

# Lodging Tax Expenditure Report

*Festivals, special events and tourism-related facilities owned by Local Jurisdictions or Non-Profit Organizations*  
**TEAR SHEETS AND/OR AFFIDAVITS FROM ADVERTISING MUST BE ATTACHED**

Official Report Form is due: \_\_\_\_\_

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

2. Event Name: \_\_\_\_\_

3. Event Date(s): \_\_\_\_\_

4. Total amount spent on the event/activity: \_\_\_\_\_

5. Total amount of lodging tax funds expended: \_\_\_\_\_

6. The number of participants who attended the event/activity in each of the following categories:

Description	Predicted	Actual	Method - Explanation
Overall Attendance			
Attendance, 50+ Miles			
Attendance, Out of State/Country			
Attendance, Paid for Overnight Lodging			
Attendance, Did Not Pay for Overnight Lodging			
Paid Lodging Nights (One or more persons occupying a room for a single night)			

**Method Legend:**

- **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).

7. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity: \_\_\_\_\_

\_\_\_\_\_  
(attach additional pages if necessary)

8. Any other information that demonstrates the impacts of the festival, event or tourism related facility owned by a non-profit organization or local jurisdiction (please describe): \_\_\_\_\_

\_\_\_\_\_  
(attach additional pages if necessary)

Submitted by:

\_\_\_\_\_  
*Sign and Print Name*

Email and/or phone number:

\_\_\_\_\_

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

**KEEP A COPY OF THIS WORKSHEET FOR YOUR RECORDS**

Please submit a copy of this worksheet, at the conclusion of the event or no later than January 31, 2020.