**EXHIBIT "B"**

Organization: Activity Name:

Form Submitted by: Contract No.:

Reporting Year: **2024** Activity Type:  Event/Festival  Facility  Marketing

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

Contractor is required to provide County with information in order to comply with state laws. WA State Engrossed Substitute House Bill 1253, associated with RCW 67.28, requires County 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 County no later than **January 10, 2025**. See attached definitions.

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

***See definitions on the next page.***

**Lodging Tax Definitions of fields required for ‘Exhibit B’**

**Data Field Definitions for Reporting Lodging Tax Expenditures**

*Updated February 2018*

• **Organization**: Name of the organization which requested and used lodging tax funds.

• **Activity Name**: Name of the activity funded by lodging tax revenue.

• **Activity Type**: Check the type of activity funded by lodging tax funds:

* **“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**: Date the activity began.

• **Activity End Date**: Date the activity ended.

• **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.

• **Method**: Select the method used to determine the overall attendance and tell us how the overall attendance was quantified for each category/section.

* ***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.).

• **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 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 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 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 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 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 explain.