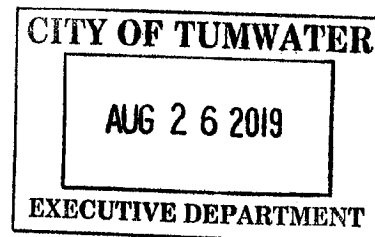


**City of Tumwater  
Lodging Tax Final Report Form**



Organization's Name: Greater Olympia Dixieland Jazz Society

Submitted By: Charlotte Dickison

Date: 8/27/2019

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*This Report Covers:*

Activity Name: America's Classic Jazz Festival

Activity Type:  Special Event/Festival

Marketing/Tourism  
Promotion Agency

Facility

Activity Start Date: 6/27/2019

Activity End Date: 6/30/2019

Total Activity Cost: \$183,818.00

Total amount of Tumwater lodging tax funds requested: ~~\$6,243.00~~ 10,000

Total amount of Tumwater lodging tax funds expended: \$6,243.00

Total amount of lodging tax funds expended from all jurisdictions: \$68,021.77

**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)

<b>OVERALL ATTENDANCE</b>	<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:	4,300
		ACTUAL (ESTIMATED):	4,100
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Count of all sales ie All Event, one day tickets count prize certificates		
<b>50+ MILES - ATTENDANCE</b>	<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:	4,410
		ACTUAL (ESTIMATED):	4,095
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: This information is gathered at the time of registration by forms we have perfected to gather this information		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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:	2,100
		ACTUAL (ESTIMATED):	1,695
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: This information is gathered at the time of registration		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:	1,685
		ACTUAL (ESTIMATED):	2,350
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: This information is gathered at the time of registration		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:	525
		ACTUAL (ESTIMATED):	354
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: This information is gathered at the time of registration		
<b>PAID LODGING NIGHTS</b>	<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:	131
		ACTUAL (ESTIMATED):	83
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: This information is gathered at the time of registration		

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

The biggest impact on increased attendance at America's Classic Jazz Festival is the quality of world class bands we hire, the quality dance floors and the shuttle service offered

**TUMWATER SPECIFIC QUESTIONS:**

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

No, our attendance was down somewhat due to cancelation of our venue Saint Martins University's Marcus Pavilion of America's Classic Jazz Festival in 2018. It is very difficult to come back after a cancelation. We are very fortunate that our loyal fans returned in the numbers they did . They were extremely happy that we were back and looking forward to next 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?

We completed all except, postage, and Web Site and they were completed by other resources.

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 planning on offering a dance contest for the younger generation with a special band that plays swing music for them. Hopefully this will draw the younger generation dance groups . We will also maintain our Quality of World Class Jazz Bands for our core audience.