



LTAC Invoice #13506

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

DATE: JULY - SEPT, 2016

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

| DESCRIPTION | RATE | TOTAL |
|---|------------|------------|
| Tourism/Visitor Expenses: Marketing (Kim Fuller \$100 x2, Old Cannery Fudge \$22.02) \$222.02 | \$222.02 | \$222.02 |
| Personnel: Tourism & Marketing Staffing (\$4,943) Temp Staff for Fair Booth (\$712.50) | \$5,655.50 | \$5,655.50 |
| WA State Fair: Supplies for booth (<i>Amazon 12.47, 131.85, 31.82, 16.22, 31.48, 74.85</i>) \$298.69 Giveaway bags (<i>Custom Earth Promos</i>) \$1,000 Post Cards (Minuteman Press) \$122.25 Rhubarb Recipe reprint (Minuteman Press) \$618.11 | \$2,039.05 | \$2,039.05 |
| | | |
| Please make check payable to PSCC Due upon receipt | SUBTOTAL | \$7,916.57 |
| | | |
| | TOTAL | \$7,916.57 |

Line item amounts requested for reimbursement are Sumner's portion of total receipt/invoice.



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.
Provide visitor services and information via phone, internet, social media and mailings; maintained brochure rack at The Old Cannery/researching alternatives for new visitor center; distribution of visitor guides to events at Fairgrounds; Managed and staffed Chamber Visitor Information Center at the 2016 Washington State Fair, promote Rhubarb Pie Capital brand with prize wheel trivia questions and free rhubarb taffy, give Sumner business referrals; Creation and printing of new rhubarb recipe booklets; Currently working on new brochure: Things to Do in Sumner; creation and distribution of Sumner gift baskets to out of town festival and military; meetings with DMAI and lodging partners for tourism promotion planning for 2017; ongoing meetings with local hotels, merchants and restaurants to discuss strategies to drive business to historic downtown core. All of the above are designed to encourage and promote Sumner lodging stays and increased business to Sumner merchants.
2. Please describe what your organization has done in the past three months to promote tourism to the region and how that benefits Sumner.
Same work as above/worked with event hosts at the Good Guys Car Show to for referrals to hotels and confirm amenities/ Worked with BMX event hosts to accommodate visitor needs during event time, provided BMX hosts with Sumner marketing materials promoting Rhubarb Pie Capital and driving business to downtown Sumner/Provide visitor information packet mailings to summer travelers and local sports events/Manage and operate a Visitor Information Booth (staff and over 100 volunteers) for the 1.1 million guests to the 2016 Washington State Fair with extended Fair days in 2016 (four additional days in 2016) Working with various wedding and event hosts drives overnight stays at Sumner hotels; Work with TRCVB, Sports Commission and WTA to reinforce Sumner/Rhubarb Pie Capital brand and encourage continued regional promotion/continued postings on new Pinterest page for Rhubarb Pie and facebook postings for Sumner events/All of the above are designed to provide tourism services to visitors for large regional events and those tourism services focus on and encourage/promote Sumner lodging stays and increased business to Sumner merchants. The Rhubarb Pie brand is unique and resonates with potential new visitors to Sumner

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