

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:	100,000
		ACTUAL (ESTIMATED):	100,000
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Ticking database and head count at events (non-ticketed events are only able to be tracked by head count)		
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:	3,600
		ACTUAL (ESTIMATED):	5,000
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Ticketing database search by zip code, as well as some structured estimates.		
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:	800
		ACTUAL (ESTIMATED):	1,000
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Ticketing database search by out of state/country, as well as some structured estimates.		
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:	1,400
		ACTUAL (ESTIMATED):	1,400
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Industry estimates		
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:	1,850
		ACTUAL (ESTIMATED):	1,850
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Industry estimates		
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:	577
		ACTUAL (ESTIMATED):	580
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Industry estimates		

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

Your support helps tremendously with our marketing program, which is robust and covers many forms of print, radio, and digital methods.

The 2018 calendar year was a wonderful year for the Washington Center and our region's performing arts organizations. We had several sold-out shows including Lyle Lovett & Robert Earl Keen, Ladysmith Black Mambazo, Pink Martini, Stills & Collins, Keb' Mo', and more. Our local artistic partners saw increased growth, and we value our relationships with each organization.

TUMWATER SPECIFIC QUESTIONS:

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

We experienced a very similar number in comparison to 2017. Our programming and the audience is different each year.

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?

Each year we're understanding better the artists and experiences that our community most wants, and that enables us to respond to their needs and requests. We have a new marketing director, and our investment and engagement aong platforms has increased, and we plan to continue this into 2019.

With increased funding, we can take bigger risks on bigger-name artists and productions. We may test new ideas in our upcoming season.