

CITY OF STEVENSON LODGING TAX EXPENDITURES REPORT 2024

CONTRACTOR		PROJECT INFORMATION	
NAME OF ORGANIZATION:	Bridge of the Gods Kitefest	ACTIVITY NAME:	Kiteboarding Competition
CONTACT PERSON:	Rachel Callahan	TYPE OF ACTIVITY:	Event/Festival
PHONE:	209-559-1952	START DATE:	7/25/2025
EMAIL:	rachelcallahanbotg@gmail.com	END DATE:	7/27/2025
L-TAX FUNDING AND EXPENSE		COST	
FUNDING REQUESTED:	\$3,000.00	ACTIVITY COST:	\$16,009.14
FUNDING AWARDED:	\$3,000.00		
TOTAL EXPENDED:	\$3,000.00		

Projected	Actual	Methodology (Drop Down List)	
OVERALL ATTENDANCE:	250	\$ 404.00	Direct Count
Please Explain		When a competitor registers we ask how many people they are directly connected to. This number came to 284. From there we had atleast another 120 spectators pass through at some point over the weekend, bringing our total to around 404 people. Our youth freestyle had 31 competitors. Our adult race had 67 competitors.	
50+ MILES TO ATTEND:	75	94	Direct Count
Please Explain		When a competitor registers we ask how many people they are directly connected to and to circle the option that best fits. This option has overlap with the next choice (out of state.) For this reason I believe our number here is low. Also no one knows how far 50 miles is.	
OUT OF STATE/COUNTRY:	100	180	Direct Count
Please Explain		When a competitor registers we ask how many people they are directly connected to and to circle the option that best fits. This option has overlap with the other option. We do have 30 people from out of country. Canada, (not out of country but considering it here) Hawaii.	
OVERNIGHT/PAID Camping	10	5	Direct Count
Please Explain		When a competitor registers we ask how many people they are directly connected to and where they stayed the night before. 5 competitors paid to camp at the water front	
OVERNIGHT/UNPAID ACCOMODATIONS:	5	3	Direct Count

Please Explain	When a competitor registers we ask how many people they are directly connected to and where they stayed the night before. 3 people didn't pay for camping			
PAID LODGING NIGHTS	10	9	Direct Count	
Please Explain	When a competitor registers we ask how many people they are directly connected to and where they stayed the night before. 9 people stayed in hotels in Stevenson			

Helpful Information

Count Methods

- **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)

*Hover over the  in the top right side of the cells to see specific details about the section.

