



Kittitas County
Event or Tourism Facility Lodging Tax Expenditure Report Worksheet

RETURN COMPLETED FORM TO:

Kittitas County Auditor Accounting
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Ellensburg, WA 98926
Phone Number: 509-962-7502 FAX Number: 509-962-7687

WORKSHEET IS DUE : Friday, February 12, 2016

ACTIVITY	
Activity Name:	
Organization name:	
Activity Type (see glossary page 2):	
Activity Date:	
Start Date:	End Date:
Funds Requested:	
\$	
Awarded:	
\$	
Total Cost of Activity	
\$	

ATTENDANCE INFORMATION			
	Predicted:	Actual (Estimated):	Method (see pg. 3)
Overall Attendance:			
Enter Notes:			
Attendance, 50+ miles:			
Enter Notes:			
Attendance, Out of State, Out of Country:			
Enter Notes:			
Attendance, Paid for Overnight Lodging:			
Enter Notes:			
Attendance, Did Not Pay for Overnight Lodging:			
Enter Notes:			
Paid Lodging Nights:			
Enter Notes:			

See Glossary (page 2) for information on :
Activity Types, Attendance, Paid lodging nights and
Predicted and Actual

See Methodology descriptions (page 3) for information on:
How to complete Methodology regarding attendance information

Submitted by: _____

Email and Phone Number: _____

Date: _____

Keep a copy for your records

GLOSSARY FOR ACTIVITY TYPE, ATTENDANCE, LODGING NIGHTS

Glossary

Activity types:

1. Event/Festival: Encompasses specific activities such as fairs, festivals, celebrations, etc.
2. Marketing: Encompasses activities which advertise the municipality or town.
If lodging funds were used to advertise for a specific event/festival, the expenditure falls under the "Event/Festival" Category
3. Facility: Encompasses activities related to facility acquisitions, upkeep, renovation, etc

Definitions:

- Activity Start Date: Enter the date the activity began
- Activity End Date: Enter the date the activity ended
- Funds Requested: Enter the amount of lodging tax funds that was requested on the application for 2015 funding
- Funds Awarded: Enter the amount of lodging tax funds ultimately awarded to the organization
- Total Activity Cost: Enter the total cost of the activity

Attendance Information:

Overall Attendance, Predicted: Enter the total number of people predicted to attend the activity as listed on the application for 2015 funding.
If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A"
(such as a general marketing campaign or an expenditure related to facilities), enter "N/A"

Overall Attendance, Actual (Estimated): 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 an expenditure related to facility upkeep, enter "N/A"
(such as a general marketing campaign or an expenditure related to facilities), enter "N/A"

Overall Attendance, Method: Enter the method used to determine the overall attendance

Enter notes: 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 as listed on the application for 2015 funding
If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A"
(such as a general marketing campaign or an expenditure related to facilities), enter "N/A"

Attendance, 50+ Miles, Actual (Estimated): Enter the total number of people who traveled more than 50 miles to attend the activity.
If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A"
(such as a general marketing campaign or an expenditure related to facilities), enter "N/A"

Attendance, 50+ Miles Method: Enter the method used to determine the number of people who traveled more than 50 miles to attend the activity

Enter notes: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, informal survey, 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 as listed on the application for 2015 funding
If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A"
(such as a general marketing campaign or an expenditure related to facilities), enter "N/A"

Attendance, Out of State/Out of Country, Actual (Estimated): Enter the total number of people who traveled from out of the state or country to attend the activity
If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A"
(such as a general marketing campaign or an expenditure related to facilities), enter "N/A"

Attendance, 50+ Miles Method: Enter the method used to determine the number of people who traveled from out of the state or country to attend the activity

Enter notes: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc)

GLOSSARY FOR ACTIVITY TYPE, ATTENDANCE, LODGING NIGHTS

Lodging Information:

Attendance, Paid for Overnight Lodging, Predicted:	Enter the number of people predicted to pay for overnight lodging while attending the activity as listed on the application for 2015 funding If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign or an expenditure related to facilities), enter "N/A"
Attendance, Paid for Overnight Lodging, Actual (Estimated):	Enter the total number of people who paid for overnight lodging while attending the activity If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign or an expenditure related to facilities), enter "N/A"
Attendance, Paid for Overnight Lodging, Method:	Enter the method used to determine the number of people who paid for overnight lodging while attending the activity
Enter notes:	Enter notes about the specific type of method used to determine the attendance county (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 as listed on the application for 2015 funding If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign or an expenditure related to facilities), enter "N/A"
Attendance, Did Not Pay for Overnight Lodging, Actual(Estimated):	Enter the total number of people who attended the activity without paying for overnight lodging If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign or an expenditure related to facilities), enter "N/A"
Attendance, Did Not Pay for overnight Lodging, Method:	Enter the method used to determining the number of people who attended the activity without paying for overnight lodging
Enter notes:	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 as listed on the application for 2015 funding If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign or an expenditure related to facilities), enter "N/A"
Paid Lodging Nights, Actual (Estimated):	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 If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A" (such as a general marketing campaign or an expenditure related to facilities), enter "N/A"
Paid Lodging Nights, Method:	Select the method used to determining the number of lodging nights

Select the methodology used to estimate the attendance information

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 square feet).