

# Data Field Definitions for Reporting Lodging Tax Expenditures

Updated February 2018

## Data Field Definitions

- **Organization:** Type the name of the organization which requested and used lodging tax funds from the drop down menu.
- **Activity Name:** Enter the name of the activity funded by lodging tax revenue
- **Activity Type:** select the type of activity funded by lodging tax funds from the dropdown menu. “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.
- **Activity Start Date:** Use the calendar to select the date the activity began. For ongoing activities, you may select the entire calendar year.
- **Activity End Date:** Use the calendar to select the date the activity ended. For ongoing activities, you may select the entire calendar year.
- **Funds Requested:** Enter the amount of lodging tax revenue requested by the organization that spent the funds. If the municipality spent the funds directly without awarding a grant, enter the amount spent here.
- **Funds Awarded:** Enter the amount of lodging tax revenue ultimately awarded to the organization or spent directly by the municipality
- **Total Activity Cost:** Enter the total cost of the activity. This figure should include lodging tax revenue and the amount of other funding sources used to pay for the activity.
- **Notes:** Enter additional notes about this expenditure, if any.
- **Overall Attendance, Predicted:** Enter the total number of people predicted to attend the activity. When requesting funds, 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.
- **Overall Attendance, Actual:** Enter the total number of people who attended the activity. Organizations using lodging tax funds should quantify the number of attendees. 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.
- **Overall Attendance, Method:** Select the method used to determine the overall attendance from the dropdown menu 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.).
- **Attendance, 50+ Miles, Predicted:** Enter the number of people predicted to travel a distance of over 50 miles to attend the activity. When requesting funds, organizations should provide an estimate of 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.
- **Attendance, 50+ Miles, Actual:** Enter the total number of people who traveled more than 50 miles to attend the activity. Organizations using lodging tax funds should quantify this figure. 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.
- **Attendance, 50+ Miles Method:** Select the method used to determine the number of people who traveled more than 50 miles to attend the activity from the dropdown menu to tell us how the 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.).
- **Attendance, Out of State/Out of Country, Predicted:** Enter the number of people predicted to travel from out of the state or country to attend the activity. When requesting funds, organizations should provide an estimate of 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.
- **Attendance, Out of State/Out of Country, Actual:** Enter the total number of people who traveled from out of the state or country to attend the activity. Organizations using lodging tax funds should quantify this figure. 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.
- **Attendance, Out of State/Out of Country, Method:** Select the method used to determine the number of people who traveled from out of the state or country to attend the activity from the dropdown menu to tell us how the 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.).

- **Attendance, Paid for Overnight Lodging, Predicted:** Enter the number of people predicted to pay for overnight lodging while attending the activity. When requesting funds, organizations should provide an estimate of 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.
- **Attendance, Paid for Overnight Lodging, Actual:** Enter the total number of people who paid for overnight lodging while attending the activity. Organizations using lodging tax funds should quantify this figure. 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.
- **Attendance, Paid for Overnight Lodging, Method:** Select the method used to determine the number of people who paid for overnight lodging while attending the activity from the dropdown menu to tell us how the 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, hotel room reservations, etc.).
- **Attendance, Did Not Pay for Overnight Lodging, Predicted:** Enter the number of people predicted to attend the activity without paying for overnight lodging. When requesting funds, organizations should provide an estimate of 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.
- **Attendance, Did Not Pay for Overnight Lodging, Actual:** Enter the total number of people who attended the activity without paying for overnight lodging. Organizations using lodging tax funds should quantify this figure. 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.

- **Attendance, Did Not Pay for Overnight Lodging, Method:** Select the method used to determine the number of people who attended the activity without paying for overnight lodging from the dropdown menu to tell us how the 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, hotel room reservations, etc.).
- **Paid Lodging Nights, Predicted:** Enter the number of predicted lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. When requesting funds, organizations should provide an estimate of 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.
- **Paid Lodging Nights, Actual:** 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. 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.
- **Paid Lodging Nights, Method:** Select the method used to determine the number of lodging nights associated with this activity from the dropdown menu to tell us how the number of lodging nights were 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, hotel room reservations, etc.).

## Need help?

Please review our [FAQ document](#). Additional questions may be directed [JLARClodgingtax@leg.wa.gov](mailto:JLARClodgingtax@leg.wa.gov).