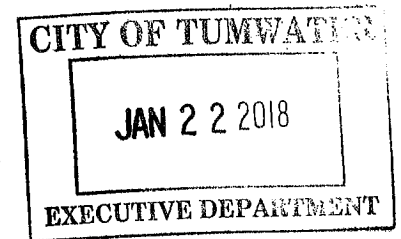


City of Tumwater Lodging Tax Final Report Form



Organization's Name: Washington Center for the Performing Arts

Submitted By: Jill Barnes, Executive Director

Date: 1/17/2018

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This Report Covers:

Activity Name: The Washington Center Presenting Season 2017

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 1/01/2017

Activity End Date: 12/31/2017

Total Activity Cost: \$2,100,000.00

Total amount of Tumwater lodging tax funds requested: \$8,100

Total amount of Tumwater lodging tax funds expended: \$8,100

Total amount of lodging tax funds expended from all jurisdictions: \$380,300

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: | 100,000 |
| | | ACTUAL (ESTIMATED): | 100,000 |
| | METHODOLOGY (definitions provided above): Direct Count | | |
| | EXPLAIN TRACKING METHOD: Ticking database and head count at events (non-ticketed events are only able to be tracked by head count) | | |
| 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: | 5,500 |
| | | ACTUAL (ESTIMATED): | 5,000 |
| | METHODOLOGY (definitions provided above): Direct Count | | |
| | EXPLAIN TRACKING METHOD: Ticketing database search by zip code, as well as some structured estimates. | | |
| 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: | 816 |
| | | ACTUAL (ESTIMATED): | 592 |
| | METHODOLOGY (definitions provided above): Direct Count | | |
| | EXPLAIN TRACKING METHOD: Ticketing database search by out of state/country, as well as some structured estimates. | | |
| 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: | 1,540 |
| | | ACTUAL (ESTIMATED): | 1,400 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: Industry estimates | | |
| 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: | 2,035 |
| | | ACTUAL (ESTIMATED): | 1,850 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: Industry estimates | | |
| 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: | 1,600 |
| | | ACTUAL (ESTIMATED): | 1,500 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: Industry estimates | | |

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

Your support helps tremendously with our marketing program, which is robust and covers many forms of print, radio, and digital methods.

The 2017 calendar year was a wonderful year for the Washington Center and our region's performing arts organizations. We had several sold-out shows including STOMP, Black Violin, Garrison Keillor, and Kenny G. Our local artistic partners saw increased growth, and we value our relationships with each organization.

TUMWATER SPECIFIC QUESTIONS:

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

We experienced a very similar number in comparison to 2016. Our programming and the audience is different each year.

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?

We have entered into a new partnership with Google, which will be providing increased online presence. The new partnership provides up to \$10,000 each month in digital presence. We will also be increasingly investing more in social media and online marketing.

In addition, we recently upgraded our ticketing database, which now provides more mobile friendly options, which should increase accessibility to our shows, and allow patrons to purchase tickets in the moment, rather than waiting for Box Office Hours.

With increased funding, we can take bigger risks on bigger-name artists and productions. We may test new ideas in our upcoming season.