

2022 Tourism Marketing Support Program

Tourism Development
Department



Supporting Tourism Partnerships

Requesting Commission authorization for the Executive Director to execute contract agreements and implement the 2022 Tourism Marketing Support Program in an amount not to exceed \$200,000.

Supporting Statewide Tourism Recovery

- Port provides annual matching grants up to \$10,000 to partner organizations for:
 - **Cooperatively promote visitor use of Port facilities** – SEA International Airport, cruise terminals, or recreational marinas
 - **Increasing the number of visitors and visitor expenditures within WA State**
- **Partners:** Eligible WA State destination marketing organizations, counties, cities, and other non-profit organizations that provide visitor attractions



Marketing Partnerships Generate Results

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



Special Emphasis: Sustainability and Equity

Staff make extra efforts to pick partners that promote ecotourism and cultural tourism opportunities



Hooked on Westport! Westport's Fishing Derby

Timeline

Dates	Activity
January 26 th	Application launch
February 4 th and February 10 th	Information sessions
February 23 rd	Application submittal deadline
February 24 th - March 14 th	Review committee selection process
March 14 th	Notification of recipients & non-recipients
March - April	Complete agreements
April - December	Recipients conduct marketing projects and submit final comprehensive report

APPENDIX

2021 Tourism Marketing Support Program Grant Recipients

Organization Name	POS Awarded Amount	Summary of Proposed Project
Kittitas County Chamber of Commerce	\$6,000	County-wide social media marketing, targeting out-of-state markets, focusing on diversity and recreation.
Alliance for Pioneer Square	\$7,500	Creating a destination marketing piece (map & guide) for online and for visitors at SEA Airport
Forks Chamber of Commerce	\$10,000	Social media marketing for destination outdoor activities, Quileute Tribe and Makah Tribe attractions, and festival event
MOHAI	\$10,000	Digital marketing campaign including advertising to AR, CA, CO target markets and social media marketing efforts
Seattle Architectural Foundation	\$10,000	Online advertising campaign, including website redesign, social media, and banner ads. Target markets: NY, San Francisco, Chicago.

Grant Recipients (continued)

San Juan Islands Visitors Bureau	\$10,000	Film production for media broadcast. Spanish speaking version included. Emphasis on environmental stewardship, activities, Native American heritage
City of Renton	\$10,000	Digital marketing and social media campaign. Graphics and website refresh will highlight minority-owned businesses, sample travel itineraries, and more. Target markets: TX, CA
Visit Walla Walla	\$10,000	Social media marketing campaign, including three media influencers from CA, TX, MO. Focus on BIPOC travelers.
Skamania County Chamber of Commerce	\$5,332	Create multi-day itineraries to include in the "Experience Skamania" visitor guide, focused on adventure/nature tourism and cruising from POS cruise terminals, for online, hotels, and mailed distribution
Tacoma Regional Convention & Visitor Bureau	\$10,000	Eco-adventure itinerary marketing campaign to out-of-state audiences, social media influencer marketing, and geo-location digital marketing.
Global to Local	\$10,000	Develop website, social media campaign focused on BIPOC "foodie" community, targeting out-of-state markets in CA and TX.

Grant Recipients (continued)

Ballard Alliance	\$10,000	Media familiarization and social media target marketing campaign. Focus on inclusion of diverse cultural experiences
City of Westport	\$10,000	Marketing advertising and social media campaign, target out-of-state fishers from CO, MT, WY
Visit Bainbridge Island	\$10,000	Marketing strategy includes print and digital advertising, social media, and website integration updates for target out-of-state promotional efforts
Savor Central Washington	\$8,600	Strategic social media, online and print advertising campaign, targeting several CA markets.
Jefferson County Chamber of Commerce	\$8,000	Target markets: NY, AR, CA, IL, FL for online and social media marketing campaign, including video production, advertising, and new website landing page
Mt. Adams Chamber of Commerce	\$10,000	Website development and online media campaign, focused on promotion of "foodie" loop extension through WA wine country, support to native-owned businesses and highlighting sustainable outdoor recreation. Market targets: CO, NM, CA, TX

Grant Recipients (continued)

Cascade Loop Association	\$10,000	Develop a visual asset library for social media marketing and promotional efforts, targeting key air traffic markets
Coupeville Chamber of Commerce	\$10,000	Create online and print marketing, digital and social media campaigns, create website videos and itineraries for out-of-state travelers. Target markets: CO, AR, CA
City of North Bend	\$10,000	Online advertising and social media marketing campaign, highlighting adventure outdoor recreation, art, and culture.
Acoustic Sound Wintergrass	\$8,000	Strategic online, print, radio, TV, and social media marketing advertising for event promotion to target audiences from CA, TN, and other out-of-state cities. Focus on BIPOC outreach and inclusion