CITY OF LACEY
Lodging Tax Advisory Committee
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Exhibit B- Lodging Tax Report

Organization Information

Organization Name

Organization DBA

Name of Activities

Award Year

Activity Start Date Activity End Date

Contact Name & Title

Phone Email

Activity Type

Event/Festival- A planned public or social occasion.

- **Single Occurrence:** Occurs one time during the calendar year. This report is due within 30 days of the event's completion.
- **Multiple Occurrence:** Occurs over a span of multiple days or multiple occurrences during the calendar year. This report is due within 30 days of the final occurring events completion.

Tourism-Related Facility- A facility owned by a public entity or operated by a nonprofit organization used to support tourism, performing arts, or to accommodate tourist activities. This report is due within 30 days of final activities being completed.

Tourism Promotion Activities- Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists. This report is due within 30 days of final activities being complete.

Activity Funding

Lodging tax funds requested: as provided in your application.

Lodging tax funds awarded.

Total Activity Cost: Includes all expenses related to conducting your activities.

Activity Attendance

Enter the actual attendance for each activity category. All fields must be completed; if none or unknown, enter 0.

Provide the methodology used to determine actual attendance; see definitions below. List all that apply.

- **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.
- **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants.
- **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 square feet).

	Predicted Attendance	Actual Attendance	Methodology
Overall attendance			
Attendees who travelled 50 miles or more to attend			
Attendees who travelled from out of state or out of country			
Attendees who stayed overnight in paid lodging			
Attendees who stayed overnight and did not pay for lodging			
Total paid lodging nights			

Activity Outcomes

Certification

I hereby state on behalf of the above referenced Organization that the information provided in this report is accurate and correct.

Signature Date