

**PORT OF SEATTLE**  
**MEMORANDUM**

**COMMISSION AGENDA**  
**STAFF BRIEFING**

<b>Item No.</b>	<u>3b</u>
<b>Date of Meeting</b>	<u>May 17, 2016</u>

**DATE:** April 22, 2016  
**TO:** Ted Fick, Chief Executive Officer  
**FROM:** Dave McFadden  
**SUBJECT:** Cooperative Tourism Promotion Grants

**SYNOPSIS**

The Port of Seattle developed a \$50,000 cooperative tourism grant program to facilitate tourism development across the state by jointly promoting use of Port facilities.

In the inaugural year of the program, 42 applications were submitted, totaling over \$300,000 in requested funding. The Port's grant review committee initially selected seven recipients to receive the \$50,000. The team also identified six additional applications that had merit. The committee requested the Economic Development Division's consideration to add \$50,000 to the program so that the six additional projects could be funded. Economic Development identified available funds and agreed to provide those funds for the program, in support of promoting tourism throughout the region.

**BACKGROUND**

The Port of Seattle tourism promotion grant program's objective is to promote visitors to the Pacific Northwest who use the Seattle-Tacoma International Airport, the Port's cruise facilities, or Port marinas. Port funds can only be used for advertising, publicizing or otherwise distributing information for the purpose of attracting visitors to the destination.

**Grant Criteria**

Applications submitted were evaluated on the following basis:

- Description of the program and its other sponsors (if applicable)
- Promotion of use of the Port's airport or maritime facilities
- Intended outcome, time frame, measurement, and reporting plan
- Experience of the requesting entity in promoting tourism
- Annual budget for the program, including the source of matching funds

**Selection Process**

In the inaugural year the Port received 42 applications (for over \$300,000 in funding requests). We limited each applicant request to \$10,000 and required a 50 percent match against our funds. The following selection team met and made grant funding decisions:

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- **John Creighton, Port Commissioner**
- **David McFadden, Port Economic Development Managing Director**
- **Patti Denny, Port International Tourism Manager**
- **Rosie Courtney, Port Public Affairs Program Manager**
- **Kazue Ishiwata, Port Air Service Development Manager**

Following is a recap of the recipients and the planned promotional effort.

### **State Grant Award Locations**



#### **Whidbey and Camano Islands Tourism**

**\$5,000**

Whidbey / Camano Islands Tourism will be able to participate and attend the premier international tourism show, IPW, for the very first time and ultimately increase international tour programs to the islands. Additionally, the organization will create new website messaging, advertising and collateral targeted toward international visitation.

#### **Visit Kitsap Peninsula**

**\$10,000**

Visit Kitsap will develop a dedicated portal on their travel website geared to serve the growing number of international visitors that will include translations of useful visitor information, travel tips, and recommendations for visiting during the shoulder seasons.

#### **Ballard Chamber of Commerce**

**\$10,000**

The Ballard Chamber plans to build a traveler website [www.VisitBallard.com](http://www.VisitBallard.com). The site will be the “go to” online destination for all things Ballard that relate to attractions, services and experiences such as the Ballard Locks, Fishermen’s Terminal and Shilshole Bay Marina.

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### **Greater Seattle Business Association (GSBA)**

**\$10,000**

Travel Gay Seattle is GSBA's LGBT travel initiative. The additional funds will facilitate the development of print, digital travel tools, an iPhone application, and participation in travel expositions and presentations.

### **REACH Museum/Richland Public Facilities District**

**\$10,000**

The Reach Museum plans include advertising expansion in key domestic markets outside of the state of Washington targeted to attract boomer and millennial visitors to fly to Washington including Seattle and then on to the Tri-Cities. The marketing message is to experience the area's agritourism, outstanding wineries, and the REACH museum that tells the story of the area's role in ending WWII.

### **Three Dollar Bill Cinema**

**\$2,500**

A campaign that will target potential out-of-town visitors to attend the Seattle Lesbian and Gay Film Festival will be created. The advertising effort will reach a greater audience in the target markets of Vancouver, San Francisco, and Los Angeles with an objective of growing attendees beyond the Puget Sound area for the festival now in its 21<sup>st</sup> year.

### **City of Stanwood**

**\$3,500**

The City will create a new website, [www.DiscoverPortSusan.com](http://www.DiscoverPortSusan.com), to generate interest and inform visitors on the many ways to enjoy the Port Susan area. The intention is to draw visitors and encourage longer stays and experience Washington State in depth.

### **Visit Rainer**

**\$10,000**

Intended to correspond with the extensive 2016 People of Rainer Centennial campaign, Visit Rainer will implement a digital advertising campaign targeting the San Francisco market to raise interest and awareness of Mt. Rainer National Park. The effort will coincide with a media blitz being conducted in the Bay area by Travel Tacoma and Visit Rainer.

### **Carnation Chamber of Commerce**

**\$10,000**

Port of Seattle funds will be used to design and implement a website, interactive map, itineraries, logo, and brand for the region.

### **Chinatown International District**

#### **Business Improvement Area (CIDBIA)**

**\$7,100**

CIDBIA will redevelop and update their website in addition to initiating a cooperative advertising program for local visitor related businesses that will run in WHERE magazine, which is distributed in over 15,000 hotel rooms in Seattle and the Eastside. Port of Seattle funds would be used to design and implement a website, interactive map, itineraries, logo, and brand for the region.

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### **Wintergrass Music Festival**

**\$9,574**

The music festival will expand advertising of print and electronic publications regionally, nationally, and internationally through new collateral and playbills. The focus of the additional advertising materials will be ferries, the marina, and nearby hotels and restaurants.

### **Port of Walla Walla & Visit Walla Walla**

**\$6,000**

Visit Walla Walla and the Port of Walla Walla will conduct digital advertising campaigns in Denver, Sacramento, or Phoenix that will generate interest and awareness and increase travelers to the Pacific Northwest. All air travelers flying to Walla Walla will use Sea-Tac airport as the connecting gateway to Walla Walla.

### **Skamania County Chamber of Commerce**

**\$6,000**

The Chamber plans to add an itinerary section to their existing website that will provide insightful, firsthand information from Seattle via Skamania County and beyond. The outcome is to increase multi-day visitation to local businesses.

TOTAL AMOUNT FOR GRANT AWARDEES

**\$99,674**

## **ATTACHMENTS TO THIS BRIEFING**

- PowerPoint presentation

## **PREVIOUS COMMISSION ACTIONS OR BRIEFINGS**

- None