

2016 Tourism Grant Awards



2016 Port Tourism Grants

- The Port of Seattle developed a new co-operative tourism grant program to facilitate tourism development across the state by jointly promoting use of Port facilities.
 - The grant program's objective is to promote visitors to the Pacific Northwest who use the Seattle-Tacoma International Airport, the POS cruise port or marinas.
- Maximum amount applicant can request from POS is **\$10,000**
 - 50% required match in addition to Port funds

New Port Tourism Grants Established

Grant Selection Review Committee

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

Selection Team

Program Generates Interest

- Received 42 applications from throughout the state
- Over \$300,000 in funding requested (versus \$50,000 available in original budget)
- Review committee selected a total of thirteen recipients
- Based on strong applications received the Port will award \$99,674 total

Statewide Interest in Grant Program

Tourism Grant Award Locations



42 applications from 14 Counties

Ballard Chamber of Commerce



Visit Ballard!! - \$10K – Website Development including Cruise and Stay

Whidbey & Camano Island Tourism



Visit the Islands!! - \$10K – Participate in International Trade Show

Greater Seattle Business Association



GSBA - \$10K – Promotion Year Round Travel and Brand Work

2016 Tourism Grant Awards

- Whidbey & Camano Islands Tourism \$5,000
 - Participate in international tour operator trade show (IPW)
- Visit Kitsap Peninsula \$10,000
 - Develop dedicated website portal for international visitors
- Ballard Chamber of Commerce \$10,000
 - Create initial travel website for “all things Ballard”
- Greater Seattle Business Association (GSBA) \$10,000
 - Development of promotional tools to potential gay travelers
- REACH Museum/Richland Public Facilities Dist. \$10,000
 - Advertising to impact travelers to new museum

Promoting Statewide Tourism

2016 Tourism Grant Awards

- Three Dollar Bill Cinema \$2,500
 - Campaign targeting attendance to Seattle Gay Film Festival
- City of Stanwood \$3,500
 - Creation of new website www.DiscoverPortSusan.com
- Visit Rainier \$10,000
 - Digital advertising campaign focusing on San Francisco
- Carnation Chamber of Commerce \$10,000
 - Design and implement website, interactive map, and logo
- Chinatown Int. Dist. Business Improvement Area (CIDBIA) \$7,100
 - Update website and advertising in WHERE magazine

Tourism is an Economic Development Investment

2016 Tourism Grant Awards

- Wintergrass Music Festival \$9,574
 - Expand advertising to regional, national & int. markets
- Port of Walla Walla and Visit Walla Walla \$6,000
 - Targeted online advertising promoting air travel thru SeaTac
- Skamania County Chamber of Commerce \$6,000
 - Add an itinerary section to existing website

- Total Amount for Grant Awardees \$99,674

Tourism Grants Create Effective Partnerships