



**COMMISSION  
AGENDA MEMORANDUM**

**Item No.** 6n

**ACTION ITEM**

**Date of Meeting** December 10, 2019

**DATE:** November 20, 2019  
**TO:** Stephen P. Metruck, Executive Director  
**FROM:** Dave McFadden, Managing Director, Economic Development Division  
Ron Peck, Director, Tourism Development Department  
**SUBJECT:** 2020 Tourism Marketing Support Program

**Amount of this request:** \$200,000  
**Total annual program cost:** \$200,000

**ACTION REQUEST**

Request Commission authorization for the Executive Director to execute contract agreements and implement the 2020 Tourism Marketing Support Program in an amount not to exceed \$200,000.

**EXECUTIVE SUMMARY**

The 2020 Tourism Marketing Support Program will be in its fifth year. It has been a well received, collaborative, and mutually beneficial program for the Port of Seattle, destination marketing and nonprofit organizations alike. For 2020, \$200,000 has been approved for the program. The source of funds is the King County tax levy. Specific strategies to maintain the effectiveness of the program include a continued strong outreach to cultural, historical, tribal, eco/sustainable and adventure/nature travel related organizations, maintaining a hiatus on organizations that have been recipients of the program for three straight years, streamlining the application process for applicants, releasing the 2020 program in December and awarding by February of 2020 allowing the recipients ample time to complete their projects.

Marketing, promotion and outreach plans include:

- Distribution of a press release statewide announcing the program on or about December 11, 2020.
- Announcing of the program on Compass.
- Communicating to a data base of over 250 different organizations via email. The data base includes a roster of over 80 destination organizations, 24 cultural attractions, 17 outdoor recreational organizations and 40 tribal contacts.
- Prominent positioning of the grant program on the Tourism Development section of the POS website. All information regarding the program (actual application, instructions for applying, a frequently asked or FAQ information document, application deadline date, details about an information session, and promotion to participate in the Washington

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Tourism Alliance match funding program) will be on the Tourism site. The website also includes video testimonials speaking to the successes of the program by previous recipients.

- Conduct an “FAQ” session on January 11. The session is open to all interested parties. Potential applicants may attend in person or via teleconference.
- Speaking at various organizations meetings such as the Washington Tourism Alliance Board meetings, the Washington State Destination Marketing Association meetings, one on one meetings with destination marketing organizations, chambers, city officials and nonprofit organizations.
- Direct contact via phone. Drawing from past emails and our data base of contacts over the course of the year, calls will continue to be made to potential applicants encouraging their participation.

#### Proposed Implementation Timeline

- December 11- Launch program and announce program via press release, website and email contacts
- December 12 – February 7
  - Continue marketing and promotional communication efforts to obtain applicants
  - January 9 conduct an FAQ – information session. Participation may be either in person or via teleconference
- February 7 - Deadline for application submittals
- February 18 - Review committee meets and identifies awardees
- Week of February 24 - Tourism Development notifies 2019 recipients
- February through March - Work to complete 2019 agreements
- March 1 – December 31 - Recipients initiate and complete Tourism marketing projects

#### **Tourism Marketing Support Recipients**

The Port of Seattle is advancing tourism in Washington State by implementing an annual partnership program with local destination marketing organizations. In the first four years of the program 166 applications have been received and 86 projects awarded, netting approximately \$1,050,000 in additional marketing promotion efforts for Washington tourism. The matching funds program promotes use of Port facilities, and tourism growth throughout the state.

In 2019, \$200,000 was authorized for the program. 47 applications (highest number of applicants in a year) were obtained. Staff reviewed the applications and recommended 30 to receive funding. The overall intent of the program is to provide matching funds support of up to \$10,000 each to local communities, destination marketing organizations, ports, chambers of commerce, and attractions to promote their destinations or activities. 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 (for every POS dollar invested, the organization must contribute fifty cents).

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The projects (and the results / benefits) are summarized in the following tourism categories:

- Trade Shows / Sales Efforts: – Travel trade shows and 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. Result / Benefit: Additional tour programs and visitor attraction sales in Seattle and the Pacific Northwest by non-residents.
- 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. Result / Benefit: Increase in published tour products and programs generating additional air travel and economic spend in Washington.
- Event Attractions Promotion: Marketing and advertising efforts to increase attendance or participation to an attraction, event or activity. Result / Benefit: Increases in visitation, arrivals and visitor expenditures as a result of additional marketing efforts to non-residents.
- 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. Result / Benefit: Generating additional awareness, interest and ultimately positively impacting travel to Washington.
- 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. Result / Benefit: Increases in earned media value coverage, exposure and interest in traveling to Seattle and Washington State.

**Statewide Participation in 2019**

**2019 State Grant Awardee Locations**



**Projects and program are located throughout the state**

King County – 8

Eastern Washington – 7

Kitsap and Olympic Peninsulas – 5

Northern Washington and Islands - 4

Southwest Washington – 3

Pierce County – 2

Statewide – 1

**2019 Awarded Recipients**

Organization Name	POS Awarded Amount	Tourism Initiatives	Summary of Proposed Project
City of Kirkland	\$7,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Event promotion</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Website enhancement & online targeted marketing promoting Kirkland and outdoor recreation to potential travelers in San Francisco and Los Angeles.
Puget Sound Attractions Council	\$5,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Trade show / sales trip</li> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> International marketing</li> <li><input checked="" type="checkbox"/> Event attractions</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Participate in U.S. Travel's IPW in Anaheim CA, as a presenter to international tour operators to generate tour travel to Washington state.
Discover Lewis County	\$8,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Video advertising</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Conduct targeted marketing via video and digital advertising in Southern California, focusing on Lewis County offseason outdoor adventure activities.
Museum of History & Industry (MOHAI)	\$7,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Event attractions</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Digital advertising in Arizona, California, Colorado and New York promoting Mohai's Seattle Style exhibition.
PBY – Naval Air Museum	\$5,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Event attractions</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Utilizing Experience WA website platform to reach non-residents and promote the PBY - Naval Museum on Whidbey Island.
Museum of Flight	\$7,500	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Video advertising</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Creation of :30 or :15 second commercials for online marketing focusing on selected California markets and residents.
Museum of Pop Culture (MOPOP)	\$10,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Event attractions</li> <li><input checked="" type="checkbox"/> Digital media</li> </ul>	Conduct geotarget marketing impacting cruisers in the POS cruise terminal area and online SEO marketing to non-residents interested in Seattle.
Jefferson County Chamber of Commerce	\$8,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Conduct a digital marketing campaign and sweepstakes contest promoting Port Townsend and Jefferson County in Texas, New York, Colorado, Arizona and Florida.
City of Stanwood	\$7,500	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Improve Stanwood/Camano site to be traveler user friendly and conduct social media advertising campaign to non-residents.
Goldendale Chamber of Commerce	\$10,000	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Familiarization tour</li> <li><input checked="" type="checkbox"/> Digital media</li> <li><input checked="" type="checkbox"/> International marketing</li> <li><input checked="" type="checkbox"/> Eco/culture/nature tourism</li> </ul>	Market the Goldendale Observatory thru web-based marketing and print marketing materials by targeting astronomy focused tour promoters and influencers.

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WA State Geocaching Assoc. (WSGA)	\$5,200	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Increase out of state participation in Valley Cities GeoTour by promoting event online via Geocaching.com website.
NW Agricultural Business Center	\$5,250	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Launch a new Whidbey Island Vintners Distillers website and initiate social media advertising promoting food/beverage activities to non-residents.
City of Blaine	\$8,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Creation of an online "Salish Sea Trail" water based itinerary encouraging out of state boating enthusiasts, including the POS's recreational marinas.
Port of Walla Walla	\$7,500	<input checked="" type="checkbox"/> Digital media	Port will partner with a travel marketing firm specializing in "traveler-to-purchase" data to execute digital advertising campaign to increase air travel to Walla Walla.
Yakima Valley Tourism	\$5,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Through a multi-channel digital campaign focus on prospective air travelers interested in craft brewing via promoting Yakima Valley as "Hop Country" USA.
Washington Tourism Alliance	\$5,000	<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	Participate in U.S. Travel's IPW In Anaheim CA, as a presenter to interested tour operators and travel media with the potential to generate travel Washington state.
White Pass Scenic Byway	\$6,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	White Pass Byway will promote the South Cascades Loop focusing on outdoor experiences in our state and national parks lands via digital marketing and social media.
Leavenworth Chamber of Commerce	\$7,000	<input checked="" type="checkbox"/> Trade show / sales trip <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Travel articles / PR <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Eco/culture/nature/tourism	Attend the Travel Media Showcase in Atlanta GA and showcase Leavenworth as well as bring and host select travel media and influencers in Washington state.
Visit Tri-Cities	\$3,000	<input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Travel articles / PR <input checked="" type="checkbox"/> Eco/culture/nature tourism	Host and conduct a travel media familiarization tour showcasing the Tri-Cities as the "Heart" of Washington Wine Country.
Long Beach Peninsula Visitors Bureau	\$5,000	<input checked="" type="checkbox"/> Print advertising <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Plans include a combination of print and website work designed to reach a targeted audience promoting Long Beach outdoor shoreline activities.
Travel Tacoma & Pierce County	\$7,500	<input checked="" type="checkbox"/> Trade shows / sales trips <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video promotion <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Increase number of national conventions and delegates flying to Tacoma by developing a "video-centered" recruitment campaign that includes highlighting proximity of Mt. Rainer.

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Olympic Peninsula Visitors Bureau	\$10,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a targeted digital and social media campaign in California, Arizona, Texas and New York focusing on shoulder season and Olympic Peninsula public forests and waters.
Seattle International Film Festival (SIFF)	\$8,500	<input checked="" type="checkbox"/> Print advertising <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Print advertising placement in Alaska Airlines Inflight magazine promoting SIFF as a great festival and way to experience Seattle and Washington State.
Visit Kitsap Peninsula	\$10,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video promotion <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism	Project includes development of video sales packets that will be directed to international travel retailers and tour operators.
Methow Trails	\$7,500	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Travel articles / PR <input checked="" type="checkbox"/> Eco/culture/nature tourism	Creation of “Plan your trip” website section, host a familiarization tour for travel media and promoting cross country skiing, snowshoeing and fat tire snow biking.
Suquamish Museum	\$6,486	<input checked="" type="checkbox"/> Print advertising <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Eco/culture/nature tourism	Create collateral and work with Seattle Hotel Concierge members to aid in promoting visitors to take ferry to Bainbridge and experience the Squamish Museum. Host a familiarization tour
Harbor WildWatch	\$5,064	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a marketing effort to develop short film video, online marketing reaching potential participants in beach tours focusing on the Salish Sea environment.
City of Port Angeles	\$2,500	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a digital marketing campaign reaching non-residents promoting Port Angeles as a transportation and lodging hub for Olympic NP and the Pacific Ocean.
Cascade Farmlands	\$3,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Increase out of state attendance by promoting cider event and agri-tourism in North Central Washington. Utilize SEO via Google and social media with Facebook.
Wing Luke Museum	\$7,500	<input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Will target both potential travelers and recently arrived inbound tourists with a series of digital and social media advertising promoting the Wing's cultural tours.

For 2020 tourism development is requesting \$200,000 for the program. Tourism development recognizes the value to tourism in our state of our history culture, lands, waters and the environment. We have developed a data base of 40 tribal, 37 cultural and 22 outdoor recreation-oriented organizations. We will work diligently to effectively communicate the program and its benefits to these entities with the express goal of increasing involvement.

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The previously listed marketing, promotion, outreach and strategies are planned with the express objectives of continuing to improve the process, ensure the program is available to a diverse group of tourism related organizations and allow for a more timely implementation of projects, thereby maximizing effectiveness of the programs.

Participating organizations have expressed their sincere appreciation and gratitude for the program. We have repeatedly heard that without this program they could not have initiated the marketing effort to increase out of state visitors and travel throughout Washington. The one constructive comment made repeatedly by a number of participants has been to consider allowing for the initiation of agreements sooner. Doing so will allow the projects to be implemented in a more timely fashion.

**ATTACHMENTS TO THIS REQUEST**

Presentation slides

**PREVIOUS COMMISSION ACTIONS OR BRIEFINGS**

July 23, 2019 – Commission briefed on 2019 Tourism Marketing Support Program awardees.

December 11, 2018 – Commission approved authorization for the 2019 Tourism Marketing grant Program and authority for the Executive Director to approve execution for all related contract agreements.

October 12, 2018 – Update on the 2018 program, results and recommendations for improving the program in 2019.

July 23, 2019 – Marketing support program awardees were briefed to the commission.

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.