

# TOWN OF FRIDAY HARBOR

## 2025 LTAC VISITOR ATTENDANCE REPORT

YOUR ORGANIZATION: \_\_\_\_\_

NAME of Event, Facility, or Marketing project: \_\_\_\_\_

DATE(S) your activity occurred: \_\_\_\_\_

AMOUNT **REQUESTED** from LTAC: \$ \_\_\_\_\_

AMOUNT **AWARDED** / AMOUNT **USED**: \$ \_\_\_\_\_ / \$ \_\_\_\_\_

Estimated **TOTAL COST** of the proposal/project: \$ \_\_\_\_\_

	<u>Projected</u>	<u>Actual</u>	<u>Methodology* AND Explanation</u>
		<i>(Number, not percentage)</i>	
1. Total attendance: # of people at your event, using your facility, or brought to the island due to your mktg efforts	_____	_____	<p><i>You <b>MUST choose</b> a method <u>from the list</u> below <b>AND explain</b> how data was collected.</i></p> <p>Method _____</p> <p>Explain _____</p>
2. How many visitors came from over 50 miles away:	_____	_____	<p>Method _____</p> <p>Explain _____</p>
3. How many visitors came from another state or country:	_____	_____	<p>Method _____</p> <p>Explain _____</p>
4. How many overnight visitors stayed with family/friends:	_____	_____	<p>Method _____</p> <p>Explain _____</p>
5. (a) How many overnight visitors stayed at paid accommodations:	_____	_____	<p>Method _____</p> <p>Explain _____</p>
(b) This resulted in how many <b>total nights**</b> paid lodging:	_____	_____	<p>Method _____</p> <p>Explain _____</p>
<p><i>**Consider multiple nights, double occupancy, etc.</i></p>			
	<i>Nights</i>	<i>Nights</i>	_____

- ★ **Direct Count** – e.g., paid admissions, head count, chair or vehicle count, figures collected from a hotel/restaurant/tour guide.
- ★ **Indirect Count** – e.g., raffle tickets sold, redeemed coupons, brochures handed out, police requirements for crowd control, visual estimate.
- ★ **Representative Survey** – Highly structured data collection based on random sample survey that includes a margin of error and confidence level which allows the results to be reliably projected over all attendees.
- ★ **Informal Survey** – Unstructured survey with results that cannot be reliably projected over all attendees. For example, information is taken only from volunteer participants, or it's only offered at one time/place rather than throughout the event.
- ★ **Structured Estimate** – Figure is based on computing known information about an event or location such as the maximum legal occupancy (one person per 3 square feet).
- ★ **Other** – Please describe.

**A REPORT IS DUE UPON COMPLETION OF YOUR EVENT. THANK YOU!**

Return to Town Hall ATTN: Julie Greene or email: [julie@fridayharbor.org](mailto:julie@fridayharbor.org)

All 2025 reports must be submitted no later than January 31, 2026