

## Attachment B – Year-End Report

Recipient Name: \_\_\_\_\_ Contract No.: \_\_\_\_\_

Form Submitted by: \_\_\_\_\_

Reporting Year: 2023                      Activity Type:  Event/Festival    Facility    Marketing

Activity Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Total Cost of Activity: \$ \_\_\_\_\_

Recipient is **required** to provide the City of Anacortes with information in order to comply with state laws. WA State Engrossed Substitute House Bill 1253, associated with RCW 67.28, requires the City to report specific information to the Joint Legislative Audit and Review Committee regarding Lodging Tax funds.

As you hold your event/festival during the year, the following information will need to be tracked and submitted to the City no later than January 5, 2024. See attached definitions.

|   |  |  |
|---|--|--|
| <p>Overall Attendance -<br/>Actual (Estimated) Number &amp; Methodology</p> <p>(The total number of people who attended this activity)</p>  | <p>No.: _____</p> <p><input type="checkbox"/> Direct Count<br/><input type="checkbox"/> Representative Survey<br/><input type="checkbox"/> Structured Est.</p> <p>Explain specific method:</p> | <p><input type="checkbox"/> Indirect Count<br/><input type="checkbox"/> Informal Survey<br/><input type="checkbox"/> Other</p> |
| <p>Attendees who traveled 50 miles or more to attend:<br/>Actual (Estimated) Number &amp; Methodology</p> <p>(The total number of people who travelled greater than 50 miles to attend this activity)</p>                   | <p>No.: _____</p> <p><input type="checkbox"/> Direct Count<br/><input type="checkbox"/> Representative Survey<br/><input type="checkbox"/> Structured Est.</p> <p>Explain specific method:</p> | <p><input type="checkbox"/> Indirect Count<br/><input type="checkbox"/> Informal Survey<br/><input type="checkbox"/> Other</p> |
| <p>Attendees who traveled from another state or country:<br/>Actual (Estimated) Number &amp; Methodology</p> <p>(The total number of people from outside the state and country who attended this activity)</p>              | <p>No.: _____</p> <p><input type="checkbox"/> Direct Count<br/><input type="checkbox"/> Representative Survey<br/><input type="checkbox"/> Structured Est.</p> <p>Explain specific method:</p> | <p><input type="checkbox"/> Indirect Count<br/><input type="checkbox"/> Informal Survey<br/><input type="checkbox"/> Other</p> |
| <p>Attendees who stayed overnight:<br/>Actual (Estimated) Number of <b>Paid</b> Accommodations &amp; Methodology</p> <p>(The total number of people who attended this activity and paid for overnight lodging)</p>          | <p>No.: _____</p> <p><input type="checkbox"/> Direct Count<br/><input type="checkbox"/> Representative Survey<br/><input type="checkbox"/> Structured Est.</p> <p>Explain specific method:</p> | <p><input type="checkbox"/> Indirect Count<br/><input type="checkbox"/> Informal Survey<br/><input type="checkbox"/> Other</p> |
| <p>Attendees who stayed overnight:<br/>Actual (Estimated) Number of <b>Unpaid</b> Accommodations &amp; Methodology</p> <p>(The total number of people who attended this activity and did not pay for overnight lodging)</p> | <p>No.: _____</p> <p><input type="checkbox"/> Direct Count<br/><input type="checkbox"/> Representative Survey<br/><input type="checkbox"/> Structured Est.</p> <p>Explain specific method:</p> | <p><input type="checkbox"/> Indirect Count<br/><input type="checkbox"/> Informal Survey<br/><input type="checkbox"/> Other</p> |
| <p>Paid Lodging Nights:<br/>Actual Number of <b>Paid Nights</b> &amp; Methodology</p> <p>(The total number of paid lodging nights. One lodging night = one or more persons occupying one room for one night)</p>            | <p>No.: _____</p> <p><input type="checkbox"/> Direct Count<br/><input type="checkbox"/> Representative Survey<br/><input type="checkbox"/> Structured Est.</p> <p>Explain specific method:</p> | <p><input type="checkbox"/> Indirect Count<br/><input type="checkbox"/> Informal Survey<br/><input type="checkbox"/> Other</p> |

**Activity Type:**

1. Event/Festival: Short-term activity occurring between specific dates (e.g., 4th of July celebration, local marathon)
2. Facility: Municipally-owned facility that operates some or all the year (e.g., county historical museum, convention center)
3. Marketing: Activity that provides information to encourage visitors to an area; is typically a year-round activity but may also operate for less than a full year.

**Activity Date:**

Enter activity beginning and ending date.

**Your Total Cost for Activity:**

Enter the total cost of your activity, **not only the amount funded by lodging tax funds.**

**Methodology**

Select the methodology used to estimate the actual number of visitors/participants:

**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 result 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).

**Other:** please describe.

**Explain specific method:** Such as vehicle counts, clicker counts, ticket sales, raffle tickets sold, brochures handed out, guest book, hotel room reservations, etc.