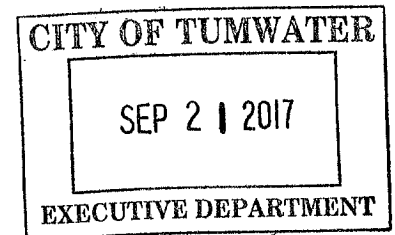


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: Lakefair Run Organization

Submitted By: Bob Brennand

Date: 9/20/2017

Email Address: bobbrennand@comcast.net

Phone: 360-310-0747

This Report Covers:

Activity Name: Trials Legacy Marathon and Lakefair Runs

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 7/15/2017

Activity End Date: 7/15/2017

Total Activity Cost: \$31,435.16

Total amount of Tumwater lodging tax funds requested: \$1,000.00

Total amount of Tumwater lodging tax funds expended: \$1,000.00

Total amount of lodging tax funds expended from all jurisdictions: \$1,000.00

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)

OVERALL ATTENDANCE	<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:	200
		ACTUAL (ESTIMATED):	33
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Race Results with home town and state		
50+ MILES - ATTENDANCE	<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:	70
		ACTUAL (ESTIMATED):	13
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Race Results with home address		
OUT OF STATE / COUNTRY - ATTENDANCE	<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:	40
		ACTUAL (ESTIMATED):	9
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Race Results with home address		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	<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:	100
		ACTUAL (ESTIMATED):	17
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Estimate based on Race Result hometowns		
DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE	<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:	30
		ACTUAL (ESTIMATED):	20
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Estimate based on Race Results hometown		
PAID LODGING NIGHTS	<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:	100
		ACTUAL (ESTIMATED):	25
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Estimate based on 1.5 nights lodging per overnight lodging participant.		

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

There were a total of 677 finishers in the 4 combined races, with many participants bringing spouses and family members. The numbers listed above were just for the 37 Trials Legacy Marathon participants.

TUMWATER SPECIFIC QUESTIONS:

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

No. The Seattle to Portland Bike Ride was held on the same weekend as the Lakefair Races, which we think cut into Lakefair Run participation. STP has been held on a different weekend in the past.

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

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

Yes. Market outside of the immediate area. We have combined marketing efforts for the Trials Legacy Marathon and the three Lakefair Races. New personnel with much more marketing experience have joined our organizing committee.