



Tourism Enhancement Grant Post Event/Nonevent Program Report

The Revised Code of Washington 67.28.1816 requires that all jurisdictions that collect lodging tax maintain project-specific reports detailing how the funds have been spent to promote tourism. By law, all lodging tax funds must be utilized only for the development and promotion of tourism activities for the jurisdiction where the tax was collected. A major portion of the city's report constitutes a compilation of all the Post-Event/Nonevent Program Reports submitted by the TEG grantees for each year.

Each grant recipient is required to submit a Post Event/Nonevent Program Report and TEG Award Invoice. This report is required to be submitted within 60 days after the event/nonevent program's completion but no later than December 31st.

Failure to submit the Post Event/Nonevent Program Report and TEG Award Invoice pre-empts disbursement of any TEG award funds and will automatically disqualify the applicant from all future TEG application submissions. All sections must be completed or explained. If any section is left blank, the report is considered invalid and will be considered as incomplete to fulfill your grant requirement and no reimbursement will be made by the City.

This report and other documentation are public records and will be made available for public inspection. The City shall have the right to access all records related to the event/non-event program and the use of the grant received within three years after the completion of the event/nonevent program.

You may download the report via www.cityoffederalway.com\teg. Completed reports must be either e-mailed to Tim.Johnson@cityoffederalway.com or mailed/delivered to:

Tim Johnson
Mayor's Office
City of Federal Way
33325 8th Avenue South
Federal Way, WA 98003-6325
253-835-2412

Grant Instructions Overview

Methods to Determine Attendance and Overnight Stays

The State guidelines define a tourist as someone that travels 50 miles or more from their business or residence to attend an event. This is a 50 mile radius, not road miles driven. When submitting a Post Event/Nonevent Program Report, an applicant must provide information about attendance and overnight stays of spectators, participants and support staff, both the projected that was included in the application and then actual. Applicants must identify and illustrate how they used one or more of the following methods to determine the statistics that are required as identified in the application:

Direct Count:

This method includes an actual count of visitors using methods such as verbal/written survey, 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 individual visitors, 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).

No matter which method an applicant uses, the applicant must provide information related to zip codes of the attendees, i.e., participants, spectators and support staff.

Zip Code Survey

In Section E, the Grantee will provide a zip code survey on a separate sheet which includes a list of attendees (spectators, participants, support staff) by zip codes, and if possible their corresponding city, state or country; the numbers of attendees from each zip code and percentage of attendees traveling over 50 miles to event.

EXAMPLE:

Results of Attendee Survey

<u>Zip Code</u>	<u>City, State/Country</u>	<u>Amount</u>
74105	Tulsa, OK	2
92647	Huntington Beach, CA	1
92708	Santa Anna, CA	2
97007	Beaverton, OR	5
98001	Auburn	11
98003	Federal Way	27
98021	Bothell	2
98022	Enumclaw	4
98023	Federal Way/Auburn	38
98144	Seattle/Beacon Hill	2
98354	Milton	11
98373	Puyallup/South Hill	8
98390	Bonney Lake	11
98422	Tacoma	26
Total # of Audience Members		110
Total # of Musicians and Support Staff		40
Total in Attendance		150
Total # of Zip Codes		14
Total # of Survey Responses		150
Total # of Out-of-Area Responses		9
Percentage of Out-of-Town Audience		6%

Submission of Post Event and/or Non Event Program Application

“Post Event Report” and Invoice is due within 60 days of the implementation of your event. If the event is held with 60 days of the end of the calendar year, it cannot be later than December 31, for the Tourism Enhancement Grant. This is a requirement of the Grant. Failure to submit the Post Event/Nonevent Program Report and TEG Award Invoice pre-empts disbursement of any TEG award funds and will automatically disqualify the applicant from all future TEG application submissions.

The following page begins the Post Event/ Non Event Program Report

POST EVENT OR PROGRAM APPLICATION

Organization Name: _____

Event/Nonevent Program Name: _____

Date(s) of Event (MM/DD/YYYY): _____

Tourism Enhancement Grant Amount Awarded: \$ _____

Total Reimbursement Requested: \$ _____

OFFICE USE ONLY:

TEG Award Cycle: _____ January – June _____ July - December

Section A: Marketing/Media/Production

Please describe how the money from the TEG was spent for marketing/media and/or production expenses to validate reimbursement. Include; dates, names of publications, radio/TV stations, websites, samples of marketing materials, samples of flyers/advertising, photos, invoices and receipts if applicable.

Marketing/Media expenses: _____

Production expenses: _____

Section B: Attendance Survey

Provide a detailed breakdown of projected and actual attendance over the course of the event to validate reimbursement. As identified in the TEG Overview and Instructions as part of the application process all recipients were to identify one of the methods identified on the previous page to determine attendance. Identify and use to fill out the following:

	Date:		Date:		Date:		TOTAL ATTENDEES	
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual
Spectators								
Participants								
Support Staff								
TOTAL ATTENDEES								

Section C: Overnight Stays Survey

List the hotels/motels where your spectators, participants, and support staff stayed to validate reimbursement. See Grant Program Overview for more detail and methods to determine overnight stays.

Attendees	Hotel / Motel Name	Room Nights
Spectators		
Participants		
Support Staff		
TOTAL ROOM NIGHTS		

Section D: Combined Attendance and Overnight Stays

Provide information of where attendants traveled from and their room nights (total number of rooms for their entire stay) during the event to validate reimbursement. If possible, include actual hotel count sheets with your report.

Attendees	Local (less than 50 miles)	Regional (Western WA greater than 50 miles)	Statewide	Multi-States (Western US)	National	International	TOTAL
Spectators	_____	_____	_____	_____	_____	_____	
	Room nights	Room nights	Room nights	Room nights	Room nights	Room nights	
Participants	_____	_____	_____	_____	_____	_____	
	Room nights	Room nights	Room nights	Room nights	Room nights	Room nights	
Support Staff	_____	_____	_____	_____	_____	_____	
	Room nights	Room nights	Room nights	Room nights	Room nights	Room nights	
TOTAL							

Total Actual Attendees (from Section B) _____ **Total Actual Overnight Stays** (from Section D) _____

Section E: Zip Code Survey

On a separate sheet, provide attendees zip codes, city, and state or country, and amount of attendees from each zip code for the event to validate reimbursement. See Grant instruction Overview for details and example.

Section F: Budget

On a separate sheet, submit a budget with final revenues and expenditures for the event/nonevent program. Include copies of all relevant vendor invoices/receipts for expenses, services and products, cash count sheets, ticket sale tallies, credit/debit deposit reports, other grants/sponsorships and any other relevant revenues or expenses.

Section G: Award Invoice

Please submit an itemized invoice/receipt (preferably the original) for each item to validate reimbursement. **The total should be equal to the TEG amount awarded. Submit within 60 days of event/nonevent program.**

Item	Amount
	\$
Total (equal to or less than awarded amount)	\$

The undersigned certifies the information provided above is true and accurate, and use of the TEG funds has been in accordance to the grant conditions.

Applicant's Signature: _____

Applicant's Printed Name: _____

Applicant's Title: _____

Date: _____

Email: _____ Phone Number: _____