City of Tumwater
Lodging Tax Final Report Form

Organization's Name: Saint Martin's University

Submitted By: Cecelia Loveless, VP for Institutional Advancement Date: 6/18/2018

Email Address: cloveless@stmartin.edu Phone: 360.412.6138

This Report Covers:

Activity Name: 2018 13th Annual Dragon Boat Festival

Activity Type: ☒ Special Event/Festival ☐ Marketing ☐ Facility

Activity Start Date: 4/28/2018 Activity End Date: 4/28/2018

Total Activity Cost: ($68,000.00)

Total amount of Tumwater lodging tax funds requested: $4,355.00

Total amount of Tumwater lodging tax funds expended: $4,355.00

Total amount of lodging tax funds expended from all jurisdictions: $22,355.00

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	*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*	PREDICTED:	6,000
		ACTUAL (ESTIMATED):	6,000
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: A combination of direct counts, indirect methods, and structured estimates were used to estimate overall attendance. Methods used to collect direct counts included online registration for teams and event volunteers. These direct counts were combined with indirect measures (visual estimation of crowd size and number of programs distributed) to form a quasi-structured estimate or indirect approximation of overall attendance of 5,000 to 7,500, approximately 6,000 individuals (figure includes paddlers, volunteers, vendors, sponsors, and general event spectators).		
50+ MILES - ATTENDANCE	*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*	PREDICTED:	880
		ACTUAL (ESTIMATED):	1,480
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: A structured estimate based on 37 teams (20-25 individuals/team) traveling over 50 miles each way (information collected from team registration) and assuming one guest per participant was used to estimate 1480-1850 individuals traveling over 50 miles each way to attend the event. See report for greater detail.		
OUT OF STATE / COUNTRY - ATTENDANCE	*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*	PREDICTED:	880
		ACTUAL (ESTIMATED):	960
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: A structured estimate based on 24 teams (20-25 individuals/team) traveling from out-of-state (information collected from team registration) and assuming one guest per participant was used to esimate 960-1200 individuals traveling from out-of-state to attend the event. See report for greater detail.		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	*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*	PREDICTED:	320
		ACTUAL (ESTIMATED):	208
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: A structured estimate based on the fact that of the 49 registered teams, 26 (53.1%) traveled in excess of 100 miles (one way) to participate in the event and nearly half (24 teams or 49.0%) were from out-of-state was used to esimate paid overnight lodging. This structured estimate assumes that 20% of those traveling in excess of 100 miles each way to attend the event will spend a minimum of one night in paid lodging. With each team consisting of an average of 20 to 25 members, the number of individuals traveling 100 miles or more to attend the event represented by the teams alone is 520 to 650. Assuming that each team member is accompanied by a minimum of one guest, the number of individual travling in excess of 100 miles jumps to 1,040 to 1,300 individuals. If		

<table>
<tr><td></td><td colspan="3">20% of these individuals spend the night in paid lodging, this calculation equates to 208 to 260 individuals overnighting in the Lacey/Olympia/Tumwater region. See report for calculation and greater detail.</td></tr>
<tr><td rowspan="3">DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</td><td rowspan="2">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</td><td>PREDICTED:</td><td>100</td></tr>
<tr><td>ACTUAL (ESTIMATED):</td><td>104</td></tr>
<tr><td colspan="3">METHODOLOGY (definitions provided above): Structured Estimate</td></tr>
<tr><td colspan="3">EXPLAIN TRACKING METHOD: Similiarly, a structured estimated was used based on the fact that of the 49 registered teams, 26 (53.1%) traveled in excess of 100 miles (one way) to participate in the event and nearly half (24 teams or 49.0%) were from out-of-state was used to estimate unpaid overnight lodging. With each team consisting of an average of 20 to 25 members, the number of individuals traveling 100 miles or more to attend the event represented by the teams alone is 520 to 650. Assuming that each team member is accompanied by a minimum of one guest, this figure jumps to 1,040 to 1,300 individuals. If a conservative 10% of these individuals spend the night in unpaid lodging (e.g. staying with friends/relatives, camping, etc.), this calculation equates to 104 to individuals overnighting in unpaid lodging in the Lacey/Olympia/Tumwater region. See report for greater detail.</td></tr>
<tr><td rowspan="3">PAID LODGING NIGHTS</td><td rowspan="2">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</td><td>PREDICTED:</td><td>53</td></tr>
<tr><td>ACTUAL (ESTIMATED):</td><td>34</td></tr>
<tr><td colspan="3">METHODOLOGY (definitions provided above): Choose Methodology</td></tr>
<tr><td colspan="3">EXPLAIN TRACKING METHOD: As detailed above, a structured estimate based on the fact that of the 49 registered teams, 26 (53.1%) traveled in excess of 100 miles (one way) to participate in the event and nearly half (24 teams or 49.0%) were from out-of-state was used to esimate paid overnight lodging. This structured estimate assumes that 20% of those traveling in excess of 100 miles each way to attend the event will spend a minimum of one night in paid lodging. With each team consisting of an average of 20 to 25 members, the number of individuals traveling 100 miles or more to attend the event represented by the teams alone is 520 to 650. Assuming that each team member is accompanied by a minimum of one guest, the number of individual travling in excess of 100 miles jumps to 1,040 to 1,300 individuals. If 20% of these individuals spend the night in paid lodging, this calculation equates to 208 to 260 individuals overnighting in the Lacey/Olympia/Tumwater area. Assuming a conservative one-night of lodging and double occupancy of rooms, the number of paid lodging nights based on this structured estimate is approximated to be 104 to 130 hotel stays (paid lodging nights) spanning the Lacey/Olympia/Tumwater region. Assuming that lodging stays would be split equally between the three cities, the estimated number of paid lodging nights in Tumwater is estimated at 34 to 43. See report for calculation and greater detail.</td></tr>
</table>

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

One impact in particular of increased tourism attributable to the Dragon Boat Festival is the increase in the foot traffic and number of patrons to area restaurants, the Olympia Farmers Market, and other local food and eating establishments. This impact is evidenced by the fact that there were not food vendors

specific to the event present. As in past years' events, this design is intentional to encourage attendees and participants to support local busineesses.

TUMWATER SPECIFIC QUESTIONS:

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

As reflected in the enclosed report, 49 teams competed in the 2018 Dragon Boat, representing an increase of one (1) additional team participating over last year's event. Of the 49 registered teams, nearly half (24 team or 49%) were from out-of-state. Last year, 22 teams (45.8%) were from out-of-state. With each team represented by 20 to 25 individuals, this equates to 40 to 50 addition individuals from out-of-state represented by the teams alone.

In terms of overall all attendance, the number of attendees for the past few years has been fairly strong and consistent. This year's event, however, did enjoy a slightly higher number of tourists than last year due to more favorable weather and increased marketing efforts of the event. Recall that last year's event had unseasonbly colder temperatures and significant rain. As with last year's event, the hosting of the Dragon Boat Festivial on the same weekend as the Olympia Farmers Market, the Arts Walk, and the Procession of Species event continues to result in increases in the number of event goers and tourists to the local area. It anticipated that the hosting of these events on the same weekend and in the same proximity has a mutual benefit for all three events as they collectively create a larger draw for tourism than if held on different dates and/or locations.

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, all of the items in the Scope of Work were complete consistent with the submitted application. See enclosed report.

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

In terms of next year's event, Saint Martin's University will be conducting a comprehensive SWOT (strengths, weaknesses, opportunities, and threats) for the Dragon Boat Festival to determine the best course of action to increase tourism to Tumwater and the local Lacey/Olympia/Tumwater region; and visitors to Saint Martin's University.