

# MEMO

Date: August 28, 2023

To: Lodging Tax Advisory Committee

From: Chuck Denney, Parks and Recreation Director



## Proposed Action

This memo outlines the distribution of Lodging Tax funds for tourism-related historic and cultural events and activities in Tumwater.

## Background

Based on the imposed 4% Lodging Tax, the City receives two allocations of revenue. The first 2% funds are designated by City Council (Resolution No. R2016-006) for tourism-related historic and cultural programs. The second 2% funds are for tourism-generating events and marketing. This memo addresses the use of the first 2% historic and cultural program funds.

In 2023, funding was distributed as follows:

Historic/Cultural	<u>2023</u>
Historic Buildings (City)	\$70,000
Historic Programs (OTF)	\$60,000
Historic Old Brewhouse Tower (City)	\$30,000

Because of COVID-19 economic conditions, LTAC revenues plummeted significantly. Costs to maintain the historic programs and the Old Brewhouse Tower, houses, and cemetery increased. The City also maintained the support of the Olympia Tumwater Foundation for their continued operation. They provided background information, support, and research related to City activities, including work on assessing and organizing the City's historical archive.

In 2023, the City maintained the City's historic house inventory (Brewmaster's House and Crosby House) and the historic cemetery with minor improvements, utilities, security, repairs, pest control, landscaping and insurance. The City has received state grant funding to improve conditions and security at the historic cemetery and this work will continue into 2024. The City's Volunteer Program also dedicated hours to a number of major maintenance improvements to the cemetery. The Parks Department has continued to work with Mills & Mills, the adjacent private cemetery and funeral home, to help maintain and improve the cemetery property.

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The City continued to contract with the Olympia Tumwater Foundation for provision of historic programming and services. This included the Heritage Builders Program, a rotating historical display at City Hall, research regarding the historic home registry and process, event participation, support of the historic home program, and adapting historical district walking tours. Public access and events are planned to re-start at the historical homes in 2024.

Work to preserve and restore the iconic Old Brewhouse structure and provide public access to one of Washington's important heritage stories is underway. The brick replacement and masonry repair project is complete and engineering for seismic stabilization is in the design phase. In 2022, over \$140,000 was spent on geoengineering, architectural and engineering services. The City is currently conducting an analysis of future use and occupancy requirements. The Brewhouse Tower is closed to visitors during rehabilitation. Lodging tax funds are an important part of the project viability as they provide a source of cash for improvements outside of the grant that can be used for capital improvements and marketing.

### 2024 Proposal

Based on prior City Council direction and the City's inventory of historic assets, the funds for 2024 are planned to be expended in the following fashion:

Historic/Cultural	<u>2024</u>
Historic Buildings (City)	\$70,000
Historic Programs (OTF)	\$60,000
Historic Old Brewhouse Tower (City)	\$30,000

The City had \$160,000 in 2023 LTAC revenue for historic and cultural programs, which was sufficient to cover these programs. To the extent funding falls behind, the City's General Fund would cover those additional costs, specifically the costs for the Historic Programs. Funds will be spent similar to prior years. The building portion pays for operational costs for the Crosby and Brewmaster houses and the historic cemetery. We will continue to work with volunteers to do maintenance of the cemetery.

The City is continuing to contract with the Olympia Tumwater Foundation for historic programs and services. The City has found this partnership to be an effective and efficient means of providing quality programming to the community and resource for City and other historic projects in Tumwater. The presentation and interpretation of Tumwater's history is an important aspect to the overall "Tumwater Craft" initiative that celebrates and builds upon the community's legacy around brewing.

To meet JLARC's reporting requirements, we will need a motion from the Committee to approve the \$160,000 for the Historic and Cultural Program funds as described above for 2024.

Attachments: MA - JLARC Reporting Questions for Historical and Cultural Programs  
MB - Lodging Tax Final Report: Historic and Cultural Programs (OTF)  
MC - Lodging Tax Final Report: Historic Buildings (City)  
MD - Lodging Tax Final Report: Historic Old Brewhouse Tower (City)

# MEMO



To: Lodging Tax & Advisory Committee

From: Chuck Denney, Parks and Recreation Director

## JLARC reporting questions for Historical and Cultural Programs

For the special event, festival or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

- |  |            |
|--|------------|
| a) Overall attendance  | <u>550</u> |
| b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business                                 | <u>125</u> |
| c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)  | <u>10</u>  |
| d) Staying overnight in paid accommodations away from their place of residence or business   | <u>50</u>  |
| e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business | <u>75</u>  |
| f) Total number of paid lodging nights generated in Tumwater   | <u>25</u>  |
| g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.                            |            |

This is an estimate based on anticipated programs and events at the historical homes and the construction schedule and improvements happening at the historic cemetery.

## City of Tumwater Lodging Tax Final Report Form

Organization's Name: Olympia Tumwater Foundation

Submitted By: John Freedman

Date: 2/7/2023

Email Address: jfreedman@olytumfoundation.org

Phone: 360.481.0608

### *This Report Covers:*

Activity Name: Olympia Tumwater Foundation LTAC - 2022 - Historic/Cultural Programs

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

Activity Start Date: 1/01/2022

Activity End Date: 12/31/2022

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)

<b>OVERALL ATTENDANCE</b>	<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:	250,000
		ACTUAL (ESTIMATED):	230,000
	METHODOLOGY (definitions provided above): Representative Survey		
	EXPLAIN TRACKING METHOD: car counter, participant survey		
<b>50+ MILES - ATTENDANCE</b>	<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		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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		
<b>PAID LODGING NIGHTS</b>	<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 2022 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?**

Yes; with the pandemic easing, the high number of salmon during the annual salmon run, and warm and sunny weather throughout the summer and fall, visitation numbers increased over 2021.

**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?**

We met the Scope of Work agreement with LTAC as we hosted both Zoom and in-person history talks, attended Tumwater Artesian Brewfest with panel exhibits, and hosted multiple history and cultural events throughout the year, detailed in our History Program section below.

**Attendance Numbers:**

Using direct count survey numbers for visitors at Brewery Park at Tumwater Falls, 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 230,000

**NOTE:**

Reported staff hours expended in support of historical activities and tourism promotion for 2022 was 2,659.

We are grateful for the many volunteer hours reported in 2022, a total of 90.

The following is an outline of 2022 efforts to enhance the public awareness of the City of Tumwater's 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.

**Brewery Park at Tumwater Falls**

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.

Encompassing the historic heart and soul of Tumwater along the Deschutes River, Brewery Park at Tumwater Falls remains a popular tourist destination in Thurston County and 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 such as the first Falls Fest held in October 2022.

Two unforeseen circumstances closed part of the walking trail in 2022: a bridge repair on the iconic lower falls walking bridge and a rock slide on the east side of the trail near the Boston Street bridge. Other areas of the trail remain(ed) open and these safety precautions and closures have not stopped locals from utilizing the walking trails on a regular basis.

The park receives over 250,000 visitors in a typical year.

#### The Olympia Tumwater Foundation Scholarship Program

Our 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 \$2.4 million in scholarships and grants since the program began. Education support remains an important part of our history program.

#### Schmidt House Archives Program

2022 continued to challenge the archives curator, staff, and volunteers at the Schmidt House because of its closure to the public, but the outlook is brighter than it was in 2021. The house has remained closed since the COVID-19 pandemic, but in 2022 OTF began a renovation of the basement archive space that will expand storage room and increase and upgrade insulation and HVAC/climate control. We are also increasing accessibility to the house by adding a wheelchair lift onto the first floor and an ADA-accessible bathroom in the garage space. In late 2022, we were awarded another grant to abate lead-based paint and repaint an area of our wrap-around porch which will be completed before the house is reopened to the public.

Volunteers 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.

Staff have also worked on research inquiries centered on Tumwater history, and even presented a Tumwater-based history program for the City of Lacey's History Talks! program. Our curator has edited the *Thurston County Historical Journal*, and represents the foundation at the South Sound Heritage Association, a regional grouping of museums and historical groups.

#### History Programs

During the spring and summer, we hosted five free monthly guided riverwalk tours of the Deschutes in the park, a staple of our history program. We had to increase the number of registrants from 15 to 20 because of its popularity. In 2023 we are planning to offer two tours per month to keep up with this demand.

Attendance at the popular free noon-hour history talks drew large crowds before the pandemic. Many of the presentations filled the house to capacity and continue to bring in new visitors to that program. Because the Schmidt House remains closed and a relatively small gathering space for crowds, OTF, with help from the City, transitioned to history talks on Zoom. Archived recordings have been added to our YouTube page. With the retirement of our Public History Manager and hire of an Assistant Director, we began a new series of history talks, called "History Pubs at Heritage," at Heritage Distilling Company

located in the new Craft District building. We hosted the first event in September and had one each month until December. The median number of attendees was 50, and we have received much positive feedback regarding the venue and speakers.

We combined multiple Facebook pages into one for streamlined communication and started a new feature, called “From the Curator,” highlighting items from the archive and stories from the Schmidt House. These posts were also included on our Instagram page, reaching a broader demographic and meeting with success.

OTF hosted or co-hosted two special events in 2022: a historian-led walking tour of the historic cemeteries off Cleveland Avenue, and the first Tumwater Falls Fest. Over 20 people attended the cemetery walking tour in late October, and there is much interest in partnerships with the Masonic Cemetery and more tours throughout the year for different themes (e.g., suffragists, pioneers, strange deaths, etc.). Falls Fest garnered an estimated 1,300–1,500 attendees and included local makers’ booths, art, salmon education, a Tumwater Historical Association booth, and Stream Team booth. It celebrated the local resources (water, salmon) and historical industry, and the creators who continue to make this area unique with their talents.

Significant headway was made on plans to reopen the Brewmaster’s House. An executive committee and subcommittees were formed to spearhead an exhibition within the house to showcase Olympia Brewing Company history 20 years after its closing.

OTF attended Tumwater Artesian Brewfest and had a booth with panels on how beer is made and artifacts from the brewery owned by former brewmaster Paul Knight. We also had “Olympia Beer in the Movies” and “Local Beer History” trivia games with prizes that were a huge success. We estimate nearly 1,000 attendees stopping by our booth and hundreds testing their Olympia beer knowledge.

We finalized and printed our “fun map” brochures of the Tumwater Historic District. These were distributed to hotels in the county, other historical organizations, and at the park, where they are constantly restocked.

Throughout the year, we continued to sell our remaining copies of *The Tumwater We Never Knew* by Don Trosper.

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

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

Our programs have supported those efforts with talks and updates with the history talk series, special tours for legislators, student groups, and media. We have also partnered with SPSCC on their Craft Brewing initiative and act as the fiscal agent for the Old Brewhouse capital campaign.

#### 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 meetings and events sponsored by them. An OTF representative attended a dinner with other cultural institutions from the county, presenting what we have to offer to the Port of Seattle and tourism industry professionals from the UK. Additionally, we led a tour of Brewery Park at Tumwater Falls to another group of tourism professionals from the UK and Ireland, giving them a quick lesson of our importance in local, state, industrial, and brewing history.

**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 2023, including:

- Hosting new cultural events at the Schmidt House and Brewery Park (art shows, piano recitals, art in the park, Falls Fest, etc.).
- Promoting Tumwater history through marketing, increased online presence, improved website, and elevating our image through standardizing our public communications.
- Upgrading Schmidt House interior for ADA access and expanding the archive facility.
- Hire a part-time historian to implement new programs, publish social media posts, design exhibits, and develop programming for the City.

We hope to also continue our established events and activities such as: free guided Schmidt House tours, participation in the Artesian Brewfest, history talks, Falls Fest, and other special events.

**Further information and details are available upon request**

Contacts:

John Freedman, Foundation Executive Director, 360-943-2550 or [JFreedman@olytumfoundation.org](mailto:JFreedman@olytumfoundation.org).

# City of Tumwater Lodging Tax Final Report Form

MC

Organization's Name: City of TumwaterSubmitted By: Chuck DenneyDate: 2/9/2023Email Address: cdenney@ci.tumwater.wa.usPhone: 360-754-4160

## *This Report Covers:*

Activity Name: City of Tumwater Historic BuildingsActivity Type: ☐ Special Event/Festival☐ Marketing/Tourism  
Promotion Agency☒ FacilityActivity Start Date: 1/01/2022Activity End Date: 1/31/2022Total Activity Cost: \$60,000.00Total amount of Tumwater lodging tax funds requested: \$60,000.00Total amount of Tumwater lodging tax funds expended: \$60,000.00Total 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)

<b>OVERALL ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Counting of Participants and Visitors		
<b>50+ MILES - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Counting of Participants and Visitors		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Counting of Participants and Visitors		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Counting of Participants and Visitors		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Counting of Participants and Visitors		
<b>PAID LODGING NIGHTS</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Counting of Participants and Visitors		

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

The City of Tumwater is well known for its historical importance as Washington's first settlement of pioneers. The maintenance and operation of the City's two historic homes and the Pioneer Cemetery is a key factor in the success of the City's history related tourism programs.

**TUMWATER SPECIFIC QUESTIONS:**

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

No - Due to the covid pandemic and the restrictions on public gathering and staff/volunteer availability, programs and events were not held in the historic district or the Pioneer Cemetery. The size and layout of the historic homes does not accommodate groups of visitors in a safe manner that would meet covid guidelines. Attendance at the Pioneer cemetery was average, but no programs were held there in 2022.

Did you complete all of the items on your Scope of Services 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?

Yes - Building maintenance and repair continued on both historic homes and at the Pioneer Cemetery to preserve these valuable community assets.

What expenses did you pay using Tumwater Lodging Tax funds?

Expenses included materials and supplies for home repair and maintenance.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

The City will continue to work with the Olympia/Tumwater Foundation and we will be holding events and tourism promotions through house tours, historic exhibits and displays of the City's historic archives.

# City of Tumwater

## Lodging Tax Final Report Form

MD

Organization's Name: City of Tumwater

Submitted By: Ann Cook

Date: 3/12/2023

Email Address: acook@ci.tumwater.wa.us

Phone: 360-754-4123

### *This Report Covers:*

Activity Name: Old Brewhouse Tower

Activity Type: ☐ Special Event/Festival

☐ Marketing/Tourism  
Promotion Agency

☒ Facility

Activity Start Date: 1/01/2022

Activity End Date: 12/31/2023

Total Activity Cost: \$30,000.00

Total amount of Tumwater lodging tax funds requested: \$30,000.00

Total amount of Tumwater lodging tax funds expended: \$30,000.00

Total amount of lodging tax funds expended from all jurisdictions: \$30,000.00

### DEFINITIONS OF METHODOLOGY FOR QUESTIONS BELOW:

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- **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.
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- **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)

<b>OVERALL ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: Structure is closed for rehabilitation and due to COVID, no events/tours were offered.		
<b>50+ MILES - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: Structure is closed for rehabilitation and due to COVID, no events/tours were offered.		
<b>OUT OF STATE / COUNTRY - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: Structure is closed for rehabilitation and due to COVID, no events/tours were offered.		
<b>PAID FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: Structure is closed for rehabilitation and due to COVID, no events/tours were offered.		
<b>DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: Structure is closed for rehabilitation and due to COVID, no events/tours were offered.		
<b>PAID LODGING NIGHTS</b>	<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:	0
		ACTUAL (ESTIMATED):	0
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD: Structure is closed for rehabilitation and due to COVID, no events/tours were offered.		

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

n/a

**TUMWATER SPECIFIC QUESTIONS:**

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

COVID-19 pandemic severely restricted in person events and activities, including progress on activities to promote rehabilitation efforts

Private tours were held on a limited basis with elected officials, preservationists, and partners in historic rehabilitation.

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?

Yes - all work was completed as described to maintain, repair, and rehabilitate the Old Brewhouse Tower.

Expenses included fees for A&E and geotech soil testing.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

The City will expand and enhance the profile of the Brewhouse Tower through virtual tours and other digital media.