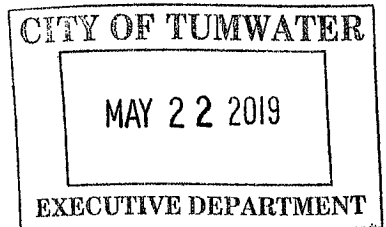


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: Experience Olympia & Beyond (AKA Olympia Lacey Tumwater VCB)

Submitted By: Shauna Stewart

Date: 5/21/2019

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This Report Covers:

Activity Name: Destination Marketing & Management

Activity Type: Special Event/Festival Marketing/Tourism Promotion Agency Facility

Activity Start Date: 1/01/2018

Activity End Date: 12/31/2018

Total Activity Cost: \$1,339,248.00

Total amount of Tumwater lodging tax funds requested: \$32,000.00

Total amount of Tumwater lodging tax funds expended: \$26,132.00

Total amount of lodging tax funds expended from all jurisdictions: \$206,132.00

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:	31,055
		ACTUAL (ESTIMATED):	16,483
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2018 based on rooms, VCB claims 5% (person-trips, all overnight).		
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:	31,055
		ACTUAL (ESTIMATED):	16,483
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2018 based on rooms, VCB claims 5% (person-trips, all overnight).		
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:	12,422
		ACTUAL (ESTIMATED):	6,593
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Overall Attendance multiplied by 40%. (Tracking/guest book at the Visitor Information Center estimates 40% of visitors come 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:	49,700
		ACTUAL (ESTIMATED):	5,576
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2018 based on rooms, VCB claims 5% (Others (paid) person trips, hotel/motel).		
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:	105,800
		ACTUAL (ESTIMATED):	10,814
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2018 based on rooms, VCB claims 5% (person trips, private home).		
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:	10,247
		ACTUAL (ESTIMATED):	2,323
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Tumwater's portion of regional Dean Runyan numbers from 2018 based on rooms, VCB claims 5% (paid overnight/2.4party size).		

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

Destination marketing and tourism promotion drives visitor spendign into the reigon to support local businesses, generate tax revenues and create jobs.

TUMWATER SPECIFIC QUESTIONS:

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

Based on reports from Smith Travel Research, occupancy was up an average of 2.5 percent for the year. With this information, we estimate the number of tourists was also up 2.5 percent for the 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, all items in the scope of work were completed.

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

In 2019, we will continue implementing an effective business and marketing plan which outlines key initiatives for sales, marketing and services. We will expand our sports commission efforts with increased funding.