



2016 Quarterly Report for Reimbursement Lodging Tax Funds

Due: April 4, July 1, October 3, January 2 (2017)

Please fill out this report completely, answering the two questions as fully as you'd like. You may use a bullet list, anecdotes, accomplishments, and/or numbers however you think best tells how you used City of Sumner Lodging Tax Funds to increase overnight stays in Sumner. Please do **not** provide receipts but keep them in your files to be available upon request.

1. Please describe what your organization has done in the past three months to promote tourism to Sumner.
 - *USA Today article where the Rhubarb Pie festival was featured as one of America's Sweetest Festivals
 - *Featured Sumner in a social media post for Pie Day – March 14
 - *Promoted the new hotel – Candlewood Inn in Sumner -- in blog posts and round ups
 - *Sent four leads to the Holiday Inn Express that meet the specifications of the size groups the hotel can handle.

2. Please describe what your organization has done in the past three months to promote tourism to the region and how that benefits Sumner.

Completed sales and marketing activities that included attending the following tradeshow to help bring awareness of and try to win convention and meeting business, as well as leisure visitors, for our destination, including Sumner venues:

 - Collinson Media & Events Tradeshow [January]
 - Conference Direct Tradeshow [March]
 - Meeting Professionals International Conference [January]

*Hosted an information booth at the Two Nations Vacation Tradeshow on March 23 in Portland, which provided leisure travel information to attendees in partnership with Northwest Trek. This promoted tourism in the region, including Sumner.

 - *Digital marketing and visitor information that connects visitors to businesses in Pierce County
 - *Advertised in Northwest Travel Magazine
 - *Advertised in USA Today's National Parks Centennial issue
 - *Event advertising for destination awareness for meeting planners searching online

These forms will be included as part of your 2017 Funding Application for consideration of future funding.