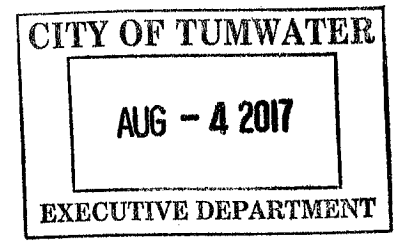


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: **Saint Martin's University**

Submitted By: **Cecelia Loveless, VP for Institutional Adv't.**

Date: **7/27/17**

Email Address: **cloveless@stmartin.edu**

Phone: **360.412.4138**

This Report Covers:

Special Event or Festival Name: **2017 12th Annual Dragon Boat Festival**

Tourism Facility: **Port Plaza of Olympia, 701 Columbia St. N.W., Olympia, WA**

Date(s) This Report Covers: **April 29, 2017**

Total amount spent on the event/tourism facility: **\$80K-\$100K (estimate)**

The total amount of Tumwater lodging tax funds expended: **\$5,080**

The total amount of lodging tax funds expended from all jurisdictions: **\$22,080**

Overall Total Attendance: **5,000-6,000**

The number of participants who attended the event/activity/tourism facility in each of the following categories:

Attending from out-of-state (include other countries) **880-1100**

1) Total number of visitors who traveled fifty miles or more to attend **880-1100**

a) Staying overnight in Tumwater, in unpaid accommodations (e.g. with friends/family) *and* traveling fifty miles or more one way from their place of residence or business **320-400**

b) Staying overnight in Tumwater, in paid accommodations away from their place of residence or business **320-400**

▪ Total Paid Lodging Nights **160-200**

c) Staying for the day only *and* traveling more than fifty miles away from their place of residence or business **560-700**

2) Attending but not included in question #1 above **4,000-5,000**

Describe what methods you used to determine attendance and to distinguish between the different visitors categories listed above.

A combination of direct counts, indirect methods, and structured estimates were used to determine event attendance and to distinguish between the different visitor categories listed above. Methods that were used to collect direct counts included online registration for teams and event volunteers. Other methods used to approximate attendance included visual estimates of crowd size and number of event programs distributed. Team captains were also queried about their team's lodging

needs and intentions at the time of online registration at which time 16 teams (Note: Each team is comprised of 20 to 25 individuals) indicated an intent to stay in paid lodging; and one team expressed plans of overnighting in unpaid accommodations. In addition, an informal post-event survey was sent to the team captains as an supplemental means of capturing lodging data and distances traveled.

See enclosed report for details of calculations, approximations, and structured estimates.

Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

One impact in particular of increased tourism that is directly attributable to the Dragon Boat Festival is the increase in the number of patrons of area restaurants, the Olympia Farmers Market, and other local food and eating establishments. This impact is evidenced by the fact that there were not food vendors specific to the event present. This design was intentional to encourage attendees and participants to support local businesses.

Select the methodology used to estimate the actual number of visitors/participants. (This terminology is identified by the Joint Legislative Audit and Review Committee.)

- Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- Other:** (please describe)

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Yes, this year's event did experience a higher number of tourists than in previous years. It is believed that this rise in attendance was directly attributable to an increased marketing effort of the event. Also, the Olympia Farmers Market, the Arts Walk and the Procession of Species events were held on the same weekend as the Dragon Boat Festival and are believed have been a contributing factor to increased attendance despite unseasonably cool temperatures and significant rain.

Did you complete all of the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes, all items on the Scope of Work were completed. See enclosed report.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

Yes. We are continually seeking to increase visibility and attendance of the event. Changes that we plan to implement to expand event attendance and local tourism include: (1) working more closely with area hotels and lodging facilities to better promote hotel stays in Tumwater, particularly for the significant number of guests/participants traveling from Oregon and other regions to the south; (2) better tracking of overnight stays of out-of-town and local guests; and (3) increased/more effective communication with teams/participants to better identify lodging requirements of event goers, and to promote overnight stay in Tumwater and the local area.



2017 12TH ANNUAL DRAGON BOAT FESTIVAL

SUMMARY REPORT

Summarization of Services Provided

The event for which funding was granted is the 2017 Saint Martin's University 12th Annual Dragon Boat Festival which took place on Saturday, April 29, 2017 at the Port of Olympia (701 Columbia Street NW, Olympia, Washington). Lodging tax funds requested from the City of Tumwater are to help cover printed and other advertising/marketing costs as well as the costs of t-shirts purchased for volunteers and teams as advertising/marketing when worn at, and outside of, the event.

The approved \$5,080 award from the City of Tumwater will be split between print advertising/marketing and t-shirt costs. See detail in **Table 1**.

Table 1. Itemized budget for City of Tumwater Lodging Tax Funding

Item	Original Budget (in proposal)	Adjusted Budget for Award Amount	Actual amount funded by City of Tumwater LTAC
Advertising/Marketing	\$1,500	\$1,080	\$1,080.69
T-shirts for volunteers & teams	\$4,000	\$4,000	\$3,999.31
Total	\$5,500	\$5,080	\$5,080.00

Advertising/Marketing--\$1,080.69

As summarized in **Table 1A**, Capital City Press provided event programs, posters and signage for the event at a cost of \$4,168.92. See also enclosed vendor invoices and canceled checks—\$1,080.69 of the Lodging Tax (LTAC) funding will be applied to these costs.

Table 1A. Advertising/marketing costs from Capital City Press for 2017 Dragon Boat Festival

Vendor: Capital City Press	Amount
Dragon Boat Cortex Signs (1) 24x36 Results sign; (4) 24x36 Event posters; (6) 24x36 Adhering signs	\$218.49
Dragon Boat (64.25"x104.75") Mall Graphic Window Decal	\$271.75
Event Programs (1,203)	\$1,781.62
Dragon Boat 12"x18" Posters (150)	\$109.92
Coming Soon Mailers (Sent in January to alumni and friends of SMU) (15,050)	\$1,787.14
Total	\$4,168.92

T-Shirts—Advertising/Marketing- \$3,999.31

Raise the Bar Designs provided the 1,500 paddler and volunteer shirts to Saint Martin's University at a cost of \$9,999.31. See enclosed invoice and **Table 1B**. Prices include vendor's Catholic School Partner Discount. The amount which was requested, and approved, in the proposal submitted to the City of Tumwater Lodging Tax Funding for coverage, as noted above, was \$3,999.31. (**Table 1**). On every paddler and volunteer shirt, the City of Lacey logo is printed on the shirt backs as event sponsors, just below the Dragon Boat Festival graphics. The shirts are now traveling throughout the Puget Sound region as well as out-of-state with 21 visiting teams from Beaverton, Lake Oswego, and Portland regions of Oregon State. Enclosed are copies of the invoice and canceled check for services rendered. Images of proofs of both the paddler and volunteer shirts featuring the City of Tumwater logo are also provided in the enclosures.

Table 1B. T-shirt costs from Raise the Bar Designs, Inc. for 2017 Dragon Boat Festival

Raise The Bar Designs, Inc. Expenditure		Amount
Paddler Shirts:		
<ul style="list-style-type: none"> • Zorrel Boston Unisex Short-Sleeve Training Tee (Red) <ul style="list-style-type: none"> ○ 1,295 XS-XL @ \$6.15 each ○ 50 2XL @ \$7.87 each ○ 15 3XL @ \$9.92 each 	\$7,964.25	
	\$511.55	
	\$99.20	
Volunteer Shirts:		
<ul style="list-style-type: none"> • Porth & Co. 100% Cotton Tee (Black) <ul style="list-style-type: none"> ○ 130 XS-3XL @ \$4.80 each 	\$624.00	
Sales tax (8.7%)	\$800.31	
Total	\$9,999.31	

Economic Impact

Lodging

One of the changes to the 2017 event was a concerted effort to increase collaboration and outreach to area hotels and lodging facilities in an effort to promote overnight stays in Lacey, particularly for the significant number of guests/participants traveling from Oregon and other regions to the South, as well as to develop/implement more effective means of tracking overnight stays related to the event. Communication with teams was also more intentional and targeted to assess lodging needs in an effort to better track team plans for overnight accommodation. Coordination of marketing efforts with the Experience Olympia and Beyond (formally the Olympia/Lacey/Tumwater Visitor and Convention Bureau (VCB)) was also more intentional in an effort to promote Thurston County lodging establishments, restaurants, and other businesses. This effort is still underway.

New this year in effort to encourage attendance by new event goers as well as to support overnight stay in the local vicinity was the introduction of a Beer Garden held near the end of the event (2pm-5pm) for adults 21 and over. The beer garden was sponsored by local brewer, Top Rung Brewery, which showcased two of its signature brews. Event goers (21 years and over) were able purchase the beer at \$5/glass. The beer garden was successful for a first-time launch at retaining event goers, but was greatly impacted by inclement weather with unseasonably cool temperatures and significant rain. In future years, we may look to partner with a local restaurant to host the Beer Garden.

This year 48 teams competed in the 2017 Dragon Boat Festival. Of the 48 registered teams, 22 (45.8%) were from out-of-state. A summary breakdown of the number and origins of each of the participating teams is provided later in this document under “Out-of-town Visitors.” After each of the 48 Dragon Boat teams registered, they received informational e-mails regarding area lodging accommodations and offers/incentives for overnight stay. Staff also worked closely with area lodging facilities to negotiate special promotional rates for event goers. Participating hotels offering group rates for the weekend of the Festival are listed alphabetically in **Table 2**. Information about the promotional lodging rates was communicated directly to the teams.

Table 2. Area lodging facilities offering promotional rates for 2017 Dragon Boat event goers.

Lodging Facility	Location	Distance from Festival	Event Rate
Doubletree by Hilton Olympia	415 Capitol Way N. (Olympia)	0.3 miles	\$149/night
Governor Hotel	621 Capitol Way S. (Olympia)	0.5 miles	\$89/night
Hilton Garden Inn Olympia	2101 Henderson Park Ln. SE (Olympia)	1.9 miles	\$99/night
Hotel RL Olympia	2300 Evergreen Park Drive (Olympia)	2.1 miles	\$109/night

A link to the Experience Olympia and Beyond was prominently featured on the Saint Martin's University Dragon Boat Festival webpage (<https://www.stmartin.edu/news-events/university-events/dragon-boat-festival>) in an effort to further promote area lodging facilities, businesses, and tourism. This link was accessible to event registrants and other visitors to the website.

Presented in **Tables 3 and 3A** are structured estimates of lodging stays and attendees computed based on responses by team captains to (1) queries at the time of online registration; and (2) an informal post-event survey. Team captains were queried about their team's lodging needs and intentions at the time of online registration at which time 16 teams (Note: Each team is comprised of 20 to 25 individuals) indicated an intent to stay in paid lodging; and one team expressed plans of overnighing in unpaid accommodations. An informal online survey administered post-event by event staff to the team captains revealed 17 overnight stays at area hotels—ten (10) at Doubletree by Hilton Olympia; four (4) at Hotel RL Olympia; one (1) at the Governor Hotel; and two (2) at other paid lodging facilities (names not disclosed). These figures are based on a 28.9% response rate to the post-event survey given to the team captains and do not include the family members of participants that may have also required overnight lodging. Event staff will research alternative methods of increasing response rates and other means of accessing and collecting accurate lodging stay data for future festivals.

Table 3. Structured estimates of area hotel stays for the 2017 Dragon Boat based on team captain responses to (1) query at time of online registration; and (2) post-event survey.

Location	Number of Paid Overnight Stays Related to Event	Source of data	Comments/Notes
Various	160-200*	Query at online registration	Figure is an estimate based on initial responses to query at time of online registration by team captains. Figure assumes double-occupancy of rooms and a one night stay per person and is based on 16 teams indicating intent to stay in hotels or other paid lodging. See calculation below table.
Various	17	Post-event survey to team captains	Figure is based on a 28.9% response rate to the survey and may not include family members of participants that may have also required overnight lodging.

*Calculation: (16 teams) x (20 to 25 individuals/team) ÷ 2 person/room x 1 night=160 to 200 paid hotel stays

Table 3A is provided on the following page.

Table 3A. Structured estimates of event attendees for the 2017 Dragon Boat based on team captain responses to query at time of online registration.

Attendee Estimates	Projected <i>(Figures from Table 2 in proposal)</i>	Actual	Methodology Used
Overall attendance	5,000-7,500	5,000-6,000	Indirect count
Attendees who travelled more than 50 miles or more to attend	900 (Note 1)	880-1100 (Note 2)	Structured estimate: 22 out of state teams (20-25/team) + 1 family member / participant
Of the total attendees who travelled more than 50 miles or more, how many were from another state or country	525	880-1100 (Note 2)	Structured estimate: 22 out of state teams (20-25/team) + 1 family member / participant
Attendees who stayed overnighted in paid accommodations (Lacey/Tumwater/Olympia)	300	320-400 (Note 3)	Structured estimate based on query at team registration
Attendees who stayed overnighted in unpaid accommodations (Lacey/Tumwater/Olympia)	100	100+	Structured estimates based on registration numbers. Unable to determine locations
Total paid lodging (Lacey/Tumwater/Olympia)	300	160-200 (Note 4)	Structured estimate based on query at team registration

Note 1. 375 (Stay for the day only and travel more than 50 miles or more one way from their place of residence or business) +525 (Estimated number of participants in any of the above categories that attend from out-of-state (includes other countries)) =900

Note 2. (22 out of state teams) x [(20 to 25 participants/team) x 2 (one participant + one family member)]
Min: 22 teams x 20/team x 2 = 880 attendees; Max: 22 teams x 25/team x 2 = 1100 attendees

Note 3. 16 teams indicated intent to stay in paid lodging at online registration
16 teams x (20 to 25 participants/team) = 320 to 400 individuals overnighting

Note 4. Assumes double occupancy. 16 teams indicated intent to stay in paid lodging at online registration
16 teams x (20 to 25 participants/team) ÷ 2 person/room x 1 night=160 to 200 paid hotel stays

As part of a larger effort to increase overnight stays and tourism in the local area, event staff will continue collaboration with Experience Olympia and Beyond and area lodging facilities to enhance marketing efforts, etc. for increased hotel stays for the 2018 and future events. As part of this effort, event staff will continue to work collaboratively with area lodging facilities and Experience Olympia and Beyond to develop more effective ways of capturing accurate data on hotel stays resulting directly from the Dragon Boat.

Tourism Impact on Area Restaurants, Businesses, and Events

Numerous restaurants and other local eateries—including, but not limited to The Olympia Farmers Market, Anthony’s Homeport, Dancing Goats Espresso Bar, and Mercato Ristorante—received business from the Dragon Boat Festival. Area retailers also benefited from the event with increased foot traffic in and around the festival. Event set-up began at 6:00am; teams started arriving at 8:00am; and the festivities commenced at 9:30am. With the festival ending at 5:00pm and most event goers departing by 6:00pm, there was a twelve hour period in which there was a captive audience for food, drink, and shopping in the local vicinity. Restaurants and other eating

establishments as well as businesses located along the I-5 corridor and other major highways leading into the Olympia/Lacey/Tumwater region also benefited as event goers stopped for food and/or to rest in route to and from the Port of Olympia.

Also benefiting from the Dragon Boat Festival were other community events, namely The Olympia Farmers Market (noted above), the Arts Walk, and the Procession of Species—all of which were occurring the same day/weekend as the festival.

Out of town visitors

Forty-six percent (46%) (22/48) of registered teams were from out of state. As previously noted, each team is comprised of roughly 20 to 25 people. This figure equates to 440 to 550 individual out-of-state visitors just represented by the teams alone and does not include family members of participants or the general public event goers. Of the 48 participating teams, 22 (46%) teams traveled from Oregon State; one (2%) from Oak Harbor (Whidbey Island), and six (12%) from Seattle. The remaining 19 (40%) teams were from the South Puget Sound region spanning King, Pierce, Thurston, Clark and Counties of Washington State. This information is summarized in **Table 4** which gives a summary breakdown of the number and home city/state of each of the participating teams. Fifty percent (50%) of respondents to the informal post-event survey administered to the team captains stated that they had traveled 100 miles or more to attend/participate in the event.

In terms of individual attendees, overall attendance was in excess of 5,000+ individuals. Included in this figure are 1,200 paddlers, 100 volunteers, and 50 sponsors; the remaining 4,000+ were members of the community who arrived to support the event. Refer back to **Tables 3 and 3A** for additional detail on attendee estimates in terms of overall attendance, distance travelled by attendees, and attendees with overnight accommodations.

While Luo Linquan, Consul General of the People’s Republic of China in San Francisco, was not able to attend this year’s 2017 event, he did send his personal greetings which were read aloud by Ron Chow as part of the opening ceremony. In prior years, a representative, from the Consulate-General of the People’s Republic of China in San Francisco, has been present and has participated in the opening ceremony.

Table 4. Number and home locations of each of the 2017 Dragon Boat participating teams.

Location (City(ies), State)	Number of Teams from Region
Beaverton, Oregon	5
Lake Oswego, Oregon	2
Portland, Oregon	15
DuPont, Washington	1
Gig Harbor, Washington	1
Lacey/Olympia/Tumwater, Washington	13
Maple Valley, Washington	2
Seattle, Washington	6
Tacoma, Washington	1
Oak Harbor/Whidbey Island, Washington	1
Total Teams	48

Marketing

The 2017 Dragon Boat Festival was promoted to attract tourists through a variety of marketing channels. Such marketing efforts included posters (prominently displayed throughout the local community), press releases, radio/newspaper coverage, social media, word-of-mouth, special invitations, festival programs, the Dragon Boat Festival website, as well as through targeted email announcements to Saint Martin's University students, faculty, staff and supporters. Other marketing efforts included the following:

- Press releases to broad and targeted markets
- Public Service Announcements (PSAs) with regional commercial radio stations in Thurston and Pierce Counties. (PSAs are generally 15 seconds in length.)
- Scheduled promotional advertisements on 94.5 ROXY radio (in-kind donation) into Thurston, Pierce and King Counties
- Sponsored stories through ThurstonTalk.com and SouthSoundTalk.com
- Pre-event interviews with event coordinators and participating teams on local radio stations
- Post event on event calendars with media outlets throughout Thurston and Pierce Counties, include daily newspapers (e.g. The Olympian/Tacoma News Tribune), and other publications/media (See enclosed articles)
- Highway exits stake signs throughout Olympia and Lacey
- Capitol Bridge banner in downtown Olympia
- Included in Saint Martin's biannual event mailer that is sent out to 16,000 addresses
- Heavy presence on stmartin.edu website and all social media outlets (Facebook, Twitter)

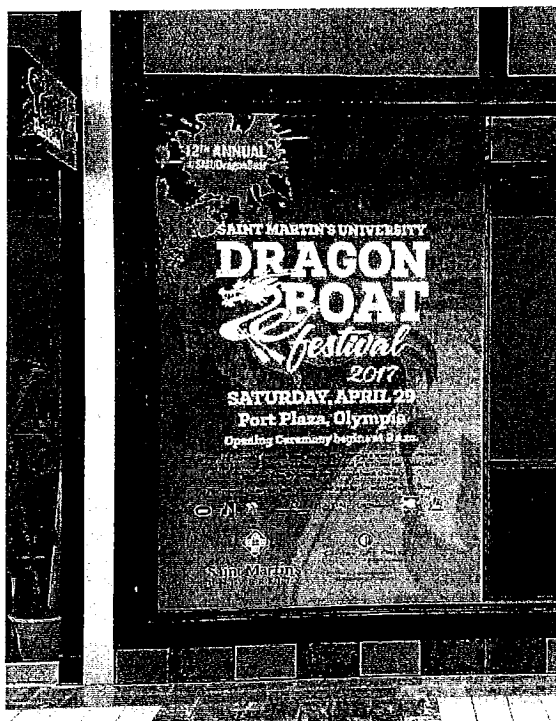


Figure 1. Window decal at Capital Mall

New this year, in an effort to reach a wider audience, was one (1) month-long promotion of the event at the Capital Mall in Olympia. Promotional efforts at the Capital Mall included:

- A large 64.25"x 104.75" graphic window decal displayed at the mall entrance (**Figure 1**)
- 6'x3' rotating digital images (same images as window decal) at seven (7) individual kiosks located throughout the mall
- 100 table tents strategically placed at tables in the food court, outside the theaters, and general seating areas throughout the mall.

These marketing materials remained on display and the ad campaign ran at the mall for the month of April through the day of the event.

Other promotion of the event included the use of social media—specifically—the Twitter hashtag #SMUDragonBoat, Facebook, Instagram—as well as scheduled radio announcements with 94.5 ROXY Radio (in-kind donation from 94.5 ROXY); and coverage in the Olympian. To provide easily accessible information for teams and visitors, Saint Martin's also utilized the school's website, <https://www.stmartin.edu/news-events/university-events/dragon-boat-festival>. In terms of printed materials, the locations at which the posters promoting the event were distributed

City of Tumwater LTAC—Summary Report and Request for Funding Reimbursement

throughout the greater Lacey/Olympia/Tumwater area are listed in **Table 5**. An 8 ½" x 11" replica of the promotional event poster is enclosed with this report along with a copy of the event program. As noted above, images of each of the paddler and volunteer shirts featuring the City of Tumwater logo (as an event sponsor) are also included in the enclosures. These shirts serve to help to market the event for future years as individuals wear them out in the community post-event.

Table 5. Locations throughout the greater Lacey/Olympia/Tumwater area at which posters promoting the event were distributed.

24 Hour Fitness	Koibito Sushi & Teriyaki	Starbucks - College & Yelm
5th Avenue Fitness	L.A. Fitness	Starbucks - College Street
Alpine Experience	Lacey City Hall	Starbucks - Hawks Prairie
Anytime Fitness	Lacey Timberland Library	Starbucks - Sleater Kinney
Anytime Fitness - Tumwater	Lacey Ultimate Fitness Center	Starbucks downtown
AnywhereFit	Last Word Books	Starbucks in the mall
Apollo's Pizza	Lime Berry - Hawks Prairie	Starbucks in Tumwater
Archibald Sisters	Lime Berry - Lacey	Starbucks near Fred Meyer Thurston County VCB
Aztec Lanes	Meconi's - Olympia	Starbucks on the West side
Baskin Robbins - Lacey	Meconi's - Hawks Prairie	The Bike Stand
Baskin Robbins - Olympia	Meconi's - Tumwater	The Bread Peddler
Baskin Robbins - Tumwater	MVP Athletic - Lacey	The Evergreen State College
Bayview Thriftway	MVP Athletic - Tumwater	The Lemon Grass
Black Hills High School	Nammy's Deli & Bakery	The Rock
Briggs YMCA	North Thurston High School	Thrive Community Fitness Ctr.
Cabela's	Northwest Christian High School	Timberline High School
Café Love	O'Blarney's	Tini Bikini Tanning Salon
Caffe Vita	Old School Pizzeria	Tofu Hut
Capital High School	Old Town Bicycle	Traditions Fair Trade
Capital Mall	OlyBikes	Tumwater City Hall
Costco - Lacey	Olympia City Hall	Tumwater High School
Costco - Tumwater	Olympia Coffee Roasting Co	Tumwater Lanes
CrossFit Finish First	Olympia High School	Tumwater Timberland Library
Curves for Women	Olympia Timberland Library	Twisty's
Custom Bodies LLC	Oskar's German & European Deli	Ultimate Fitness Center
Cutters Point Coffee -- three area locations	Pope John Paul II High School	Valley Athletic Club
Dancing Goats Coffee Bar	Port of Olympia	Warehouse Rock Gym
Dancing Goats Espresso Bar	ProActive SportsMed	Washington State Library
Dirty Dave's Pizza Parlor	Puerto Vallarta Restaurant	Wembley Soccer Shop
DynAlign Golf	Quality Burrito	Westside Lanes
Farrelli's	Ralph's Thriftway	Wild Grace Arts
Fifth Avenue Sandwich Shop	Ram Restaurant & Brewery	Wind Up Here
Fit Stop 24	Red Lion Hotel	YMCA - Downtown
Gold USA	REI in the mall	
Italian Meconi's Subs	River Ridge High School	
Kitzel's	Rock Fitness	
	South Sound Running	

City of Tumwater LTAC—Summary Report and Request for Funding Reimbursement

- INVOICE—City of Tumwater, Tourism/Lodging Tax Program Funding
- Proof of payment (vendor invoices and cancelled checks/credit card payments)

OTHER REQUIRED DOCUMENTATION

Invoice—City of Tumwater, Tourism/Lodging Tax Program Funding

—*See enclosed Invoice for Event/Festival Funding Reimbursement and accompanying copies of vendor invoices for services/material purchases to which requested LTAC funding will be applied*

Proof of Payment

—*See enclosed Invoice for Event/Festival Funding Reimbursement and accompanying proof of payment rendered for invoices referenced above.*

Event Proceedings

—*See enclosed copy of event program and 8 ½"x11" replica of event poster*

Newspaper, online and other media coverage of event

—*See enclosed copies of printed newspaper articles and printouts of online media coverage of event*

ENCLOSURES

Invoice—City of Tumwater Tourism/Lodging Tax Program Funding

Proof of Payment (Vendor Invoices and Canceled Checks/Credit Card Payments)

One (1) copy of event program

Images of Proofs for Participant and Volunteer T-Shirts

One (1) 8 ½" x 11" replica of the promotional event poster

Newspaper, online, and other media coverage of event