



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.
 - Sent leads to Holiday Inn Express to include a bid for rooms for the Air Mobility Command and the NW Medical Laboratory Symposium
 - SeaTac dioramas –Ads highlighting Mt. Rainier in the spring are up at the Seattle Tacoma International Airport. The back-lit dioramas are located throughout the airport: In concourse A (near gate A11); Concourse D (near gate D2) and at the North and South Satellites (near Hudson News). Also they are on display at all baggage claim areas. These will be up through the summer. Sumner is specifically listed in the ad.
 - An ad encouraging travel to the region by highlighting the centennial of the U.S. National Park Service [Mt. Rainier] was in the May issue of Northwest Travel Magazine. Sumner is specifically listed in the ad.
 - 75 Sumner businesses are listed on the Travel Tacoma website.
 - The 2016 Visitor Guide was published during the quarter and features Sumner activities and businesses.
 - The 2016 Dining Guide was published during the quarter and features Sumner restaurants and Sumner visitor contact information.
 - Brainstormed with the sales manager at HIE Sumner about opportunities to work more closely with the U23 team for the Seattle Sounders. It was concluded that HIE Sumner has fully developed the opportunities, but they appreciated the opportunity to engage with Travel Tacoma + Pierce County.
 - NOTE: We left of the 1st Quarter Report that at the Annual Meeting in late March, the CVB worked closely with Carmen Palmer and Shelly Schlumpf to have a Sumner-themed giveaway basket that was presented to the entire audience at the end of the Annual Meeting event.

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:

 - ASAE Springtime Expo – Washington, DC [April]
 - Reunion Friendly Network – Boise, ID [May]
 - Your Military Reunion Connection – Branson, MO [April]

- Cvent Annual Conference – Las Vegas, NV [June] – meeting planners were interested in venues for events for as few as 10 people to as many as 750. We had 28 appointments with events planners, included those in the Pacific Northwest. Sumner was prominent in the video that was displayed at our booth [see photo of video capturing Rhubarb Pie]
- *Hosted an information table at the Washington Museum Association annual conference held in Tacoma June 22-24, which provided leisure travel information to attendees from across the state. We also filled 150 attendee bags with information. This promoted tourism in the region, including Sumner.
- *Participated in South Sound Together “Community Badge” update meeting
- *Completed Brand USA videos celebrating the National Park Service Centennial and focusing on Mt. Rainier National Park. Videos are for international markets of China, South Korea, Germany and the UK. Videos are on YouTube and on the Visit Rainier website used for the Centennial. Ultimately a destination story and the videos will be posted on the Brand USA website.

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

Tacoma Regional CVB1516 Commerce Street
Tacoma, WA 98402**INVOICE**

Invoice Number: 2016 - 2nd Qtr.

Invoice Date: Jun 30, 2016

Page: 1

Duplicate

Voice: 253-627-2836

Fax: 253-627-8783

Bill To:City of Sumner
1104 Maple Street
Suite 200
Sumner, WA 98390**Ship to:**City of Sumner
1104 Maple Street
Suite 200
Sumner, WA 98390

Customer ID	Customer PO	Payment Terms	
City of Sumner		Due at end of Month	
Sales Rep ID	Shipping Method	Ship Date	Due Date
	Airborne		7/15/16

Quantity	Item	Description	Unit Price	Amount
		2nd Qtr. Reimbursement plus rebill of 1st Qtr. per Carmen		10,000.00

Subtotal	10,000.00
Sales Tax	
Total Invoice Amount	10,000.00
Payment/Credit Applied	
TOTAL	10,000.00

Check/Credit Memo No:

**PIERCE COUNTY
REQUEST FOR REIMBURSEMENT FORM**

Agency Name: Tacoma Regional
Convention + Visitor Bureau

Project Name: Tourism Promotion Program
City of Sumner

Agency Address: 1119 Pacific Avenue, Suite 1400
Tacoma, WA 98402

	Budget	Amount Requested	Previous Payments Received	Total Funds Received YTD (Including this request)	Total Budget Remaining
Contract Value	10,000.00	10,000.00	-	10,000.00	-
	10,000.00	10,000.00	-	10,000.00	-

Agency: Tacoma Regional Convention + Visitor Bureau
Prepared By: Sharon L. McCormack, Accountant
Date Prepared: June 30, 2016

Director's Signature: 
Bennish Brown, President + CEO

**Explanation of Charges
Tacoma Regional Convention + Visitor Bureau**

Program Expenses

Ck. # 4529 - PCMA	Ad in PCMA Convene	3,716.20	371.62
Ck. # 4553 - Collinson Media & Events	3 hosted buyer events, 2 web ads & 2 printed ads	15,000.00	1,500.00
CK. # 4566 - Visit Seattle	Presence & presentation @ 4 tradeshows (Go West, ITB, IPW and The China Mission)	6,150.00	615.00
CK. # 4598 - Simpleview	CRM & Website Annual hosting, licensing & upgrades	20,000.00	2,000.00
CK. # 4635 - Simpleview	CMS Annual Hosting, Licensing & Application upgrade:	29,707.00	2,970.70
Ck. # 4701 - Dean Runyan Associates	Analyzing the economic impacts of travel & tourism in Pierce County for 2015	3,000.00	300.00
Ck. # 4727 - TripAdvisor LLC	Online graphical advertising targeting those looking at WA destinations	1,109.29	110.93
Ck. # 4808 - Cvent	Cvent Connect magazine & Koozie signage	11,508.00	621.12
Ck. # 4851 - Saga City Publications	Ad in Seattle's Visitor Guide for summer & fall	4,871.00	487.10
Ck. # 4867 - Destination Mrktg Assoc.	DMO Membership & *Empowermint	9,975.00	511.37
Ck. # 4881 - Print NW	Dining Guide Brochures	5,121.67	512.16

Total Reimbursement Requested	110,158.16	<u>10,000.00</u>
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HAPPY CENTENNIAL, U.S. NATIONAL PARK SERVICE
VISITRAINIER.COM/100TH

TRAVEL

TACOMA+
PIERCE COUNTY, WA

DuPont | Fife | Gig Harbor | Lakewood | Mount Rainier | Puyallup | Sumner



Visit Rainier

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Visit Rainier

Ad in Northwest Travel Magazine, promoting travel to Mt. Rainier during the centennial of the National Park Service. Sumner is listed along with other local destination cities.



Sumner's Rhubarb Pie segment shows on the destination video at Cvent tradeshow in Las Vegas, while Travel Tacoma + Pierce County markets the region, including Sumner, to this meeting planner.



Baggage claim display at SeaTac International Airport, promoting spring travel to Mt. Rainier, and listing Sumner along with other cities in the destination.