

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:	14,000
		ACTUAL (ESTIMATED):	14,000
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: Gate attendants performing a count of people entering the festival.		
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:	85
		ACTUAL (ESTIMATED):	85
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Information gathered from contest entrants and discussion with festival participants by volunteers and staff.		
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:	20
		ACTUAL (ESTIMATED):	25
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Information gathered from contest entrants and discussion with festival participants by volunteers and staff.		
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:	20
		ACTUAL (ESTIMATED):	25
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Information gathered from contest entrants and discussion with festival participants by volunteers and staff.		
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:	14,000
		ACTUAL (ESTIMATED):	13,975
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Information gathered from contest entrants and discussion with festival participants by volunteers and staff.		
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:	20
		ACTUAL (ESTIMATED):	25
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Information gathered from contest entrants and discussion with festival participants by volunteers and staff.		

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

We are proud that The Artesian Festival and 4th of July Parade continue to be successful events for the City of Tumwater as well as the surrounding communities. With the continued success and growth of The Artesian Festival, we have seen increased community and business participation and support. We are excited about being able to continue to partner with the City in promoting the history of Tumwater as well as providing a family friendly event celebrating Independence Day.

TUMWATER SPECIFIC QUESTIONS:

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

The number of tourists at the Artesian Festival was within our estimated range of attendance.

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?

We will plan to expand our marketing and promotion for The Artesian Festival on multiple platforms, as well as to continue to look for additional opportunities to work with local businesses. We will continue to expand our marketing efforts to the residents and businesses of the neighboring communities of Lewis, Grays Harbor, Mason, Pierce and King Counties. The Artesian Festival is the largest and highest profiting single day event in Tumwater.