



# City of Marysville Tourism Grant Hotel/Motel Lodging Tax Report

Instructions for filling out the lodging tax report:

Municipalities in the State of Washington are required to submit an annual report of lodging tax expenditures to the Joint Legislative Audit and Review Committee (JLARC). If you received a grant award of lodging tax funds to support an event, festival or tourism facility, the following information must be submitted to the City of Marysville with your request for reimbursement:

- Estimated number of tourists attending each event or tourism facility
- Estimated number of persons traveling over 50 miles to the destination and number of persons staying at the destination overnight as a result of the event or tourism facility
- Estimated room nights generated by the event, festival or tourism-related facility owned or sponsored by a non-profit organization or local jurisdiction
- Any other data that demonstrates the impact of the increased tourism attributable to the festival, event or tourism-related facility.

Use this form to report this information. In the case of a special event or festival, fill out the form within 60 days after the event is over, or by December 31<sup>st</sup>, ***whichever occurs first***. Use a separate line in the form for each event. For a tourism-related facility owned by a non-profit organization or owned or sponsored by a local jurisdiction, fill out the report after the end of the calendar year in which the facility operated, providing information that covers the entire year.

Provide a description of the methodology used to determine the number of tourists, lodging stays, visitors traveling to the event/festival or using the tourism-related facility, or other data as appropriate. For assistance with definitions for attendance and methodologies, please refer to the JLARC [data field descriptions](#) as needed. An abbreviated glossary of these definitions is also included with these instructions.



## Event or Tourism Facility Lodging Tax Expenditure Report Worksheet

Festivals, special events and tourism-related facilities owned by  
Local Jurisdictions or Non-profit Organizations  
Official Report Form is due when requesting reimbursement

1. Organization: \_\_\_\_\_

2. This report covers:

Event Name: \_\_\_\_\_

And/or

Tourism Facility: \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

3. Activity Type:

a. Event/Festival

b. Marketing

c. Facility

4. Funds requested: \_\_\_\_\_

5. Funds awarded: \_\_\_\_\_

6. Total Activity Cost: \_\_\_\_\_

7. Overall Attendance Information:

Predicted:	Actual:	Method to determine attendance (circle or highlight the methodology(ies) used):
		a. Direct Count b. Indirect Count c. Representative Survey d. Informal Survey e. Structured Estimate
Please Explain:		

8. Attendance, Traveled 50+ Miles:

Predicted:	Actual:	Method to determine attendance (circle or highlight the methodology(ies) used):
		a. Direct Count b. Indirect Count c. Representative Survey d. Informal Survey e. Structured Estimate
Please Explain:		

9. Attendance, Out of State, Out of Country:

Predicted:	Actual:	Method to determine attendance (circle or highlight the methodology(ies) used):
		a. Direct Count b. Indirect Count c. Representative Survey d. Informal Survey e. Structured Estimate
Please Explain:		

10. Attendance, Paid for Overnight Lodging:

Predicted:	Actual:	Method to determine attendance (circle or highlight the methodology(ies) used):
		a. Direct Count b. Indirect Count c. Representative Survey d. Informal Survey e. Structured Estimate
Please Explain:		

11. Attendance, Did Not Pay for Overnight Lodging:

Predicted:	Actual:	Method to determine attendance (circle or highlight the methodology(ies) used):
		a. Direct Count b. Indirect Count c. Representative Survey d. Informal Survey e. Structured Estimate
Please Explain:		

12. Paid Lodging Nights (one lodging night = one of more persons occupying one room for one night):

Predicted:	Actual:	Method to determine attendance (circle or highlight the methodology(ies) used):						
		<table border="0"> <tr> <td>a. Direct Count</td> <td>d. Informal Survey</td> </tr> <tr> <td>b. Indirect Count</td> <td>e. Structured Estimate</td> </tr> <tr> <td>c. Representative Survey</td> <td></td> </tr> </table>	a. Direct Count	d. Informal Survey	b. Indirect Count	e. Structured Estimate	c. Representative Survey	
a. Direct Count	d. Informal Survey							
b. Indirect Count	e. Structured Estimate							
c. Representative Survey								
Please Explain:								

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

Date: \_\_\_\_\_

E-mail or phone number: \_\_\_\_\_



## Glossary of Data Field Definitions

Abbreviated from: [JLARC Data Field Definitions for Reporting Lodging Tax Expenditures](#)

### **Activity Type:**

“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.

### **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.

### **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.*

#### **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.

#### **Actual:**

Organizations using lodging tax funds should quantify the number of attendees.

#### **Paid Lodging Nights:**

A lodging night is one or more persons occupying a room for a single night.

*Example: If you received data that a family of 5, a family of 3 and two couples each stayed overnight in a hotel for two nights each, this would equal an actual count of 12 for Attendance, Paid for Overnight Lodging and 2 nights for the family of 5, 2 nights for the family of 3, 2 nights for the 1<sup>st</sup> couple and 2 nights for the 2<sup>nd</sup> couple, or a total of 8 lodging nights.*

**Methodologies:****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)

**Notes/Please Explain:**

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