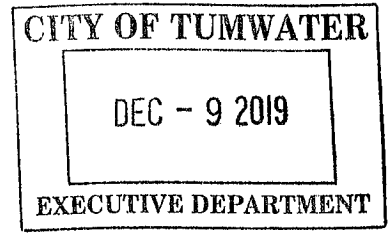


City of Tumwater Lodging Tax Final Report Form



Organization's Name: Capital Lakefair

Submitted By: Adam Stiliz

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This Report Covers:

Activity Name: Capital Lakefair

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

Activity Start Date: 7/17/2019

Activity End Date: 7/21/2019

Total Activity Cost: \$300,000.00

Total amount of Tumwater lodging tax funds requested: \$2,655.00

Total amount of Tumwater lodging tax funds expended: \$2,655.00

Total amount of lodging tax funds expended from all jurisdictions: \$15,655

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:	220,000
		ACTUAL (ESTIMATED):	208,000
	METHODOLOGY (definitions provided above): Indirect Count		
	EXPLAIN TRACKING METHOD: We estimated attendance based on participation data provided by the carnival, concession and vendor sales, activity at the information booth and visual observation throughout the week. Overall we saw an approximately 12% increase in traffic over 2018.		
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:	10,000
		ACTUAL (ESTIMATED):	8,500
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Based on feedback from our electronic survey.		
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:	1,000
		ACTUAL (ESTIMATED):	2,080
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: Based on feedback from our electronic survey 1% traveled from neighboring Oregon, California and British Columbia.		
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:	250
		ACTUAL (ESTIMATED):	280
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Based on initial structured estimate plus the observed 12% increase in 2019.		
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:	10,000
		ACTUAL (ESTIMATED):	11,200
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Based on initial structured estimate plus the observed 12% increase in 2019.		
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:	40
		ACTUAL (ESTIMATED):	45
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Based on initial structured estimate plus the observed 12% increase in 2019.		

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

As part of the survey taken by visitors we estimated an average expenditure of \$150 per visitor. Of that 35% or \$53 was spent outside of Lakefair operations on goods and services in the greater Thurston County area.

TUMWATER SPECIFIC QUESTIONS:

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

Our attendance this year increased approximately 12% over the 2018 season.

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 were completed consistent with our original Scope of Services submitted to the Lodging Tax Advisory Committee.

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 always looking to improve upon our annual summer festival. This includes adding new events such as the 3-on-3 basketball tournament and evaluating existing events to appeal to a larger audience, in addition to marketing efforts to better raise awareness of the event.