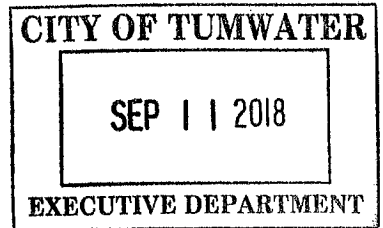


City of Tumwater
Lodging Tax Final Report Form



Organization's Name: Capital Lakefair

Submitted By: Adam Stilz

Date: 9/7/2018

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, This Report Covers:

Activity Name: Capital Lakefair

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 7/11/2018

Activity End Date: 7/15/2018

Total Activity Cost: \$295,000

Total amount of Tumwater lodging tax funds requested: \$2,500.00

Total amount of Tumwater lodging tax funds expended: \$2,140.00

Total amount of lodging tax funds expended from all jurisdictions: \$16,000.00

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:	230,000
		ACTUAL (ESTIMATED):	200,000
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: We estimated attendance based on a number of factors including attendance information provided by the carnival, concession sales, activity level at the information booth and visual observation during the event. Overall we believe attendance was down approximately 13% this season due to high daily temperatures all 5 days of the festival.		
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:	10,000
		ACTUAL (ESTIMATED):	8,000
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Based on feedback from the survey 4% of respondents travelled 50 miles or more to attend the festival.		
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:	1,000
		ACTUAL (ESTIMATED):	2,000
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Approximately 1% of respondents from the survey traveled across state lines. We also have visitors arrive from Oregon and Canada as part of our weekend hosting event for Northwest Festivals and Grand Parade, and there are vendors who are based in Oregon, California and Arizona.		
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:	250
		ACTUAL (ESTIMATED):	218
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: We calculated actual based on our initial structured estimate less the 13% decrease in attendance for 2018.		
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:	20,000
		ACTUAL (ESTIMATED):	17,400
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: We calculated actual based on our initial structured estimate less the 13% decrease in attendance for 2018.		
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:	40
		ACTUAL (ESTIMATED):	35
	METHODOLOGY (definitions provided above): Structured Estimate		

EXPLAIN TRACKING METHOD: We calculated actual based on our initial structured estimate less the 13% decrease in attendance for 2018.
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Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

As part of the survey that was distributed to visitors, we collected information on expenditure during Lakefair Week. On average individuals spent a total of \$168 during their visit, and of that 39% or \$66 was spent outside of Lakefair on goods and services in the greater Thurston County area.

TUMWATER SPECIFIC QUESTIONS:

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

Overall attendance was slightly down this season. We believe the primary factor was high daily temperatures during the festival, crowds were visibly reduced during warmer mid to late afternoon hours. Other metrics including food concession sales and carnival data also reflect this trend.

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?

Lakefair is in operation year-round with various activities, and parades for which LTAC funding is allocated continue from April through November.

We have submitted an invoice for marketing materials, fuel costs, and lodging/food expenses for float travel per our Scope of Work. Remaining float travel expenses will be invoiced to the cities of Lacey and Olympia, and any balance will be covered with our own resources.

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

We're looking at revising our annual program to include more tourism specific information and articles covering Lacey, Olympia, Tumwater and greater Thurston County.

This year Capital Lakefair added the 3-on-3 basketball tournament to our list of events, and had great success in attracting new visitors from around the state. 176 teams were registered and over half sought lodging in the area. We will be exploring improvements to existing events and/or additional events for the 2019 season.