



**Thurston County Hotel & Motel Commission Meeting Agenda
Monday, August 24, 2026, 3:30 pm
Hampton Inn & Suites, Olympia/Lacey**

AGENDA

1. Welcome, Introductions & Call to Order
 - a. Rebecca Cattnach appointment confirmed 6.16.26
2. Consent Calendar
 - a. Minutes: June 16, 2026
 - b. Financials: June 2026
3. Board Administration
 - a. Commissioner nomination(s) position 6*
 - b. Presentation of Proposed Mid Year 2026 and 2027 Budgets*
4. WSDMO update:
 - a. Statewide industry update
 - b. TPA sunset status
5. Organizational and Marketing Update
 - a. CEO/Tourism & Community Development Specialist
 - b. Cost Benefit Analysis and Stakeholder Survey
 - c. VG 2026/2027
 - d. American Junior Golf Association in Tumwater
 - e. Annual Meeting – Sept 30, 2026 at 3:30 pm
 - f. CEO takeaways
6. FIFA Fan Zone 2026 wrap up
7. Review Scorecard: June 2026
9. Items from the Floor
10. Adjournment

**Next Meeting: November 30, 2026, at 3:30 pm
Annual Meeting is Wednesday, September 30, 2026 at SPSCC Lacey Campus**



Thurston County Hotel & Motel Commission Meeting
Monday, May 18, 2026, at 3:30 pm
Hilton Garden Inn- Olympia

MINUTES

1. Welcome & Call to Order

TPA Directors in Attendance: Janine Phillips, Rose Ponzoha, Andres Domiguez, Leonard Hernandez

Kasee Palmer arrived at 3:44 pm

Absent: Christy LeGeer and Gabby Schoolcraft who is on maternity leave

VCB Staff in Attendance: Shauna Stewart and Kelly Campbell

A quorum was established, and Janine called the meeting to order the meeting at 3:33 p.m. Attendees briefly introduced themselves.

2. Consent Calendar

a./b. Approval of Consent Calendar: Janine asked the Directors if they had a chance to review the Consent Calendar with March 2, 2026, meeting minutes and the March 2026 financials as presented. Janine had a question about expenses in the Sales line item and asked for clarification on an Accounts Receivable item. Kelly shared this line covers expenses associated with VG ad sales, sponsorship and bid fees awarded to groups that bring events to Thurston County. There were no additional questions. **Andres motioned to approve the consent calendar as presented. Rose seconded. All directors present voted in favor and the motion passed unanimously.**

3. Board Administration

a. Commissioner nominations: It was confirmed that Christy LeGeer has left her position at HIE Tumwater leaving a vacancy in position #4. A few names were shared and discussion ensued. Janine offered to reach out to those suggested. Between now and the August meeting contact will be made to seek and verify interest from the parties mentioned. Additionally, Rebcca Cattnach, BMI Hospitality 's interest in Board service was confirmed **and Andres shared a brief bio on Rebecca. Rose motioned to approve Rebecca for approval and recommendation to the County for appointment to serve. Kasee seconded. All members voted in favor.** Kelly will share the Board's decision with the County for their approval.

b. Janine will host the August 24, 2026, meeting at Hampton Inn & Suites.

4. WSDMO Legislative Update: An amended version of bill#2325 was passed to support the creation of a self-funded opt-in industry assessment collected by the participating businesses from their customer base. This bill was signed into law in the Visit Seattle Annual meeting and will become effective on June 11, 2026, with estimated earnings of \$20 M. The TPA sunset bill did not pass and will need to be addressed in the 2027 Legislative session. This bill does not affect our destination.



5. Organizational and Marketing Update:

a. CEO Update: Shauna shared the hiring committee is interviewing the top candidates for the CEO position later this week and the organization is hopeful of a decision soon.

b. Group Sales Manager and Marketing & Communications Coordinator: Annie, GSM, joined our team on March 2 and Nicole, MCC, on April 6th and trained under Emily for a few weeks before Emily went out on maternity leave. Both new staff members bring passion and good energy to the community and the organization. A Tourism & Community Development position will be revisited in the fall of 2026.

c. City, Nation, Place takeaways: Shauna shared the background of this conference and key takeaways. A group of 8 from our community attended the conference and presented key points and examples of each to include perception, civic pride, creating bookable experiences, and unity for the region and the organizations within our community. Cross collaboration is a large part of the regional work we do and share the story of Thurston County with one voice in a way that resonates with visitors and the communities alike. Shauna shared an example of how the City of Tumwater is using what they learned as they rewrite parts of the comprehensive plan for their districts with broader placemaking strategy.

d. Visitor Guide: the 2026/2027 guide is currently at the printer and will be shipped by month end. We applied what we learned from our visitor survey completed in 2025 to this year's guide and updated the format of the hotel charts based on the feedback we received.

e. County Sponsorship: Shauna is working with the County Manager to provide information to them in support of their annual sponsorship for tourism promotion.

f. Advocacy for Port hotel and TVW Conference Center: Shauna shared she submitted a letter of support for the Port hotel project to the Port Of Olympia and will be making public comment during a meeting in June. TVW has requested support for the capital campaign and use of our logo on a letter to the state Legislative branches of government advocating for the development of a civic engagement center and large conference space using public/private funds. These are two projects that have recently asked for the support of our organization and both of these projects are examples of what the Destination Master Plan illustrated as key priorities.

g. Chat GPT personalities: AI personalities have been delivered and are being implemented, tested and refined. These tools will help us to meet visitors where they are at when planning a trip here to Thurston County on our website making it and fun, easy planning experience.

6. 2026 FIFA Fan Zone:

a./b./c. There will be four Fan Zone events and shared key highlights for the individual events including entertainment, local beverage options, ticket prices, and how to get more information. We continue to work with the Chamber and EDC to prepare our businesses with a variety of educational offerings. Advertisements specific to FIFA are currently running via Expedia and garnering interest from target audiences. The SEA WIN app has been launched and has been well received. Additionally, the Olympia Downtown Alliance is creating a local itinerary and passport to move visitors through the area. The VCB is supplying swag pins for these events. Discussion



ensued around hotel occupancy and booking patterns continue to bring questions. Expectations are for last-minute bookings with about 30% of them transpiring the week prior to each game.

7. Review Scorecard: March 2026 Shauna reviewed the Scorecard and shared a few recent articles both in print and digital and the increased audience growth and engagement with our website and newsletter. The drop in available rooms is due to the closure during renovation of the new Hampton Inn Olympia property in downtown Olympia. The TownePlace in Tumwater is now expected to open July 30th.

8. Items from the Floor: Upcoming events: Fox 13 is coming to town to do an activation feature and will be focusing on the Olympia waterfront. The DoubleTree is still working on finishing up their renovation and currently at 90% completion for the rooms but still have the public area to start and complete. Andres (HGI) and Janine (Hampton – Lacey) shared they are expecting a refresh/ brand upgrade at their properties this fall. Olympic Air Show is the weekend of Father's Day June 19–21 and the first Fan Zone game. American Junior Golf Association will be in Tumwater in August and Tumwater Valley will host the participants. Rose shared that Best Western Tumwater is full of WIAA golfers this week and is embarking on a two-year renovation including installing an elevator. Leonard shared the new Thruston County Sheriff's headquarters is up and running and will extend an invitation to this group to attend the grand opening on Wednesday, July 29th. Janine has received bookings for WA State Patrol for the FIFA events.

9. Adjournment: There being no additional business, Janine adjourned the meeting at 4:29 p.m.

NEXT MEETING: Monday, August 24, 2026, at 3:30 pm

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

Accrual Basis

June 2026

	Jun 26	Budget	Jan - Jun 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	25,000.00	25,000.00	50,000.00	50,000.00	100,000.00
40120 · LTAC-Olympia	78,218.97	44,793.75	134,902.84	89,587.50	179,175.00
40130 · LTAC-Tumwater	46,000.00	43,825.00	46,000.00	43,825.00	43,825.00
40140 · LTAC-Yelm	0.00	0.00	7,000.00	5,000.00	5,000.00
40150 · LTAC- Thurston County	0.00	10,000.00	0.00	10,000.00	10,000.00
Total 40000 · LTAC	149,218.97	123,618.75	237,902.84	198,412.50	338,000.00
40300 · Private Funds	0.00	11,500.00	78,047.62	132,500.00	165,500.00
40400 · TPA Income	62,397.34	75,000.00	364,033.11	404,500.00	887,822.21
Total Income	211,616.31	210,118.75	679,983.57	735,412.50	1,391,322.21
Gross Profit	211,616.31	210,118.75	679,983.57	735,412.50	1,391,322.21
Expense					
50100 · Marketing					
50110 · Advertising	11,415.20	21,200.00	89,744.45	98,700.00	151,900.00
50115 · Promotions	0.00	0.00	159.50	500.00	4,250.00
50120 · External Public Relations	0.00	0.00	17,023.05	18,272.50	30,822.50
51000 · Community Public Relations	-645.00	1,750.00	1,107.43	4,900.00	26,500.00
51800 · Products	12,612.33	13,225.00	89,815.25	116,700.00	169,500.00
51900 · Memberships & Affiliations	3,499.78	2,500.00	20,477.66	13,345.00	17,745.00
51925 · Research	10,048.65	6,000.00	35,999.49	27,873.38	63,873.38
Total 50100 · Marketing	36,930.96	44,675.00	254,326.83	280,290.88	464,590.88
52000 · Sales	-1,266.49	5,000.00	37,483.71	50,000.00	63,500.00
60000 · Operations					
60100 · Personnel Expense	32,728.11	65,798.55	256,834.34	317,173.55	741,643.76
60200 · Internet and Technology	1,885.93	1,585.00	18,064.32	13,895.00	24,755.00
60310 · Rent & Facility Charges	3,248.75	3,275.00	19,492.50	19,450.00	39,250.00
60320 · Equipment	0.00	1,500.00	275.36	1,500.00	3,000.00
60340 · Insurance	0.00	0.00	3,929.19	4,825.00	4,825.00
60360 · Licenses & Fees	0.00	0.00	137.43	150.00	300.00
60380 · Postage and Shipping	0.00	700.00	576.98	1,200.00	2,200.00
60400 · Professional Development	1,395.00	2,900.00	8,899.00	10,950.00	13,150.00
60410 · Printing	334.66	250.00	1,354.63	1,700.00	3,500.00
60500 · Professional Fees	6,045.17	3,450.00	9,655.96	6,220.00	14,000.00
60570 · Supplies	46.15	300.00	2,551.21	1,200.00	3,000.00
60580 · Travel Expenses	3.30	1,100.00	5,143.65	10,225.00	20,550.00
60600 · Bank Charges	35.95	0.00	85.02	0.00	750.00
Total 60000 · Operations	45,723.02	80,858.55	326,999.59	388,488.55	870,923.76
61000 · TPA Administration					
61105 · Marketing & Operations	0.00	0.00	4,776.17	4,750.00	5,175.00
61200 · Professional Fees	2,831.36	675.00	7,651.42	3,959.08	12,000.00
Total 61000 · TPA Administration	2,831.36	675.00	12,427.59	8,709.08	17,175.00
Total Expense	84,218.85	131,208.55	631,237.72	727,488.51	1,416,189.64
Net Ordinary Income	127,397.46	78,910.20	48,745.85	7,923.99	-24,867.43
Other Income/Expense					
Other Income	1,896.22	2,000.00	12,195.03	12,000.00	25,000.00
Net Other Income	1,896.22	2,000.00	12,195.03	12,000.00	25,000.00
Net Income	129,293.68	80,910.20	60,940.88	19,923.99	132.57

*pending board approval

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Visitor and Convention Bureau of Thurston County

Balance Sheet

As of June 30, 2026

Accrual Basis

	Jun 30, 26
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	97,143.43
10300 · TwinStar Checking	467.00
10350 · TwinStar - HRA	3,325.98
10400 · TwinStar Money Market	168,869.08
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	269,910.49
10700 · WSECU - MM - Operating	51,178.79
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	321,099.28
Accounts Receivable	
11100 · Accounts Receivable	104,560.46
Total Accounts Receivable	104,560.46
Other Current Assets	
12075 · Prepaid Income Tax	10,445.45
13000 · Prepaid Expenses	33,028.81
14000 · Inventory	343.02
Total Other Current Assets	43,817.28
Total Current Assets	469,477.02
Fixed Assets	
15000 · Furniture and Equipment	16,837.99
17100 · Accum Depr - Furn and Equip	-9,780.56
Total Fixed Assets	7,057.43
Other Assets	
16000 · LPL Financial	
16010 · Accrued Interest	6,321.88
16000 · LPL Financial - Other	777,404.82
Total 16000 · LPL Financial	783,726.70
16100 · Right of use under lease	94,921.00
Total Other Assets	878,647.70
TOTAL ASSETS	1,355,182.15
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	-7,634.07
Total Accounts Payable	-7,634.07
Credit Cards	
20200 · MC Control Account	647.89
Total Credit Cards	647.89
Other Current Liabilities	
20310 · Accrued Liabilities	29,116.79
20400 · Lease obligation	94,921.00
Total Other Current Liabilities	124,037.79
Total Current Liabilities	117,051.61
Total Liabilities	117,051.61

Visitor and Convention Bureau of Thurston County

Balance Sheet

As of June 30, 2026

Accrual Basis

	Jun 30, 26
Equity	
32000 · Reserve from prior years	1,177,189.66
Net Income	60,940.88
Total Equity	1,238,130.54
TOTAL LIABILITIES & EQUITY	1,355,182.15

Visitor and Convention Bureau of Thurston County

A/R Aging Summary

As of June 30, 2026

	Current	1 - 30	31 -...	61 -...	> 90	TOTAL
LTAC Lacey	25,000.00	0.00	0.00	0.00	0.00	25,000.00
LTAC Olympia	78,218.97	0.00	0.00	0.00	0.00	78,218.97
The Bus Stop Olympia LLC	0.00	0.00	0.00	0.00	75.00	75.00
WA Interscholastic Athletic Association	1,266.49	0.00	0.00	0.00	0.00	1,266.49
TOTAL	<u>104,485.46</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>75.00</u>	<u>104,560.46</u>

INCOME		2026	Approved 2026	Proposed	Mid Year	Aug 2026
LTAC	LTAC-Thurston County		10,000.00		45,360.00	
	LTAC-Lacey		100,000.00		100,000.00	
	LTAC-Olympia		179,175.00		179,175.00	
	LTAC-Tumwater		43,825.00		46,000.00	
	LTAC-Yelm		5,000.00		7,000.00	
	Total LTAC		338,000.00		377,535.00	
Private Funds						
	Advertising/Membership		75,000.00		78,000.00	
	Event Income		19,000.00		10,850.00	
	In Kind Income					
		In Kind Event Specific	6,500.00		3,500.00	
	Total In Kind Income		6,500.00		3,500.00	
	Sponsorship Tourism					
		Sponsorship - Private				
		Sponsorship - Government	65,000.00		60,000.00	
	Total Sponsorship Tourism		65,000.00		60,000.00	
	Total Private Funds		165,500.00		152,350.00	
TPA Income						
	TPA Income		887,822.21		816,365.39	
	Total TPA Income					
TOTAL INCOME			1,391,322.21		1,346,250.39	
Advertising						
		Social Media Content	2,400.00		0.00	
		Digital Media	61,000.00		78,500.00	
		FIFA	20,000.00		27,600.31	
		Event Sponsorships	5,000.00		0.00	
		Opportunity	25,000.00		38,750.00	
		Scenic Byway Map	3,000.00		2,450.00	
		Social Media	23,000.00		18,500.00	
		Seattle Met etc	5,000.00		0.00	
		NW Travel	5,000.00		5,000.00	
		SEND	2,500.00		2,500.00	
	Total Advertising		151,900.00		173,300.31	
	Promotions					
		Branded Products	3,000.00		3,000.00	
		Giveways	1,250.00		500.00	
	Total Promotions		4,250.00		3,500.00	
Total Advertising & Promotions			156,150.00		176,800.31	
External Public Relations						
Media Relations						
		Influencers	5,000.00		2,500.00	

Media Services	15,822.50	15,921.00
Total Media Relations	20,822.50	18,421.00
FAM Tours		
Lodging	3,900.00	3,900.00
Meals & Entertainment	4,600.00	4,600.00
Other	500.00	500.00
Travel	1,000.00	1,000.00
Total FAM Tours	10,000.00	10,000.00
Total Public Relations External	30,822.50	28,421.00
Community Public Relations		
Annual Meeting		
In Kind Expense	1,000.00	1,000.00
Rent & Facility Charge	2,000.00	1,000.00
Supplies	6,000.00	5,500.00
Bank Charges	100.00	50.00
Advertising & Marketing	1,000.00	1,000.00
Event Planner/Speaker	750.00	750.00
Graphic design	500.00	500.00
Total Annual Meeting	11,350.00	9,800.00
Meals & Registrations	3,000.00	3,000.00
Sports Awards		
Supplies	5,500.00	0.00
Fees & Facilities	1,000.00	0.00
Printing	1,000.00	0.00
In Kind Expense	1,000.00	0.00
Event Planner/Speaker Conf	750.00	0.00
Graphic Design	500.00	0.00
Total Sports Awards	9,750.00	0.00
Visitor Services/Tourism Talks	2,400.00	800.00
Total Community Public Relations	26,500.00	13,600.00
Products		
Scenic Byway		
Graphic Design Map	0.00	500.00
Printing	1,500.00	1,700.00
Distribution		
Total Byway	1,500.00	2,200.00
Community & Facility		
Graphic Design	1,000.00	1,750.00
Printing	1,350.00	1,200.00
Distribution	0.00	0.00
Total Community & Facility	2,350.00	2,950.00
Other Collateral		
Graphic Design	1,500.00	5,000.00
Printing	1,000.00	1,500.00

	Total Other Collateral	2,500.00	6,500.00
Visitor Guide			
	Graphic Design	4,500.00	1,445.00
	Printing	45,000.00	46,255.26
	Distribution	11,000.00	12,928.66
	Total Visitor Guide	60,500.00	60,628.92
Website			
	CMS	16,900.00	61,900.00
	CRM	6,000.00	6,000.00
	SEO	24,000.00	24,000.00
	Website Plug Ins & Measure	13,250.00	9,750.00
	Videography	30,000.00	49,500.00
	Photography	12,500.00	13,500.00
	Total Website	102,650.00	164,650.00
TOTAL Product		169,500.00	236,928.92
	Memberships & Affiliations	17,745.00	20,500.00
	Research	63,873.38	96,756.50
Total MARKETING		464,590.88	573,006.73
Sales			
	Event Sponsorship & Bid Fees	47,500.00	35,000.00
	Ad Sales Expense	10,500.00	7,000.00
	Sales FAM Tours		
	Lodging	1,000.00	500.00
	Meals & Entertainment	3,000.00	5,500.00
	Total Sales FAM Tours	4,000.00	6,000.00
	Client Entertainment	1,500.00	1,000.00
TOTAL SALES		63,500.00	49,000.00
Operations			
	Personnel Expense		
	Salaries & Hourly	570,269.43	451,774.52
	Payroll Taxes	61,604.83	51,662.76
	Benefits	90,570.95	46,701.60
	Incentives	19,198.55	21,785.69
	Total Personnel Expense	741,643.76	571,924.57
	Internet and Technology		
	Cellular	3,700.00	6,678.00
	IT Services	6,300.00	6,300.00
	Software & Online Fees	11,805.00	17,170.00
	Telephone/Internet	2,950.00	3,100.00
		24,755.00	33,248.00
	Rent & Facility Charges	39,250.00	40,000.00
	Equipment	3,000.00	8,000.00
	Insurance	4,825.00	4,500.00
	Licenses & Fees	300.00	300.00

Postage and Shipping	2,200.00	2,500.00
Printing	3,500.00	2,700.00
Supplies	3,000.00	9,000.00
Professional Development		
Training	3,100.00	9,500.00
Conferences	10,050.00	12,144.00
Total Professional Development	13,150.00	21,644.00
Professional Fees		
Accounting	11,000.00	11,200.00
Legal	3,000.00	3,000.00
Consultants	0.00	8,000.00
Total Professional Fees	14,000.00	22,200.00
Travel Expenses		
Airfare	3,000.00	1,221.00
Ground/Parking	1,750.00	925.00
Lodging	6,250.00	6,820.00
Meals	2,450.00	1,650.00
Mileage	7,100.00	5,807.50
Total Travel Expenses	20,550.00	16,423.50
Bank Charges		
Bank Fees & Charges	400.00	400.00
Credit Card Processing	350.00	100.00
Total Bank Charges	750.00	500.00
TOTAL OPERATONS	870,923.76	732,940.07
TPA Administration		
Insurance	4,750.00	4,700.00
Licenses & Fees	400.00	225.00
Printing/Postage	25.00	25.00
Recurring Contract Services	4,000.00	4,100.00
Legal & Accounting	8,000.00	7,150.00
TOTAL TPA ADMINISTRATION	17,175.00	16,200.00
TOTAL EXPENSE	1,416,189.64	1,371,146.80
Interest		
Interest Income	25,000.00	25,000.00
TOTAL INCOME	1,416,322.21	1,371,250.39
NET INCOME	132.57	103.59
	132.57	103.59

INCOME 2027		Proposed 2027
LTAC	LTAC-Thurston County	45,000.00
	LTAC-Lacey	125,000.00
	LTAC-Olympia	206,609.23
	LTAC-Tumwater	70,000.00
	LTAC-Yelm	10,000.00
	Total LTAC	456,609.23
Private Funds		
	Advertising/Membership	85,000.00
	Event Income	10,850.00
	In Kind Income	
	In Kind Event Specific	3,500.00
	Total In Kind Income	3,500.00
	Sponsorship Tourism	
	Sponsorship - Private/Tribal	15,000.00
	Sponsorship - Government	70,000.00
	Total Sponsorship Tourism	85,000.00
	Total Private Funds	184,350.00
Grant Income		10,000.00
TPA Income		
	TPA Income	934,000.00
	Total TPA Income	
TOTAL INCOME		1,584,959.23

Advertising

Community Prde Campagn	50,000.00
Digital Media	66,000.00
Expedia	30,000.00
Sponsorships	5,000.00
Opportunity	20,000.00
Scenic Byway Map	3,500.00
Social Media	20,500.00
Google Ads- Tempest	12,000.00
Destination Branding video	30,000.00
Bookable Experiences	15,000.00
SEND	2,500.00
SWT Digital	
Hermann Global	
Local Chamber	
Total Advertising	254,500.00
Promotions	
Branded Products	2,000.00
Giveways	3,000.00

Total Promotions	5,000.00
Total Advertising & Promotions	259,500.00
External Public Relations	
Media Relations	
Influencers	10,000.00
Media Services	16,000.00
Total Media Relations	26,000.00
FAM Tours	
Lodging	3,900.00
Meals & Entertainment	4,000.00
Other	500.00
Travel	1,500.00
Total FAM Tours	9,900.00
Total Public Relations External	35,900.00
Community Public Relations	
Annual Meeting	
In Kind Expense	1,000.00
Rent & Facility Charge	2,000.00
Supplies	6,000.00
Bank Charges	100.00
Advertising & Marketing	1,000.00
Event Planner/Speaker	750.00
Graphic design	500.00
Total Annual Meeting	11,350.00
Meals & Registrations	3,900.00
Sports Awards	
Bank Charges	0.00
Supplies	0.00
Fees & Facilities	0.00
Printing	0.00
In Kind Expense	0.00
Event Planner/Speaker Contracts	0.00
Graphic Design	0.00
Total Sports Awards	0.00
Legislative Reception-SWT VG GRANT +	0.00
Tourism Talks	2,400.00
Community Pride Campaign	0.00
Tribal Tourism	0.00
Total Community Public Relations	17,650.00
Products	
Scenic Byway	
Graphic Design Map	5,000.00
Printing	3,000.00
Distribution	

	Total Byway	8,000.00
Community & Facility		
	Graphic Design	1,000.00
	Printing	1,500.00
	Distribution	0.00
	Total Community & Facility	2,500.00
Other Collateral		
	Graphic Design	1,750.00
	Printing	1,250.00
	Distribution	0.00
	Total Other Collateral	3,000.00
Visitor Guide		
	Graphic Design	28,000.00
	Printing	45,000.00
	Distribution	13,500.00
	Total Visitor Guide	86,500.00
Website		
	CMS	67,500.00
	CRM	7,000.00
	SEO	0.00
	Webste Plug Ins & Measurement	9,750.00
	Videogrpahy	30,000.00
	Photography	10,000.00
	Total Website	124,250.00
TOTAL Product		224,250.00
	Memberships & Affliaitons	19,065.00
	Research	111,399.00
Total MARKETING		667,764.00
Sales		
	Tradeshows & Sales Missions	
	Registration Fees	
	Travel	
	Printing	
	Other	
	Total Tradeshows & Sales Missions	
	Event Sponsorship & Bid Fees	41,000.00
	Tradeshows & Sales Missions	7,299.00
	Ad Sales Expense	0.00
	Sales FAM Tours	
	Lodging	1,000.00
	Meals & Entertainment	3,000.00
	Total Sales FAM Tours	4,000.00

Client Entertainment	1,000.00
TOTAL SALES	53,299.00
Operations	
Personnel Expense	
Salaries & Hourly	589,710.89
Payroll Taxes	65,892.78
Benefits	83,604.28
Incentives	20,000.00
Total Personnel Expense	759,207.95
Internet and Technology	
Cellular	6,000.00
IT Services	8,160.00
Software & Online Fees	17,170.00
Telephone/Internet	3,200.00
	34,530.00
Rent & Facility Charges	40,250.00
Equipment	4,000.00
Insurance	5,000.00
Licenses & Fees	300.00
Postage and Shipping	3,000.00
Printing	3,500.00
Repairs & Maintenance	0.00
Supplies	4,500.00
Professional Development	
Training	2,250.00
Conferences	17,335.00
Total Professional Development	19,585.00
Professional Fees	
Accounting	7,000.00
Legal	3,000.00
Consultants	7,500.00
Total Professional Fees	17,500.00
Travel Expenses	
Airfare	4,800.00
Ground/Parking	1,850.00
Lodging	9,700.00
Meals	2,725.00
Mileage	7,820.00
Total Travel Expenses	26,895.00
Bank Charges	
Bank Fees & Charges	400.00
Credit Card Processing	100.00
Total Bank Charges	500.00
TOTAL OPERATIONS	918,767.95

TPA Administration	
Insurance	5,000.00
Licenses & Fees	400.00
Printing/Postage	25.00
Recurring Contract Services	4,250.00
Legal & Accounting	8,400.00
TOTAL TPA ADMINISTRATION	18,075.00
TOTAL EXPENSE	1,657,905.95
Interest	

Interest Income	25,000.00
TOTAL INCOME	1,609,959.23
NET INCOME	-47,946.72
	-47,946.72

* one time transfer of funds from Opportunity reserves

Destination Brand Options

Cost-Benefit Framework

Experience Olympia & Beyond

Working document for discussion and refinement

Context. Experience Olympia & Beyond completed a destination rebrand approximately 10 years ago, including a name change. The current name was selected through market research to meet visitors where they are and to use “Olympia” as the clearest geographic identifier for the broader Thurston County destination. While the brand performs well with visitors, some municipal partners continue to feel underrepresented by the name. This framework compares four possible paths forward.

Options at a Glance

Option	Estimated Direct Cost	Primary Benefit	Primary Risk / Tradeoff
1. Keep current brand unchanged	\$0	Preserves 10 years of equity and \$10M+ in investment	Does not directly address municipal dissatisfaction
2. Refresh messaging and visual identity	Approx. \$4,000 upfront, \$10K for quarterly AI audits	Modernizes the brand while preserving recognition and keeping messaging aligned with evolving traveler interests, search behavior, and destination trends.	May reopen questions about why prior visual changes were made
3. Add a complementary civic-pride brand	Approx. \$50,000	Builds local belonging while preserving visitor-facing performance	Requires clear brand architecture and ongoing management
4. Complete full rebrand	Approx. \$250,000-\$300,000 agency fee; potentially \$1.25M+ total impact	May increase local and municipal connection	Loss of recognition, transition costs, and uncertain visitor benefit

Option 1: Keep Experience Olympia & Beyond With No Changes

Continue using the current organizational and visitor-facing brand without changes to the name, logo, visual identity, or messaging platform.

Cost: No direct monetary cost.

Benefits: Builds on approximately 10 years of brand equity and more than \$10 million in marketing investment. Preserves visitor recognition, website authority, partner familiarity, and established destination awareness. Avoids staff disruption and allows resources to remain focused on marketing, sales, and destination development.

Risks and Tradeoffs: Does not directly respond to concerns from municipalities that do not feel represented in the name. Local dissatisfaction may continue to surface in funding, governance, or partnership discussions.

Questions: *Is dissatisfaction with the name materially affecting funding, participation, trust, or measurable tourism outcomes? What is the actual cost of maintaining the current brand?*

Option 2: Keep the Name but Refresh Messaging and Visual Identity

Retain the Experience Olympia & Beyond name while making selective, lower-cost updates to the visual system and strengthening the way the organization tells the broader Thurston County story.

Cost: Approximately \$3,000 for a font refresh. Reintroducing the original logo on digital products could happen immediately. Physical items could be replaced over time, with approximately \$1,000 needed initially for business cards and name tags. Add approximately \$10,000 annually for an AI-supported audit of the stories being told, who is telling them, where gaps exist, and how those stories can be amplified.

Benefits: Preserves visitor recognition and existing brand equity while giving the organization a refreshed, more intentional presentation. Creates an opportunity to strengthen messaging about the full county, elevate community stories, and better demonstrate how every jurisdiction fits within the destination brand.

Risks and Tradeoffs: A visual refresh alone may not satisfy stakeholders whose concern is primarily the name. Returning to an earlier logo could create questions or resistance if the reasons for the prior logo change are not understood or documented.

Questions: *Why was the original logo changed? What resistance existed at the time? Would updated messaging and storytelling (and there for economic impact) meaningfully improve municipal connection without changing the name?*

Option 3: Adopt a Complementary Dual-Brand Strategy

Maintain Experience Olympia & Beyond as the visitor-facing brand while creating a complementary civic-pride brand designed for residents, municipalities, businesses, and community partners.

Cost: Approximately \$50,000 for brand strategy, fonts, logo development, a website or digital hub, launch materials, and initial promotional items.

Benefits: Protects the visitor brand and its geographic clarity while creating a separate platform for local belonging and pride. A civic-pride concept such as “It’s the...” could be flexible enough for each community, industry, and business to see itself in the story and use the platform to amplify its own mission. Local stories could then feed the visitor brand, strengthening authentic destination storytelling.

How the Brands Work Together: The civic-pride brand would create belonging, participation, and local advocacy. The visitor brand would translate those authentic local stories into compelling reasons to visit, stay longer, and spend more. The two brands would work in tandem rather than compete.

Risks and Tradeoffs: Requires disciplined brand architecture so partners understand which brand to use, when, and for what audience. It also creates an additional brand asset that must be managed, funded, and sustained over time. The bulk of the expense would be in Year One.

Questions: *Would municipalities and local partners actively use and champion a civic-pride brand? Could the platform generate measurable participation, earned reach, or partner investment?*

Option 4: Complete a Full Rebrand With a New Organizational Name

Undertake a comprehensive agency-led process to develop a new organizational and destination name, brand platform, visual identity, and transition campaign.

Cost: Approximately \$250,000-\$300,000 for the direct agency process. The broader impact could exceed \$1.25 million when accounting for staff time, replacement of physical and digital assets, transition campaigns, added media investment, stakeholder engagement, website and SEO work, and the temporary loss of market recognition while the new brand is established.

Benefits: A new name may help cities and municipalities feel more connected to the destination brand and may reduce recurring local criticism of the current name.

Risks and Tradeoffs: Potential loss of 10 years of visitor recognition and accumulated brand equity. Significant transition costs and organizational distraction. A new name may not resolve all local concerns and could create new disagreements over which places are represented. Visitor performance is uncertain unless new research shows a stronger alternative.

Questions: *What measurable visitor, funding, or partnership outcome would justify the investment? Would municipal partners commit additional funding or participation if the name changed? What level of awareness or conversion loss should be expected during transition? Can a new name identify the destination as clearly as “Olympia” does for visitors?*

Recommended Evaluation Criteria

Which option creates the greatest long-term value for Thurston County’s visitor economy while strengthening local partnership and preserving responsible use of tourism resources?

- Visitor effectiveness and geographic clarity
- Preservation of existing brand equity and market recognition
- Municipal and community connection
- Direct financial cost and total implementation cost
- Staff capacity and opportunity cost
- Impact on website traffic, search visibility, social channels, and partner recognition
- Potential to increase funding, participation, or advocacy

- Implementation risk and time to realize benefits
- Flexibility to support all Thurston County communities
- Ability to measure success over a three- to five-year period

DRAFT

Experience Olympia & Beyond

Stakeholder Value & Strategic Direction Survey

Draft survey instrument

Purpose. Your feedback will help guide Experience Olympia & Beyond's priorities, communications, partnerships, reporting structure, and strategic direction. The survey is designed to take approximately 10 minutes. Responses may be reported in aggregate.

1. About You

Which best describes your organization?

- | | |
|---|---|
| ☐ City government | ☐ County government |
| ☐ Lodging | ☐ Restaurant |
| ☐ Attraction | ☐ Event venue |
| ☐ Chamber or economic development organization | ☐ Nonprofit organization |
| ☐ Retail | ☐ Tourism Partner |
| ☐ Resident | ☐ Other: _____ |

Which community do you primarily represent?

- | | |
|--------------------------------------|---|
| ☐ Olympia | ☐ Lacey |
| ☐ Tumwater | ☐ Yelm |
| ☐ Tenino | ☐ Rainier |
| ☐ Bucoda | ☐ Rochester |
| ☐ Grand Mound | ☐ Unincorporated Thurston County |
| ☐ Countywide | ☐ Other: _____ |

How familiar are you with the work of Experience Olympia & Beyond?

- | | |
|--|--|
| ☐ Very familiar | ☐ Somewhat familiar |
| ☐ Slightly familiar | ☐ Not very familiar |

2. Overall Value & Satisfaction

Overall, how satisfied are you with Experience Olympia & Beyond?

Very dissatisfied	1	2	3	4	5	Very satisfied
	☐	☐	☐	☐	☐	

How confident are you that Experience Olympia & Beyond creates value for Thurston County?

Not confident	1	2	3	4	5	Very confident
	☐	☐	☐	☐	☐	

How effectively does Experience Olympia & Beyond collaborate with your organization or community?

Not effectively	1	2	3	4	5	Very effectively
	☐	☐	☐	☐	☐	

To what extent do you trust Experience Olympia & Beyond to be a responsible steward of tourism funding?

Not at all	1	2	3	4	5	A great deal
	☐	☐	☐	☐	☐	

How likely are you to recommend partnering with Experience Olympia & Beyond to another organization?

Not likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely
	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	

What does Experience Olympia & Beyond do particularly well?

Where could Experience Olympia & Beyond improve?

3. Strategic Priorities

How important are the following areas of work?

Please rate each area from 1 = Not important to 5 = Extremely important.

Area of work	1	2	3	4	5
Visitor marketing	☐	☐	☐	☐	☐
Group sales (small meetings, tour & travel)	☐	☐	☐	☐	☐
Sports tourism	☐	☐	☐	☐	☐
Destination development (Eg: craft trails, byway)	☐	☐	☐	☐	☐
Advocacy	☐	☐	☐	☐	☐
Tourism research	☐	☐	☐	☐	☐
Community storytelling	☐	☐	☐	☐	☐
Industry education	☐	☐	☐	☐	☐
Hospitality workforce support	☐	☐	☐	☐	☐
Partner communications	☐	☐	☐	☐	☐
Resident engagement	☐	☐	☐	☐	☐
Economic impact reporting	☐	☐	☐	☐	☐

Which three priorities should receive the greatest organizational focus over the next three years?

Select up to three.

- | | |
|--|--|
| ☐ Visitor marketing | ☐ Group sales (small meetings, tour & travel) |
| ☐ Sports tourism | ☐ Destination development (Eg: craft trails, byway) |
| ☐ Advocacy | ☐ Tourism research |
| ☐ Community storytelling | ☐ Industry education |
| ☐ Hospitality workforce support | ☐ Partner communications |
| ☐ Resident engagement | ☐ Economic impact reporting |

4. Reporting & Communication

How often would stakeholder reporting be most useful to you?

- | | |
|---|---|
| ☐ Monthly | ☐ Quarterly |
| ☐ Twice per year | ☐ Annual report only |
| ☐ Other: _____ | |

Which reporting format would you be most likely to use?

Select up to two.

- | | |
|---|---|
| ☐ One-page dashboard | ☐ Brief email summary |
| ☐ Full report with supporting data | ☐ Presentation at a meeting |
| ☐ Short video update | ☐ Interactive online dashboard |

What balance of information would be most useful in stakeholder reporting?

- ☐ Primarily industry and destination performance
- ☐ Primarily Experience Olympia & Beyond organizational KPIs
- ☐ A balanced mix of industry performance and organizational KPIs
- ☐ Primarily stories that illustrate community and partner impact
- ☐ A balanced mix of metrics, context, and storytelling

How useful would each of the following be in a regular stakeholder update?

Please rate each item from 1 = Not useful to 5 = Extremely useful.

Reporting element	1	2	3	4	5
Industry tourism performance and trends	☐	☐	☐	☐	☐
Economic impact and visitor spending	☐	☐	☐	☐	☐
Organizational KPIs and progress toward goals	☐	☐	☐	☐	☐
Campaign and website performance	☐	☐	☐	☐	☐
Group sales and sports tourism results	☐	☐	☐	☐	☐
Return on investment and financial stewardship	☐	☐	☐	☐	☐
Destination development progress	☐	☐	☐	☐	☐
Partner and community success stories	☐	☐	☐	☐	☐
Upcoming opportunities and calls to action	☐	☐	☐	☐	☐
Geofencing data	☐	☐	☐	☐	☐
Board and strategic plan progress	☐	☐	☐	☐	☐

If Experience Olympia & Beyond could send only one stakeholder update each quarter, what information would make you most likely to read it?

Select up to three.

- | | |
|--|---|
| ☐ Industry trends and tourism performance | ☐ Economic impact |
| ☐ Organizational accomplishments | ☐ Return on investment |

- ☐ Community and partner success stories
- ☐ Upcoming opportunities
- ☐ Board and strategic plan progress
- ☐ Other: _____

What information do you wish you received that you currently do not?

5. Regional Storytelling & Brand Strategy

Background. As a best practice, destination organizations periodically evaluate their brand strategy, often on an approximately 10-year cycle, to ensure it continues to serve visitors, communities, and funding partners effectively. Evaluation does not necessarily mean changing a name or logo, though it can. It may validate the current approach or identify opportunities to strengthen messaging, storytelling, visual identity, or community connection.

How effectively does Experience Olympia & Beyond tell the story of Thurston County as a destination?

Not effectively	1	2	3	4	5	Very effectively
	○	○	○	○	○	

To what extent do you feel your community is represented in the stories, imagery, and marketing produced by Experience Olympia & Beyond?

Not represented	1	2	3	4	5	Very well represented
	○	○	○	○	○	

Which communities, experiences, or stories would you like to see featured more prominently?

Experience Olympia & Beyond serves as the visitor-facing destination brand for Thurston County. How well does the current brand serve its purpose of helping visitors understand, recognize, and choose the region?

- ☐ Very poorly
- ☐ Poorly
- ☐ Adequately
- ☐ Well
- ☐ Very well
- ☐ Unsure

One option is to retain the current visitor-facing destination brand while developing a complementary civic pride initiative for residents, businesses, municipalities, and community partners. How appealing is this concept?

- | | |
|---|---|
| ☐ Not appealing | ☐ Slightly appealing |
| ☐ Moderately appealing | ☐ Very appealing |
| ☐ Extremely appealing | ☐ Unsure |

If a civic pride initiative were developed, which outcomes would be most valuable?

Select up to three.

- | | |
|---|--|
| ☐ Greater community pride | ☐ Better representation of all communities |
| ☐ Increased resident engagement | ☐ More opportunities for local storytelling |
| ☐ Stronger advocacy for tourism | ☐ Better alignment with municipalities |
| ☐ Greater business participation | ☐ Other: _____ |

A comprehensive destination rebrand is estimated to require approximately \$250,000-\$300,000 in direct agency costs. Total implementation impact could exceed \$1.25 million when staff time, replacement of physical and digital assets, transition campaigns, website and search work, and temporary loss of market recognition are considered. Before today, were you aware of the likely scale of this investment?

- | | | |
|------------------------------|-----------------------------|---------------------------------|
| ☐ Yes | ☐ No | ☐ Unsure |
|------------------------------|-----------------------------|---------------------------------|

Knowing the potential benefits, costs, and tradeoffs, which approach do you believe would create the greatest long-term value for Thurston County?

- ☐ Keep the current destination brand unchanged
- ☐ Retain the name while refreshing messaging and visual identity
- ☐ Maintain the visitor brand while developing a complementary civic pride initiative
- ☐ Pursue a complete destination rebrand
- ☐ Conduct additional research before selecting an approach
- ☐ Unsure

If Experience Olympia & Beyond pursued a complete destination rebrand, would your organization be willing to contribute financially to that effort?

- | | |
|---------------------------------|---|
| ☐ Yes | ☐ Possibly |
| ☐ No | ☐ Not applicable |
| ☐ Unsure | |

If yes or possibly, what level of financial participation would your organization realistically consider?

- | | |
|---|--|
| ☐ Under \$10,000 | ☐ \$10,000-\$25,000 |
|---|--|

☐ \$25,000-\$75,000

☐ More than \$75,000

☐ Unsure

☐ Not applicable

What measurable visitor, economic, funding, partnership, or community outcome would justify a major investment in a destination rebrand?

6. Looking Forward

Over the next three years, what should Thurston County become known for?

Over the next three years, what should Experience Olympia & Beyond become known for?

When you think about Thurston County today, which three words come to mind?

When you think about Experience Olympia & Beyond today, which three words come to mind?

If you could change one thing about Experience Olympia & Beyond, what would it be?

Please share any additional comments or recommendations.

SCORE CARD

June 2026



THE BIG 3

- Hotel and motel performance remained strong, with occupancy, average daily rate, and revenue per available room all posting year-over-year gains.
- Unique web visits continued to outperform last year, increasing 20.8% year-over-year while reaching 50% of the annual goal.
- Consumer e-newsletter subscribers surpassed the annual goal, reaching 15,194 subscribers, or 101% of goal.

ACCOMMODATIONS

Hotel and motel performance remained strong, with occupancy, average daily rate, and revenue per available room all increasing year-over-year. Short-term rentals also posted gains in occupancy, average daily rate, and revenue per available rental, while year-to-date occupancy remained below last year's pace.

HOTELS/MOTELS¹

Available Rooms ¹	June/ YTD Actual
2026	2,574
2025	2,698
2026/2025 % Change	-4.6%

Occupancy (%)	June Actual	YTD Actual
2026	80.2%	70.5%
2025	75.0%	66.9%
2026/2025 % Change	7.0%	5.4%

Average Daily Rate (\$)	June Actual	YTD Actual
2026	\$163.98	\$155.74
2025	\$154.47	\$151.14
2026/2025 % Change	6.2%	3.0%

Revenue per Available Room (\$)	June Actual	YTD Actual
2026	\$131.47	\$109.93
2025	\$117.41	\$102.25
2026/2025 % Change	12.0%	7.5%

SHORT TERM RENTALS

Available Rentals	June/ YTD Actual
2026	499
2025	499
2026/2025 % Change	0.0%

Occupancy (%)	June Actual	YTD Actual
2026	75.4%	61.6%
2025	73.7%	64.3%
2026/2025 % Change	2.3%	-4.2%

Average Daily Rate (\$)	June Actual	YTD Actual
2026	\$190.46	\$147.72
2025	\$170.23	\$140.26
2026/2025 % Change	11.9%	5.3%

Revenue per Available Rental	June Actual	YTD Actual
2026	\$143.54	\$92.47
2025	\$125.45	\$90.84
2026/2025 % Change	14.4%	1.8%

¹ Red Lion Inn & Suites closed at the end of October 2025 and will be rebranding to Hampton Inn by Hilton Olympia. At this time, it is unknown when this property will reopen.

SCORE CARD June 2026

MARKETING

Unique web visits continued to outperform last year, increasing 20.8% year-over-year and reaching 50% of the annual goal. Consumer e-newsletter subscribers surpassed the annual goal in June, while new social media audience growth remained ahead of last year. Direct visitor guide requests posted strong growth in June, and earned media placements increased during the month, though both metrics remain below 2025 year-to-date totals.

Unique Web Visits	June Actual	YTD Actual
2026	47,076	234,836
2025	47,087	194,440
2026/2025 % Change (Measurement towards goal)	0%	20.8%

June YTD Performance: 234,836
Annual Goal: 471,478 50% to Goal)

Consumer E-Newsletter Subscribers	June/ YTD Actual
2026	15,194
2025	13,281
2026/2025 % Change (Measurement towards goal)	14.4%

June YTD Performance: 15,194
Annual Goal: 15,106 (101% to Goal)

Earned Media Placements	June Actual	YTD Actual
2026	3	18
2025	12	44
2026/2025 % Change (Measurement towards goal)	-75.0%	-59.1%

June YTD Performance: 18
Annual Goal: 90 (20% to Goal)

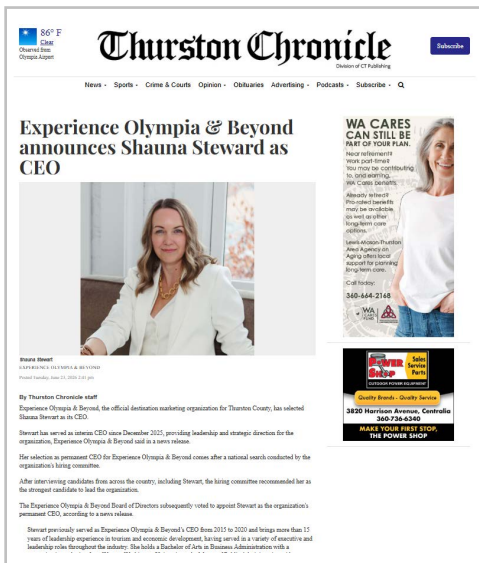
New Social Media Audience	June Actual	YTD Actual
2026	594	1,936
2025	413	1,898
2026/2025 % Change (Measurement towards goal)	43.8%	2.0%

June YTD Performance: 1,936
Annual Goal: 4,425 (44% to Goal)

Direct Visitor Guide Requests	June Actual	YTD Actual
2026	1,024	2,577
2025	814	2,665
2026/2025 % Change (Measurement towards goal)	25.8%	-3.3%

June YTD Performance: 2,577
Annual Goal: 5,423 (48% to Goal)

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



Thurston Chronicle
Division of Publishing

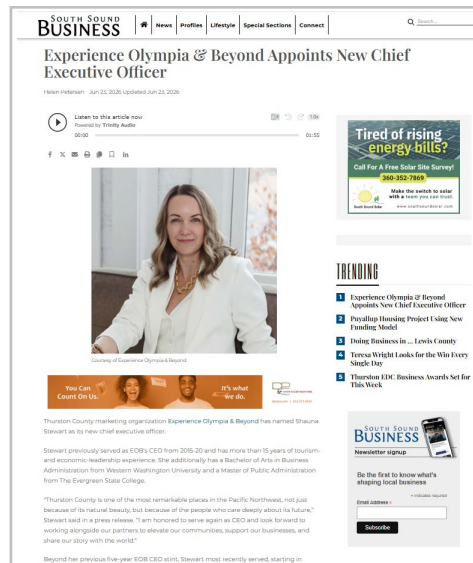
Experience Olympia & Beyond announces Shauna Stewart as CEO

By Thurston Chronicle staff
Experience Olympia & Beyond, the official destination marketing organization for Thurston County, has selected Shauna Stewart as its CEO.

Stewart has served as interim CEO since December 2025, providing leadership and strategic direction for the organization. Experience Olympia & Beyond said in a news release.

The selection as permanent CEO by the Experience Olympia & Beyond Board of Directors subsequently voted to appoint Stewart as the organization's permanent CEO, according to a news release.

Stewart previously served as Experience Olympia & Beyond's CEO from 2015 to 2020 and brings more than 17 years of leadership experience in tourism and economic development, having served in a variety of executive and leadership roles throughout the industry. She holds a Bachelor of Arts in Business Administration with a



SOUTH SOUND BUSINESS
News Profiles Lifestyle Special Sections Connect

Experience Olympia & Beyond Appoints New Chief Executive Officer

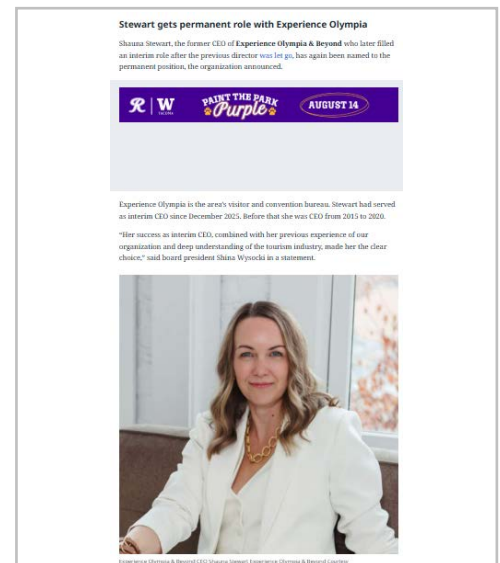
Shauna Stewart
June 23, 2026 (Updated: June 23, 2026)

Thurston County marketing organization Experience Olympia & Beyond has named Shauna Stewart as its new chief executive officer.

Stewart previously served as SCBA CEO from 2015-20 and has more than 18 years of tourism and economic development experience. She additionally has a Bachelor of Arts in Business Administration from Western Washington University and a Master of Public Administration from The Evergreen State College.

"Thurston County is one of the most remarkable places in the Pacific Northwest, not just because of its natural beauty, but because of the people who care deeply about its future," Stewart said in a press release. "I am honored to serve again as CEO and look forward to working alongside our partners to revitalize our communities, support our businesses, and share our story with the world."

Beyond her previous five-year SCBA CEO stint, Stewart most recently served, starting in



Stewart gets permanent role with Experience Olympia

Shauna Stewart, the former CEO of Experience Olympia & Beyond who later filled an interim role after the previous director was let go, has again been named to the permanent position, the organization announced.

Experience Olympia is the area's visitor and convention bureau. Stewart had served as interim CEO since December 2025. Before that she was CEO from 2015 to 2020.

"Her success as interim CEO, combined with her previous experience of our organization and deep understanding of the tourism industry, made her the clear choice," said board president Shina Wysocki in a statement.

Thurston Chronicle

South Sound Business

The Olympian

SCORE CARD June 2026

SALES

Meetings/tour and travel generated one lead in June, contributing to continued year-to-date lead growth and additional lead room nights. A significant increase in booked room nights strengthened year-to-date performance following the addition of the Nisqually Canoe Journey booking. Sports activity remained unchanged during the month.

MEETINGS/TOUR & TRAVEL ²

Leads	June Actual	YTD Actual
2026	1	5
2025	0	2
2026/2025 % Change (Measurement towards goal)	0%	150.0%

May YTD Performance: 5
Annual Goal: 10 (50% to Goal)

Lead Room Nights	June Actual	YTD Actual
2026	30	1,373
2025	0	0
2026/2025 % Change (Measurement towards goal)	0%	0%

June YTD Performance: 1,373
Annual Goal: 85 (1615% to Goal)

Booked Leads	June Actual	YTD Actual
2026	1	3
2025	0	4
2026/2025 % Change (Measurement towards goal)	0%	-25%

June YTD Performance: 3
Annual Goal: 8 (38% to Goal)

Booked Room Nights	June Actual	YTD Actual
2026	800	801
2025	0	77
2026/2025 % Change (Measurement towards goal)	0%	940.3%

June YTD Performance: 801
Annual Goal: 85 (942% to Goal)

SPORTS

Leads	June Actual	YTD Actual
2026	0	4
2025	0	5
2026/2025 % Change (Measurement towards goal)	0%	-20%

June YTD Performance: 4
Annual Goal: 11 (36% to Goal)

Lead Room Nights	June Actual	YTD Actual
2026	0	2,309
2025	0	3,480
2026/2025 % Change (Measurement towards goal)	0%	-33.6%

June YTD Performance: 2,309
Annual Goal: 6,017 (38% to Goal)

Booked Leads	June Actual	YTD Actual
2026	0	3
2025	0	6
2026/2025 % Change (Measurement towards goal)	0%	-50.0%

June YTD Performance: 3
Annual Goal: 15 (20% to Goal)

Booked Room Nights	June Actual	YTD Actual
2026	0	475
2025	0	2,740
2026/2025 % Change (Measurement towards goal)	0%	-82.7%

June YTD Performance: 475
Annual Goal: 6,841 (7% to Goal)

² Meeting leads and bookings are down due to changes in meeting space inventory.

BOOKINGS

- Nisqually Canoe Journey (Courtesy rates received from TownePlace Suites, Fairfield Inn & Suites Grand Mound, La Quinta Inn & Suites Tumwater, Hilton Garden Inn, Great Wolf Lodge, Candlewood Suites, Best Western Lacey, Prairie Hotel)

LOST BUSINESS

WIAA Cheerleading Championship – qualifying venues did not bid by deadline.



CANCELLATIONS

None



Schirm Loop Hoopstead Lavender Farm



Definitions: Key Performance Indicators

Available Rooms/Rentals (room/rental supply) – The number of rooms/rentals multiplied by the number of days in a specific time period.

Average Daily Rate (ADR) – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. Indicates average price that guests are willing to pay for their lodging, and overall value perception.

Booked Leads – A future event that is contracted by planner with a venue, hotel or service provider.

Booked Room Nights – Confirmed Hotel Room Nights from a sales booking at a Thurston County hotel.

Consumer E-Newsletter Subscribers – Individuals who signed up to receive Experience Olympia's monthly e-newsletter.

Direct Visitor Guide Requests – The number of visitor guides distributed either directly to consumers via the mail, digital downloads on experienceolympia.com and individual bulk requests.

Earned Media Placements – Publicity or exposure gained from methods other than paid advertising.

Lead Room Nights – Estimated Hotel Room Nights for Thurston County hotels from a sales lead.

Leads – An inquiry for space (either sports or meetings) by a meeting planner or event organizer that the DMO has qualified to meet the planner's criteria and that requires at least 10 hotel guest rooms. Leads can also include conference services, such as catering or transportation.

New Social Media Audiences – Individuals who follow/like Experience Olympia & Beyond related pages on Facebook, and Instagram.

Occupancy – Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Indicates demand for lodging.

Revenue Per Available Room/Rental (RevPAR) – Total room/rental revenue divided by the total number of available rooms/rentals. Indicates ability to fill rooms/rentals at an average rate, and overall health of lodging.

Unique Web Visits – A person who has visited experienceolympia.com at least once and is counted only once in the reporting time period.



Thurston County Hotel & Motel Commission

Name	Position	Status	Business	Address	CSZ	Business Phone	Cell	Email	Term
Rebecca Cattnach	1	Member	TownePlace Suites – Olympia	900 Capitol Way	Olympia, WA 98501	360-753-8770		rcattnach@bmihospitality.com	June 16, 2026 to Feb. 4, 2028
Kasee Palmer	3	Member	DoubleTree by Hilton	415 Capitol Way N	Olympia, WA 98501	360-570-0555	360-908-5040	Kasee.palmer@hilton.com	Jan 2026 to Jan 2029
Janine Phillips	6	Board Chair	Hampton Inn & Suites Oly/Lacey	4301 Martin Way E.	Olympia, WA 98501	360-459-5000 ext 508	415-298-8283	janine.phillips@hilton.com	October 2025 to Oct 2028
Gabby Schoolcraft	5	Member	WoodSpring Suites Oly/Lacey	3903 Martin Way E	Olympia, WA 98506	(564)464-3004		Olympia.gm@hotelmc.net	June 2025 to June 2028
Rose Ponzoha	2	Member	Best Western–Tumwater	5188 Capitol Blvd. SE	Tumwater, WA 98501	360-956-1235	360-561-5083	rose@bwtumwater.com	Oct 2025 to Oct 2028
vacant	4	Member							
Andres Dominguez	7	Member	Hilton Garden Inn	2101 Henderson Park Lane SE	Olympia, WA 98501	360-236-9934		adominguez@bmihospitality.com	February 2025–February 2028
Leonard Hernandez	--	Ex-Officio	Thurston County	3000 Pacific Avenue S.E.	Olympia, WA 98501	360-786-5440		Leonard.hernandez@co.thurston.wa.us	October 2025 –

Shauna Stewart – Interim CEO, Experience Olympia & Beyond –as of 12.1.25 ShaunaS@experienceolympia.com C- 360-956-9518

Kelly Campbell – VP Finance & Administration, Experience Olympia & Beyond – info@TPACommission.org

kelly@experienceolympia.com C- 360-280-0830