City of Spokane Valley Lodging Tax Grant
2026 - Impact on Tourism
Item 5
When requesting funds, applying organizations must provide an estimate of the following and a method for how those estimates were determined.

Applicant:

Overall Attendance, Predicted: Enter the total number of people predicted to attend activity. When requesting funds, organizations should provide an estimate of the attendance and a method for determining the actual attendance.

Total Overall Attendance

Select the method used to determine the attendance from the chart provided below. **

Please Explain: Provide a short explanation about the specific type of method used to determine the attendance count (such as surveys, vehicle counts, hotel room reservations, etc.)

Attendance, 50+ Miles, Predicted: Enter the number of people predicted to travel a distance of over 50 miles to attend the activity. Attendance, Out of State/Out of Country, Predicted: Enter the number of people predicted to travel from out of the state or country to attend the activity and a method for determining the actual attendance.

Total traveling 50+ miles

Of total, attendees who traveled from another state or country

Select the method used to determine the attendance from the chart provided below. **

Please Explain: Provide a short explanation about the specific type of method used.

Attendance, Paid for Overnight Lodging, Predicted: Enter the number of people predicted to pay for overnight lodging while attending the activity.
Attendance, Did Not Pay for Overnight Lodging, Predicted: Enter the number of people predicted to attend the activity without paying for overnight lodging.

Paid Accommodations

Unpaid Accommodations

Select the method used to determine the attendance from the chart below. **

Please Explain: Provide a short explanation about the specific type of method used.

Paid Lodging Nights, Predicted: Enter the number of predicted lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. When requesting funds, organizations should provide an estimate of figure and a method for determining it.

Paid Lodging Nights*

Select the method used to determine the attendance from the chart provided below. **

Please Explain: Provide a short explanation about the specific type of method used.

*Joint Legislative Audit and Review Committee defines the Paid Lodging Night as "One Lodging night = one or more persons occupying one room for one night"

**Methods in determining actual or estimated number of visitors and/or paid room nights:

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, 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 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 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 be projected to the entire visitor population and provide a limited indicator of attendance because 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)