



**REVISED COMMISSION
AGENDA MEMORANDUM**

Item No. 8b

ACTION ITEM

Date of Meeting April 10, 2018

DATE: March 23, 2018 (**Memo Revised April 9, 2018**)
TO: Stephen P. Metruck, Executive Director
FROM: Dave McFadden, Managing Director, Economic Development Division
Ron Peck, Director, Tourism Development Department
SUBJECT: 2018 Tourism Marketing Support Program Summary

ACTION REQUESTED

Request Commission authorization of the 2018 tourism grant program and authority for the Executive Director to execute all related contract agreements.

EXECUTIVE SUMMARY

Applications for the 2018 Tourism Marketing partnership program have been reviewed and staff is recommending the Port fund 26 projects from across Washington State. Staff will highlight these new initiatives and briefly review program results over the last two years.

Tourism Marketing Support Recipients

The Port of Seattle advances tourism in Washington State by implementing an annual partnership program with local destination marketing organizations. The matching funds program facilitates tourism development and growth across the state by promoting use of Port facilities.

In 2018 the Port of Seattle received 45 applications for funding to support local tourism projects. Staff reviewed the applications and recommended 26 receive funding. 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; that is, for every POS dollar invested, the organization must contribute fifty cents.

For 2018 the Commission increased the Tourism Marketing Support Program by \$50,000 to a total of \$200,000. The additional investment is to be awarded to organizations engaged in cultural, eco-sustainable, or adventure-nature tourism related activities; 22 planned awardees self-identified projects that included those components.

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Generally, partner projects fall into the following categories:

- Trade Shows / Sales Efforts – Travel trade shows are exhibitions in which travel businesses and destination marketing organizations work to obtain additional product sales by promoting to retailers, tour operators, travel writers and social media influencers.
- Familiarization Tours – Familiarization tours (FAMs) are specific events and activities where travel retailers, tour operators, cruise lines, airlines or travel media are invited to the destination to learn and experience first-hand what a destination or product has to uniquely offer potential travelers.
- Event Promotion – Marketing and advertising efforts to increase attendance or participation to an attraction, event or activity.
- Digital Marketing – Encompasses a number of online marketing efforts that include establishing a visitor focused travel website, targeted banner website or social media advertising, international language website translations, and online travel marketing research efforts.
- International Marketing – Includes identifying specific international destinations that have travel potential and then taking specific marketing actions to positively impact that market.
- Travel Articles / Public Relations – Specifically geared to generate additional awareness and interest in the destination by impacting travel, food and beverage writers and media influencers (bloggers and online travel website founders) to author stories about a destination. The efforts to influence the writers and influencers include one on one meetings, deskside visits, arranged appointments at travel trade shows, and travel FAMs.

Of the 26 recipients identified for receiving funding in 2018, 11 are from King County, 6 are located in Eastern Washington, 4 originate in the Olympic Peninsula and 5 are based throughout Western Washington.

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Organization Name	POS Awarded Amount	Tourism Initiatives	Summary of Proposed Project
Whidbey & Camano Islands Tourism	\$10,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Event promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR 	As host to the International Food, Wine, and Travel Writers Association conference, the project will include media familiarization tours, including nature/adventure activities
Cascade Loop Association	\$10,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR 	The Great American Adventure Road Trip is a promotion for outdoor adventure thru UK travel trade and media professionals
Olympic Peninsula Visitor Bureau	\$9,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR 	New website, digital advertising and social media campaign focusing on out-of-state fly-in markets (CA, TX, AZ)
San Juan Islands Visitors Bureau	\$9,250	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR 	Host media tours to highlight adventure/nature tourism and environmental stewardship
George Weyerhaeuser Pacific Rim Bonsai Collection (Pacific Bonsai Museum)	\$5,332	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism 	Marketing and production of a promotional video and special tour for Chinese tour groups of Museum, which is open year-round
Experience Learning Community dba Museum of Pop Culture (MoPOP)	\$6,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism 	Marketing campaign to target out-of-state pre/post cruise visitors
Shoreline-Lake Forest Park Arts Council	\$6,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Event promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism 	New and expanded webpage marketing visual art event to artists and attendees at a regional and national level (including CA, AZ)
Greater Seattle Business Association / Travel Out Seattle	\$9,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism 	Focused international outreach efforts (website, printed materials, and attending three international and national conferences) to LGBTQ travelers via GSBA's Travel Out Seattle program
Discover Lewis County/Lewis County	\$10,000	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism 	Campaign to produce video and online advertisements targeting out-of-state (San Francisco Bay area) outdoor/adventure visitors to Lewis County

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Puget Sound Attractions Council (DBA Seattle Premier Attractions)	\$8,500	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing	Market Seattle tourism travel to national and international tour operators at IPW international trade show, as vendor/presenter
Long Beach Peninsula Visitors Bureau	\$7,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism	Create, translate and localize websites (as marketing tools) in 17 international markets to increase visitor travel and expenditures
Wing Luke Memorial Foundation dba Wing Luke Museum of the Asian Pacific American Experience	\$9,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism	New website (device-responsive and able to handle translation/language needs) and digital campaign to out-of-state and international Asian market visitors and media
Ballard Chamber of Commerce dba Ballard Alliance	\$9,000	<input checked="" type="checkbox"/> Event promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Target two specific flight markets in the implementation of a culturally-focused marketing campaign to attract out-of-state visitors
Historical Society of Seattle & King County (dba MOHAI)	\$7,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Digital and print advertising geotargeted (including Alaska, Arizona, California, Colorado, Alaska Beyond Magazine and Delta Sky Magazine) to attract potential visitors
Greater Grays Harbor	\$3,350	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Produce two national audience focused podcasts highlighting sports fishing, local seafood and recreational coastal outdoor activities
Leavenworth Chamber of Commerce	\$6,606	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Extend national reach by networking with media and travel influencers at a North America travel trade conference
Visit Walla Walla and Port of Walla Walla	\$9,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Targeted digital advertising campaign in key markets of Sacramento, Phoenix and Denver
Yakima Valley Tourism	\$7,500	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Fam tour <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Host travel industry influencers (media & tour operators) on a fam tour after attending major tourism travel trade conference to promote pre and post cruise itineraries for out-of-state visitors
Forks Chamber of Commerce	\$6,856	<input checked="" type="checkbox"/> Fam tour <input checked="" type="checkbox"/> Event Promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Refresh website to include multilingual and mobile-friendly elements. Host Fam Tour for media and travel influencers

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Visit Tri-Cities	\$8,000	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Fam tour <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Participate in travel media show and sponsor post conference media tour
Cascade Bicycle Club	\$7,606	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Travel Articles/PR	Expand national PR efforts and media ad buys to reach a broader audience for ride events
Fort Worden Public Development Authority (PDA)	\$5,000	<input checked="" type="checkbox"/> Digital media (marketing research study) <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct marketing research to define profile of key national geographic markets from which to develop a strategic out-of-state tourism marketing plan
Visit Tri-Cities	\$9,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Develop a website dedicated solely to tourism (including national and international reach) and the promotion of the Manhattan Project National Historical Park at Hanford
Chinatown-International District Business Improvement Area	\$10,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Video-based, social media campaign, targeting millennials on the west coast (including Los Angeles and San Francisco)
Starfire Sports	\$6,000	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Event promotion <input checked="" type="checkbox"/> Digital media	Event advertising campaign targeting California, Hawaii and Alaska youth soccer teams and Exhibitor at national soccer coaches convention targeting out-of-state teams
Port of Friday Harbor	\$6,000	<input checked="" type="checkbox"/> Event promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Targeted website and social media marketing of destination attractions and events to out-of-state visitors
TOTALS	\$200,000		

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ATTACHMENTS TO THIS BRIEFING

- (1) PowerPoint presentation

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

January 30, 2018 – The Commission was briefed on the results of the 2017 program.

April 11, 2017 – 2017 marketing support program awardees were announced.

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

November 22, 2016 – The Commission approved the final 2017 budget, including \$150,000 for the Tourism Marketing Support program.