

City of Tumwater

Lodging Tax Final Report Form

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Organization's Name: Olympia Tumwater Foundation

Submitted By: John Freedman

Date: 1/24/2022

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This Report Covers:

Activity Name: Olympia Tumwater Foundation LTAC - 2021

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

Activity Start Date: 1/01/2021

Activity End Date: 12/31/2021

Total Activity Cost: \$150,000.00

Total amount of Tumwater lodging tax funds requested: \$60,000.00

Total amount of Tumwater lodging tax funds expended: \$60,000.00

Total amount of lodging tax funds expended from all jurisdictions: \$60,000.00

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:	251,000
		ACTUAL (ESTIMATED):	190,000
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: car counter, participant survey		
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:	15,000
		ACTUAL (ESTIMATED):	11,400
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: participant survey, extrapolation		
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:	7,500
		ACTUAL (ESTIMATED):	5,700
	METHODOLOGY (definitions provided above): Informal Survey		
	EXPLAIN TRACKING METHOD: participant survey, extrapolation		
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:	750
		ACTUAL (ESTIMATED):	285
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: anecdotal estimate		
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:	377
		ACTUAL (ESTIMATED):	285
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: anecdotal estimate		
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:	566
		ACTUAL (ESTIMATED):	57
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: anecdotal estimate		

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

TUMWATER SPECIFIC QUESTIONS:

Olympia Tumwater Foundation 2021 LTAC Report. Tumwater Specific Questions:

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

No, Brewery Park at Tumwater Falls was closed the first part of the year and the Schmidt House was closed much of the year due to restrictions of the COVID-19 pandemic.

B) 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?

No, we did not meet all of the Scope of Work agreement with LTAC (e.g number of history talks, public exhibits, Artesian Brewfest) due to facility closures related to the COVID-19 pandemic. We focused our historical services on activities that could be accomplished within the parameters of the governor's pandemic mandates.

Attendance Numbers:

Using Direct Count survey numbers for visitors at Tumwater Falls Park, along with direct Informal surveys at our history talks, tours and outside events, we were able to make Structured Estimates for our report as follows:

- Brewery Park at Tumwater Falls visitor count estimated at 190,000

NOTE:

Reported staff hours expended in support of historical activities and tourism promotion for 2021 = 2,753

We are grateful for the many volunteer hours reported in 2021, a total of 50

The following is an outline of 2021 efforts to enhance the public awareness of the City of Tumwater and its legacy and to assist the City, communities, historical societies, and other interested organizations and individuals in activities to preserve, protect, interpret, and publicize the historically significant resources associated with the City of Tumwater:

Tumwater Falls Park

In support of the City of Tumwater's efforts to attract tourism, the Olympia Tumwater Foundation continues to offer free access to the park and our programs on a freewill donation basis. The visitor figures estimated in 2021 as our car counter was stolen and the Park was closed the 1st quarter of the year due to construction and the COVID-19 pandemic.

Encompassing the historic heart and soul of Tumwater along the Deschutes River, Brewery Park at Tumwater Falls continues to be a popular tourist destination in Thurston County and remains very popular with area residents, young and old alike. In addition to the beautiful self-guided history trail walk, the park also draws visitors for the fish ladders and annual salmon run, and special events. Two large construction projects were completed in 2020. Our history program staff will work with both the

Dept. of Fisheries renovation project and the County Trail expansion project into the park in providing historic information and input for the tourist information panels that will be a part of each of those proposed projects. The Park receives over 250,000 visitors in a typical year.

The Olympia Tumwater Foundation Scholarship Program

Our “Heritage Builders” history program provides historic context for the largest scholarship program for graduating seniors in Thurston County. The foundation normally awards over \$150,000 annually and has given over \$2.2 million in scholarships and grants since the program began. Education support remains an important part of our history program.

Schmidt House Archives Program

2021 has been a challenging year for the archives curator, staff and volunteers as the Schmidt House was closed to the public most of the year due to the COVID-19 pandemic. They have been focusing on accessioning, scanning, identifying photos and responding to an increasing number of inquiries about the Olympia Brewing Company history and conducting research on Tumwater history as word spreads about the archive program.

They have also worked on research and proposed history panels for Tumwater City Parks and did various research for the city on Tumwater history. Our curator has edited the *Thurston County Historical Journal*, and represents the foundation at the SSHA (South Sound Heritage Association), a regional grouping of museums and historical groups.

Support for the Old Olympia Brewhouse restoration project and the Craft Brewing/Distilling/Cider Center vision

This past year has seen renewed activity at the Old Brewhouse with the City of Tumwater. Our programs have supported those efforts with talks and updates at the Schmidt House history talk series, special tours for legislators, student groups, and media. We have also partnered with SPSCC on their Craft Brewing initiative.

Schmidt House “Heritage Builders” Programs

Attendance at the popular free noon hour history talks usually draw large crowds. Many of the presentations have filled the house to capacity and continues to bring in new visitors to that program, even inspiring local history programs in Lacey and at the State Capitol to add history talks to their programs.

In 2021 the history talks and tours were not scheduled due to facility closure for much of the year.

We went to social media to present “Tumwater Treasures” Facebook posts and sent out a monthly history newsletter. Staff member Don Trosper wrote and published a book on 40 short stories of Tumwater’s past that was well received and had 2 printings.

Our cooperation with various other museums and history groups has earned our program a lead role in the local and regional historic community and has brought a positive reputation to our historic community

Local Hoteliers

Part of our agreement with the City of Tumwater is to partner with Tumwater hoteliers to develop and market custom history programs that would appeal to hotel guests. We have contacted or met with the Tumwater area hotels and presented tourism packets with various options. We continue to work with *Experience Olympia and Beyond* (VCB) to increase tourism to Tumwater and Thurston County, attending various meetings and events sponsored by them.

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 actively expanding our programs for 2022, including:

- Hosting talks, tours, and events at the Schmidt House.
- Promoting Tumwater history through marketing, re-branding in areas such as social media increased presence, new flyers/brochures, improve our website, and elevating our image through standardizing our public communications.
- Upgrading Schmidt House interior for ADA access and expanding the archive facility.
- Hire a historian (Megan Ockerman) to implement “youth” oriented social media posts and exhibits and develop programming for the Brewmaster and Crosby homes.

We hope to also continue our established events and activities such as: free guided Schmidt House tours, participation in the Artesian Brewfest, history talks, Cascadia Grains Conference, local history spring conference and other special events.

Further information and details are available upon request

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