



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.
 - Announce Sumner community events on a weekly basis at chamber events
 - Post Sumner community event information on our website
 - Post Sumner community event information on social media
 - Directory distribution to hotels and restaurants
 - Maintain Visitor Information Center at the Old Cannery Furniture Warehouse
 - Answer visitor information phone inquiries for Sumner lodging, events, restaurants and provide referrals and mail requested visitor information.
 - Created and ordered the printing of new Rhubarb Recipe Card Booklet
 - Created a Pinterest board for rhubarb pie and rhubarb recipies
 - Created a Pinterest board for things to do in sumner
 - Created a Farm to Table Pinterest board featuring Sumner agriculture
 - Working with downtown merchants to create gift card program with participating merchants with a goal of driving business to the downtown core and to create another item to include in Rhubarb Pie Capital promotional baskets.
 - Started contract negotiations with photographer for downtown Sumner summer events for 2017 Visitor Guide.

2. Please describe what your organization has done in the past three months to promote tourism to the region and how that benefits Sumner.
 - Rhubarb plant from Leslie Farms was planted at the Governor's garden in Olympia and the rhubarb grown there has been used to promote Sumner's Rhubarb Pie Capital brand when making various rhubarb recipes for events at the mansion, i.e., pies, sauces, tartlets, etc.
 - Joined the Assoc. of Washington Vistor Information Centers and attended their annual conference to share and promote the Rhubarb Pie Capital brand with Visitor Information Centers across the state. We distributed various pieces of collateral and promotional items at the conference Spokane in April.
 - Worked with the Seattle Bicycle Club to promote events and activities utilizing local trail systems. Provided them with visitor guides, maps and restaurant information for their use in planning events and activites.
 - Working with the BMX nationals in Sumner providing visitor guides, maps and other promotional items for attendees, as well as working with event organizers to provide logistical support for event needs, i.e., overflow parking and space for tents.
 - Working with Scrapbook Expo event organizers to provide local visitor information for the Rhubarb Pie Capital.
 - Organized tour of Rhubarb Pie Capital and provided visitor guides and rhubarb pie capital promotional items for visiting Korean delegation in May. Promoted Sumner hotel and Sumner restaurants.

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



LTAC Invoice #13284

323 N Meridian STE A
 Puyallup, WA 98371
 (253) 845.6755

DATE: APR - JUNE, 2016

TO: CITY OF SUMNER
 c/o John Galle
 1104 Maple Street, Ste 200
 Sumner, WA 98390

DESCRIPTION	RATE	TOTAL
Tourism/Visitor Expenses: Web Design \$785 (\$250, \$50(Ainsworth Studio)) (\$250, \$235 (PreSetNet)) Rhubarb Recipe Cards \$618.11 (Minuteman Press)	\$1,403.11	\$1,403.11
Personnel: Tourism & Marketing Staffing	\$2,914.69	\$2,914.69
Please make check payable to PSCC Due upon receipt	SUBTOTAL	\$4,317.80
<i>Line item amounts requested for reimbursement are Sumner's portion of total receipt/invoice.</i>		
	TOTAL	\$4,317.80