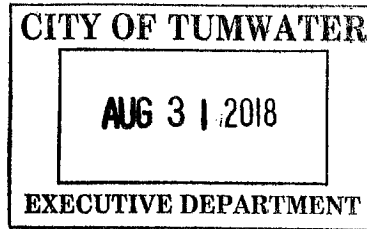


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: Tumwater Soccer Club

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Date: 8/26/2018

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This Report Covers:

Activity Name: 39th Annual Kick In The Grass Soccer Tournament

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 7/13/2018

Activity End Date: 7/15/2018

Total Activity Cost: \$50,079.25

Total amount of Tumwater lodging tax funds requested: \$8,335.00

Total amount of Tumwater lodging tax funds expended: \$8,335.00

Total amount of lodging tax funds expended from all jurisdictions: \$8,335.00

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:	7,000
		ACTUAL (ESTIMATED):	7,995
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: 123-Teams Participated in the Tournament. Number of Players = Number of Teams x 18 Players per Team Number of Coaches = Number of Teams x 2 Coaches per Team Number of Spectators = Number of Players x 2.5 Spectators per Player Total = Players + Coaches + Spectators		
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:	4,550
		ACTUAL (ESTIMATED):	3,770
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: 58-Teams traveled more than 50-miles to participate in the tournament. Number of Players, Coaches, and Spectators was calculated as shown above in the Overall Attendance section.		
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:	120
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: There were no teams from out of State / Country		
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:	1,500
		ACTUAL (ESTIMATED):	1,885
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: During registration we asked which teams would be staying overnight. 29-teams indicated they would be staying overnight. The number of Players, Coaches, and Spectators was calculated as shown above in the Overall Attendance section.		
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:	5,050
		ACTUAL (ESTIMATED):	6,110
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Overall Attendance minus those that paid for overnight lodging.		
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:	3,000
		ACTUAL (ESTIMATED):	1,160
	METHODOLOGY (definitions provided above): Structured Estimate		

	EXPLAIN TRACKING METHOD: 29-Teams indicated they would be staying overnight.
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The number reported is the sum of the number of players and coaches on these 29-teams x 2-nights.

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

Leading up to the tournament, we had several participants contact us asking for recommendations on where to stay. Many of them reported that all local hotels and campgrounds were full.

TUMWATER SPECIFIC QUESTIONS:

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

Yes.

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 the Scope of Work have been completed.

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

We hope to add food vendors (Tumwater Businesses) at our venues, to improve participant experience.

Overall Attendance

Number of Teams	Player Per Team	Total Players	Coaches Per Team	Total Coaches	Spectators Per Player	Total Spectators	Total Participants (Players + Coaches + Spectators)
123	18	2,214	2	246	2.5	5,535	7,995

50 + Miles Attendance

Number of Teams	Player Per Team	Total Players	Coaches Per Team	Total Coaches	Spectators Per Player	Total Spectators	Total Participants (Players + Coaches + Spectators)
58	18	1,044	2	116	2.5	2,610	3,770

Outside of State/Country Attendance

Number of Teams	Player Per Team	Total Players	Coaches Per Team	Total Coaches	Spectators Per Player	Total Spectators	Total Participants (Players + Coaches + Spectators)
0	18	0	2	0	2.5	0	0

Paid for Overnight Lodging Attendance

Number of Teams	Player Per Team	Total Players	Coaches Per Team	Total Coaches	Spectators Per Player	Total Spectators	Total Participants (Players + Coaches + Spectators)
29	18	522	2	58	2.5	1,305	1,885

Did Not Pay for Overnight Lodging Attendance

Number of Teams	Player Per Team	Total Players	Coaches Per Team	Total Coaches	Spectators Per Player	Total Spectators	Total Participants (Players + Coaches + Spectators)
94	18	1,692	2	188	2.5	4,230	6,110

Paid Lodging Nights

Total Players	Total Coaches	Number of Nights	Total Lodging Nights
522	58	2	1,160