

See below for guidance provided to municipalities submitting lodging tax expenditures to JLARC that defines each data item.

Organization: Select the name of the organization which requested and used lodging tax funds from the drop down menu. The menu is composed of the names of organizations that you have added to the SharePoint. If you do not see the name of the organization, return to the homepage and follow the “Click HERE to enter a new Organization” link.

Activity Type: select the type of activity funded by lodging tax funds from the dropdown menu. “Event/Festival” encompasses specific activities such as fairs, festivals, celebrations, etc. “Marketing” encompasses activities which advertise the municipality or town (if lodging tax funds were used to advertise for a specific event/festival, this expenditure falls under the “Event/Festival” category. “Facility” encompasses activities related to facility acquisition, upkeep, renovation, etc.

Activity Start Date: Use the calendar to select the date the activity began.

Activity End Date: Use the calendar to select the date the activity ended.

Funds Requested by the Organization: Enter the amount of lodging tax funds requested by the organization.

Funds Awarded to Organization: Enter the amount of lodging tax funds ultimately awarded to the organization.

Total Activity Cost: Enter the total cost of the activity.

Overall Attendance, Predicted: Enter the total number of people predicted to attend the activity. When requesting funds, organizations should provide an estimate of the predicted attendance and a method for determining the actual attendance. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Overall Attendance, Actual (Estimated): Enter the total number of people who attended the activity. Organizations using lodging tax funds should quantify the number of attendees. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.. See page 10 for additional information on estimating attendance.

Overall Attendance, Method: Select the method used to determine the overall attendance from the dropdown menu. Definitions for the methods are provided on page 10.

Please Explain: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.).

Attendance, 50+ Miles, Predicted: Enter the number of people predicted to travel a distance of over 50 miles to attend the activity. When requesting funds, organizations should provide an estimate of figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, 50+ Miles, Actual (Estimated): Enter the total number of people who traveled more than 50 miles to attend the activity. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance

(such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, 50+ Miles Method: Select the method used to determine the number of people who traveled more than 50 miles to attend the activity from the dropdown menu.

Please Explain: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, informal survey, etc.). Definitions for the methods are provided on page 10.

Attendance, Out of State/Out of Country, Predicted: Enter the number of people predicted to travel from out of the state or country to attend the activity. When requesting funds, organizations should provide an estimate of figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, Out of State/Out of Country, Actual (Estimated): Enter the total number of people who traveled from out of the state or country to attend the activity. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, Out of State/Out of Country, Method: Select the method used to determine the number of people who traveled from out of the state or country to attend the activity from the dropdown menu. Definitions for the methods are provided on page 10.

Please Explain: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.).

Attendance, Paid for Overnight Lodging, Predicted: Enter the number of people predicted to pay for overnight lodging while attending the activity. When requesting funds, organizations should provide an estimate of figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, Paid for Overnight Lodging, Actual (Estimated): Enter the total number of people who paid for overnight lodging while attending the activity. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, Paid for Overnight Lodging, Method: Select the method used to determine the number of people who paid for overnight lodging while attending the activity from the dropdown menu. Definitions for the methods are provided on page 10.

Please Explain: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).

Attendance, Did Not Pay for Overnight Lodging, Predicted: Enter the number of people predicted to attend the activity without paying for overnight lodging. When requesting funds, organizations should provide an estimate of figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general

marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, Did Not Pay for Overnight Lodging, Actual (Estimated): Enter the total number of people who attended the activity without paying for overnight lodging. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Attendance, Did Not Pay for Overnight Lodging, Method: Select the method used to determine the number of people who attended the activity without paying for overnight lodging from the dropdown menu. Definitions for the methods are provided on page 10.

Please Explain: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).

Paid Lodging Nights, Predicted: Enter the number of predicted lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. When requesting funds, organizations should provide an estimate of figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Paid Lodging Nights, Actual (Estimated): Enter the total number of lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

Paid Lodging Nights, Method: Select the method used to determine the number of lodging nights associated with this activity from the dropdown menu. Definitions for the methods are provided on page 10.

Please Explain: Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).

Notes: Enter any additional relevant information about the use of lodging tax funds for this activity.