

2024-2025 Tourism Marketing Support Program Awarded Organizations	Port Awarded Funds	Project Summary
African American Leadership Forum Northwest (AALF)	\$4,013.75	Promote cultural food tours to highlight Black, women and minority owned businesses in the central district through targeted marketing .
Alliance for Pioneer Square	\$10,000.00	Promote tourism from out-of-state visitors in key feeder markets to Pioneer Square through video-based advertisements with a special focus on free, family experiences.
Anacortes Arts Festival	\$20,000.00	Content creation and targeted advertising to out-of-state markets to promote the Anacortes Arts Festival.
Ballard Chamber of Commerce dba Ballard Alliance	\$20,000.00	Create a culturally focused destination marketing campaign for the Alaska cruising market designed to attract out-of-state visitors coming to Seattle to embark on an Alaska cruise.
City of Kirkland	\$10,000.00	Media buys in key out-of-state markets to increase visitation during shoulder seasons.
City of Renton	\$20,000.00	Creation of event calendar and development of video/photo content to increase awareness of Renton's status as a business travel destination.
Culture Generation	\$10,000.00	Social media and digital advertising to showcase Kent's immersive experiences through immigrant-owned markets, cultural festivals, BIPOC-owned restaurants, and sustainable cultural farming.



Experience Learning Community dba Museum of Pop Culture (MoPOP)	\$20,000.00	Ad campaign to promote MoPOP's new brand refresh included translation into Spanish and Chinese and with special emphasis on attracting cruise passengers.
Foothills Rails-to-Trails Coalition	\$10,000.00	Increase communication and marketing to out-of-state markets to drive visitation and increase the fundraising that supports an inclusive and accessible trail system.
Forks Chamber of Commerce	\$15,000.00	Social media marketing to Twilight fans highlighting the attractions and natural beauty of the region.
Freakout Music Festival	\$20,000.00	Implementing international PR and marketing campaigns to expand the reach and visibility of the internationally-focused music festival.
Grays Harbor Historical Seaport	\$15,000.00	Expanding digital marketing to reach a larger audience to help drive visitation to the Lady Washington ship.
Harbor WildWatch	\$20,000.00	Create unique and engaging social media content that increases out-of-state visitors to beaches, parks and eco-tourism facilities in Pierce, Kitsap, Thurston, and King Counties.
Holocaust Center for Humanity	\$10,000.00	Digital ads to promote the museum and organizing a special educational event for local tourism professionals to help raise awareness.
Long Beach Peninsula Visitors Bureau / Pacific County Tourism Bureau	\$10,000.00	Implement initiatives that address systemic barriers and promote a culture of inclusivity within the organization and the broader community and creating marketing based on those programs.



Mountaineers Books / The Mountaineers	\$20,000.00	Funding for this 2024-25 tourism marketing project would support production and marketing of four upcoming guidebooks directly supporting visitation and tourism within Washington.
Northwest Maritime Center	\$11,200.00	Revitalizing the website, bolstering the social media presence, and investing in broad online marketing to engage with potential first time visitors to Wooden Boat Festival.
Pacific Northwest Economic Region	\$20,000.00	Develop a comprehensive Pacific Northwest regional tourism marketing and traveler information portal for visitors which will promote travel through Port of Seattle-owned facilities and encourage travel throughout the broader Pacific Northwest region.
Paper Whale	\$10,000.00	Social media and targeted ad buys in key markets with the goal of increasing out-of-state visitation to the Noisy Waters Mural Festival.
Seattle Flying Dragon Boat Club	\$19,333.33	Develop a marketing plan to increase out-of-state participation in the annual Dragon Boat Festival.
Seattle Good Business Network	\$20,000.00	Develop gamified passports through Bandwango to drive business with local makers, artists and small businesses.
Seattle Historic Waterfront Association	\$20,000.00	Creation of the GlobalGateway, a website offering tourist a novel lens through which to find and participate in local, multicultural festivities and internationally oriented experiences, particularly during the vital shoulder season.
Seattle Opera	\$10,000.00	Work with noted opera/arts/travel influencer to reach younger and more diverse visitors from out-of-state markets.



Skagit Tourism Bureau	\$20,000.00	Support a marketing campaign designed to draw LGBTQ and BIPOC individuals to the region to participate in the numerous outdoor and bird watching opportunities that are available during the winter season.
SnoValley Chamber of Commerce	\$20,000.00	Design and distribute comprehensive pocket maps highlighting the numerous biking and hiking trails in the Snoqualmie Valley area.
Socks on my Hands Productions	\$8,000.00	Digital marketing campaign with national focus to drive visitation to the Puget Sound Puppetry Festival and other events.
Starfire Sports	\$18,286.25	Create print and digital marketing around increasing participation of girls' teams in sports tournaments.
Tacoma Arts Live	\$10,000.00	Develop a new inclusive digital marketing campaign to expand brand awareness and increase attendance from culturally diverse and historically underserved audiences, including those in the out-of-state markets.
Tourism Walla Walla dba Visit Walla Walla	\$12,500.00	Hosting LGBTQ+ influencers to experience and promote Walla Walla wine to out-of-state markets.
United Creatives	\$20,000.00	Create unique partnerships, re-develop existing audiences, create outreach to market and grow the Seattle Film Summit.
Visit Issaquah	\$20,000.00	Business-to-business tourism industry marketing with focus on Issaquah's destination stewardship work with the Transformational Travel Council.



Visit Kitsap Peninsula	\$20,000.00	Create promotional video and a photo library to promote the destination to out-of-state visitors.
Visit Tri-Cities	\$20,000.00	Bolster a digital advertising initiative aimed at attracting a diverse range of travelers from Los Angeles and San Francisco.
Washington Filmworks	\$20,000.00	Creating resources and supporting a national campaign to bring film projects and commercials through SEA International Airport to Washington State's rural counties.
Washington Independent Inns Network	\$8,000.00	Digital ad campaign in select target markets to increase visitation during shoulder seasons.
Wing Luke Memorial Foundation	\$20,000.00	Develop a new brand marketing campaign positioning the Museum as a "must see" destination to attract out-of-state tourists.
Woodinville Wine Country	\$18,666.67	Business-to-business tourism industry marketing with a focus on hosting travel writers and other travel producers to help drive awareness and visitation.
Young Women Empowered - Golden Bricks Events	\$20,000.00	Marketing support for the Refuge Outdoor Festival to draw more visitation from fly-in markets.
<b>TOTAL:</b>	<b>\$600,000.00</b>	