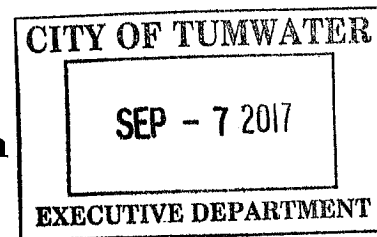


# City of Tumwater Lodging Tax Final Report Form



Organization's Name: WSU Jefferson County Extension

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### *This Report Covers:*

Activity Name: Cascadia Grains Conference 2017

Activity Type:  Special Event/Festival       Marketing       Facility

Activity Start Date: 1/06/2017

Activity End Date: 1/07/2017

Total Activity Cost: \$51,530.00

Total amount of Tumwater lodging tax funds requested: \$5,000.00

Total amount of Tumwater lodging tax funds expended: \$4,700.00

Total amount of lodging tax funds expended from all jurisdictions: \$4,700.00

### **DEFINITIONS OF METHODOLOGY FOR QUESTIONS BELOW:**

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **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 sq. ft.).
- **Other:** (please describe)

<b>OVERALL ATTENDANCE</b>	<i>Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance</i>	PREDICTED:	290
		ACTUAL (ESTIMATED):	412
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Brown Paper Tickets		
<b>50+ MILES - ATTENDANCE</b>	<i>Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance</i>	PREDICTED:	150
		ACTUAL (ESTIMATED):	350
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Brown Paper Tickets		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<i>Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance</i>	PREDICTED:	67
		ACTUAL (ESTIMATED):	117
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Brown Paper Tickets		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<i>Enter the total number of people predicted to pay for overnight lodging to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight lodging and attended this activity; and the method used to determine attendance</i>	PREDICTED:	66
		ACTUAL (ESTIMATED):	91
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: Hotel Bill / List + Brown Paper Tickets		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<i>Enter the total number of people predicted to attend this event without paying for overnight lodging (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance</i>	PREDICTED:	20
		ACTUAL (ESTIMATED):	20
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: Hotel Bill / List + Brown Paper Tickets		
<b>PAID LODGING NIGHTS</b>	<i>Enter total predicted lodging nights (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance</i>	PREDICTED:	153
		ACTUAL (ESTIMATED):	273
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: Hotel Bill / List + Brown Paper Tickets		

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

Our expanded Friday Field Trips were sold out which increased the tourism dollars spent in the area over 2016. We plan to continue to expand these experiences and bring more people from the region to our conference. Many of our participants stayed through the weekend, meeting informally and taking this opportunity to extend their stay at this once a year event.

### **TUMWATER SPECIFIC QUESTIONS:**

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

In 2017 we saw a rise in attendees from Portland, OR as well as Canada. We attribute this to the growing regionalized approach to our conference that strengthens relationships and economic ties across state and country lines.

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?

We completed these items on our scope of work as of 9/1/17:

Speaker and Staff Travel Fees

Speaker and Staff Hotel Stays

Speaker and Staff Meals

We will use the remaining funds for marketing materials for the 2018 conference between 9/1/17 and 12/20/17:

Advertising/Marketing

- Magazine advertisements
- Digital Media Collateral
- Poster and Brochures
- Conference Program

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

Jeff Bowe with Experience Olympia & Beyond has been a member of our Steering Committee since 2016 and is working with us to ensure that we represent and elevate Tumwater businesses and hotels. Through the LTAC funding we will continue to invest in regionalized marketing campaigns through visitors centers, educational institutions, and