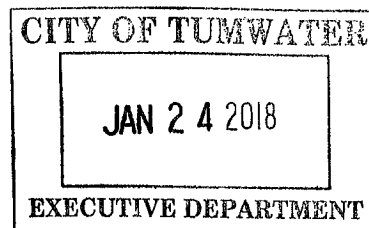


City of Tumwater Lodging Tax Final Report Form



Organization's Name: Wolf Haven International

Submitted By: Patt Poinsett

Date: 1/10/2018

Email Address: pattp@wolfhaven.org

Phone: 360.264.4695 x210

This Report Covers:

Activity Name: Wolf Haven International advertising

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 1/01/2017

Activity End Date: 12/31/2017

Total Activity Cost: \$44,779.00

Total amount of Tumwater lodging tax funds requested: \$6,920.00

Total amount of Tumwater lodging tax funds expended: \$6,920.00

Total amount of lodging tax funds expended from all jurisdictions: 11780.55

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:	12,000
		ACTUAL (ESTIMATED):	13,320
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Reservation system		
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:	3,000
		ACTUAL (ESTIMATED):	3,450
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Reservation system		
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:	6,000
		ACTUAL (ESTIMATED):	7,326
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD: Reservation system		
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:	750
		ACTUAL (ESTIMATED):	750
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD:		
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:	3,000
		ACTUAL (ESTIMATED):	3,000
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD:		
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:	500
		ACTUAL (ESTIMATED):	500
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD:		

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

As the current human population becomes more and more educated about wildlife and human/wildlife conflicts, people are reaching out for places like Wolf Haven to learn more about our natural world and how to be better stewards of it. In addition to a steady stream of public visitors, we are increasingly

contacted by film makers, writers, documentary producers, schools (of all levels) and even other sanctuaries and animal facilities.

Wolf Haven is a leader in the sanctuary world, respected immensely for it's long-standing excellent reputation for care for it's residents and it's commitment to the Species Survival Programs for both Mexican and red wolves.

As we continue to grow we will be a constant draw to visitors to Thurston county.

TUMWATER SPECIFIC QUESTIONS:

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

We have remained strong and steady for several years now, especially since the reliability of the reservation system was implemented. Our visitors are very happy with a confirmed reservation as opposed to first come, first serve.

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 are always looking for new ways to engage and educate the public visitors.

We are working on a "family friendly" visit that will be directly targeted at young children and families.

We are working on the placement of a visitors center (building) near the gift shop to allow visitors to get out of the weather as well as have more hands-on experiences with educational props, see videos, attend before and after talks.

Hanna Miles

From: Patt Poinsett <PattP@wolfhaven.org>
Sent: Wednesday, January 24, 2018 2:08 PM
To: Hanna Miles
Subject: RE: 2017 Lodging Tax Final Reports

We started with a little survey the visitor guides had on clipboards, but most of the people cited privacy concerns and would not answer the questions. And they would get irritated.
So just volunteers and gift shop personnel asking in conversation.
Hope that helps.
Patt

Patt C. Poinsett
Director of Development
Wolf Haven International

From: Hanna Miles [<mailto:HMiles@ci.tumwater.wa.us>]
Sent: Wednesday, January 24, 2018 1:46 PM
To: Patt Poinsett <PattP@wolfhaven.org>
Subject: RE: 2017 Lodging Tax Final Reports

Thanks, Patt. For the informal survey, what was your method of gathering the information and would it be the same for the bottom three questions?

From: Patt Poinsett [<mailto:PattP@wolfhaven.org>]
Sent: Wednesday, January 24, 2018 1:01 PM
To: Hanna Miles
Subject: RE: 2017 Lodging Tax Final Reports

Here you are.
Thank you.
Patt

Patt C. Poinsett
Director of Development
Wolf Haven International

From: Hanna Miles [<mailto:HMiles@ci.tumwater.wa.us>]
Sent: Wednesday, January 17, 2018 5:28 PM
Subject: 2017 Lodging Tax Final Reports

Good afternoon,

If you received Lodging Tax funds from the City of Tumwater in 2017, a Lodging Tax Final Report Form is due no later than 15 days at the end of the calendar year. Please complete the attached form and return it at your earliest convenience.

If you have any questions, please let me know. Thank you.