

LODGING TAX EXPENDITURE REPORT

CITY OF CLE ELUM (JLARC)

ACTIVITY INFORMATION:

Year: _____

Organization: _____

Activity Name: _____

Activity Type: Event/Festival Marketing Facility

Event/Festival- encompasses specific activities such as fairs, festivals, celebrations, etc.

Marketing- encompasses activities which advertise the municipality or town (if lodging tax funds were used to advertise for a specific event/festival, this expenditure falls under the "Event/Festival" category).

Facility- encompasses activities related to facility acquisition, upkeep, renovation, etc.

Start Date: _____

End Date: _____

Funds Requested: _____

Funds Awarded: _____

Total Activity Cost: _____

Notes:

OVERALL ATTENDANCE: *Organizations should provide an estimate of the predicted attendance and a *method for determining the actual attendance. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.*

Predicted: _____

Actual: _____

***Method:** _____

(See explanation of Method on last page)

Please Explain: *Enter notes about the specific type of *method used to determine the attendance count (such as vehicle counts, etc.).*

ATTENDANCE 50+ MILES: *Determine the number of people who traveled more than 50 miles to attend the activity and select the *method to tell us how the attendance was quantified.*

Predicted: _____

Actual: _____

***Method:** _____

*See explanation of Method on last page

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Please Explain: *Enter notes about the specific type of *method used to determine the attendance 50+ miles count (such as surveys or hotel room reservations, etc.).*

ATTENDANCE OUT OF STATE, OUT OF COUNTRY: *(number of people)*

Predicted: _____ **Actual:** _____

***Method:** _____

Please Explain: *Enter notes about the specific type of *method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).*

ATTENDANCE PAID FOR OVERNIGHT LODGING:

*Enter the total number of people who paid for overnight lodging while attending the activity. Organizations using lodging tax funds should quantify this figure and a *method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.*

Predicted: _____ **Actual:** _____

***Method:** _____

Please Explain: *Enter notes about the specific type of *method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).*

PAID LODGING NIGHTS:

*Enter the total number of lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. Organizations using lodging tax funds should quantify this figure and select the *method used to determine it.*

Predicted: _____ **Actual:** _____

***Method:** _____

Please Explain: *Enter notes about the specific type of *method used to determine the number of lodging nights (hotel room reservations, interviews, raffle, etc.).*

Method: Select the method used to determine the overall attendance from these categories to tell us how the overall attendance was quantified.

- **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 nonrandom 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 square feet)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.). You may also enter N/A or Other.