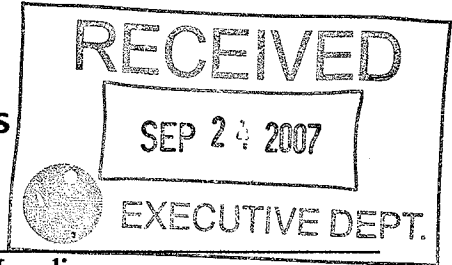


2008 Proposal Checklist

Service Proposal for Tourism Promotion Activities



Organization Name The Sand Man Foundation, Inc.
 Event Name, if different SAND MAN- Historic Tugboat at Percival Landing
 Proposed Service Contract Amount: \$9,608.36

Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete proposals or proposals submitted after the deadline will not be considered by the Olympia Lodging Tax Advisory Committee.

To be eligible for consideration, your application must be signed, dated, and include the following items **in the listed order**. Please sequentially number all of the pages in your proposal on the upper right hand side of each page. On the blank line next to each item, please indicate the page number(s) within your proposal for the requested items.

1. 1 Proposal Checklist (this sheet)
2. 2-2a Signed and Dated Proposal Summary Sheet
3. 3 Section 1 - Itemized list of proposed services and estimated costs
4. 4-7 Section 2 - Proposal Questions.
5. 4 Section 2 Optional - A supplemental one or two page narrative.
6. 8 Section 3 - Proposed 2008 event budget (the event for which you are proposing a tourism promotion service). If you are proposing to market a facility, attach the proposed 2008 marketing budget and operating budget for your facility.
7. 8 Section 3 - Current year-to-date income and expense statement **for event/facility**.
8. 8 Section 3 - Prior year actual income and expense statement **for event/facility**.
9. 8 Section 3 - Current year-to-date income and expense statement for the organization.
10. 8 Section 3 - Prior year income and expense statement for the organization.
11. 9 Section 3 - List of names and addresses of the organization's current Board of Directors. Name and contact information for event chairperson, if applicable.
12. 10-12 Section 3 - Printed work samples such as season brochures, promotional materials, reviews, news/magazine articles, etc (maximum of 5 separate pieces)

To be considered, a fully completed and signed **original** application PLUS SEVEN (7) complete copies with supporting documents must be received at the Olympia City Hall Executive Office, 900 Plum St. SE, Olympia, by 12:00 Noon, Monday, September 24, 2007.

NOTE: Applicants are welcome to use the copy machine at City Hall at no charge. Please note that the applicant must make the copies. City Hall staff will not be available to make copies for you. Contact Cathie Butler at Olympia City Hall, (360) 753-8361, to arrange an appointment.



2008 Proposal Summary Sheet

Service Proposal for Tourism Promotion Activities

Proposal Deadline: Monday, September 24, 2007 – 12:00 Noon (received, not postmarked)

Address To: City of Olympia Lodging Tax Advisory Committee
Jeff Kingsbury, Chair

Mailing Address: P.O. Box 1967, Olympia WA 98507-1967

Delivery Address: Olympia City Hall Executive Offices, 900 Plum Street SE, Olympia

Please type (10 point or larger) or legibly print in ink.

To be considered: all questions must be answered; all requested documents provided; this form must be signed and dated; and the original plus seven (7) complete duplicate sets filed by the deadline.

Organization Name The Sand Man Foundation. Inc.
 Organization Address 4312 Cleveland Ave. Tumwater, WA 98501
 Contact Name Paul C. Deranleau
 Contact Address 4312 Cleveland Ave. Tumwater, WA 98501
 Contact Day No. (360) 786-9474 Contact Evening No. (360) 561-3722

E-Mail Address pderanleau@msn.com

Event/Activity Name SAND MAN- Historic Tugboat at Percival Landing

Proposed Service Contract Amount: \$ 9,608.36

Budget for the event or activity: \$ 14,706.00

Current year organizational operating budget \$13,206

List other cash funding sources and dollar amounts budgeted for this project.	Funding Source	Dollar Amount
NOTE: Requested Section #3 budget and financial documents must also be provided.	Fund Drive	\$10,000
	Misc. Donations	\$ 650
	Sales of promotional mtls.	\$ 1,944
	Swap sales- donated items	\$ 300
	Operating Grant-SSMHC	\$ 2,500
		\$
Total Project Revenue Budget		\$ 15,394

Did your organization have a lodging tax contract with the City in 2006? yes no

I understand that I am proposing a service for contract with the City of Olympia during calendar year 2008, and that if awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia. I understand that the City will reimburse only those costs actually incurred by my organization in providing the contracted services up to the maximum contract amount, and only after the service is rendered (and paid for, if provided by a third party vendor), and I (or another designated representative of my organization) have sent an invoice, expense and payment documentation, and a project report to the City of Olympia. I understand that a submitted proposal is a public record potentially eligible for public release.

Signed: 

Date: 23 September, 2007

Print or Sign Name Here: Paul C. Deranleau

Section 1. Itemized List of Proposed Tourism Promotion Services

Event Name: SAND MAN- Historic Tugboat at Percival
Landing

In the following space or on a separate sheet of paper, please specify each proposed tourism promotion activity, including quantities and costs (see examples at bottom of page). You will find the definition of "tourism promotion" on page 11 of this packet.

- The primary target audience of the promotion or event/activity must be potential tourists who live outside Thurston County.
- The City of Olympia can only reimburse for actual expenses. Documentation of expense, staff hours (if authorized in the contract), and vendor payment will be required before City reimbursement occurs.

Website (www.tugsandman.org):

1. Annual Domain Registration	\$ 75.00
2. Monthly site charges (annualized)	300.00
3. Dial-up line (annualized)	255.48
4. Webmaster services	<u>1,500.00</u>
Total	\$ 2,130.48

Rack cards: (distribution I-5 corridor incl. transportation terminals, etc.)

1. Design, incl Map (Graphic Concepts Inc)	\$1,450.00
2. Print 50,000 cards (Graphic Concepts Inc)	1,885.96
3. Distribution (Certified Folder Display Services)	<u>4,141.92</u>
Total	\$ 7,477.88

Note: The Historic Tugboat SAND MAN does not perceive itself as a "stand alone" attraction.

The proposed rack card would identify other tourist related facilities in the downtown area such as the Farmer's Market, Heritage Park, Children's Museum, Capitol Campus, etc.

Section 2, number1**HISTORIC TUGBOAT SAND MAN**

September, 2007

BACKGROUND

The Sand Man Foundation is an all-volunteer, 501(c)(3) corporation founded on May 2, 1997 to acquire, restore and preserve the historic tugboat (c. 1910) SAND MAN; to collect representative personal histories and artifacts; and to secure a permanent display site for the purpose of interpreting the maritime history of the region. The Foundation is classified as a non-profit Artistic and Cultural Organization by the Secretary of State of the State of Washington under Chapter 24.03 of the Revised Code of Washington and is governed by a nine-member Board of Directors which meets monthly.

SIGNIFICANCE

The SAND MAN, built in 1910 for A.J. Weston owner of Olympia Sand and Gravel, is a City of Olympia historic site, listed in the State of Washington Historic Register and is included in the National Register of Historic Places. The 60 foot tugboat has been locally owned and operated for her entire working life, virtually spanning the entire 20th Century. She represents a time when the delivery of goods and services largely took place on the waterways of Puget Sound. In the early decades of the 20th Century, before the advent of freeways and even extensive paved highways, the principal mode of transportation in the Puget Sound region was by water. SAND MAN, as a living museum, interprets that era and provides a tangible, real-life example of Olympia's maritime heritage.

PROGRESS

Following major hull reconstruction in 2000-2001 under a TEA-21 Grant administered by the Washington Department of Transportation, the boat returned to Olympia in February, 2002. Work has been on-going by a group of dedicated volunteers, with help from many local businesses in the form of discounts and donations of materials and services. From April 2003 to date, over 10,000 hours of volunteer labor have been devoted to reconstruction of the deck house, installing the rebuilt engine and related systems, and preparing the boat for operational status. The project, originally estimated at a cost of \$850,000, is now expected to be completed for under \$650,000. Operational completion was accomplished September 1, 2005. Over 100 persons attended her launching, with speeches by Mayor Marc Fouch and State Senator Karen Fraiser. Restoration has been carried out pursuant to "The Secretary of the Interior's Standards for Historic Vessel Preservation" manual.

STATUS

The Historic Tugboat SAND MAN, the only (historic) registered tug in service on Puget Sound is "perminately" moored at Olympia's Historic Percival Landing. She is open free to the public weekends and holidays, offering a unique opportunity to step back into the

past. The Foundation is entering the third year of a five year service contract with the City of Olympia.

SAND MAN also promotes the City of Olympia through attendance at the Seattle Wooden Boat Show and the Port Townsend Wooden Boat Festival.

Section 2, number 2

MARKETING/PROMOTION

Rack Cards:

Other than attendance at Maritime Festivals throughout Puget Sound, we will rely on professional distribution services for disbursement of the proposed rack cards (50,000 is the amount recommended by the Distributor) along the I-5 corridor as far south as Portland OR and north to Seattle, covering hotels, the State Ferries, bus and AMTRAC stations during calendar year 2008.

Website:

So far this September there were 367 visitors to www.tugsandman.org. Annual breakdown indicates: 79% USA, with Canada, France, The Netherlands, Germany and others making up the remaining 21%.

Records for this September 22/23 show only two hits from Olympia, one from Seattle, ten from the USA and thirteen from other countries.

Section 2, number 3

ECONOMIC IMPACT

Our on-board attendance represents all but two of the fifty states, and more than two dozen foreign countries. January through September of 2006 logged 5,272 visitors from the Olympia area and 1,279 from outside the area. The same period in 2007 showed 4,566 from Olympia and 505 from outside the area. We estimate that about 80% of on board visitors sign the log book.

When the plan for Percival Landing was initiated, RUDAT recommended the presence of "a historic vessel". SAND MAN fulfills that vision.

The intention of the rack card is not to present SAND MAN as a "destination" (although some visitors have expressed such to be the case), but as one of many attractive venues in the area. The tone of the proposed rack card is along the line of: "when in Olympia...", enumerating in text and on the map many of the local facilities especially such small museums as the Henderson House, Bigelow House etc.

Section 2, number 4

REPORTING

Under our Service Contract with the City of Olympia, we will continue to report the number of hours open and logged-in visitors. It would, under the circumstances, be difficult to poll visitors as to their lodging circumstances or length of stay in the area. A meaningful extrapolation of "value", based on attendance, would be best deferred to others more competent in that field.

Section 2, number 5

GOALS

At SAND MAN's re-launch in September of 2005, Olympia Mayor Marc Fouch said: "SAND MAN is an essential link to our past and to our future- providing a sense of place and belonging to residents and newcomers alike..."

Section 2, number 6

FUNDING OPTIONS

Our website is essential to outreach and communication, as well as activities and donor/volunteer recognition. Our current webmaster is on the losing end of a fight with cancer and can no longer continue to volunteer his services. We have received bids for as high as \$3,000 plus \$270 per hour, but look to secure a semi-volunteer for the requested \$1,500.