



OLYMPIA LACEY FAN ZONE

JUNE 19, JUNE 24, JUNE 25, & JUNE 26

JENNIE FOGLIA - JONES

JFJ STRATEGIES

OLYMPIA/LACEY FAN ZONE PROJECT
MANAGER



OLYMPIA LACEY FAN ZONE

THURSTON COUNTY WASHINGTON USA

Port Plaza became a
regional gathering place

Bringing together residents, visitors,
families, businesses, and partners around
the world's game.





Five public partners. One regional event.

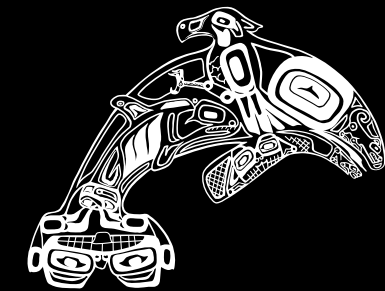


CITY OF **LACEY**





A regional partnership ecosystem





Entertainment





SPECIAL APPEARANCES ZACH SCOTT KELLY ROWE





OLYMPIA LACEY FAN ZONE

THURSTON COUNTY WASHINGTON USA





Waste *Diversion*

620 lbs 30%

Recyclable Materials
Diverted from Landfill

Diversion Rate



Visitors

7,700+

PEOPLE

60+

WA Communities & States

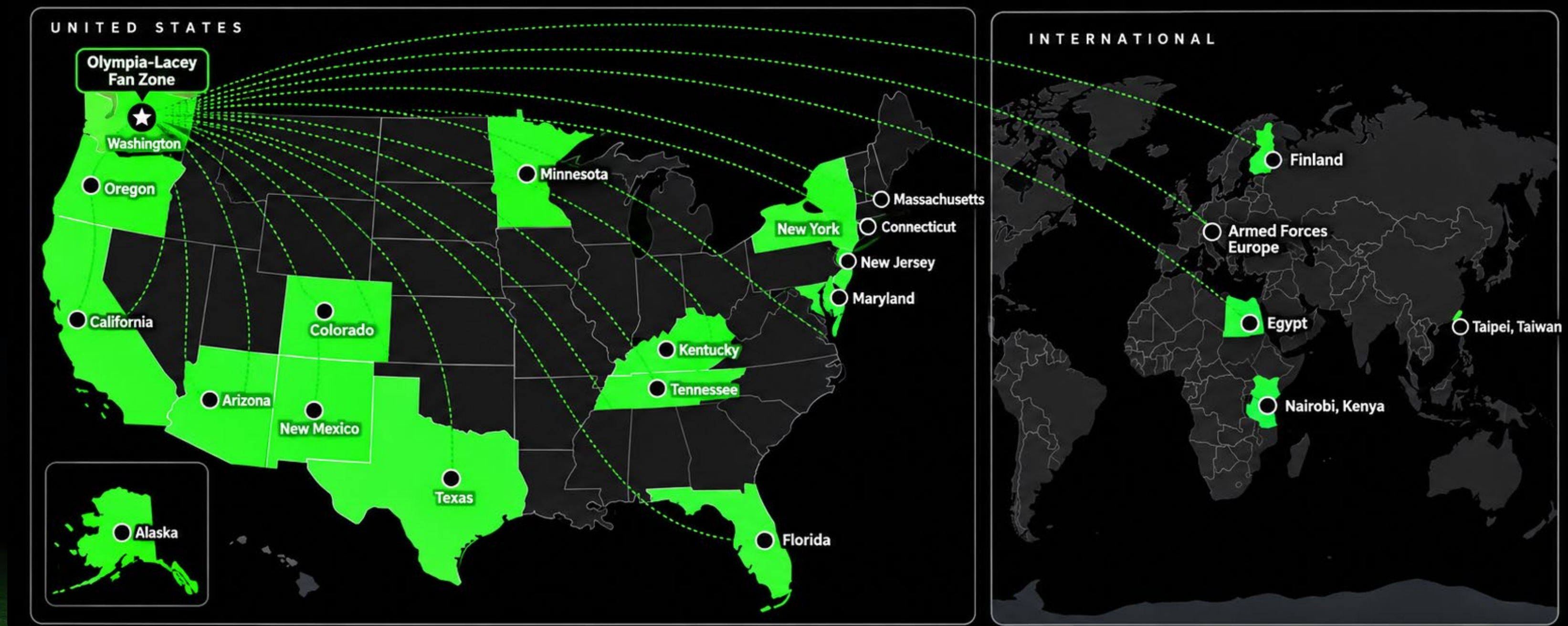
17

4

INTERNATIONAL
LOCATIONS



Geographic Reach





SEA & WIN

The Fan Zone was part of a broader region





SEA & WIN

The Fan Zone was part of a broader region





OLYMPIA / LACEY FAN ZONE

THURSTON COUNTY WASHINGTON USA

Community response was overwhelmingly positive

with interest in future watch parties and regional sporting events.





Impact beyond the matches

VISIBILITY

Showcased Thurston County and visitors with restaurants, Plaza and Olympia's waterfront.

BUSINESS

shops, and attractions.

TOURISM

Event visitors from across Washington and beyond.

COMMUNITY

Strengthen public private, nonprofit, and Tribal partnerships.





Selfless Station





Thank You
