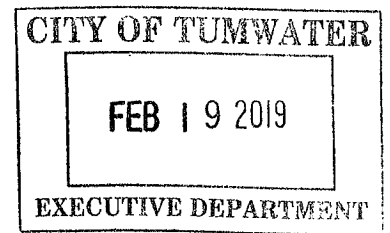


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: City of Tumwater

Submitted By: Ann Cook

Date: 2/18/2019

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This Report Covers:

Activity Name: Craft Brewing and Distilling Center

Activity Type: Special Event/Festival Marketing Facility

Activity Start Date: 1/01/2018

Activity End Date: 12/31/2018

Total Activity Cost: \$12,046.00

Total amount of Tumwater lodging tax funds requested: \$9,246.55

Total amount of Tumwater lodging tax funds expended: \$9,246.55

Total amount of lodging tax funds expended from all jurisdictions: \$9,246.55

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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Choose Methodology		
	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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Choose Methodology		
	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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to pay for overnight lodging 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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Choose Methodology		
	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 (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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
PAID LODGING NIGHTS	<i>Enter total predicted lodging nights (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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		

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

Capitalizing Tumwater's brewing legacy, the City made the creation of a center of excellence called the "Craft Brewing and Distilling Center" a priority. The Center is intended to catalyze brewery redevelopment by making this a center for craft brewing, distilling and cider-making education; much the same way that Walla Walla is for wine. A marketing campaign around Craft Brewing and Distilling was

launched in 2017-2018 to build brand awareness and increase name recognition of Tumwater as a destination for the growing craft beverage industry.

Joint marketing efforts with Parks & Rec, the VCB, Chamber and EDC to promote awareness of the Craft Industries in Tumwater have helped increase attendance at the Artesian Brewfest and attendance at the Cascadia Grains Conference. New tenants are showing interest in and signing leases in emerging visitor destinations in the Tumwater Warehouse District and the new Craft District, and VCB staff are cultivating group sales utilizing the growing craft brewing and distilling community in Tumwater.

In 2017, \$20,000 in LTAC funding was designated to market the Craft Brewing and Distilling, and \$10,753.45 was spent on graphics, advertising, marketing materials, and special events. The balance of the funds were spent in 2018 on advertising, marketing materials, and special events..

TUMWATER SPECIFIC QUESTIONS:

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

Yes. Attendance at the Artesian Brewfest and the Cascadia Grains Conference both increased over prior years as the the Craft industry grows in Tumwater. Paid advertising was critical in attracting new audiences.

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. The Craft District is scheduled to open in 2019, and partnerships with the Olympia-Tumwater Foundation are creating additional opportunities increase brand awareness and increase attendance at events and venues around Tumwater.

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

Continue to build on the brand, "Tumwater Craft," and expand outreach to tenants in the Craft and Warehouse districts to participate in cooperative marketing efforts.