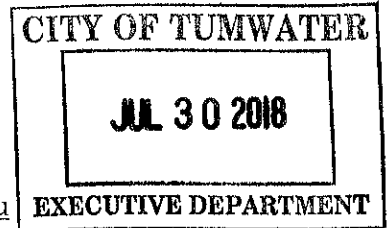


City of Tumwater
Lodging Tax Final Report Form



Organization's Name: Olympia-Lacey-Tumwater Visitor & Convention Bureau

Submitted By: Shauna Stewart

Date: 7/26/2018

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This Report Covers:

Activity Name: Tourism Promotion

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 1/01/2017

Activity End Date: 12/31/2017

Total Activity Cost: \$1.40

Total amount of Tumwater lodging tax funds requested: \$35,000.00

Total amount of Tumwater lodging tax funds expended: \$31,360.00

Total amount of lodging tax funds expended from all jurisdictions: \$211,360.00

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:	31,791
		ACTUAL (ESTIMATED):	7,800
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2017 based on rooms, VCB claims 5% (person-nights, all overnight)		
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:	31,791
		ACTUAL (ESTIMATED):	7,800
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2017 based on rooms, VCB claims 5% (person-nights, all overnight)		
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:	12,716
		ACTUAL (ESTIMATED):	3,120
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2017 based on rooms, VCB claims 5% (visitor tracking in VIC shows 40% of visitors are out of state/country)		
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:	9,325
		ACTUAL (ESTIMATED):	4,866
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2017 based on rooms, VCB claims 5% (Person nights/ hotel, motel)		
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:	22,466
		ACTUAL (ESTIMATED):	14,020
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2017 based on rooms, VCB claims 5% (person-nights, private home)		
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:	511
		ACTUAL (ESTIMATED):	2,067
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2017 based on rooms, VCB claims 5% (Party nights/ hotel, motel) *The predicted 511 paid lodging nights is based on the methodology in the original		

application (group bookings only). Using Dean Runyan figures and the number of people per actual lodging night in 2017 (2.354), we estimate the overall number of lodging nights to be 3,961.

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

Tourism promotion drives visitor spending into the region to support local businesses, generate tax revenues and create jobs.

TUMWATER SPECIFIC QUESTIONS:

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

Our data tracking visitors to the Visitor Information Center shows a decrease. There are two reasons for this: 1) There is a national trend down in VIC visits due to technology, 2) Our tracking has gotten more sophisticated/accurate.

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 items in scope of work were completed.

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

In 2018 we will continue elevating our destination marketing initiatives by focusing on continuous improvement and excellence through data, analytics, trend-spotting and more.