



**COMMISSION  
AGENDA MEMORANDUM**

**Item No.** 7a

**BRIEFING ITEM**

**Date of Meeting** January 30, 2018

**DATE:** January 12, 2018

**TO:** Dave Soike, Interim Executive Director

**FROM:** Dave McFadden, Managing Director, Economic Development Division  
Ron Peck, Director, Tourism Development Department

**SUBJECT:** 2017 Tourism Marketing Support Program Summary

**EXECUTIVE SUMMARY**

On April 11, 2017 the Commission received an update on the program and a list of recommended recipients for the 2017 program. The briefing for January 30, 2018 will recap the 2017 program and identify planned changes for the 2018 Tourism marketing support program.

**Tourism Marketing Support Recipients**

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

For 2018 the Commission increased the Tourism Marketing Support program by \$50,000, taking the Port's commitment from \$150,000 in 2017 to \$200,000 in 2018. The additional \$50,000 is to be awarded to organizations engaged in cultural, eco, sustainable, or nature tourism travel related activities. The overall intent of the program is to provide matching support of up to \$10,000 each to local communities, destination marketing organizations, ports, chambers of commerce, tribal organizations 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. The program requires a two to one match. In other words, in order to receive two dollars from the POS, the destination marketing organization must demonstrate a one dollar contribution to the effort.

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Organization	POS Fund Awards	Awardee Match Funds	Counties affected	Project
Anacortes Chamber of Commerce	\$5,000	\$2,500	Skagit	Travel media / influencers campaign
Chinatown-International District Business Improvement Area (CIDBIA)	\$4,447.50	\$4,504.26	King	Chinatown advertising and promotion on Link Light Rail
Puget Sound Attractions Council (DBA Seattle Premier Attractions)	\$5,500	\$4,748.85	King, Kitsap	Promoting Puget Sound Attractions to international tour operators
Starfire Sports	\$6,000	\$3,000	King	Marketing to out of state sports teams
Long Beach Peninsula Visitors Bureau	\$8,000	\$4,126.58	Pacific	“360” degree destination video promoting Long Beach online
Yakima Valley Tourism	\$7,100	\$3,550	Yakima	Online digital marketing campaign
Acoustic Sound dba Wintergrass Music Festival	\$10,000	\$5,000	King	Marketing to nonresident attendees
Cascade Loop Association	\$10,000	\$6,555.42	King, Snohomish, Whatcom, Skagit, Island, Chelan, Okanogan	International media promotional efforts
Greater Seattle Business Association	\$10,000	\$5,000	King	LGBT digital marketing campaign
Port of Bellingham	\$10,000	\$7,288.40	Whatcom	Promotion to travel to Bellingham at craft beer trade and travel show
Port of Edmonds	\$10,000	\$5,000	Snohomish	Whale watching marketing promotion

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Organization	POS Fund Awards	Awardee Match Funds	Counties affected	Project
Seattle International Film Festival (SIFF)	\$10,000	\$5,000	King	Marketing to nonresident attendees in North America
Visit Walla Walla (and the Port of Walla Walla)	\$10,000	\$9,751.90	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
Greater Grays Harbor, Inc.	\$8,000	\$7,450	Grays Harbor	Creation of online travel website for visitors
Ballard Chamber of Commerce dba Ballard Alliance	\$10,000	\$7,507.50	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	\$5,952.50	\$13,128	Skamania	Website design and upgrade
<b>TOTAL:</b>	<b>\$150,000</b>	<b>\$107,110.91</b>		
<b>COMBINED FUNDS:</b>			<b>\$257,110.91</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.

April 11, 2017 – Announced the 2017 marketing support program awardees.