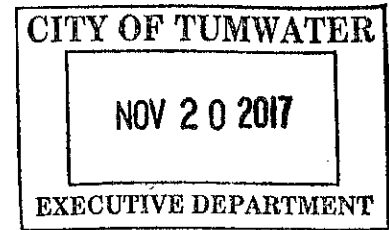


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: **Washington Distillers Guild**

Submitted By: **Jason Parker**

Date: 4/1/17

Email Address: **Treasurer@WashingtonDistillersGuild.org**

Phone: **206.920.5142**

This Report Covers:

Special Event or Festival Name: **South Sound Spirit Gathering 2017**

Tourism Facility: **Olympic Flight Museum**

Date(s) This Report Covers: **March 11, 2017**

Total amount spent on the event/tourism facility: **\$7,491.30**

The total amount of Tumwater lodging tax funds expended: **\$7,491.30**

The total amount of lodging tax funds expended from all jurisdictions: **\$7,491.30**

Overall Total Attendance: **158**

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)	2
1) Total number of visitors who traveled fifty miles or more to attend	25
a) Staying overnight in Tumwater, in unpaid accommodations (e.g. with friends/family) <i>and</i> traveling fifty miles or more one way from their place of residence or business	6
b) Staying overnight in Tumwater, in paid accommodations away from their place of residence or business	3
▪ Total Paid Lodging Nights	3
c) Staying for the day only <i>and</i> traveling more than fifty miles away from their place of residence or business	19
2) Attending but not included in question #1 above	103

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

Direct count of attendance by counting tickets sold and VIP credentials issued. Informal survey of distillery and vendor staff to determine where they originated from and where they spent the night.

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

Dinners and drinks with out-of-town presenters: 8

Following day breakfast with out-of-town presenters: 4

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?

No. Advertising was not as broad nor as timely as last year due to sudden leaving of board member handling communications.

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?

No. Distillery tours were canceled due to lack of interest.

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

- 1) Hire a professional events manager.
- 2) Significantly increase marketing and advertising campaigns, beginning earlier, and reaching broader (i.e., Seattle Times, Tacoma Tribune, Olympia and Tumwater radio, etc.)
- 3) Meet with local hotels, bars, restaurants, liquor stores, and grocery stores early to include in advertising, training, comp tickets for staff, and other partnership opportunities.