

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:	251,000
		ACTUAL (ESTIMATED):	256,260
	METHODOLOGY (definitions provided above): Representative Survey		
EXPLAIN TRACKING METHOD: car counter, participant survey			
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:	15,060
		ACTUAL (ESTIMATED):	15,364
	METHODOLOGY (definitions provided above): Representative Survey		
EXPLAIN TRACKING METHOD: participant survey, extrapolation			
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:	7,530
		ACTUAL (ESTIMATED):	7,682
	METHODOLOGY (definitions provided above): Informal Survey		
EXPLAIN TRACKING METHOD: participant survey, extrapolation			
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:	377
		ACTUAL (ESTIMATED):	384
	METHODOLOGY (definitions provided above): Other		
EXPLAIN TRACKING METHOD: anecdotal estimate			
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:	377
		ACTUAL (ESTIMATED):	384
	METHODOLOGY (definitions provided above): Choose Methodology		
EXPLAIN TRACKING METHOD: anecdotal estimate			
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:	566
		ACTUAL (ESTIMATED):	576
	METHODOLOGY (definitions provided above): Other		
EXPLAIN TRACKING METHOD: anecdotal estimate			

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

see attached

TUMWATER SPECIFIC QUESTIONS:

Olympia Tumwater Foundation 2018 LTAC Report. Tumwater Specific Questions:

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

Yes, factors in that increase include: tour groups in cooperation with VCB/Experience Olympia.com (Tumwater Falls Park ranked 4th most-popular tourist destination for out of county visitors in Thurston County), increased number of history talks at the Schmidt House, and the impact of special events such as the opening of the three historic houses in the district together two times late in the year.

B) 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. We can show that the Foundation has exceeded the Scope of Work agreement with LTAC:

Attendance Numbers:

Using Direct Count survey numbers for visitors at Tumwater Falls Park, along with direct Informal surveys at our history talks, tours and outside events, we were able to make Structured Estimates for our report as follows:

- Tumwater Falls Park visitor total = 250,000
- "Heritage Builders" history program attendance = 2,060
- Outside-of-Venue talks and events we attended = 4,000 estimated (informal surveys)
- Total of 256,060 visitors/attendees.

From those survey numbers we made indirect count/structured estimates as follows:

- 50 + miles distant visitors = 15,364 (6% of total)
- Out-of-state or country visitors = 7,682 (3% of total)
- Overnight paid lodging nights = 384 (5% of out-of-state)

NOTE:

Reported hours expended in support of historical activities for 2018 = 2,969

We are grateful for the many volunteer hours reported in 2018, a total of 320

The following is an outline of 2018 efforts to enhance the public awareness of the City of Tumwater and its legacy and to assist the City, communities, historical societies, and other interested organizations and individuals in activities to preserve, protect, interpret, and publicize the historically significant resources associated with the City of Tumwater:

Tumwater Falls Park

In support of the City of Tumwater's efforts to attract tourism, the Olympia Tumwater Foundation continues to offer free access to the park and our programs on a freewill donation basis. The visitor figures (via car counter) totaled 250,000+ for 2018.

Encompassing the historic heart and soul of Tumwater along the Deschutes River, Tumwater Falls Park continues to be a popular tourist destination in Thurston County and remains very popular with area residents, young and old alike. In addition to the beautiful self-guided history trail walk, the park also draws visitors for the fish ladders and annual salmon run, special events such as the "Through the Decades" living history event and the nonprofit Duck Dash fund-raising event.

Two large projects are anticipated to break ground at the park in the spring of 2019. Our history program staff will work with both the Dept. of Fisheries renovation project and the County Trail expansion project into the park in providing historic information and input for the tourist information panels that will be a part of each of those proposed projects.

The Olympia Tumwater Foundation Scholarship Program

Our "Heritage Builders" history program provides historic context for the largest scholarship program for graduating seniors in Thurston County. The foundation has given over 2 million dollars since the program began. \$140,000 in 2018. Our keynote speaker was the top scholarship recipient from 2016, Emily Grahn, a very impressive young woman.

Education support remains an important part of our history program.

Schmidt House Archives Program

2018 has been an active year for the archives curator, staff and volunteers. They have been accessioning, scanning, identifying photos and responding to an increasing number of inquiries about the Olympia Brewing Company history and Tumwater as word spreads about the archive program.

Staff has worked on displays for the Artesian Brewfest, the Tivoli Fountain re-dedication, and other special programs. They have also worked on research and proposed history panels for Tumwater City Parks and did research for the city on the Tumwater Sequicentennial. Our curator has also staffed the visitor booth at the South Sound wedding collaborative, edited the *Thurston County Historical Journal*, and represents the foundation at the SSHA (South Sound Heritage Association), a regional grouping of museums and historical groups.

The Tumwater Historic District: Henderson House and Crosby House

2018 was a year of action for the former Henderson House, now called "Brewmasters House. Our curator and staff organized two, three-house events including the Crosby House and Schmidt House. More of those events are planned for 2019. We continue meeting with the Daughters of the Pioneers concerning cooperation and support of their operations and events at the Crosby House.

Support for the Old Olympia Brewhouse restoration project and the Craft Brewing/Distilling/Cider Center vision

This past year has seen renewed activity at the old brewhouse with the City of Tumwater. Our programs have supported those efforts with talks and updates at the Schmidt House history talk series, special tours for legislators, student groups, and media. Our partnership with the City and TC Media in producing videos continued this past year as we worked on a program called "Story Mapping" which uses the internet to give users a chance to point at various Tumwater sites and see a one minute video about what is there today and what was there in the past. That program is nearing its public premier in early 2019. Our past 8 minute video tour of the old brewhouse, led by former brewmaster Paul Knight has proven to bring good publicity for the City of Tumwater with over 5,000 views on YouTube.

Schmidt House "Heritage Builders" Programs

Attendance at the popular free noon hour history talks has set records. Many of the presentations have filled the house to capacity of 85 people and continues to bring in new visitors to that program, even inspiring local history programs in Lacey and at the State Capitol to add history talks to their programs.

In 2018 the history talk attendance reached 1,130 visitors over 18 separate programs.

The guided tours of the Schmidt House brought in 298 visitors over 33 separate tours and drop-ins.

The summer Riverwalk History Walking Tours at the park attracted 178 visitors over 10 separate tours. The final tour of the summer season nearly overwhelmed us with 59 people attending.

The Schmidt House also hosted various special events during the year, such as the Cascadia Grains Conference, our annual spring local history conference, SSHA meetings, Tumwater Historical Association annual meeting, Thurston County History Book committee meetings, and other weddings and groups.

Our hosting of conferences and cooperation with various other museums and history groups has earned our program a lead role in the local and regional historic community and has brought a positive reputation to our historic community

Local Hoteliers

Part of our agreement with the City of Tumwater is to partner with Tumwater hoteliers to develop and market custom history programs that would appeal to hotel guests. We have contacted or met with the Tumwater area hotels and presented tourism packets with various options. We continue to work with *Experience Olympia and Beyond* (VCB) to increase tourism to Tumwater and Thurston County, attending various meetings and events sponsored by them. An example of those efforts were a bus tour group from the University of Virginia and a special tour with a travel writer from the *Washington Post*, whose story was picked up in Chicago, and California.

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

We are actively expanding our programs for 2019, including:

- Increased number of Schmidt House history talks due to popular demand and hosting more special events such as history author book-signing events
- Mosaic Marketing to helped greatly in 2018 promotion, marketing, re-branding in areas such as social media increased presence, new flyers/brochures, improve our website,

and elevating our image through standardizing our public communications. We intend to expand upon that foundation in 2019 with a larger marketing firm.

- Continue to work on a new video project with the City and TC Media called “Story Mapping”, an on-line interactive GIS program featuring “Now and Then” historical features, point and click format. That premieres early in the year and will hopefully catch the imagination of the public to inspire more site segments to add to the initial 15.
- Upgrading Schmidt House interior and exterior visibility and security.
- Re-working our summer Riverwalk Tour schedule to emphasize special reserved group tours along with published regular dates. We are also exploring adding a walking history tour of the Tumwater Historic Park.

We will also continue our established events and activities such as: free guided Schmidt House tours, participation in the Artesian Brewfest, history talks, Cascadia Grains Conference, local history spring conference and other special events.

We are currently discussing how our archives staff will follow up with the successful 2017 Olympia Brewing Company advertising art show. We plan to close out 2019 with “It’s the Art #2” in November/December. We are expecting visitors over and above the 1,781 number we hosted for the first show we hosted in 2017, since these pieces have never been on display.

Further information and details are available upon request

Contacts:

John Freedman, Foundation Executive Director, 360-943-2550 or JFreedman@olytumfoundation.org.

Don Trosper, Public History Manager, 360-786-8117 or history@olytumfoundation.org