Lodging Tax Reporting System

Mark Fleming
Steven Meyeroff

Staff to the Joint Legislative Audit & Review Committee

December 15, 2014
The road to here

- Data collection mandated by ESHB 1253 (2013)
  - Assigned responsibility of collecting lodging tax information to JLARC
  - Supersedes reporting requirement established in 2007

- JLARC designed reporting system with input from jurisdictions
  - Comments on initial reporting led to web-based system
  - Pre-tested web-based data entry with volunteer localities
The road to there

- Data will be reported as submitted by municipalities
  - JLARC’s role is to collect and report data, not audit
  - Accountability is responsibility of Lodging Tax Advisory Committees and local governing bodies
  - SAO includes lodging taxes in local government audits
- Reporting calendar year: January 1 through December 31, 2014
- JLARC report will be in database available to public
Information flow

Lodging Tax Data Collection System

Public reporting database

Municipality

Org
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Org
Reporting system overview
http://walodgdatacoll.net

Log in screen

Recipient information

Log in screen

JLARC Municipality Reporting

E-mail: [input]
Password: [input]
Login

Forgot your password? | Create Account

Recipient information

JLARC Municipality Reporting - Demo City

Update Activity

Activity

Activity Name: Visitors Bureau
Organization: Chamber of Commerce
Activity Type: Marketing
Activity Date: Start Date: 1/1/2014 End Date: 12/31/2014

Attendee Estimates

Projected Actual Methodology
Overall Attendance: 50000 43500 Representative Survey, marketing survey
Attendees who traveled 50 miles or more to attend:
Total: 25000 21750 Representative Survey, marketing survey
Of total attendees who traveled from another state or country:
Attendees who stayed overnight:
Paid accommodations: 42500 9500 Direct Count, establishments
Unpaid accommodations: 5000 3000 Informal Survey, asked visitors
Paid Lodging nights:
5000 3090 Direct Count, reported by lod

FAQs linked on each page
Creating user account

1 – Click Create Account

2 – Enter your info

Be sure to select your municipality from the drop-down before clicking “Signup”
Creating user account, continued

3 – check your email, click link to verify

Mon 12/8/2014 8:40 AM
noreply@walodgdatacoll.net
JLARC Municipality Reporting E-Mail Confirmation

To: Fleming, Mark

Retention Policy  Delete Inbox 6 Months (6 months)

Thanks for signing up for JLARC Municipality Reporting! Please confirm your e-mail address by clicking the link below:

http://walodgdatacoll.net/signup-confirm atrav Email=mark.fleming@leg.wa.gov&attachment=JLARC

Thank you!

4 – Log in

JLARC Municipality Reporting

E-mail: someone@democity.net
Password: ********

Login

Just in case...
Live demonstration

http://walodgdatacoll.net
Parting words

- Reporting deadline: March 15, 2015 for calendar year 2014 data
- FAQs – link available on every screen

For assistance with:
- Technical issues: email jlarc@leg.wa.gov
- Estimating attendance
  - Visitor centers or convention bureaus
  - Commercial firms specializing in estimating tourism impact
  - AWC or WSAC
Questions?