GLOSSARY FOR ACTIVITY TYPE AND ATTENDANCE

Activity Information	
1. Event/Festival:	Encompasses specific activities such as fairs, festivals, celebrations, etc.
2. Marketing	Encompasses activities which advertise the municipality or town. If lodging funds were used to advertise for a specific event/festival, the expenditure falls under the "Event/Festival" Category.
3. Facility:	Encompasses activities related to facility acquisitions, upkeep, renovation, etc.

Definitions:	
Activity Start Date:	Enter the date the activity began.
Activity End Date:	Enter the date the activity ended.
Funds Requested:	Enter the amount of lodging tax funds that was requested on the application for 2019 funding.
Funds Awarded:	Enter the amount of lodging tax funds ultimately awarded to the Organization.
Total Activity Cost:	Enter the total cost of the activity.

Attendance	
Overall Attendance Predicted:	Enter the total number of people predicted to attend the activity as listed on the application for 2019 funding. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep enter "N/A"(such as a General marketing campaign or an expenditure related to facilities), Enter "N/A".
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 and expenditure related to facility upkeep, enter "N/A".
Overall Attendance, Method	Enter the method used to determine the overall attendance.
Enter Notes:	Enter the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.).
Attendance, 50+ Miles, Predicted	Enter the number of people predicted to travel a distance of over 50 miles to attend the activity listed on the application for 2019 funding. If lodging funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A".
Attendance, 50+ Miles, Actual	Enter the total number of people who traveled more than 50 miles to attend the activity listed on the application for 2019 funding. If lodging funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A".
Attendance, 50+ Miles Method:	Enter the method used to determine the number of people who traveled more than 50 miles to attend the activity.
Enter Notes:	Enter notes about the specific type of method used to determine the attendance count, (such as vehicle counts, informal survey, etc.).

Attendance, Out of State	Enter the number of people predicted to travel from out of the state or country to attend the activity as listed on the application for 2019 funding. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A".
Out of Country Predicted:	Enter the total number of people who traveled out of the state or country to attend the activity.
Attendance, Out of State Out of Country, Actual:	If lodging tax Funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A".
Attendance, 50+ Miles Method:	Enter the method used to determine the number of people who traveled from out of the state or country to attend the activity.
Enter Notes:	Enter notes about the specific type of method used to determine the attendance count, (such as vehicle counts, informal survey, etc.).

GLOSSARY FOR LODGING NIGHTS

Lodging Nights	
Attendance, Paid for Overnight Lodging, Predicted:	Enter the number of people predicted to pay for overnight lodging while attending the activity as listed on the application for 2019 funding. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to the facility upkeep, enter "N/A".
Attendance Paid for Overnight Lodging, Actual:	Enter the total number of people who paid for overnight lodging while attending the activity. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to the facility upkeep, enter "N/A".
Attendance, Paid for Overnight Lodging Method:	Enter the method used to determine the number of people who paid for overnight lodging while attending the activity.
Enter Notes:	Enter notes about the specific type of method used to determine the Attendance count (such as vehicle counts, hotel reservations, etc.).
Attendance, Did Not Pay for Overnight Lodging, Predicted:	Enter the number of people predicted to attend the activity without paying for overnight lodging as listed on the application for 2019 funding. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to facility upkeep, enter "N/A".
Attendance, Did Not Pay for Overnight Lodging, Actual:	Enter the total number of people who attended the activity without paying for overnight lodging. If lodging tax funds were used for an activity not expected to generate Measurable attendance an expenditure related to facility upkeep, enter "N/A".

Attendance, Did Not Pay for Overnight Lodging, Method:	Enter the method used to determine the number of people who attended the activity without paying for overnight lodging.
Enter Notes:	Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.)
Paid Lodging Nights, Predicted:	Enter the number of predicted lodging nights associated with this activity For 2019 funding. If lodging tax funds were used for an activity not Expected to generate measurable attendance an expenditure related to the facility upkeep, enter "N/A".
Paid Lodging Nights, Actual:	Enter the total nights associated with this activity. A lodging night is one Or more persons occupying A room for a single night. If lodging tax funds were used for an activity not expected to generate measurable attendance an expenditure related to the facility upkeep, enter, "N/A".
Paid Lodging Nights, Method:	Select the method used to determine the number of lodging nights.

GLOSSARY FOR METHOD

Method Types
Direct Count: Actual count of visitors using methods such as paid admissions or registrations, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses such as hotels or restaurants 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 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 a 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.