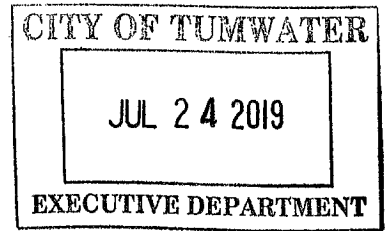


**City of Tumwater
Lodging Tax Final Report Form**



Organization's Name: Olympic Flight Museum

Submitted By: Paul Faul

Date: 7/18/2019

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This Report Covers:

Activity Name: Olympic Air Show

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

Activity Start Date: 6/14/2019

Activity End Date: 6/16/2019

Total Activity Cost: \$140,350.00

Total amount of Tumwater lodging tax funds requested: \$40,000.00

Total amount of Tumwater lodging tax funds expended: \$37,005.00

Total amount of lodging tax funds expended from all jurisdictions: \$52,000.00

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: | 8,400 |
| | | ACTUAL (ESTIMATED): | 11,400 |
| | METHODOLOGY (definitions provided above): Indirect Count | | |
| | EXPLAIN TRACKING METHOD: Manually counted patrons at Admissions Gate and estimated viewers outside of airport premises. | | |
| 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: | 1,663 |
| | | ACTUAL (ESTIMATED): | 2268 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: 19.9% of total visitors as reflected in electronic ticket analysis: $19.9\% \times 11,400 = 2268$ | | |
| 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: | 85 |
| | | ACTUAL (ESTIMATED): | 123 |
| | METHODOLOGY (definitions provided above): Direct Count | | |
| | EXPLAIN TRACKING METHOD: Out of state/country attendance as determined by electronic ticket analysis as well as actual count of performers (pilots and crew). | | |
| 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: | 416 |
| | | ACTUAL (ESTIMATED): | 567 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: Estimate of 25% of 2,268 tourists staying in paid accommodations = 567 | | |
| 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: | 1,080 |
| | | ACTUAL (ESTIMATED): | 1,474 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: Estimate of 65% of 2,268 tourists staying in unpaid accommodations = 1,474 | | |
| 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: | 312 |
| | | ACTUAL (ESTIMATED): | 319 |
| | METHODOLOGY (definitions provided above): Structured Estimate | | |
| | EXPLAIN TRACKING METHOD: Of the 567 tourists staying in paid accommodations, estimate a family unit of 2.5 is 227 room nights; add 92 pilots & crew = 319 | | |

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

The 2019 Olympic Air Show tourist attendance realized a slight increase to 19.9% of attendees travelling over 50 miles to attend. While we had only 5 visitors from out of country (Canada), we saw a significant increase from out-of-state tourists. Specifically, visitors came from 21 states outside of Washington, with an estimate of 117 individuals. States with the most representation include Oregon, California and Idaho.

TUMWATER SPECIFIC QUESTIONS:

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

Several factors may have contributed to the strong tourist attendance: We capitalized on opportunities within social media, developing an intensive promotional campaign which lasted for over six weeks, and grew follower engagement in the thousands. We also changed our television commercial to a higher-viewed station in the Seattle metropolitan market.

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?

The Olympic Flight Museum will continue to apply for U.S. military assets to feature, as well as contract with aerobatic performers to enhance the event with new and exciting aerial and ground displays.