**Kittitas County**
**Event or Tourism Facility Lodging Tax Expenditure Report Worksheet**

Return completed form to:
Kittitas County Auditor Accounting
205 West 5th Ave - Suite 105
Ellensburg, WA 98926
Phone Number: 509-962-7502  FAX Number: 509-962-7687

**Worksheet is due: Wednesday, February 25, 2015**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>ATTENDEE ESTIMATES</th>
</tr>
</thead>
</table>
| Activity Name:    | Overall Attendance:
                   | Projected:         |
|                   | Actual:            |
| Organization name:| Methodology (See page 3): |
| Activity Type (see glossary page 2): | Attendees who traveled 50 miles or more to attend (see glossary page 2):
|                   | Total:             |
| Activity Date:    | Of total, attendees who traveled from another state or country:
| Start Date:       | Attendees who stayed overnight (see glossary page 2):
| End Date:         | Paid accommodations: |
| Funds Requested:  | Unpaid accommodations: |
| $                  | Paid Lodging nights (see glossary page 2): |
| Awarded:          | $                  |
| $                  | Total Cost of Activity $ |

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

See Methodology descriptions (page 3) for information on:
how to complete Methodology regarding attendee estimates

Please complete this form and return to our office by one of the following methods:
Mail or in person at Kittitas County Auditor’s Office (address above)
Fax: 509-962-7687
E-Mail: auditorsaccounting@co.kittitas.wa.us

Submitted by: ____________________________

Email and/or Phone Number: ____________________________

Date: ____________________________

Keep a copy for your records

Page 1 of 3
Glossary

Activity types:

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 of 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.

Overall attendance:

Total projected and estimated actual attendance recorded for event, facility or resulting from marketing activity.

Attendees who traveled 50 miles or more to attend:

Total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility. For marketing organizations, report visitors traveling more than 50 miles to visit area.

Attendees who traveled from another state or country:

Of the total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility or visit area, report projected and estimated actual number of visitors who traveled from another state or country.

Attendees who stayed overnight:

1. **Paid accommodations**: Total projected and estimated actual number of visitors staying in paid lodging establishments such as hotels, motels, bed and breakfasts, etc.

2. **Unpaid accommodations**: Total projected and estimated actual number of visitors staying in unpaid accommodations such as family and friends.

Paid lodging nights:

Total projected and estimated actual number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

Projected:

Persons **expected** to participate in event/festival or visiting a facility. For marketing activity, enter the number of persons **expected** to visit area as result of marketing activity.

Actual:

Persons estimated to have **actually** participated in event/festival or visiting a facility. For marketing activity, enter the number of persons estimated to have **actually** visited area as result of marketing activity.
Methodology Descriptions

Select the methodology used to estimate the actual number of visitor/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 business, 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).

Other: (please describe)