Projected attendance:** 500

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31,2021

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**
   - Original (signed)
   - 8 copies 3-hole punched, paper clipped, no staples.

   Brochures and Other Materials:
   - 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)

3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting $5,000 in LTAC funds from the City, provide detail about what the $5,000 will pay for.

SUBMIT TO:
City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?
Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us

Describe tourism related event

Reach the Beach WA is a fundraising event benefiting the American Lung Association supporting the mission to save lives by improving lung health and preventing lung disease through research, education and advocacy. RTBWA is a point to point 100 mile cycling event from Lacey, WA to Westport, WA with 4 distance options. It is a fully supported, fast and flat, end of season, in-person ride. In 2021, RTBWA is trending to have over 300 participants, (450 pre-COVID) with 90% participating outside of the Lacey 50 mile radius (50% from PDX zipcodes and 50% from SEA zipcodes)

Along with established partnerships with the City of Westport LTAC, Grays Harbor LTAC and Experience Olympia and Beyond, participants are recruited through a marketing plan consisting of digital marketing, sponsorship visibility and grassroots recruiting targeting Seattle, Tacoma, Olympia and Portland. Dual event marketing with Reach the Beach OR ensures year-round exposure for this event. Additionally, with the growth of the Reach the Beach brand in 2022 to CA, participant passport registration will be encouraged. Finally, media sponsorship through KIRO 7 and Mixx 96 ensured TV and radio promotion outside of Thurston and Grays Harbor counties.

7. Itemized Marketing Campaign Expenditure List

Internal lead generator digital campaign- social channels (see attached)	$3500
In-Kind/paid digital campaign- The Stranger/The Portland Mercury (see attached)	$5500(+in-kind)
Temporary staffing to manage additional communications campaign	$2500
Cascade Bike STP (Seattle to Portland) partnership (see attached)	$3500

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

American Lung Association

2 Business name/disregarded entity name, if different from above

American Lung Association in Washington

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☑ Other (see instructions) ▶ Non-Profit 501 (C) 3

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

5601 6th Ave S. #460

Requester's name and address (optional)

6 City, state, and ZIP code

Seattle, WA 98108

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			–			–				

or

Employer identification number

1	3	–	1	6	3	2	5	2	4

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here | **Signature of U.S. person** ▶ Laura Scott **Date** ▶ 1/1/20

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9.*

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

American Lung Association.

Rider Feedback, *"Just wanted to say thank you for the ride last Saturday. It was an incredible experience, well organized and ran efficiently!"* –*Captain Foster*





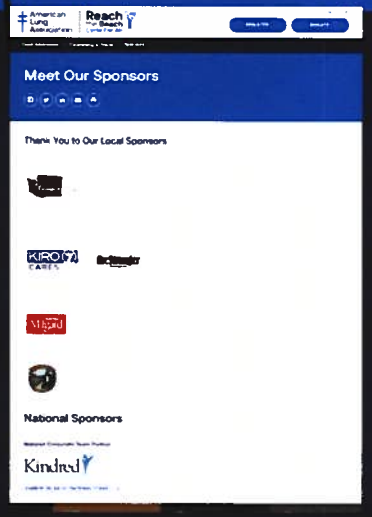
The American Lung Association's mission is **to save lives by improving lung health and preventing lung disease**

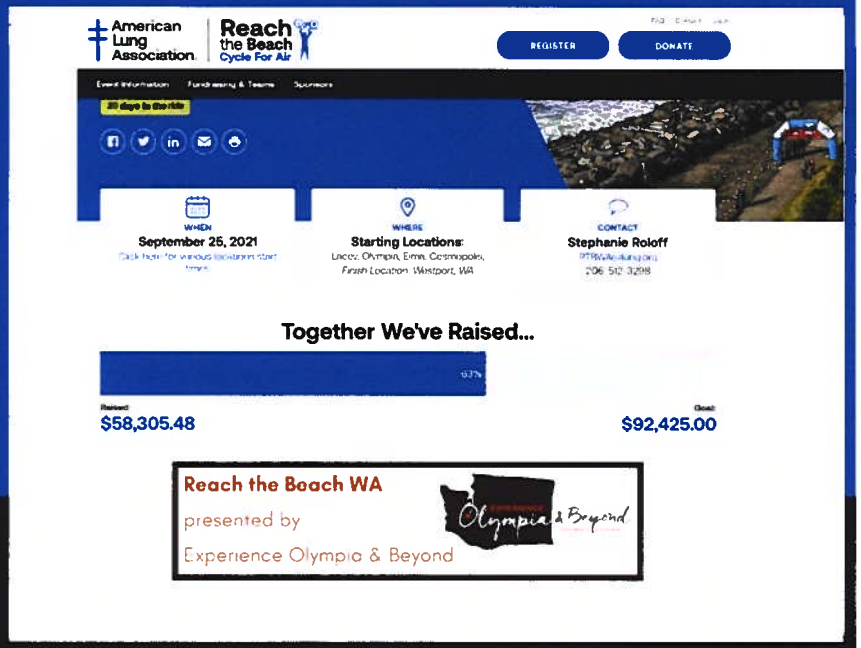
Website

Rider Feedback, "Thank you to everyone who made this event happen. This was my first organized bike event and century ride and it was amazing. Will definitely be back again for the beach route." – Brad Tauscher









The website received **10,998 unique** views

American Lung Association

Social Media

American Lung Association.

Reach the Beach Cycle For Air
Washington | Oregon







Reach the Beach Oregon
May 15, 2021
ReachtheBeachOR.org

Reach the Beach Washingto
September 25, 2021
ReachtheBeachWA.org

Reach the Beach - Cycling
August 21 at 7:00 PM

Discounted room rates are available for Comfort Inn Vacation by the Sea in Westport for Reach the Beach looking to stay overnight before or after our Septem date! Click HERE - https://b t.y/3zgnkPH for details



Reach the Beach - Cycling
August 26 at 9:00 AM

Reach The Beach WA presented by Experience Olympia & Beyond, The Offic al Destinat on Marketing Organization For Thurston County is just around the corner, and if you haven't joined the hundreds a ready gearing up for th s year's ride, NOW is the time to register! Prices are increas ng Wednesday, September 1st so go to reachthebeachwa.org to qu ckly and eas ly register.

For the current price of just $55 we provide you a fully supported ride with d stance opt ons from 24 m... See More



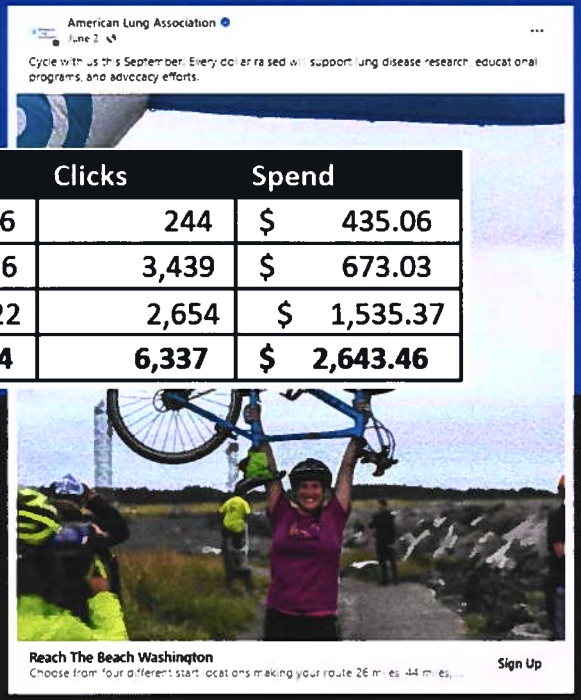
American Lung Association

Digital Lead Generator Campaign

Reach the Beach WA	Impressions	Clicks	Spend
Google Search	29,346	244	$ 435.06
Google Display	966,236	3,439	$ 673.03
Facebook	236,522	2,654	$ 1,535.37
TOTAL	**1,232,104**	**6,337**	**$ 2,643.46**





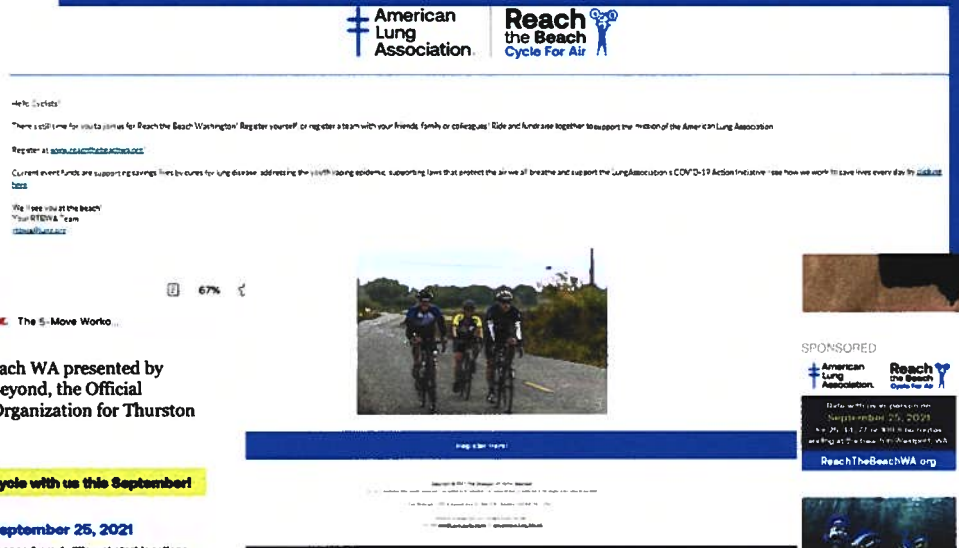


American Lung Association

The Stranger/ Portland Mercury Partnership

Including email, social, headline, and mobile ads











American Lung Association.

Materials

Calendar

American Lung Association | Reach the Beach Cycle For Air

Schedule of Events

Presented By TOYOTA

Contact information:
ReachtheBeachor.org | RTB@lung.org | 503-718-6155

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4/18	4/19	4/20 Rider Social 5:30-6:30pm Origami	4/21	4/22	4/23	4/24
4/25	4/26	4/27 Rider Social 5:30-6:30pm BINGO	4/28	Stay tuned for information about PGE's Climate Action Talk		
5/2	5/3	5/4 Rider Social 5:30-6:30pm TBD	5/5	5/6	5/7	5/8 Packet Pickup 11am - 1pm HTC
5/9 Packet Pickup Eugene. Call 541-510-9797 for apt. Last day to purchase bus tickets	5/10	5/11 Packet Pickup 5-7pm Columbia Bank	5/12 Packet Pickup 5-7pm HTC	5/13	5/14 Packet Pickup 6-7:30pm HTC Last day to "register and reach the fundraising of $150." On day of reg or packet pickup	5/15 Reach the Beach! Must be pre-registered and have picked up packet by 5/14 to participate

Packet Pickup Locations

Eugene
By appointment only
Call Julia at 541-510-9797 to schedule

Hood to Coast (HTC)
7236 SW Durham Rd. Suite 800, Portland, OR 97224

Columbia Bank
717 NE Grand Ave, Portland, OR 97232

Please note: You must register, reach the $150 fundraising minimum and pick up your packet by Friday, May 14th to ride. Absolutely NO PACKET PICKUPS or REGISTRATION on event day.

RTB OR Starting Location & Times

All ride lengths will start at
Century High School
2000 SE Century Blvd
Hillsboro, OR 97123

100 Mile Route – 6:00-8:00am*
75 Mile Route – 6:30-8:00am*
50 Mile Route 9:00-10:30am*
25 Mile Route 9:00-10:30am*
*All riders will have an assigned start time within this time frame.

Ride Your Way - location and day of your choosing
Create your perfect route in the location of your choice on a date that works best for you.

Participants who reached fundraising minimums for the cycling jersey, shorts and jacket by March 15th are guaranteed to have their size available at packet pickup. Otherwise, your incentive gifts will be available for pickup 45 days after the close of fundraising. Participants must reach fundraising minimums for champion sign & bib and overnight stay by April 15th to receive incentives by event day. Fundraising for remaining incentives closes June 15th.

*Times and dates are Pacific Time Zone

How-To Guides

www.ReachTheBeachOR.org

American Lung Association | Reach the Beach Cycle For Air

Every Mile Counts

How to update your Personal Page

ur Personal Page is your place to share your story with your supporters. Participants who update ir personal page raise at least 7 times more than those who do not. People want to know why you iding in Reach the Beach and how you connect with the mission of the American Lung Association. Make your Personal Page easy to access with a custom URL. Your passion will drive your family, friends, coworkers, and community to donate to your ride.



Edit Your Personal Fundraising Page



1. **Login to your Participant Center.**
2. **From the home page, click on 'My Personal Page'**
3. **Edit your Personal Page URL. Replace the long string of numbers and letters with something easy to remember such as your name**

If you get an error message when you update your URL, it is because that URL is already taken. Try updating again with a different URL.

4. **Update the text on your Personal Page with your *Why I Ride* story**

You can write your own content or use the existing text as a guide. Just start typing in the 'Body' section. Don't forget to click 'Save' when you are done!

5. **Click on 'Photo/Video' on the right hand menu of your Personal Page to add a photo or update an existing photo on your Personal Page. You can also add a short video**

Have questions or need help? Contact Julia Baker at 503-718-6155 or at Julia.baker@lung.org

Welcome Packet

American Lung Association | Reach the Beach Cycle For Air

May 15, 2021
Welcome Packet

Riders!

nerican Lung Association, welcome to the 31st annual Reach the Beach Oregon r your support. In this welcome packet, you will find fundraising tips and tips to or the ride of your life. With your help, we can continue to fund more research, -19 Action Initiative, impact more policy initiatives and expand our reach in the s-saving education and programming.

nile count.

Americans suffer from chronic

om lung cancer or live/work in
y are more likely to experience
COVID-19
g cancer. About two thirds of lung
dentify as Never Smokers and

n Americans, or 41.4% of
ounties with unhealthy air

u to create the Reach the Beach
t for you! You get to choose your
when you ride, and who you want
enjoy interactive online activities to
ining and fundraising, connect with
me of the iconic elements of Reach
e eligible to receive all of our 2021

very step of the way. The resources
exceed your fundraising goals are
packet and are available online. It's
ou make it an experience you will

50 fundraising minimum per person
efore packet pickup day. But please
g friends and family to sponsor you
ing them the opportunity to support
ing for healthy air, healthy lungs, and
ere in your community!

Safety

We will be practicing social distancing and wearing masks at all gathering places and will be following all local, state, and American Lung Association directives for your health and safety. Please note that all of our in-person routes may be subject to a maximum capacity cap due to local and state COVID-19 restrictions and Lung Association safety protocols. View our website for the most up-to-date information.

What Should You Do Today?

- Set your fundraising goal and create a plan
- Make a plan to achieve your goal and start early
- Tell your friends and family about your goal as they will help you get there
- Kick-off your fundraising by making a self donation
- Strive to go above and beyond



Your helpful Lung Association in Oregon staff are here to support you. Let us know what questions you have, to ensure you can kick-start your fundraising today.

Thank you for making every mile count!

Julian Dillon & Julia Baker
503-718-6155 | RTB@lung.org

503-718-6155 | ReachTheBeachOR.org | RTB@Lung.org

Support materials provided to all participants

American Lung Association

Race Packet









Every rider received a packet with a:

- T-shirt
- Race bib

American Lung Association

Fundraising incentives

Riders who fundraised beyond the minimum were eligible for additional incentives



Riders qualified for the 2021 Cycling Jersey by fundraising at least $350







American Lung Association

Postcard



8-year-old Rohan, who rode 100 miles with his mother Arpita and father Kumara, relaxing at rest stop 4.







Our Vision

A World Free of Lung Disease

American Lung Association