



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.

Craft and promote blog posts promoting things to do and see in Sumner

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

Launched our Portland-targeted campaign- digital campaign and on the ground booth space, which included events and attractions in Sumner.

Hosted table at UW Tacoma Convocation, welcoming new students and giving them materials that include Sumner

American Society of Association Executives- 2016 Annual Meeting + Expo

2 Day Event + Tradeshow (Tacoma, Convention Center, Hotel Murano and Courtyard participated

2,269 Association Executives in attendance

Meet In Washington State Partnership advertised to these executives in the month of July and August to promote the booth

30 Planners met with Tacoma to discuss the destination and explore RFP opportunities

Connect (previously known as Collinson Media & Events)- Collaborate + Connect Marketplace

2 Day Event + Customer Appointments

Travel Tacoma met with 60 planners total, 3 minutes each for pre-set one-on-one appointments (primarily a mix of association and corporate market) to promote destination and uncover lead opportunities.

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