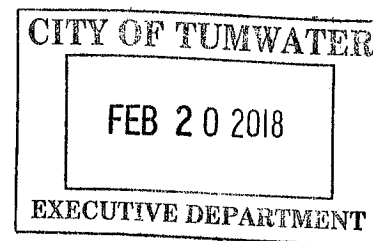


City of Tumwater Lodging Tax Final Report Form



Organization's Name: Olympia Tumwater Foundation

Submitted By: John Freedman, Executive Director

Date: 2/14/2018

Email Address: jfreedman@olytumfoundation.org

Phone: 360-943-2550

This Report Covers:

Activity Name: service provider agreement/OTF - LTAC - 2017

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 1/01/2017

Activity End Date: 12/31/2017

Total Activity Cost: \$60,000.00

Total amount of Tumwater lodging tax funds requested: \$60,000.00

Total amount of Tumwater lodging tax funds expended: \$60,000.00

Total amount of lodging tax funds expended from all jurisdictions: \$60,000.00

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: | 251,000 |
| | | ACTUAL (ESTIMATED): | 256,500 |
| | METHODOLOGY (definitions provided above): Representative Survey | | |
| | EXPLAIN TRACKING METHOD: car counter, participant survey | | |
| 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: | 15,060 |
| | | ACTUAL (ESTIMATED): | 15,180 |
| | METHODOLOGY (definitions provided above): Representative Survey | | |
| | EXPLAIN TRACKING METHOD: participant survey, extrapolation | | |
| 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: | 7,530 |
| | | ACTUAL (ESTIMATED): | 7,695 |
| | METHODOLOGY (definitions provided above): Informal Survey | | |
| | EXPLAIN TRACKING METHOD: participant survey, extrapolation | | |
| 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: | 377 |
| | | ACTUAL (ESTIMATED): | 385 |
| | METHODOLOGY (definitions provided above): Other | | |
| | EXPLAIN TRACKING METHOD: anecdotal estimate | | |
| 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: | 377 |
| | | ACTUAL (ESTIMATED): | 385 |
| | METHODOLOGY (definitions provided above): Other | | |
| | EXPLAIN TRACKING METHOD: anecdotal estimate | | |
| 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: | 566 |
| | | ACTUAL (ESTIMATED): | 578 |
| | METHODOLOGY (definitions provided above): Other | | |
| | EXPLAIN TRACKING METHOD: anecdotal estimate | | |

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

See attached report

TUMWATER SPECIFIC QUESTIONS:

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

See attached paragraph A

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?

See attached paragraph B

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

See attached paragraph C

2017 LTAC Report. Tumwater Specific Questions:

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

We did have an increase in 2017. Factors in that increase include: tour groups in cooperation with VCB/Experience Olympia.com (Tumwater Falls Park ranked 4th most-popular tourist destination for out of county visitors in Thurston County), increased number of history talks at the Schmidt House, and the impact of the "It's the Art" advertising art show in November and December, bringing in 1,751 visitors over the 15 days it was open for the public.

B) 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. We can show that the Foundation has exceeded the Scope of Work agreement with LTAC.

Attendance Numbers:

Using Direct Count survey numbers for visitors at Tumwater Falls Park, along with direct Informal surveys at our history talks, tours and outside events, we were able to make Structured Estimates for our report as follows:

- Tumwater Falls Park visitor total = 250,000
- "Heritage Builders" history program attendance = 3,000 (of those 1,751 attended the "It's the Art" advertising art show over 15 days in November and December)
- Outside-of-Venue talks and events we attended = 3,500 (informal surveys)
- Total of 256,500 visitors/attendees.

From those survey numbers we made indirect count/structured estimates as follows:

- 50 + miles distant visitors = 15,390 (6% of total)
- Out-of-state or country visitors = 7,695 (3% of total)
- Overnight paid lodging nights = 385 (5% of out-of-state)

NOTE:

Reported hours expended in support of historical activities for 2017 = 3,804.

We are grateful for the many volunteer hours reported in 2017, a total of 330.

The following is an outline of 2017 efforts to enhance the public awareness of the City of Tumwater and its legacy and to assist the City, communities, historical societies, and other interested organizations and individuals in activities to preserve, protect, interpret, and publicize the historically significant resources associated with the City of Tumwater:

Tumwater Falls Park

In support of the City of Tumwater's efforts to attract tourism, the Olympia Tumwater Foundation continues to offer free access to the park and our programs on a freewill donation basis. The visitor figures (via car counter) totaled 250,000 for 2017.

Encompassing the historic heart and soul of Tumwater along the Deschutes River, Tumwater Falls Park continues to be a popular tourist destination in Thurston County and remains very popular with area residents, young and old alike. In addition to the beautiful self-guided history trail walk, the park also draws visitors for the fish ladders and annual salmon run, special events such as the "Through the Decades" living history event and the nonprofit Duck Dash fund-raising event.

Two large projects are anticipated for the park in 2018. Our history program staff will work with both the Dept. of Fisheries renovation project and the County Trail expansion project into the park in providing historic information and input for the tourist information panels that will be a part of each of those proposed projects.

The Olympia Tumwater Foundation Scholarship Program

Our "Heritage Builders" history program provides historic context for the largest scholarship program for graduating seniors in Thurston County. The foundation is nearing 2 million dollars given out since the program began. Don Trosper, our public history manager has given a Tumwater history focused keynote address at each scholarship ceremony.

Education support is an important part of our history program.

Schmidt House Archives Program

2017 has been an active year for the archives curator, staff and volunteers, highlighted by the fall "It's the Art" Olympia Brewing Company advertising art show that brought in 1,751 visitors over the 15 public viewing days. They have been accessioning, scanning, identifying photos and responding to an increasing number of inquiries about the Olympia Brewing Company history and the Schmidt family as word spreads about the archive program.

Staff has worked on displays for the Brewfest, the Tivoli Fountain re-dedication, and other special programs. They have also worked on research and proposed history panels for Tumwater City Parks and did research for the city on Native American-related city ordinance and on fire hose carts. Our curator has also staffed the visitor booth at the South Sound wedding collaborative, edited the *Thurston County Historical Journal*, and represents the foundation at the SSHA (South Sound Heritage Association), a regional grouping of museums and historical groups.

The Tumwater Historic District: Henderson House and Crosby House

2017 was a year of analysis and planning for the Henderson House, including the photo collection, researching ownership and use issues and policies and reviewing possible proposals to bring to the Historic Preservation Commission regarding proper curating, interpretation and potential exhibitions, tours, publications and events for the public.

2018 planning includes pursuit of a three house event including the Crosby House and Schmidt House. We have been meeting with the Daughters of the Pioneers concerning cooperation and support of their operations and events at the Crosby House.

Support for the Old Olympia Brewhouse restoration project and the Craft Brewing/Distilling/Cider Center vision

This past year has seen renewed activity at the old brewhouse with the City of Tumwater. Our programs have supported those efforts with talks and updates at the Schmidt House history talk series, special tours for legislators, student groups, and media. We also worked with the City and TC Media in producing an 8 minute video tour of the old brewhouse, led by former brewmaster Paul Knight. That video has proven to be good publicity for the project with nearly 4,000 views on YouTube and 25,000 on Facebook.

Schmidt House "Heritage Builders" Programs

Attendance at the popular free noon hour history talks has prompted our Public History Manager to increase the number of talks for 2017 and now into 2018 to meet the higher demand. Many of the presentations have filled the house to capacity and continue to bring in new visitors to that program.

In 2017 the history talk attendance reached 677 visitors over 11 separate programs.

The guided tours of the Schmidt House brought in 193 visitors over 21 separate tours.

The summer Riverwalk History Walking Tours at the park attracted 133 visitors over 14 separate tours.

The Schmidt House also hosted various special events during the year, such as the Cascadia Grains Conference, two local historian conferences, SSHA meetings, Tumwater Historical Association annual meeting, Thurston County History Book committee meetings, and other weddings and groups. The most successful event, as mentioned earlier, was our "It's the Art" show to close out a successful year.

Our hosting of conferences and cooperation with various other museums and history groups has earned our program a lead role in the local and regional historic community.

Local Hoteliers

Part of our agreement with the City of Tumwater is to partner with Tumwater hoteliers to develop and market custom history programs that would appeal to hotel guests. We have contacted or met with the Tumwater area hotels and presented tourism packets with various options. An example of this effort is a Tumwater tourism history talk on the Hotel RL Stage that can be viewed at their various hotels across the nation. We also attended the grand opening of the new Hilton Garden Inn in Olympia in 2017 and hosted some of their staff for a Schmidt House tour.

We continue to work with *Experience Olympia* (VCB) to increase tourism to Tumwater and Thurston County, attending various meetings and events sponsored by them. An example of those efforts were a bus tour group from Ohio visiting Schmidt House and the Riverwalk Tour. This past year saw some good media publicity from various outlets such as KING TV, *Thurston Talk*, *the Olympian*, MIXX 96 radio, and the LA Times

C) 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 actively expanding our programs for 2018, including:

- Increased number of Schmidt House history talks due to popular demand.
- Hiring Mosaic Marketing to help in promotion, marketing, re-branding in areas such as social media increased presence, new flyers/brochures, improve our website, and elevating our image through standardizing our public communications.
- Our curator and staff have been analyzing the Henderson House collections, giving priority to the photo collection, including copyright/ownership issues and proposed use policies. Reports will be forthcoming to the Tumwater Historic Preservation Commission through director Chuck Denney. Proposals will also be made for opening the house to the public for special events, including the Crosby and Schmidt Houses.
- Continue to work on a new video project with the City and TC Media called "Story Mapping", an on-line interactive GIS program featuring "Now and Then" historical features, point and click format.
- Upgrading Schmidt House interior and exterior visibility.
- Re-working our summer Riverwalk Tour schedule to emphasize special reserved group tours along with published regular dates.

We will also continue our established events and activities such as: free guided Schmidt House tours, participation in the Artesian Brewfest, history talks, Cascadia Grains Conference event, Tumwater University and other special events.

We are currently discussing how our archives staff will follow up with the successful 2017 Olympia Brewing Company advertising art show.

Further information and details are available upon request

Contacts:

John Freedman, Foundation Executive Director, 360-943-2550 or JFreedman@olytumfoundation.org.

Don Trosper, Public History Manager, 360-786-8117 or history@olytumfoundation.org

Karen Johnson, Curator, 360-890-2299 or karen@olytumfoundation.org