

2021 Tourism Marketing Support Program

Tourism Development
Department



Advancing Tourism Partnerships

- Request Commission authorization for the Executive Director to execute contract agreements and implement the 2021 Tourism Marketing Support Program in an amount not to exceed \$200,000.



Leveraging Tourism Partnerships

- Tourism partnership grant program advances statewide tourism and use of Port facilities
- Program producing good results and building effective partnerships across Washington
 - Sixth year of Tourism Marketing Support Program
 - Increasing visitors and visitor expenditures
 - Smaller organizations are VERY appreciative



Covid Pandemic Created Challenges

- Tourism Hit Hard
- Ten grant recipients cancelled projects
- Remaining agreements amended
- Worked to ensure effective results
 - Required Pivoting
 - Addressed timing and market effectiveness or long shelf life



Marketing Partnerships Generates Results

- Media Visits and Familiarization Tours
- Online Digital Campaigns
- Events/Cultural Attractions
- Trade Shows/Sales Missions
- Collateral and Video Production



2021 Tourism Equity Lens

- Identify attractions and events owned or operated by people of color
- Focus outreach efforts to ethnically diverse tourism related organizations



Timeline

Dates	Activity
December 16 th	Announce & release the program
January 12 th	Orientation session
February 5 th	Application submittal deadline
February 18 th	Review committee selection process
February 22 nd	Notification of recipients & non-recipients
February – March	Complete Agreements
March – December	Recipients conduct marketing projects

APPENDIX

2020 Recipients

Organization Name	POS Awarded Amount	Summary of Proposed Project
City of Burien	\$9,000	Development of videos promoting Burien's diverse unique restaurants, retail and attractions assets. Utilize digital media to promote the destination.
Alliance for Pioneer Square	\$9,500	Utilize geo-fenced/geo-targeted digital advertising in major California markets promoting Pioneer Square as a cultural destination.
Museum of Pop Culture (MoPOP)	\$10,000	Utilize online A/B digital marketing to reach potential travelers in states with strong potential for visiting Seattle and Washington.
Washington Independent Inns Network	\$9,000	Run online advertising campaign promoting WA Ind. Inns website and marketing the small inns in Washington.
Forks Chamber of Commerce	\$9,000	Use social media, place ads targeting individuals with potential to request visitor information packets.
Wing Luke Memorial Foundation	\$10,000	Improve the Wing Luke website for the visitor user experience and implement a digital ad campaign impacting potential visitors to the museum.

2020 Recipients

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Wing Luke Memorial Foundation	\$10,000	Improve the Wing Luke website for the visitor user experience and implement a digital ad campaign impacting potential visitors to the museum.
Discover Lewis County	\$9,000	Conduct targeted marketing campaign to Colorado residents online promoting visitation to Mt. St. Helens National Monument.
City of Stanwood	\$10,000	Create videos promoting natural beauty of Stanwood-Camano and execute social media campaign linking to a website travel landing page.
Okanogan County Tourism Council	\$4,850	Create video promoting native artist works in Okanogan and utilize digital online media targeting California, Arizona, New Mexico, Colorado and Texas
Chinatown ID Business Improvement Dist.	\$3,500	Develop, print and distribute CIDBIA brochure at identified visitor racks in the Seattle area. Brochure advertises the unique diversity of retail and restaurants in the CIDBIA district.

2020 Recipients

Organization Name	POS Awarded Amount	Summary of Proposed Project
West Seattle Junction Association	\$9,000	Create series of videos highlighting unique diverse aspects of West Seattle, market destination via use of online media marketing, a unique website landing page and the videos.
Seattle Architectural Foundation	\$7,500	Develop, print and distribute brochure promoting tours, create online mobile app and utilize digital online media campaign promoting architectural tours
Seattle Southside Regional Tourism Authority (SSRTA)	\$10,000	Execute a geo-fenced/geo-targeted mobile digital and social media campaign with the objective of increasing visitor expenditures at attractions, retail, restaurants in SSRTA communities.
City of Renton	\$5,000	Develop a robust digital marketing campaign outside of Washington with goals of increasing nonresident access and promoting downtown Renton and Renton's natural assets and access for outdoor recreational opportunities.