



**COMMISSION  
AGENDA MEMORANDUM**

**BRIEFING ITEM**

<b>Item No.</b>	<u>7a</u>
<b>Date of Meeting</b>	April 11, 2017 <u>Revised April 7, 2017</u>

**DATE:** March 23, 2017  
**TO:** Dave Soike, Interim Chief Executive Officer  
**FROM:** Dave McFadden, Managing Director, Economic Development Division  
Ron Peck, Director, Tourism Development Department  
**SUBJECT:** 2017 Tourism Marketing Support Program Awardees

**EXECUTIVE SUMMARY**

A recap of the 2016 tourism marketing support program (tourism grants) was presented at the Commission meeting on January 17, 2017. The Commission received a printed list of the 32 organizations that submitted applications for 2017 on March 2. The review committee met on March 21 and reached consensus for recommendations to the Commission. Eighteen applicants will be recommended for funding in 2017.

**Tourism Marketing Support Recipients**

The Port of Seattle developed a cooperative tourism program to facilitate tourism development and growth across the state by promoting use of Port facilities.

For 2017 the program is intended to provide matching support of up to \$10,000 each to local communities, destination marketing organizations, ports, event organizers, chambers of commerce and non-profits to promote their destinations to visitors traveling to our state. The funds must be used for advertising, publicizing, promoting or distributing information to attract visitors to the destination. Thirty-two applications were received. The review committee is recommending 18 applicants obtain funds.

Meeting Date: April 11, 2017

Organization	POS Fund Awards	Awardee Match Funds	Counties affected	Proposed Project
Anacortes Chamber of Commerce	\$5,000	\$2,500	Skagit	Travel media / influencers campaign
Chinatown-International District Business Improvement Area (CIDBIA)	\$4,448	\$4,448	King	SeaTac to Chinatown Advertising and Promotion
Puget Sound Attractions Council (DBA Seattle Premier Attractions)	\$5,500	\$3,250	King, Kitsap	Promoting Puget Sound Attractions to international tour operators
Starfire Sports	\$6,000	\$3,000	King	Tournament marketing campaign for nonresidents
Long Beach Peninsula Visitors Bureau	\$8,000	\$4,000	Pacific	“360” degree destination video
Yakima Valley Tourism	\$7,100	\$5,000	Yakima	Online digital marketing campaign
Acoustic Sound dba Wintergrass Music Festival	\$10,000	\$5,000	King	Marketing to nonresident participants
Cascade Loop Association	\$10,000	\$5,000	King, Snohomish, Whatcom, Skagit, Island, Chelan, Okanogan,	Cascade loop drive International Promotional efforts
Greater Seattle Business Association (GSBA)	\$10,000	\$5,000	King	LGBT Digital Marketing Campaign
Port of Bellingham	\$10,000	\$5,000	Whatcom	Bellingham craft beer promotion
Port of Edmonds	\$10,000	\$5,000	Snohomish, Island	Whale watching promotions
Seattle International Film Festival (SIFF)	\$10,000	\$5,000	King	Marketing to nonresident attendees nationally and internationally

Meeting Date: April 11, 2017

Organization	POS Fund Awards	Awardee Match Funds	Counties affected	Proposed Project
Visit Walla Walla (and the Port of Walla Walla)	\$10,000	\$5,000	Walla Walla	Online digital destination marketing campaign
White Pass Scenic Byway	\$10,000	\$5,000	Lewis, Skamania, Klickitat, Yakima, Pierce, King	Marketing new Cascade loop itinerary in Southwest and Eastern WA
Fort Worden Public Development Authority	\$8,000	\$8,000	Jefferson	Tour Operator Promotional Effort
Ballard Chamber of Commerce dba Ballard Alliance	\$10,000	\$7,500	King	Online destination marketing campaign
Whidbey and Camano Islands Tourism	\$10,000	\$8,000	Island	Multichannel marketing to international visitors
Skamania County Chamber of Commerce	\$5,952	\$12,500	Skamania	Website design and upgrade
<b>TOTAL:</b>	<b>\$150,000</b>	<b>98,197</b>		
<b>COMBINED FUNDS:</b>			<b>\$248,197</b>	

**ATTACHMENTS TO THIS BRIEFING**

- (1) PowerPoint presentation

**PREVIOUS COMMISSION ACTIONS OR BRIEFING**

At the November 22, 2016 Commission meeting, the final 2017 budget was approved which included a funding level of \$150,000 for the Tourism Marketing Support program.

January 17, 2017 – The Commission was briefed on the results of the 2016 program.