



# 2020 Annual Report on Olympia Lodging Tax

**Amount of Lodging Tax Requested: \$**

**Amount of Lodging Tax Received: \$**

Organization/Agency Name:

Federal Tax ID Number:

Event or Activity Name (if applicable):

Contact Name and Title:

Mailing Address

City

State

Zip

Phone

Email Address

Check all service categories that apply to this application:

☐ Tourism Promotion/Marketing

☐ Operation of a Special Event/Festival designed to attract tourists

☐ Operation of a Tourism Promotion Agency

☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization

☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

(Note: per Olympia's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

☐ Non-Profit *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

☐ Public Agency

## CERTIFICATION

I am an authorized agent of the organization/agency receiving funding. I understand that:

- I am reporting on a tourism-related service for 2020. My organization entered into a Municipal Services Contract with the City of Olympia; provided liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature:

Date:

Printed or Typed Name:

## Supplemental Questions – You may use this form or a separate sheet of paper for answers

- Describe your tourism-related activity or event.
  - List the activity or event name, start and end date(s), and overall attendance.

2.

<b>2020 Tourism-Impact Estimate and Annual Report</b> <i>(The 2020 Actual must be completed by groups who received Olympia Lodging Tax funds in 2020. The “actual” figures must be based on locally documented data and must not be estimates themselves.)</i>		
As a direct result of your proposed tourism-related service, provide:	2020 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility		
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity		
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area		
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area		
<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

**3. What method did you use to calculate the 2020 estimates?**

- |  |   |
|--|---|
| <input type="checkbox"/> Direct Count          | <input type="checkbox"/> Informal Survey        |
| <input type="checkbox"/> Indirect Count        | <input type="checkbox"/> Other (Please explain) |
| <input type="checkbox"/> Representative Survey |   |

**4. What method did you use to calculate / document the 2020 actual numbers?**

- |  |   |
|--|---|
| <input type="checkbox"/> Direct Count          | <input type="checkbox"/> Informal Survey        |
| <input type="checkbox"/> Indirect Count        | <input type="checkbox"/> Other (Please explain) |
| <input type="checkbox"/> Representative Survey |   |

**5. What was the overall cost for your event/activity/facility? What percent of the cost did you request from Olympia Lodging Tax Fund?**

**METHOD DEFINITIONS:**

**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.