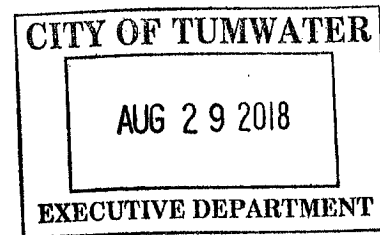


City of Tumwater Lodging Tax Final Report Form



Organization's Name: Tumwater Downtown Association

Submitted By: John Morton

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This Report Covers:

Activity Name: Artesian Festival

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 7/04/2018

Activity End Date: 7/04/2018

Total Activity Cost: \$39,200.00

Total amount of Tumwater lodging tax funds requested: \$14,191.00

Total amount of Tumwater lodging tax funds expended: \$14,191.00

Total amount of lodging tax funds expended from all jurisdictions: \$14,191.00

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:	13,000
		ACTUAL (ESTIMATED):	13,500
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD:		
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:	75
		ACTUAL (ESTIMATED):	75
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD:		
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:	10
		ACTUAL (ESTIMATED):	15
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD:		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to pay for overnight lodging in Tumwater 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:	20
		ACTUAL (ESTIMATED):	25
	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 in Tumwater (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:	13,000
		ACTUAL (ESTIMATED):	13,475
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD:		
PAID LODGING NIGHTS	<i>Enter total predicted lodging nights in Tumwater (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:	20
		ACTUAL (ESTIMATED):	25
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: We use a hybrid system of informal surveys to track and gather our information. We use information from paid parking, attendee count at the gates and structured estimates. Our volunteers work diligently to accurately gather and compile this information.		

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

We are proud that The Artesian Festival and 4th of July Parade continue to be a part of the cornerstone events for the City of Tumwater as well as the surrounding communities. With the continued success and growth of The Artesian Festival, we have seen increased community participation and support. We are excited about being able to continue to partner with the City in promoting the history of Tumwater as well as providing a family friendly event celebrating Independence Day.

TUMWATER SPECIFIC QUESTIONS:

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

Yes, the number of tourists was within our expectations for the Artesian Festival.

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 will continue to expand our marketing and promotion for The Artesian Festival as well as to continue to look for additional opportunities we work with the local business community. We will continue to expand our marketing efforts to the residents of the neighboring communities of Lewis, Grays Harbor, Mason, Pierce and King Counties.