

# Welcome!

# Snohomish County Hotel/Motel Small Fund Grant Workshop

Greeting by ANNIQUE BENNETT, TOURISM DEVELOPMENT SPECIALIST



Snohomish County  
Parks, Recreation and Tourism

# Snohomish County Strategic Tourism Plan Overview

Presented by RICH HUEBNER, TOURISM PROMOTION COORDINATOR



Snohomish County  
Parks, Recreation and Tourism

# 2018 – 2022 Strategic Tourism Plan

The 2018-2022 Strategic Tourism Plan establishes strategies to build on the strengths of Snohomish County and addresses its **gaps** and **challenges**. As a result of this multi-tiered approach, Snohomish County will continue to **grow as a highly functioning tourism system**.

- Regional Development focus
- Connecting **visitors with regions** to extend overnights – 40% of visitors are day trippers!
- Off set seasonality – we are booked in the high season
- Connecting **stakeholders with each other** – regional partnerships collective impacts - we are better together!

## 2.1 Regional Destination Product Development, Marketing & Promotion

The Snohomish County tourism industry should organize, coordinate and facilitate regional product development, planning and marketing, to organize resources around the greatest shared priorities and challenges in a region.

Develop packages and itineraries of regional activities that link experiences to develop and promote extended stays, with special attention paid to linking region-specific experiences and routes with co-located attraction anchors both large and small.

- Salish Sea Coastal Communities
  - Woodway, Edmonds, Mukilteo, Everett, Marysville, Tulalip and Stanwood/Camano
- Skykomish-Snohomish River Valleys
  - Snohomish, Lake Stevens, Monroe, Sultan, Startup, Gold Bar, Index and Skykomish
- Stillaguamish-Sauk River Valleys
  - Arlington, Oso, Darrington, Mountain Loop Highway, Granite Falls, Stillaguamish and Sauk-Suiattle
- Urban Basecamp
  - Bothell, Mountlake Terrace, Lynnwood, Mill Creek and Everett

# Local Lodging Taxes for 2017



SALISH SEA  
COASTAL  
COMMUNITIES

\$504,547.47

"STILLAGUAMISH-  
SAUK RIVER  
VALLEYS"

\$213,930.82

"SKYKOMISH-  
SNOHOMISH  
RIVER VALLEYS"

\$184,293.51

URBAN  
BASECAMP

\$1,876,468.47

UNINCORPORATED  
SNOHOMISH CO.

\$422,513.22

## 2.1 Regional Destination Product Development, Marketing & Promotion (continued)

Does your project connect to and highlight the anchors **of your region?**

- Aviation and Military History
- Business and Events-based Travel
- Outdoor Recreation and Adventure
- Shopping
- Sports
- Tribal Gaming

## 2.1 Regional Destination Product Development, Marketing & Promotion (continued)

Does your project support, connect and extend **experiences** of your region?

- Agri-tourism and Culinary Experiences
- Arts, Culture, Heritage Festivals, Events and Activities
- Indigenous Culture, History and Art
- Land and Water Based Trails with Towns of the Trails
- Mountain Biking / Trail and Road Biking
- Unique Visitor District Experiences
- Winery, Distillery and Brewery Trails

## 2.6 Visitor Wayfinding

Snohomish County will support improvements in gateway community presence in support of the County brands and its regional sub-brands; regional corridor wayfinding of shared long-distance visitor routes and recreational trails.

- Partnering on regional wayfinding assessments, concept plans and signage development and installation
- Partnering on signage for regional visitor routes (can include public river or water access sites)
- Partnering on regional recreational trail signage (bicycle routes and experimental “trails”, such as farm experiences, etc.
- Goals are to coordinate!

## 2.8 Aviation District and Commercial Air Service

Snohomish County should promote and celebrate the very successful Boeing Tour, and promote the presence of the additional aviation and military history experiences at the Paine Field Airport and around the County. The County also has the new opportunity to expand promotion of the Paine Field Airport as an important 'front line' for introducing new visitors to what Snohomish County has to offer.

- Does your project connect other aviation attractions, activities or events?
- Does your project expand other aviation related themes?
- Does your project highlight the presence of aviation in your region?
- Are you partnering with others who are involved in these efforts?

## 2.10 Seasonality

Snohomish County will increase the priority, consideration and funding given to tourism marketing, promotions and communications, group meetings and sporting event sales efforts, destination product development activities, events, festivals and other co-produced visitor activities that extend stays and help reduce seasonality issues in the off and shoulder seasons (October through April).

- Complimentary activities that leverage existing investments
- What else is happening in your region in the off and shoulder seasons?
- Who else has a stake in what you do?

# Snohomish County Regional Brand Packages

Presented by TYLER CHISM, PRINCIPAL OF MILLTOWN CREATIVE CO.

MILLTOWN CREATIVE Co.

# **TOURISM MARKETING UPDATE**

## Summer 2019

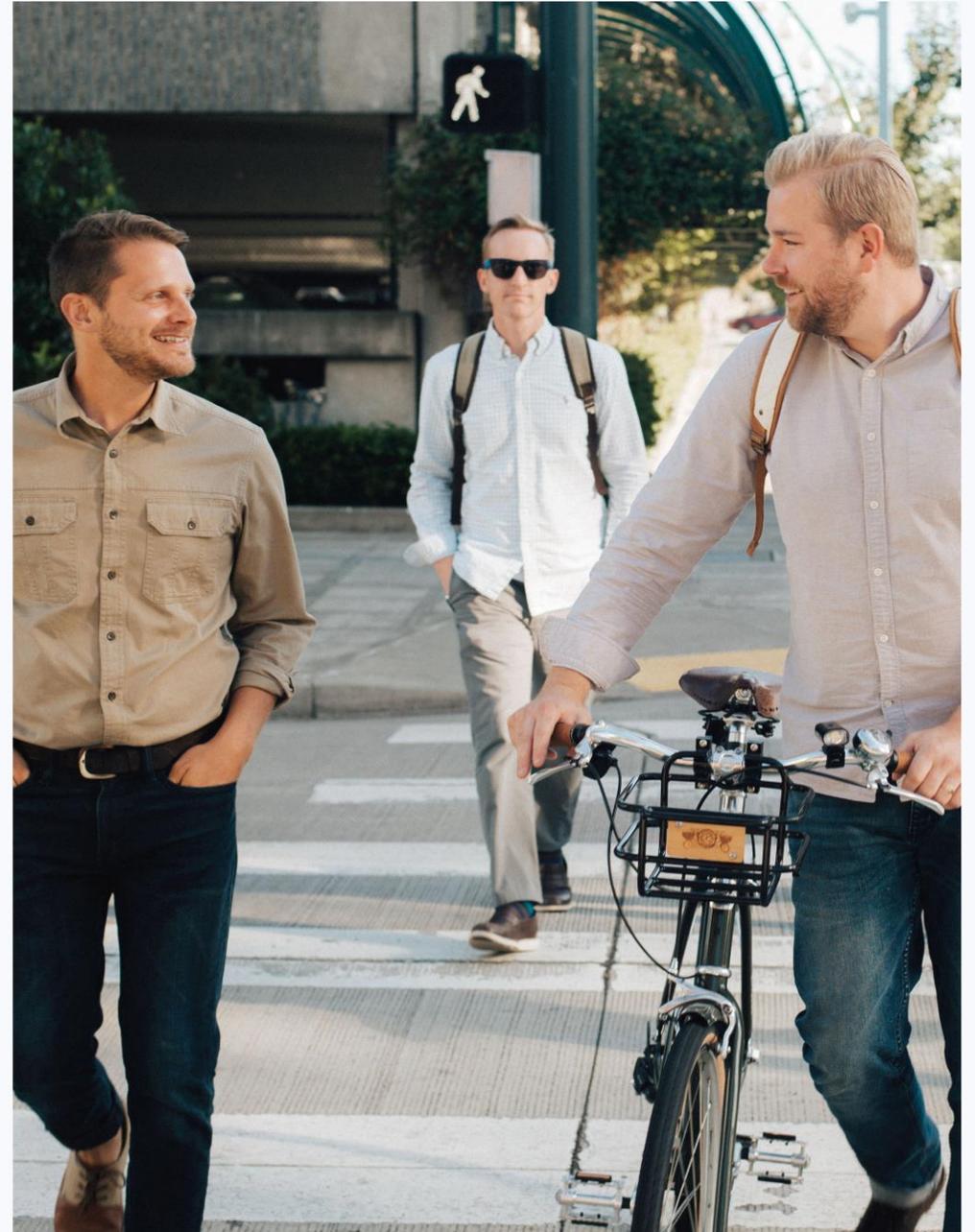


# HELLO, THERE!

We're Milltown Creative Co. and we're a friendly bunch of creative professionals from Everett.

# ABOUT US

- We grew up in Snohomish County.
- We're visual artists and content producers.
- We understand local tourism.



# **SCHEDULE**

**Seattle NorthCountry  
Design Thinking in Tourism  
Regional Brands  
Thinking Regionally  
Thinking Sustainably**

SEATTLE  
**NORTHCOUNTRY**

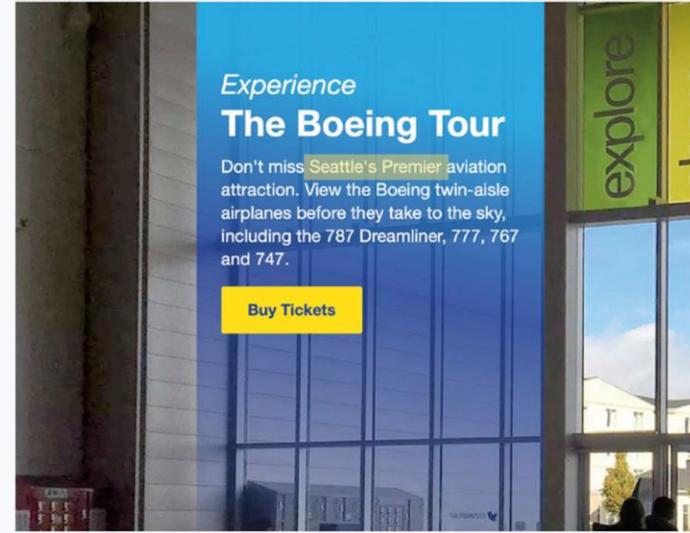
TRUE  PNW

**SEATTLE NORTHCOUNTRY IS OUR  
EXTERNAL, VISITOR-FACING BRAND.**

**WHY SEATTLE NORTHCOUNTRY?**

# WHY SEATTLE NORTHCOUNTRY?

1. It gives an immediate sense of our location



COURTYARD  
BY HARRIOTT

Courtyard **Seattle** North/Lynnwood Everett

📍 4220 Alderwood Mall Boulevard, Lynnwood, Washington 98036 USA

## Hampton Inn & Suites **Seattle**-North/Lynnwood

19324 Alderwood Mall Parkway, Lynnwood, Washington, 98036, USA TEL: +1-425-771-1888



### **Seattle** Whale Watching Tours | Puget Sound Express

<https://www.pugetsoundexpress.com/...whale-watching.../seattle-whale-watching-tours...> ▼

Go whale watching in Seattle! Enjoy the experience of a lifetime with Seattle's only half-day, guaranteed whale watching tour. See orcas, humpback whales, and all the majestic wildlife in the **San Juan Islands** on our new tour out of Edmonds – just a few minutes north of Seattle.

[Our Boats](#) · [Directions](#) · [Things to Know](#)

## Travelodge by Wyndham **Seattle**

### North/Edmonds

23825 Highway 99 Edmonds, Washington 98026  
+1-425-771-8008

# WHY SEATTLE NORTHCOUNTRY?

1. It gives an immediate sense of our location
2. We can build on the growing popularity of Seattle—attracting both residents and visitors

# WHY SEATTLE NORTHCOUNTRY?

1. It gives an immediate sense of our location
2. We can build on the growing popularity of Seattle—attracting both residents and visitors
3. We get to define NorthCountry



**DESIGN THINKING FOR A  
BETTER FUTURE**

# TRADITIONAL DESTINATION MARKETING



Attracting **More** Visitors  
to **Stay Overnight In**  
**Paid Accommodations.**

# DESTINATION MANAGEMENT

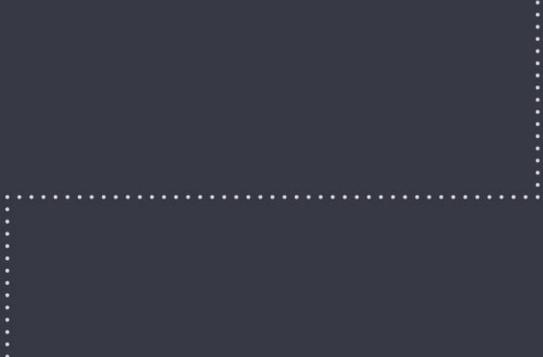


**Understanding** the **preferred future** of the destination and designing a tourism system to help the destination **fulfill its goals.**

# **TOURISM UX**

## **(design thinking approach)**

# TOURISM UX



Creating the best  
experience for our guests

**THINKING REGIONALLY**

# TOURISM UX

```
graph TD; A[TOURISM UX] -.-> B[Creating the best experience for our guests]; A -.-> C[Designing for the behaviors that we want];
```

Creating the best  
experience for our guests

**THINKING REGIONALLY**

Designing for the  
behaviors that we want

**THINKING SUSTAINABLY**

**What is a Regional Brand?**

## REGIONAL LOGOTYPES

These logotypes are primarily for use when talking about the different regions.

The Oregon shape centered between the two key lines references the main Travel Oregon logo and works to link the system to the larger Travel Oregon brand.

### EXAMPLES OF USAGE:

- In Travel Oregon travel guide.
- On regional web pages.
- On regional posters.

SOUTHERN  
OREGON



CENTRAL  
OREGON



WILLAMETTE  
VALLEY



OREGON  
COAST



MT. HOOD  
& THE GORGE



PORTLAND  
REGION



EASTERN  
OREGON





## CENTRAL OREGON

A high-desert playground for everything under the sun – skiing, hiking, climbing, cycling, fishing, rafting, golf – and in the shade too.

-----

### SPOTLIGHT

[Bend Whitewater Park](#) [Shaniko](#) [Lake Billy Chinook](#) [Tumalo Falls](#)



## EASTERN OREGON

Vast landscapes where history and adventure collide – along canyons, twisting rivers, alpine wilderness and lonesome ghost towns.

-----

### SPOTLIGHT

[Wallowa Lake](#) [The Alvord Desert](#) [Painted Hills](#) [Pendleton Roundup](#)



## MT. HOOD & COLUMBIA RIVER GORGE

An outdoor wonderland home to a tremendous river gorge, scenic vistas, gushing waterfalls and the state's highest peak.

-----

### SPOTLIGHT

[Multnomah Falls](#) [Mt. Hood Railroad](#) [Hood River Fruit Loop](#) [Trillium Lake](#)



363 miles of stunning public coastline – the stuff dreams are made of – dotted with lighthouses, fishing villages and dramatic scenery.

-----

### SPOTLIGHT

[Oregon Dunes National Recreation Area](#) [Samuel H. Boardman State Scenic Corridor](#) [Oregon Coast Aquarium](#) [Heceta Head Lighthouse](#) [Tillamook Cheese Factory](#)

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On the cover: the Wallows, produced by Wieden+Kennedy and illustrated by Psypop and Sun Creature Studio

## WHERE TO STAY LISTINGS KEY

**ORLA** Oregon Restaurant & Lodging Association Member

### HOTEL, BED & BREAKFAST AND VACATION RENTAL ICON KEY

- Air-Conditioning
- Bicycle Friendly
- Breakfast Complimentary
- EV Charging
- Family Friendly
- Fireplace
- Fitness Room
- Handicap Accessible
- Internet
- Kitchenette
- Mountain / Water View
- 100% Smoke Free
- Pet Friendly
- Restaurant / Lounge
- Spa / Hot Tub
- Forever Fund Business Partner
- Swimming

### RV ICON KEY

- 50-Amp Hookups
- Cabin Rentals
- Groceries
- Laundry
- Near Fishing / Hunting
- Propane
- Pull-Through
- Restaurant
- Showers
- Spa / Hot Tub
- TV Cable Hookup
- Internet

The lodging listings in this publication are supplied by publishing partner Oregon Restaurant & Lodging Association (ORLA). ORLA members support the lodging industry through their membership and advocacy for hospitality. [OregonRLA.org](http://OregonRLA.org)

# **Why Create Regional Brands?**

1

## **More authentic regional identities**

Our regions are very different from each other. Regional brands allow us to express the true identity and assets of the regions in a way that will feel authentic to the guest's experience.

2

## **Easier planning/navigation**

Regional brands help our guests understand, self-select/guide, and experience our tourism product.

3

## **The sum is greater than the parts**

Visitors are more likely to come from greater distances, stay longer and spend more money when experiences are packaged together. It's about offering 'more bang for their buck.'

4

## **It's good customer service**

**At the heart of regional branding is being good hosts—creating better, more cohesive experiences for our guests.**

# Regional Branding Process



**OCTOBER 2018**

**Regional  
Focus Groups**



**FEBRUARY 2019**

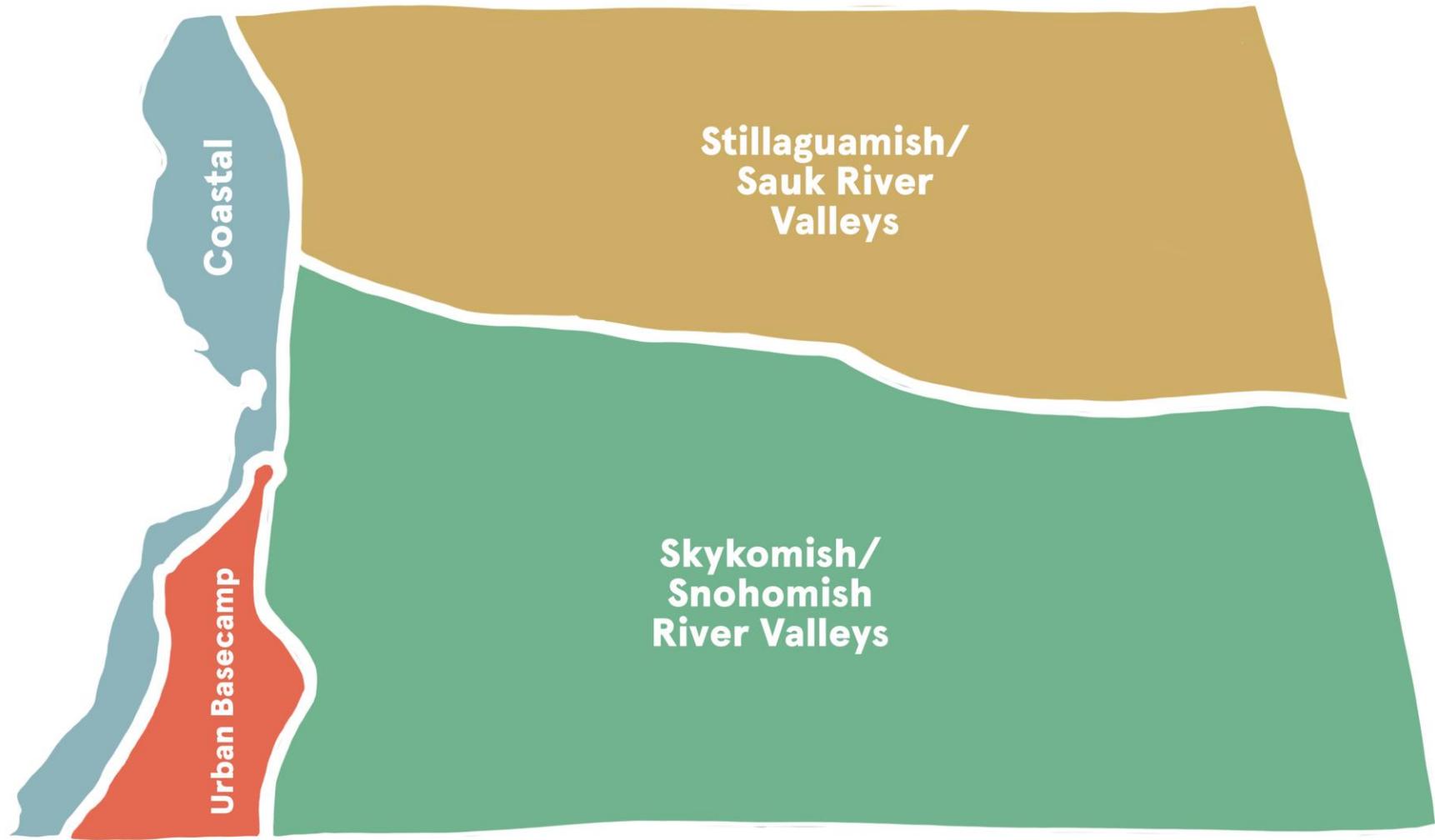
**Results, Drafts  
& Feedback**



**APRIL 2019**

**Final Brand  
Presentation**

# **FINAL REGIONAL BRANDS**



## **NOTE:**

**This is what the regions believe about themselves. It's not us telling them what they should believe.**

**URBAN BASECAMP**

# URBAN BASECAMP Brand Narrative

Tucked between the Cascade Mountains and the Salish Sea, this urban center is where the world's best airplanes are made. Here, you can take in the magnitude of flight at the Boeing Tour, learn about the night witches at the Flying Heritage and Combat Armor Museum, or see what it feels like to fly at High Trek Adventures. Wander international markets and sample a spectrum of cuisine: tortas, fresh tortillas, rice noodles, sushi and Korean barbecue. Take day trips to the mountains or the sea, soak away sore muscles in a Korean spa or treat yourself to some retail therapy. Urban Basecamp is a hub for adventure in any direction.

**URBAN  
BASECAMP**  
Design  
Considerations

Modern & Professional  
Friendly & Welcoming  
Aviation Inspired (vintage)

**URBAN**

**BASECAMP**

# URBAN BASECAMP

## Color Palette



This group of color focuses on the energy of red. The black, cool gray and charcoal gray act as accent colors that create a modern and sophisticated look and feel. These colors create a lot of contrast, reinforcing the modern feel.

# **COASTAL COMMUNITIES**

# COASTAL COMMUNITIES

## Brand Narrative

Soak in the salty smell of the air while you kayak to a tiny sandy island. Explore rocky beaches, tuck into a cozy coffee shop, and catch your own Dungeness Crab. Wander bustling seaside towns where you can try your hand at glassblowing or create a custom Funko Pop! Visit the Hibulb Cultural Center and learn about the history of the first people to care for this land. Everything in the Coastal Communities is inspired and informed by the Salish Sea—the atmospheric visual art, the fresh-from-the-boat salmon dinners, and the sweeping views of the Olympic Mountains.

**COASTAL  
COMMUNITIES**  
Design  
Considerations

**Seaside/Nautical**  
**An Element of Elegance**  
**Rooted in History**

SALISH SEA  
**COASTAL**  
COMMUNITIES

# COASTAL COMMUNITIES

## Color Palette



**This group of colors highlights the water and misty weather along the coast. The colors mimic the sea and have a very PNW feel.**

**SKYKOMISH—SNOHOMISH  
RIVER VALLEYS**

# Skykomish- Snohomish Brand Narrative

Visiting the towns of the Skykomish-Snohomish River Valleys feels like a trip back in time. Here, you can linger in bakeries, boutiques, and vintage shops, sip local coffee alongside some of the friendliest folks around, and hop from farmstand to farmstand, feasting on berries in the summer and picking pumpkins in the fall. Relax in small town diners after a day of skiing or hiking. Launch a white-water rafting trip from a historic mining village. Then, take in the lush river landscapes and rural vistas from a hot air balloon.

**Skykomish-  
Snohomish  
Design  
Considerations**

**Native American History**

**Flow of the River**

**Outdoor Recreation**

**Feel at Home on a  
Boutique Window**

SKYKOMISH

— RIVER VALLEYS —

SNOHOMISH

# SKYKOMISH—SNOHOMISH

## Color Palette



The rich green and bright green pay tribute to agriculture and the organic feeling of the river valleys.

# **STILLAGUAMISH-SAUK RIVER VALLEYS**

# Stillaguamish— Sauk Brand Narrative

The Stillaguamish—Sauk River Valleys are the doorstep of the Central Cascades. Here, you can see glaciers reflected in alpine lakes, take in the night sky from a fire lookout, camp in the woods at a music festival, and learn about the history of lumber & farming towns set in the shadow of towering snow-topped mountains. This verdant valley is a destination for river rafters, hikers, van campers, mountain bikers, and anyone else who likes to roam places that are still truly wild.

**Stillaguamish—  
Sauk  
Design  
Considerations**

**Rugged (Outdoor Adventure)  
Historic**

STILLAGUAMISH

— SAUK —

RIVER VALLEYS

# STILLAGUAMISH—SAUK

## Color Palette



This group of colors highlights the rugged environment and culture of this area. The gold creates a 'frontier' feel and the supporting colors provide great contrast.

URBAN

BASECAMP

SALISH SEA  
COASTAL  
COMMUNITIES

SKYKOMISH

— RIVER VALLEYS —

SNOHOMISH

STILLAGUAMISH

— SAUK —

RIVER VALLEYS

# Experiencing the brand Out-of-Market

SEATTLE  
**NORTHCOUNTRY**

TRUE  PNW

**URBAN**  
BASECAMP

SALISH SEA  
**COASTAL**  
COMMUNITIES

**SKYKOMISH**  
— RIVER VALLEYS —  
**SNOHOMISH**

**STILLAGUAMISH**  
— SAUK —  
RIVER VALLEYS

Experiencing  
the brand  
In-market

SKYKOMISH  
— RIVER VALLEYS —  
SNOHOMISH

SEATTLE  
NORTHCOUNTRY  
TRUE  PNW

Experiencing  
the brand  
In-market

SKYKOMISH  
— RIVER VALLEYS —  
SNOHOMISH

**THINKING REGIONALLY**

# Thinking Regionally



## EVENTS

Consider creating an event with multiple locations in a region, or a single event that is regionally focused.

✓ Coastal Communities Beer Week

✓ Snohomish–Skykomish Food Festival

# Thinking Regionally

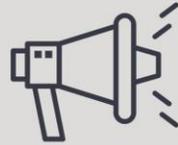


## ROAD TRIPS & TOURS

Connect assets within your region with road trips, tours, or themed weekends or weeks.

- ✓ **Self guided tours: history tour**
- ✓ **Urban Basecamp Dining Month**
- ✓ **Guided tours: Aviation District tour**
- ✓ **Stillaguamish-Sauk Equestrian Week**

# Thinking Regionally



## MARKETING

Consider using regional language and branding in your marketing materials.

✓ Use the name of your region in marketing materials

✓ Consider visual markers for the visitor, such as lightpole banners or wayfinding signage.



# **THINKING SUSTAINABLY**

Protecting and improving quality of life  
for all living things in Snohomish County  
both now and for future generations.

# THINKING SUSTAINABLY

- ✓ Protect natural resources
- ✓ Protect wilderness locations
  - ✓ Reduce waste/litter
- ✓ Encourage guests to patronize small or local businesses
- ✓ Encourage tourism dollars spent in-county
  - ✓ Educate visitors
  - ✓ Reduce traffic

# Thinking Sustainably



## **BUSINESSES & EVENTS**

Consider adding a sustainable element,  
and using it as part of your messaging.

✓ **Add composting stations or  
create a guide**

✓ **Reduce your use of paper**

# Thinking Sustainably



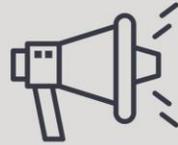
## ROAD TRIPS & TOURS

Add sustainability messaging to tours, or create product that contributes to a more sustainable future.

✓ **Hiking bus tours that include sustainability education.**

✓ **Aviation District tour that includes dining & lodging in-county.**

# Thinking Sustainably



## MARKETING

Implement sustainable practices,  
then talk about them.

✓ Explain why you're reducing  
paper use.

✓ Teach visitors how to be more  
sustainable travelers.

## **LOOKING AHEAD**

**More information on regional brand roll-out**

**Regional Styleguides**

**LTAC logo usage requirements**

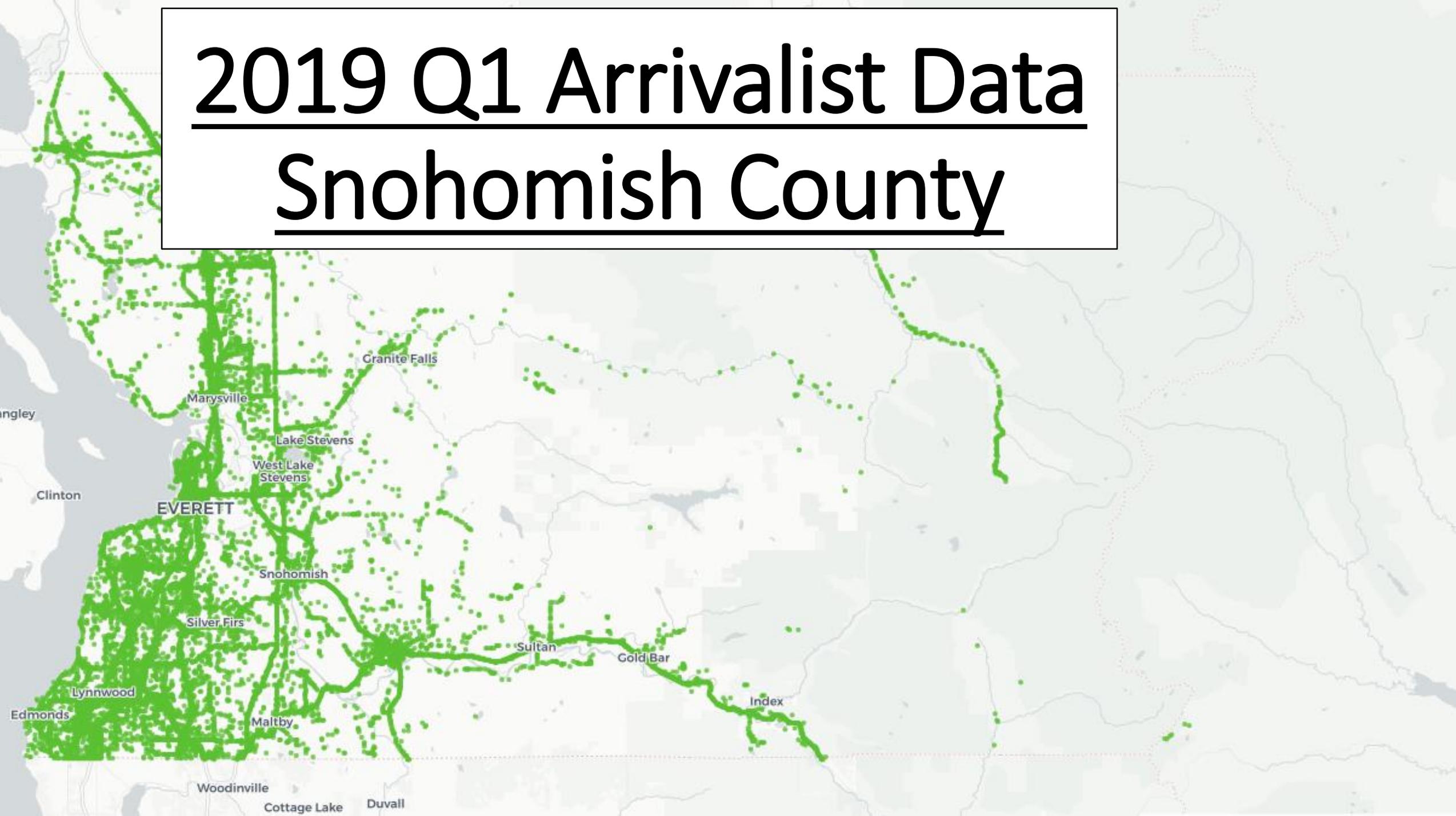
# Snohomish County “Big” Data Gathering Tools and Visitor Behavior Insights

Presented by CJ JONES, TOURISM PROJECTS COORDINATOR

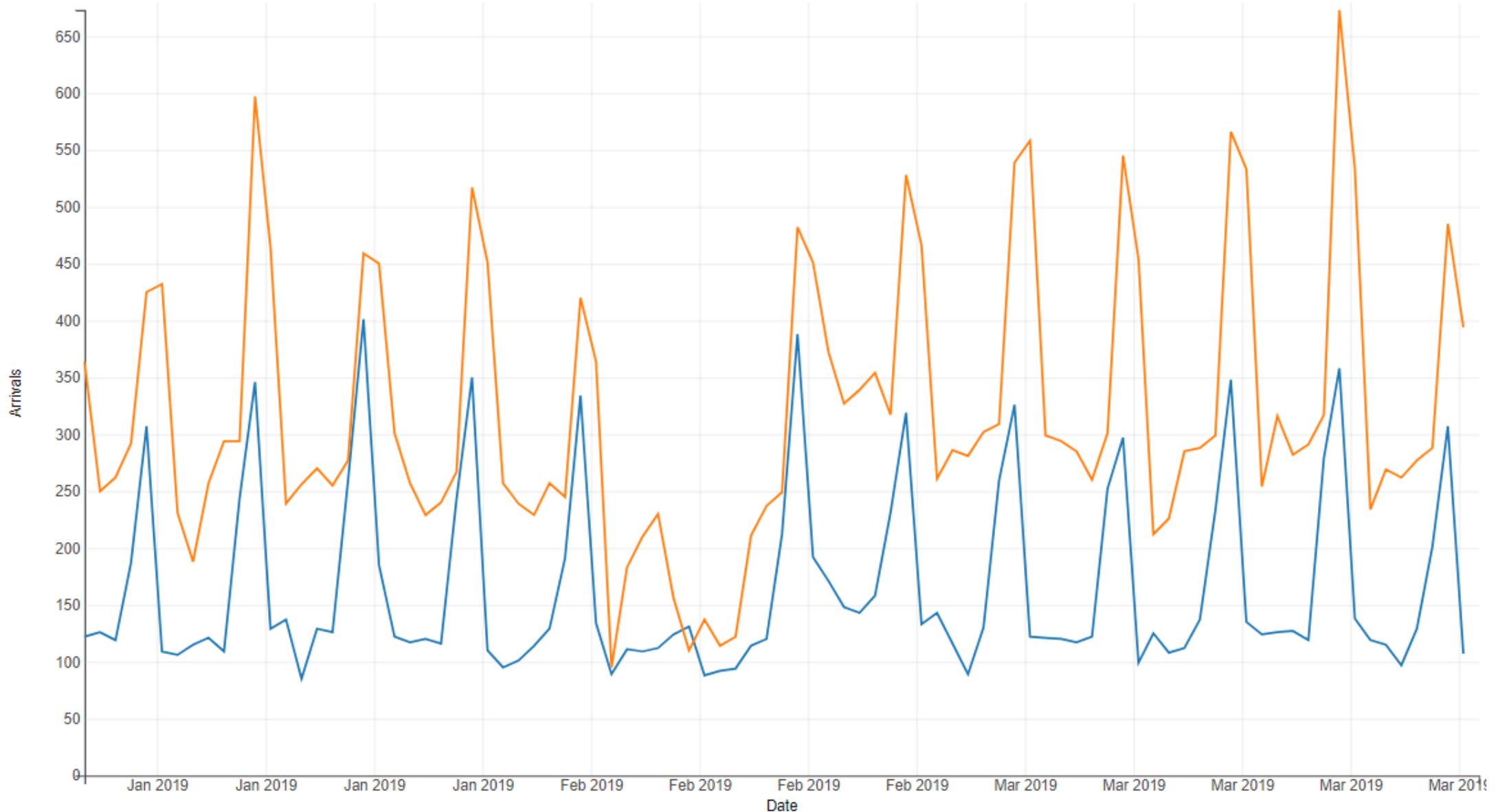


Snohomish County  
Parks, Recreation and Tourism

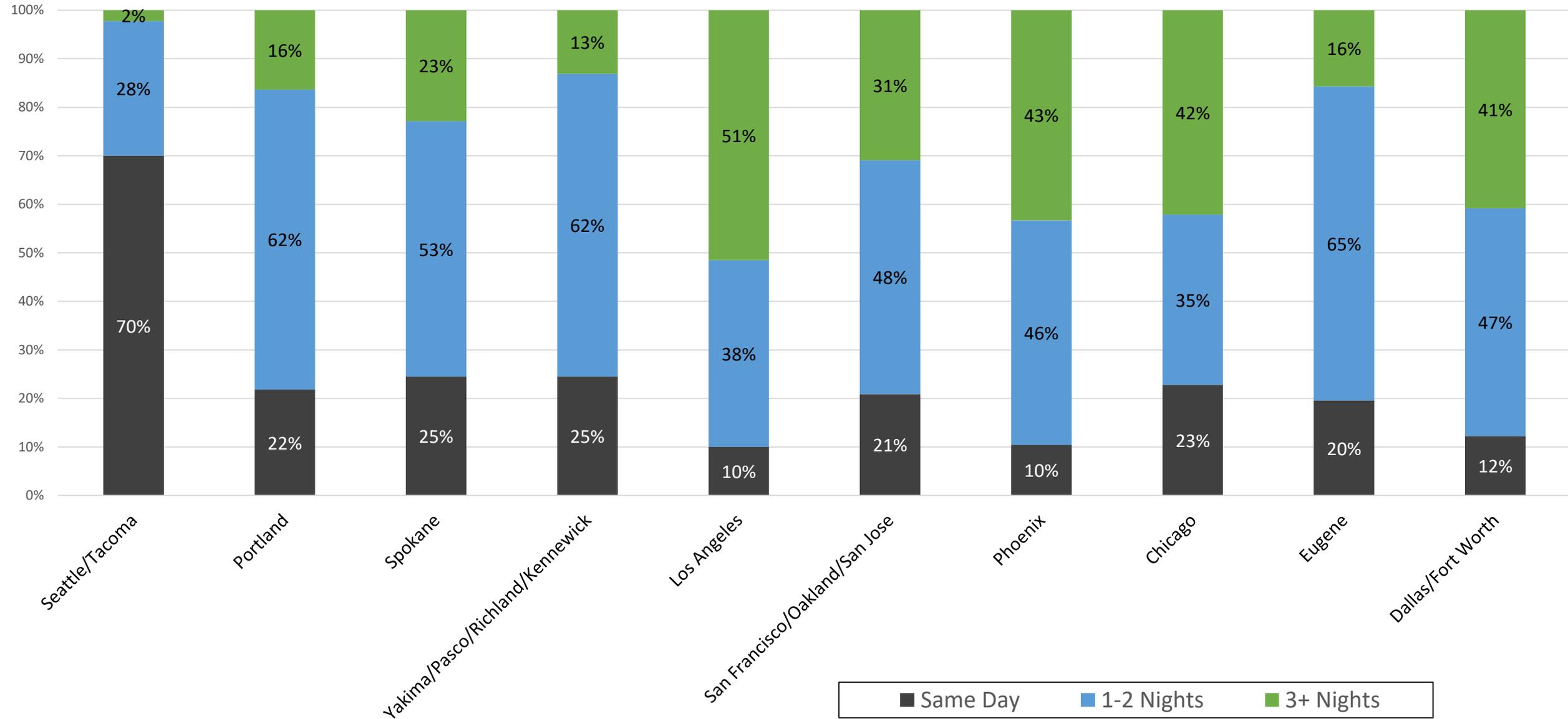
# 2019 Q1 Arrivalist Data Snohomish County



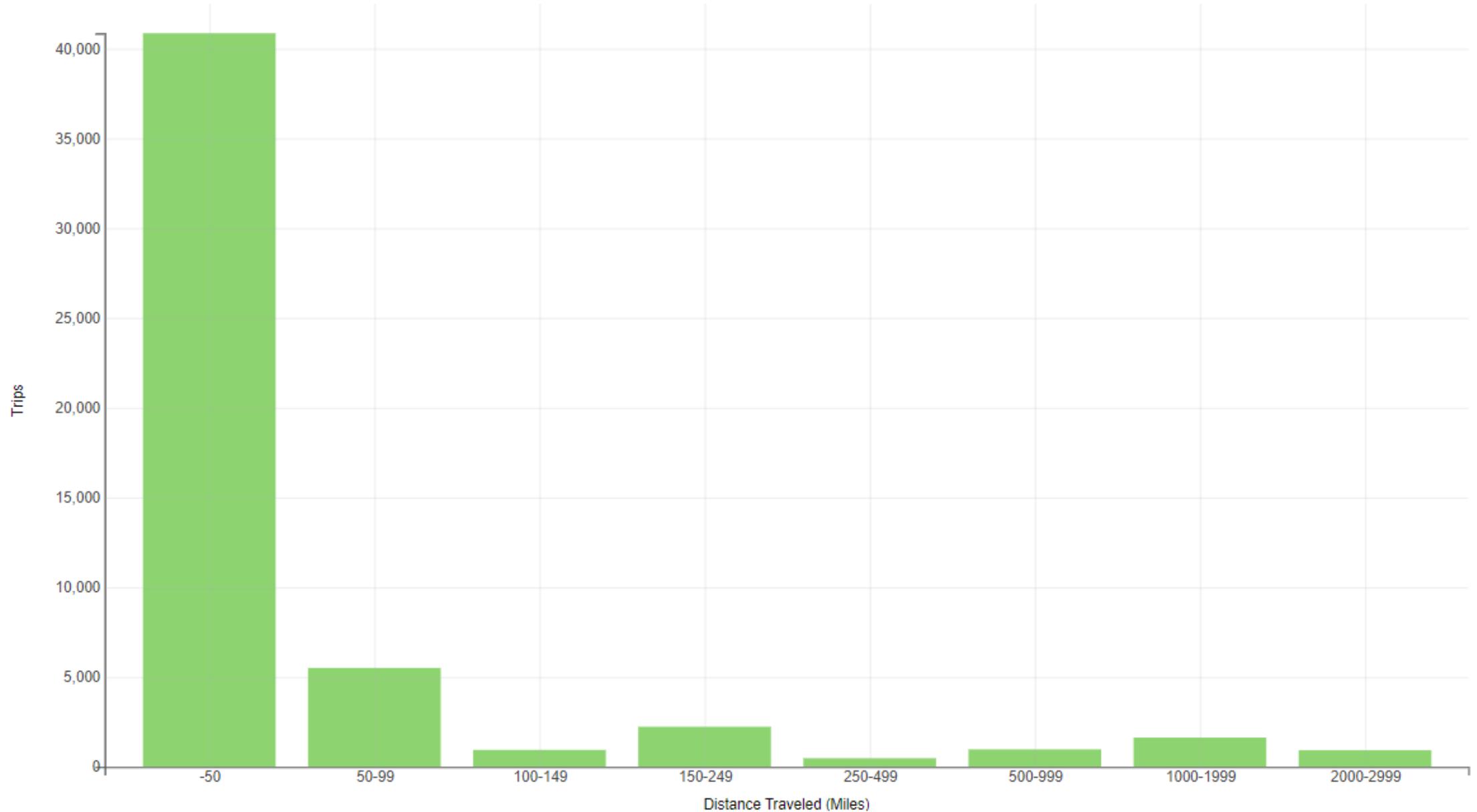
# Daily Arrivals – Overnight vs Day Trip Q1 2019



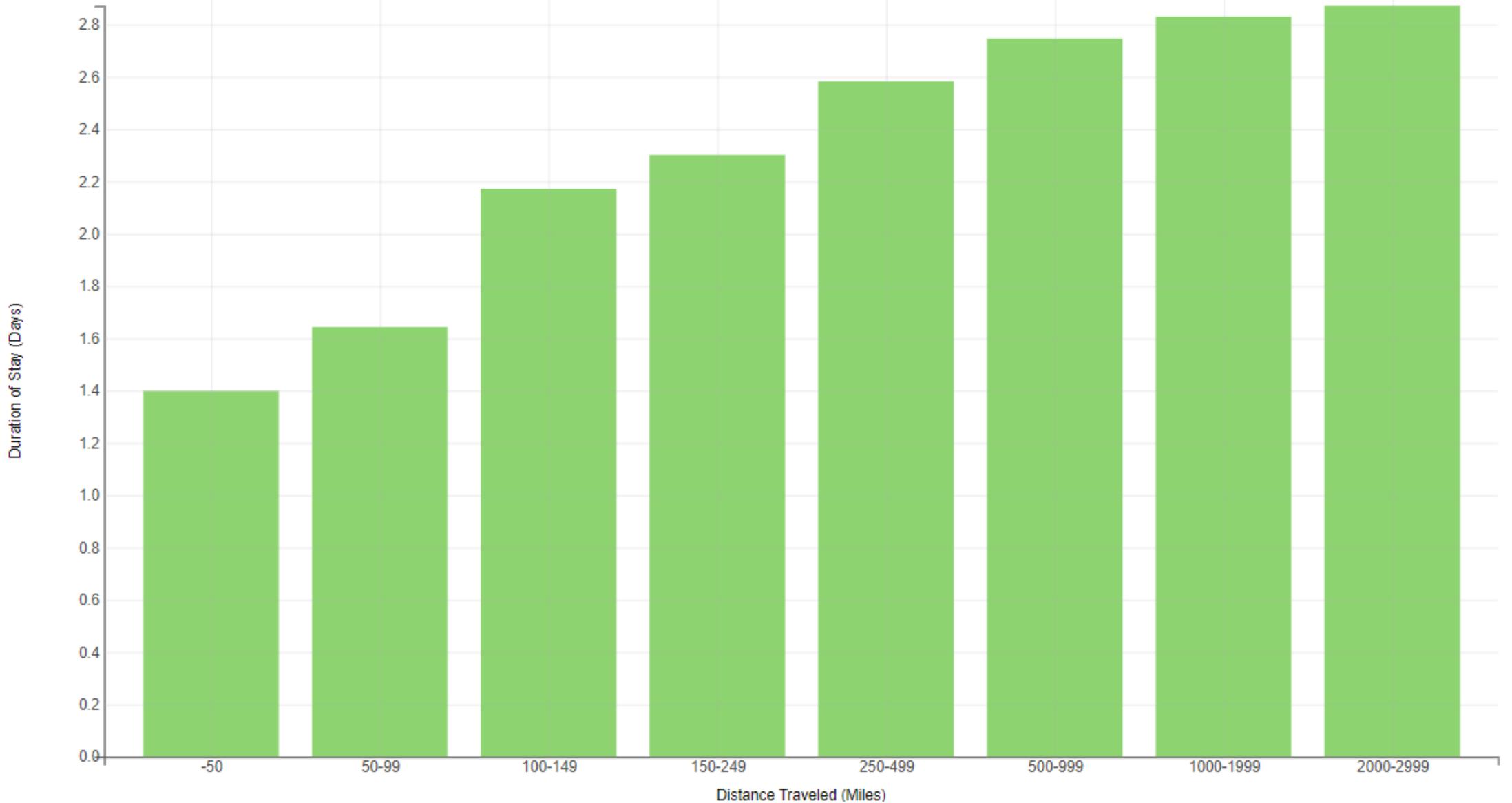
# Length of Stay – Top 10 DMAs Q1 2019



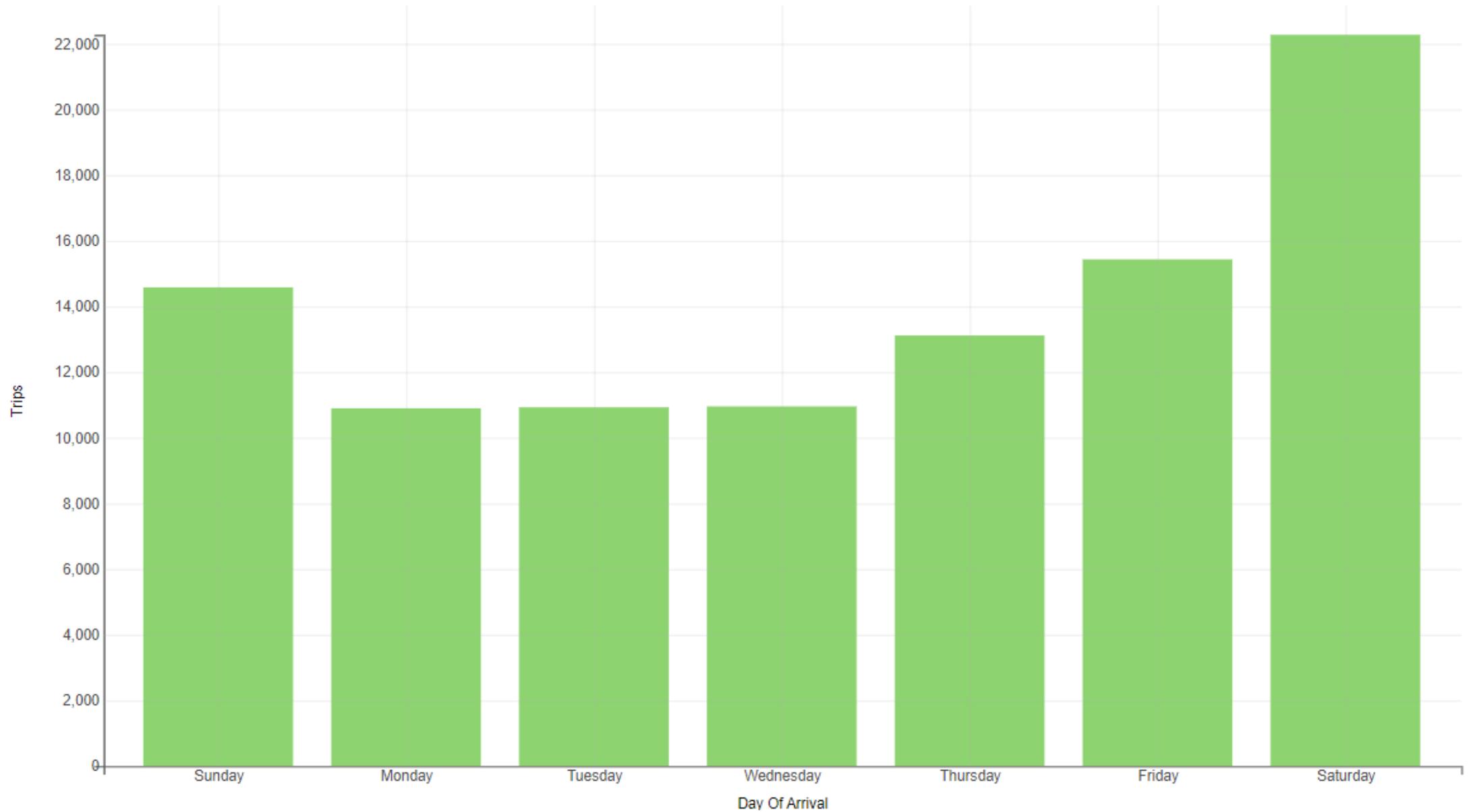
# Visitation by Distance Q1 2019



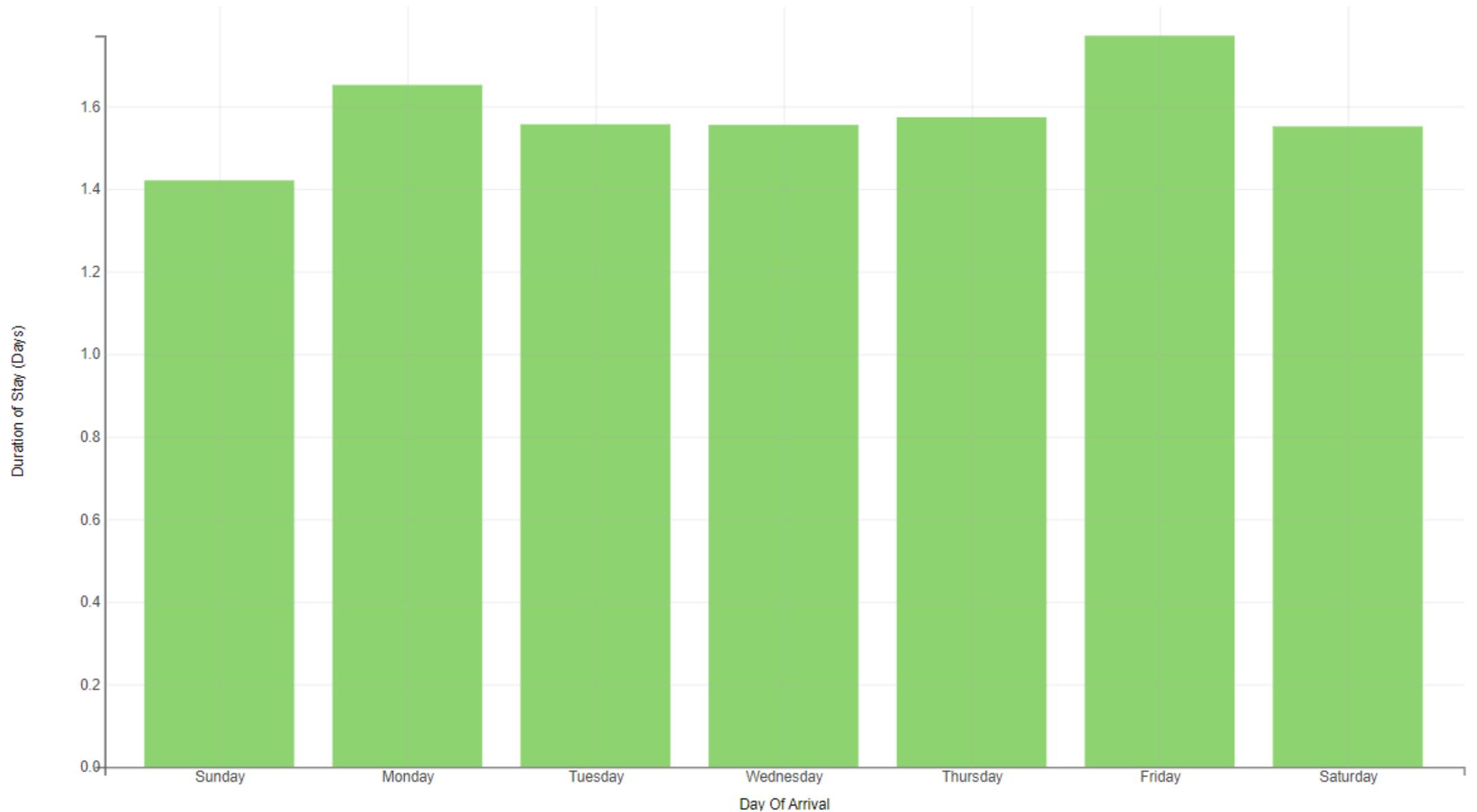
# Duration of Stay by Distance Q1 2019



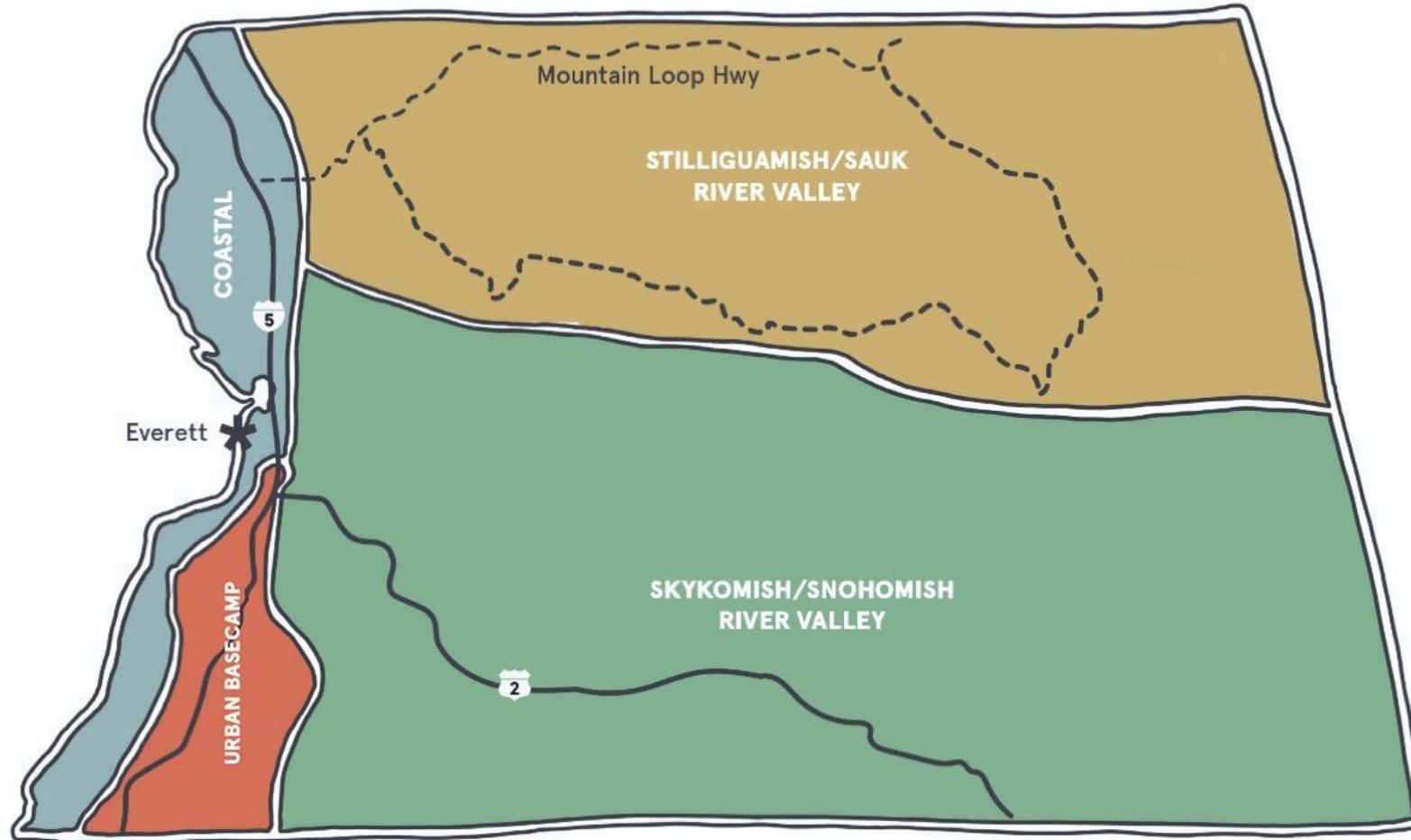
# Visitation by Day of Arrival Q1 2019



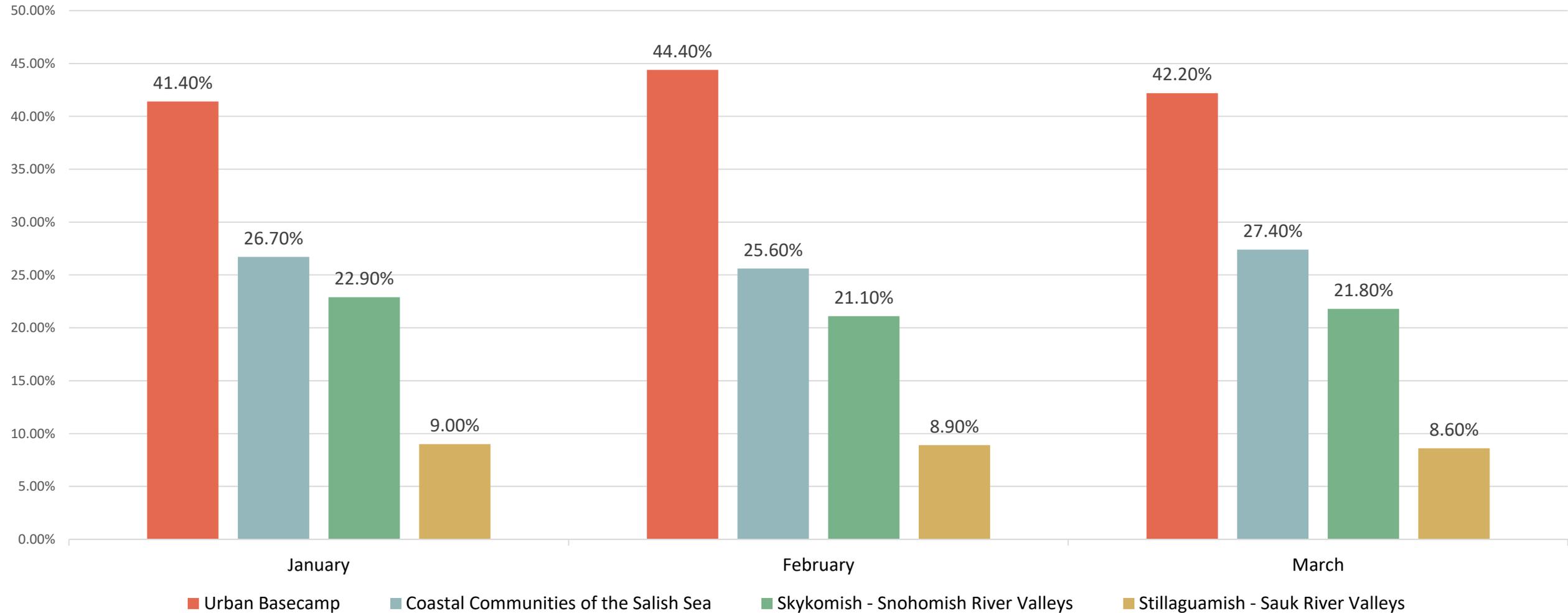
# Duration of Stay by Day of Arrival Q1 2019



# Visitor Region Insights



# Trips by Month Q1 2019



# Visitation Trends Q1 2019

## Urban Basecamp

Top Markets	Percentage	Repeat Visits	Average Hours
Seattle-Tacoma	88.0%	39.9%	10
Portland	2.5%	19.0%	47
Spokane	2.1%	12.9%	39
Yakima/Pasco/Richland	1.4%	20.2%	31
Los Angeles	0.6%	16.0%	65

## Coastal Communities

Top Markets	Percentage	Repeat Visits	Average Hours
Seattle-Tacoma	85.7%	33.1%	9
Portland	2.6%	14.3%	26
Spokane	1.8%	10.4%	37
Yakima/Pasco/Richland	1.6%	18.8%	25
Los Angeles	0.7%	10.0%	44

## Snohomish-Skykomish

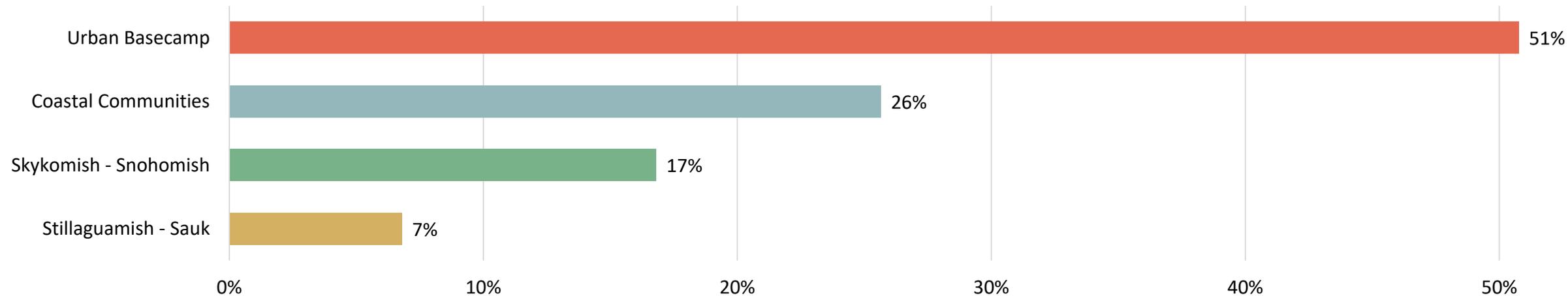
Top Markets	Percentage	Repeat Visits	Average Hours
Seattle-Tacoma	86.8%	34.9%	11
Spokane	2.9%	19.5%	34
Portland	2.4%	19.4%	26
Yakima/Pasco/Richland	1.5%	25.2%	24
Los Angeles	0.6%	9.2%	52

## Stillaguamish-Sauk

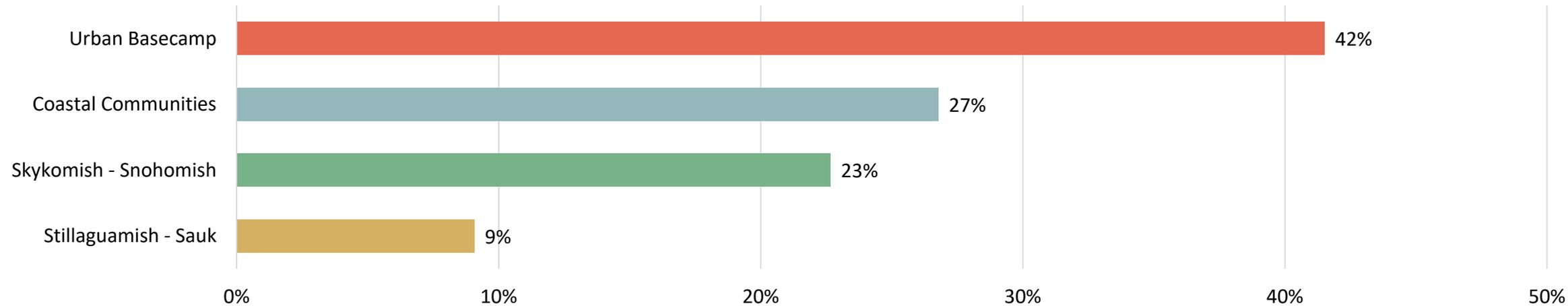
Top Markets	Percentage	Repeat Visits	Average Hours
Seattle-Tacoma	87.9%	34.0%	11
Portland	2.0%	20.6%	33
Spokane	1.9%	16.8%	39
Yakima/Pasco/Richland	1.2%	13.6%	19
Los Angeles	0.6%	16.1%	32

# Visitation Q1 2019

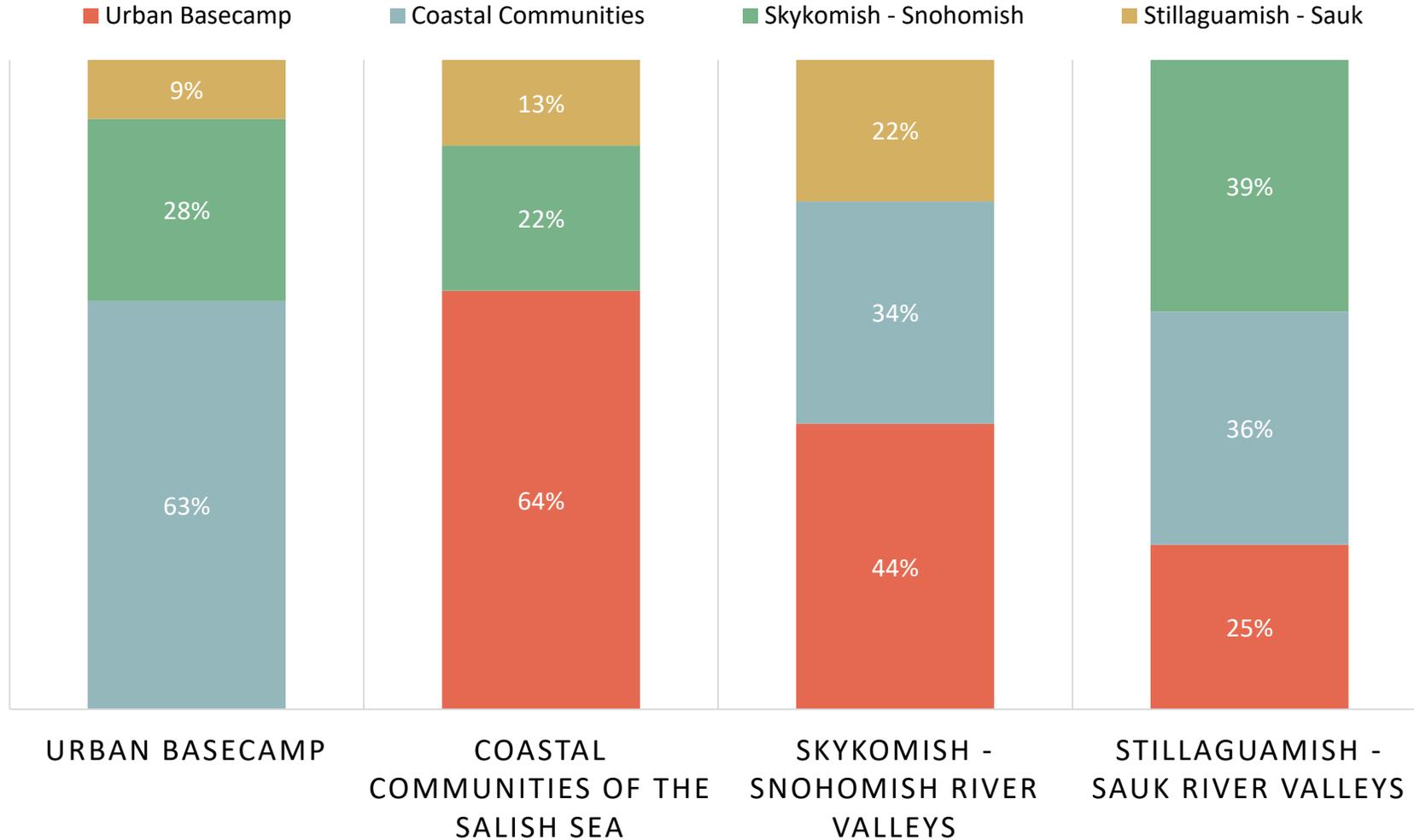
## Out of State Visitors



## Washington State Visitors



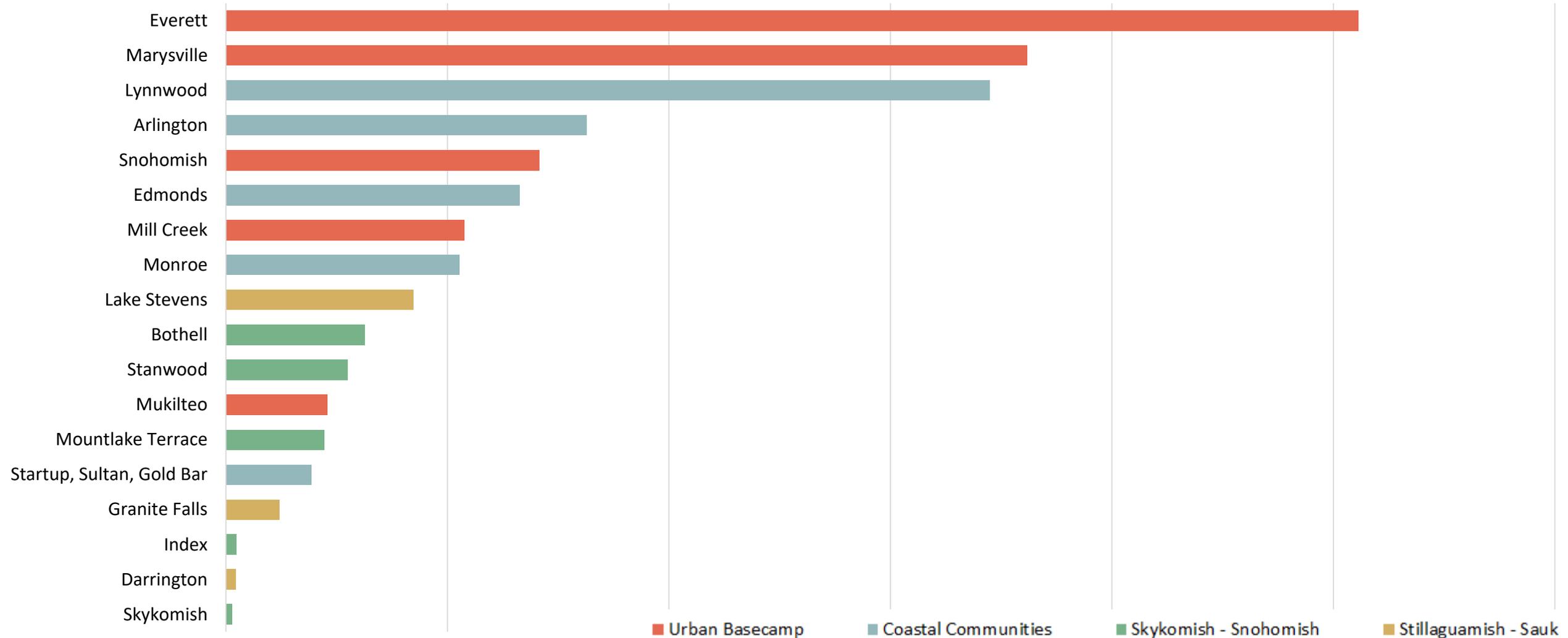
# Cross-Visitation Q1 2019



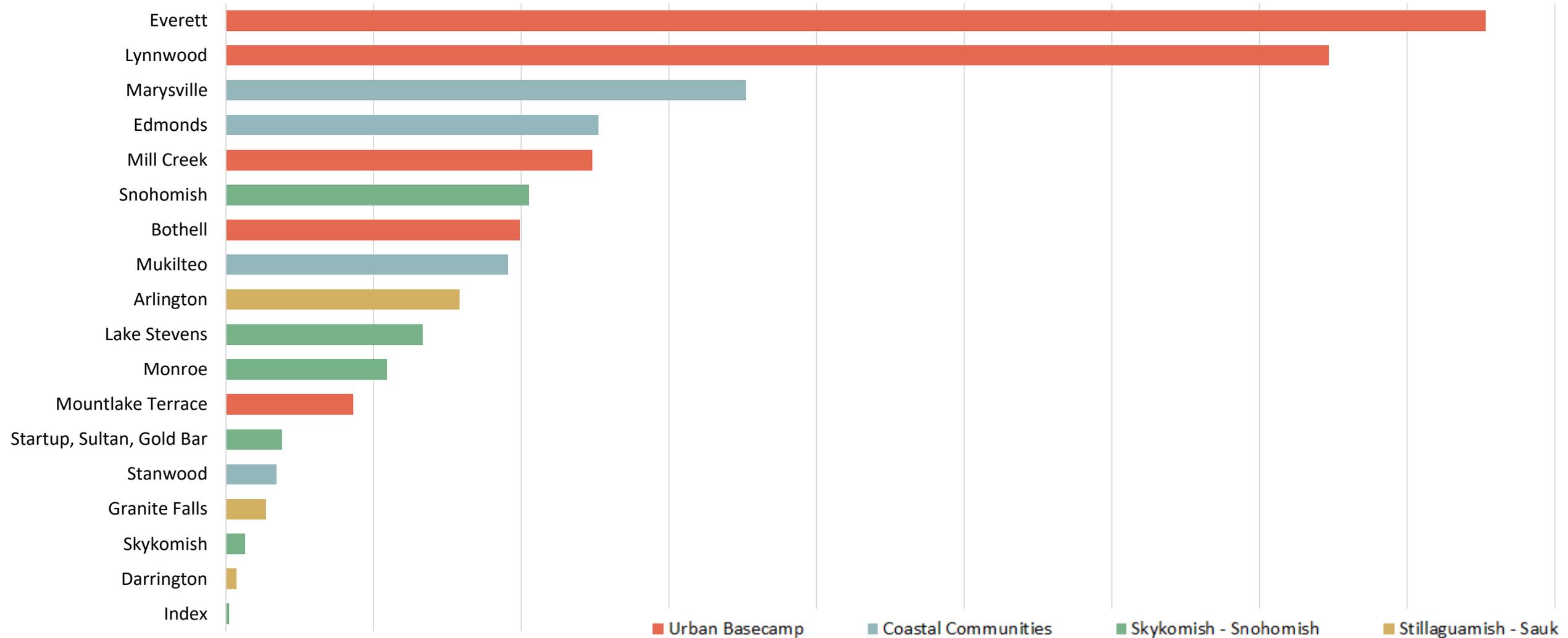
# City Insights



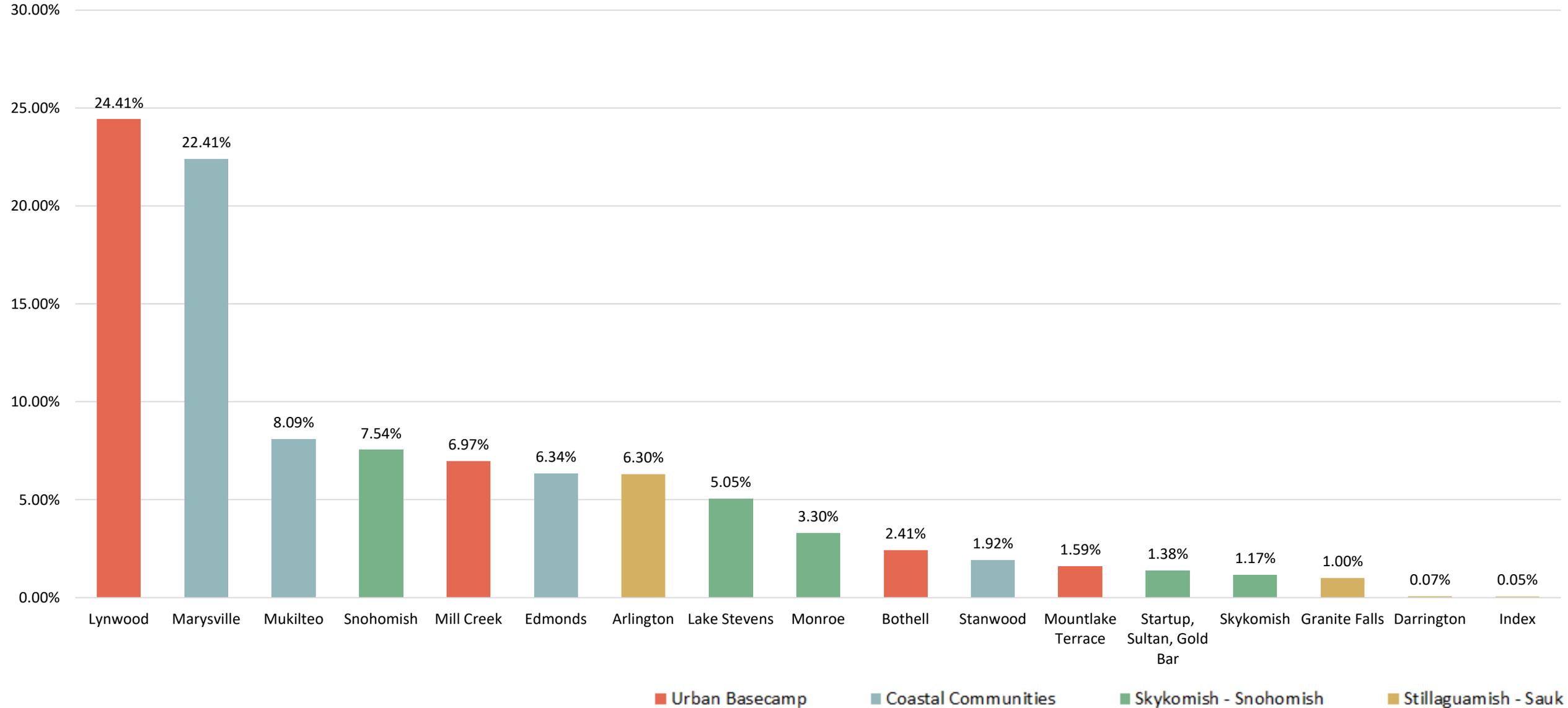
# Washington State Visitation Trends Q1 2019



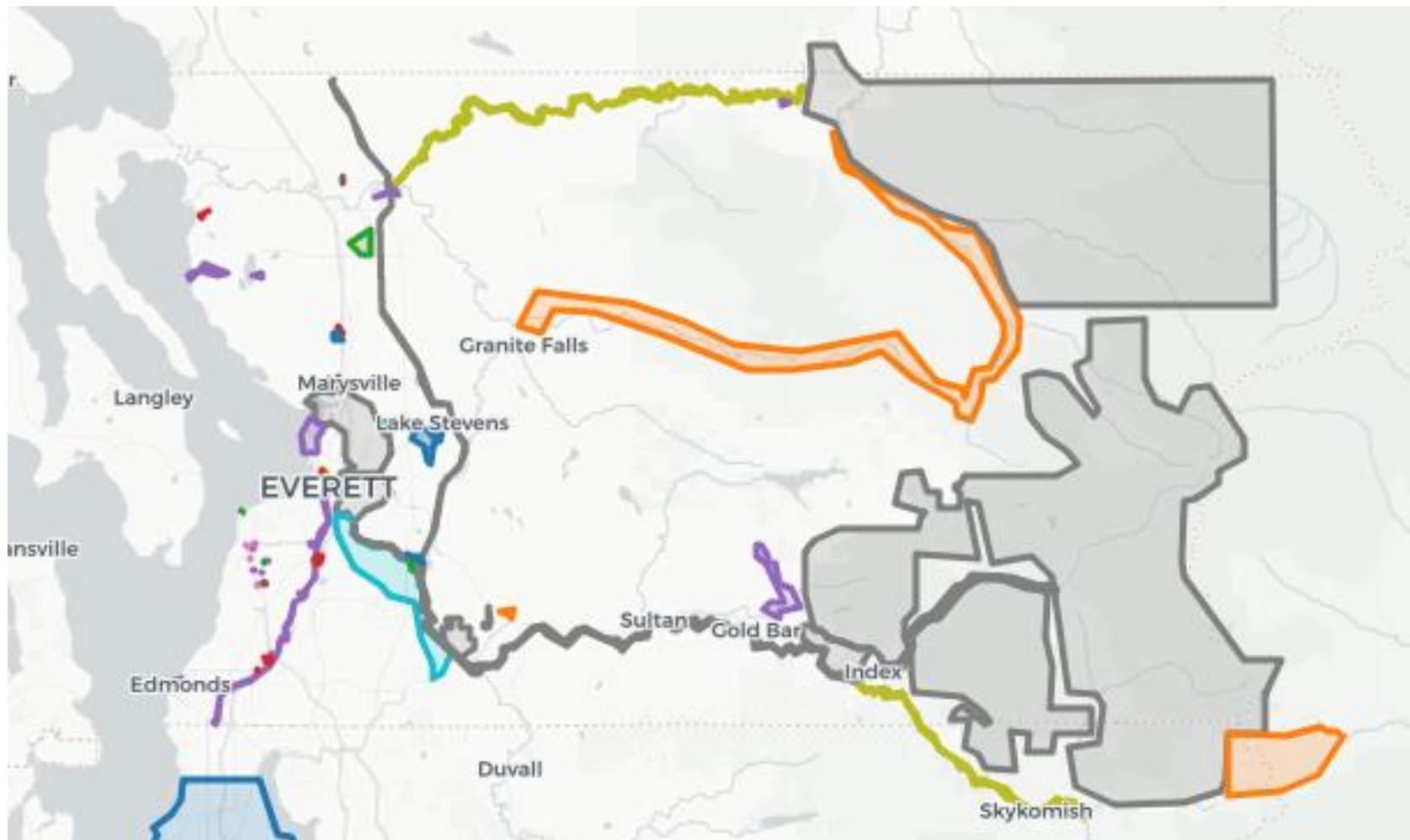
# Out of State Visitation Trends Q1 2019



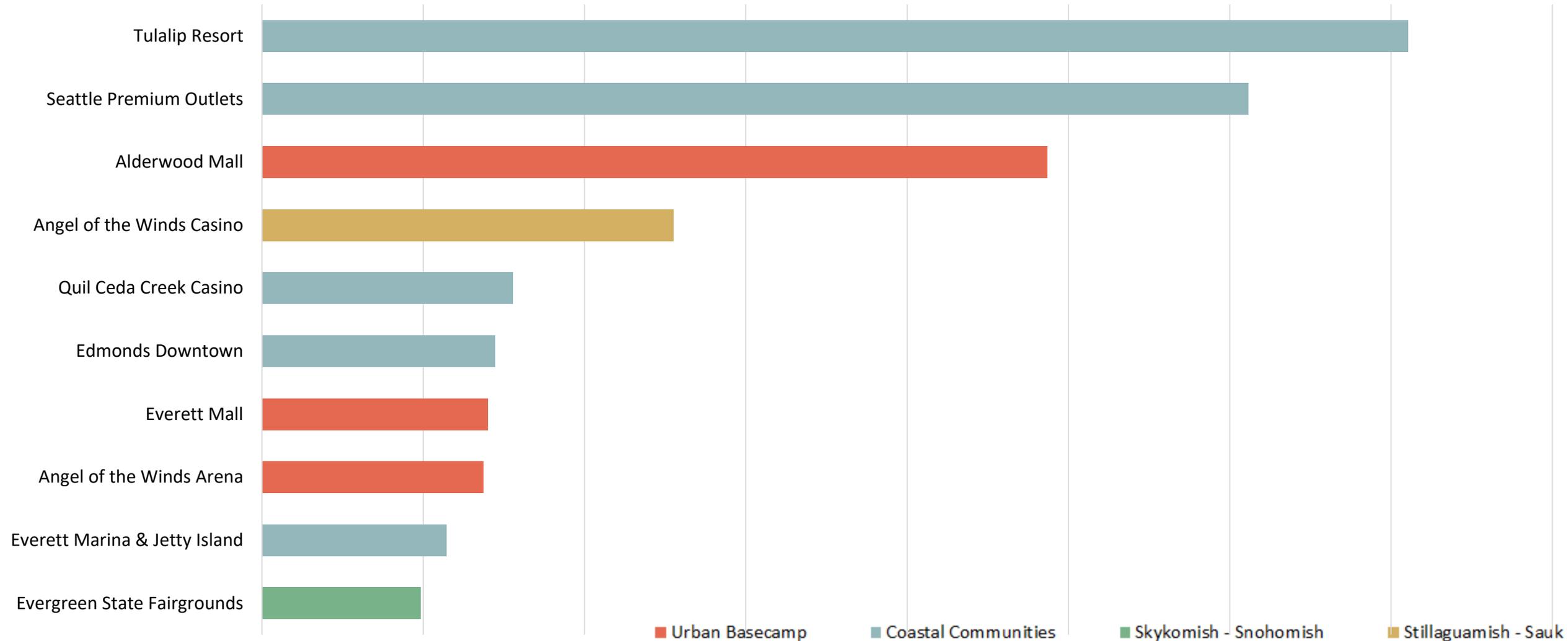
# Everett Cross-Visitation Q1 2019



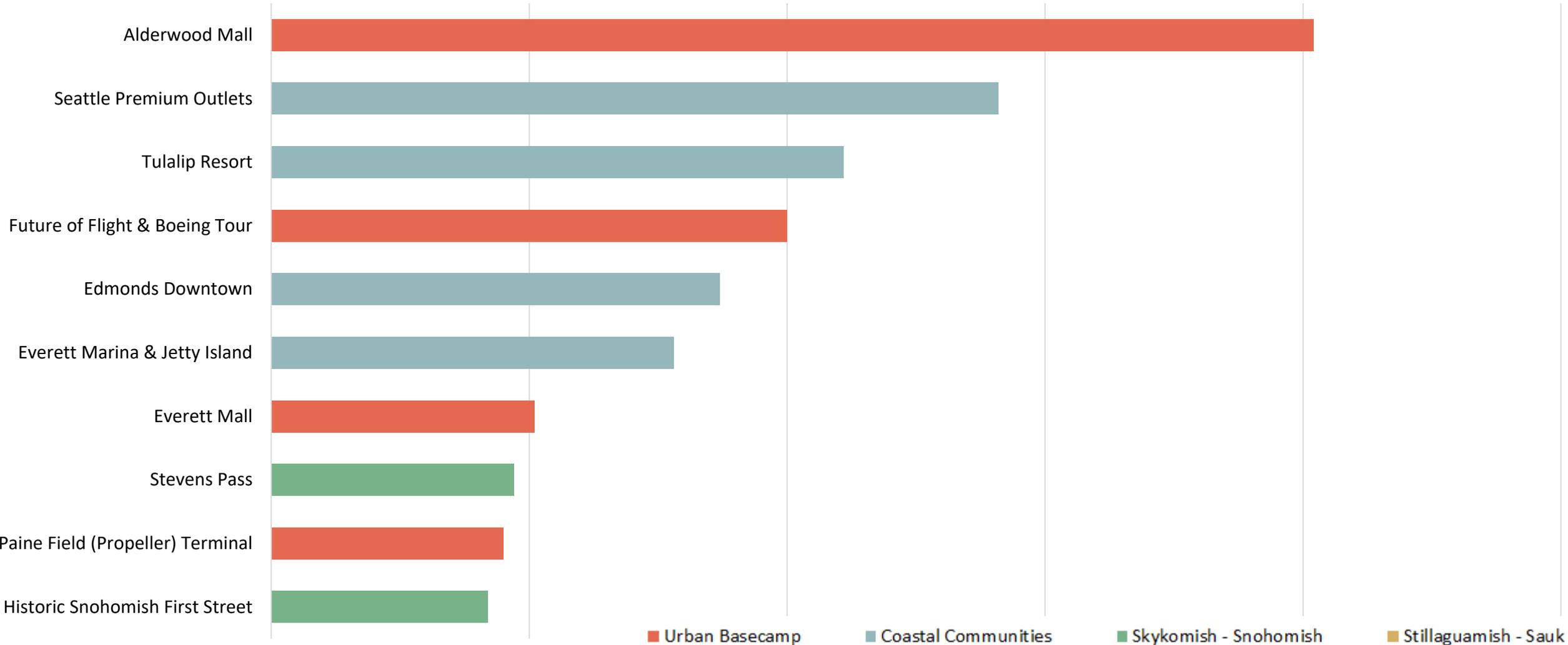
# Points of Interest Insights



# Top Ten Destinations – Washington Visitors Q1 2019

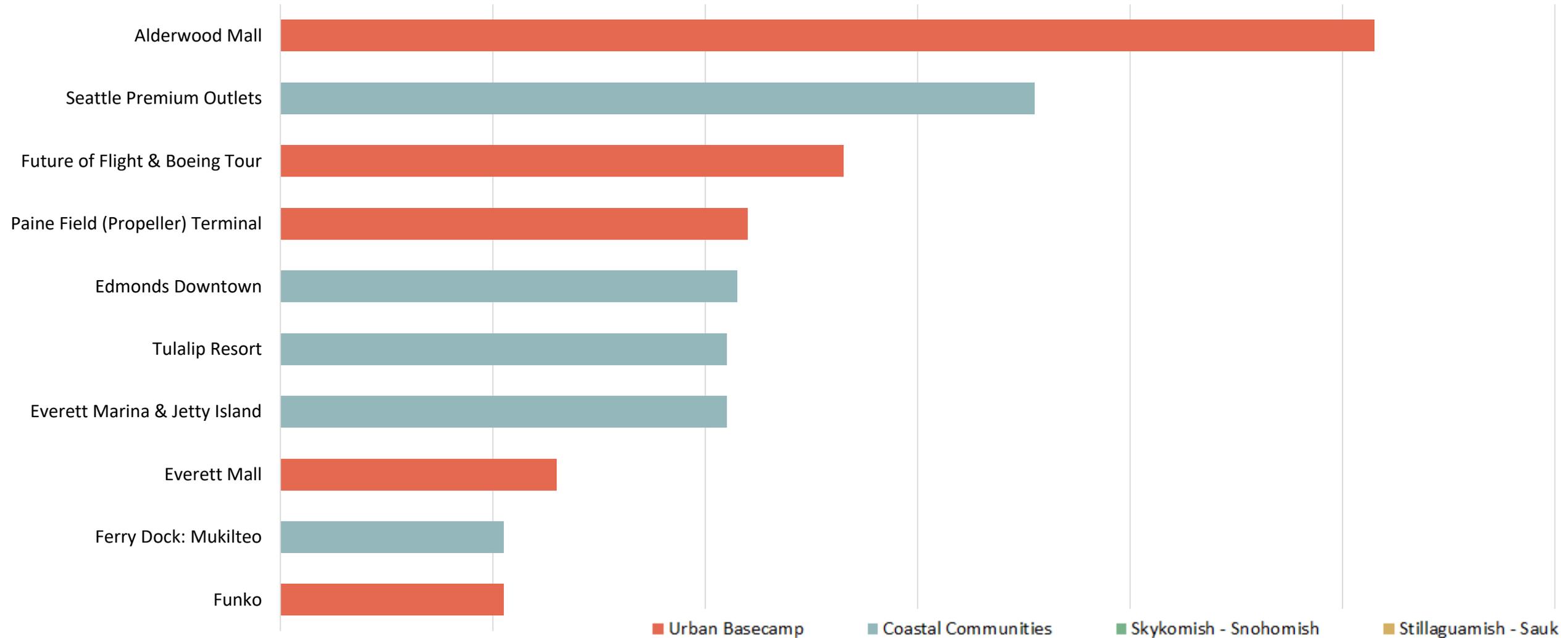


# Top Ten Destinations – Out of State Visitors Q1 2019



# Top Ten Destinations for Out-of-State Visitors

## March 2019





Case Study:  
Aviation District

## Snohomish County Q1 2019

Top Markets	Percentage	Repeat Visits	Average Time (hrs)
Seattle-Tacoma	87%	57.20%	10
Portland	3%	29.10%	27
Spokane	2%	28.80%	36
Yakima/Pasco/Richland	1.5%	32.10%	26
Los Angeles	0.8%	14.0%	45

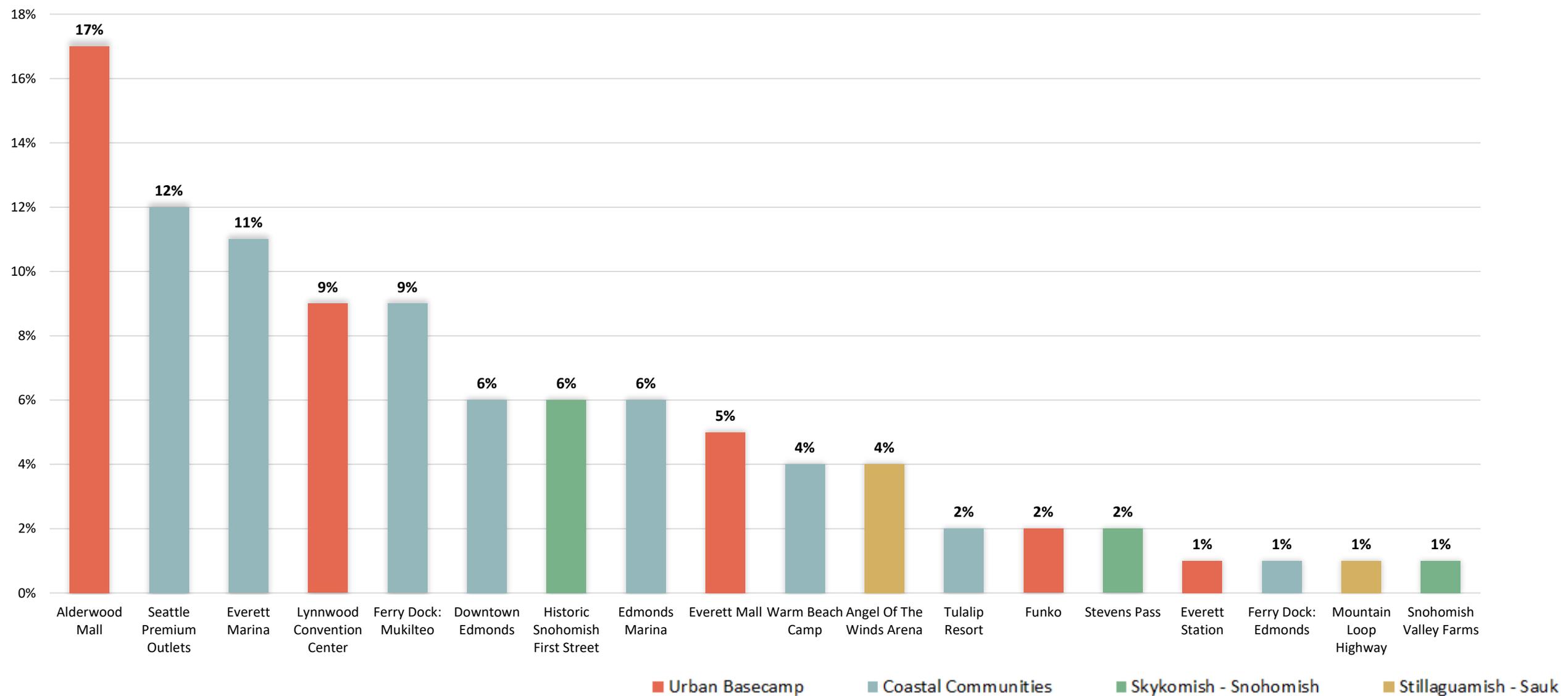
## Urban Basecamp Q1 2019

Top Markets	Percentage	Repeat Visits	Average Time (hrs)
Seattle-Tacoma	88%	39.9%	10
Portland	2.5%	19.0%	47
Spokane	2.1%	12.9%	39
Yakima/Pasco/Richland	1.4%	20.2%	31
Los Angeles	0.6%	16.0%	65

## Aviation District Q1 2019

Top Markets	Percentage	Repeat Visits	Average Time (hrs)
Seattle-Tacoma	60%	7.1%	10
Los Angeles	7.8%	0.0%	56
Portland	5.6%	0.0%	34
San Francisco/Oakland	4.3%	16.7%	46
San Diego	4.2%	0.0%	65

# Aviation District Cross-Visitation Q1 2019



# Aviation District Additional Insights

- 41% of visitors went to Seattle
- 34% of visitors went to SeaTac
- Aviation District might become top destination for out-of-state travelers in the county
  - Urban Basecamp already leads the pack

Questions?

# Snohomish County Hotel/Motel Tax Small Fund Grant overview

Presented by RICH HUEBNER, TOURISM PROMOTION COORDINATOR



Snohomish County  
Parks, Recreation and Tourism



Applications can be found online at <https://snohomishcounty.wa.gov/3917/HotelMotel-Grant-Application> or go to the Snohomish County Parks, Recreation & Tourism website and click on Tourism tab.

# Snohomish County

## Hotel / Motel Small Fund Grant

### Application for 2020 Funds

Completed application packages are due by 4:30 p.m.  
Friday, August 16, 2019.



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**Snohomish County**  
Parks, Recreation & Tourism  
6705 Puget Park Drive M/S 303  
Snohomish, WA 98296  
(425) 388-6626

## Small Fund Overview

- **Competitive criteria is the same – working together is key!**
- **The Lodging Tax Grant Prioritizes:**
  - Area of impact
  - Collaborative marketing
  - Cooperative nature
  - Off-season development

## Small Fund Overview

- The program is open to applications from public and not-for-profit entities with the demonstrated capacity to accomplish the proposed projects. This includes agencies such as port districts, cities and towns, museums and galleries, historical societies, arts groups, chambers of commerce, as well as 501(c)3 & 501(c)6 non-profits.
- The applicants must demonstrate that they will supply at least 25% of the total project cost. The matching requirement may be met by a cash contribution, in-kind services, or a combination of both.
- All contracts are reimbursement-based, i.e. the sponsor must expend funds on approved items and then seek reimbursement under terms of the governing contract.
- No costs incurred prior to the county's signing of a contract for an approved project can be reimbursed.
- At time of submittal for reimbursement, an invoice from the entity to Snohomish County is required, along with copies of vendor invoices, proof of payment on those invoices, and a final report on the project.

# Small Fund Grant Application

Snohomish County  
**Tourism Promotion Projects  
Assistance Program**

**PROJECT SPONSOR INFORMATION**

Project Title: \_\_\_\_\_

Project Sponsor /  
Contract Authority: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date Range and Location of Event/Project: \_\_\_\_\_

Sponsor is:  Non-Profit: EIN # \_\_\_\_\_

Public agency: Tax ID # \_\_\_\_\_

How many times have you received the Hotel/Motel grant, for this activity, in past five years?  
\_\_\_\_\_

**2020 Budget:**

Request: \$ \_\_\_\_\_ Match: \$ \_\_\_\_\_ Total Project Budget: \$ \_\_\_\_\_

**If you do not receive full funding, how would this affect your project?**

Continued on next page.

P-20-\_\_\_\_\_ (For office use)

# Small Fund Grant Application

New information requested on page two of application.

Required to be reported by the County to the Joint Legislative Audit and Review Committee (JLARC)

## 2020 Visitor Participation

Estimated overall visitors drawn: \_\_\_\_\_

Estimated number of visitors travelling 50+ miles: \_\_\_\_\_

Estimated visitors travelling from out-of-state / out-of-country: \_\_\_\_\_

Estimated one-day visitors (not paying for overnight lodging): \_\_\_\_\_

Estimated number of lodging nights generated by project: \_\_\_\_\_

## Snohomish County Destination Development Participation

Did you, or a member of your organization, attend any of the following?:

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| 1. 2017 Future iQ Regional Workshops  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. 2018 Snohomish County Tourism Summit   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. 2018 Future iQ Future Think-Tank Tourism Workshops                                 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. 2018 Small Fund Grant Application Workshop   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. 2018 Regional Branding Workshops   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. 2019 Snohomish County Tourism Alliance (SCTA) Kick-off                             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. 2019 Snohomish County Tourism Alliance Conference – County Tourism Data Goes "Big" | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. 2019 Small Fund Grant Workshop   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Destination Development Participation information requested.

Lodging Tax Advisory Committee (LTAC) will use this information during their review process.

Completed application packages are due by 4:30 p.m., Friday, August 16, 2019.

# Project Budget on Application

Please detail the budget for your project. Remember that the County can pay no personnel costs (wages, benefits, etc.) Such costs are eligible as a portion of your match. The County can pay a share of such costs as postage, design and layout of printed materials, printing costs, online and social media advertising and event facility rental. Please specify whether your various match items will be either cash (C) for in-kind (I/K)

**Note:** This is used when creating the contracts, and once set, reimbursements will be based directly on these line items. Up to 20% of total "Requested of County" may be re-allocated to other line items already listed. New lines can not be added.

Project Name:					
Item	Requested From County	*Requested From City (if applicable)	Cash Match	In-Kind Match	Total
1.	\$	\$	\$	\$	\$
2.	\$	\$	\$	\$	\$
3.	\$	\$	\$	\$	\$
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
<b>Totals:</b>	\$	\$	\$	\$	\$

**We understand that award dates for city LTACs don't always align with County LTAC. Please let us know the status and a contact name.**

**• COOPERATIVE COMMITMENTS FORM**

- Please provide details of your efforts to apply for city LTAC funds, in the area where your project will be taking place.
- As part of the grant application packet please complete this form with all information related to other funds/source contributions.

• City LTAC : \_\_\_\_\_

Name of city where event is taking place

• Date Applied: \_\_\_\_\_

• Amount Requested: \$ \_\_\_\_\_

• Status of Application: \_\_\_\_\_

• Contact Person at City: \_\_\_\_\_

• Have you applied for city LTAC funds in prior years? If so, please list dates, amounts and results:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

• Other Funding Partners: \_\_\_\_\_

• Amount \$ \_\_\_\_\_

**PROJECTS WHICH WILL OCCUR IN ARLINGTON, BOTHELL, EDMONDS, EVERETT, LYNNWOOD, MARYSVILLE, MONROE, MOUNTLAKE TERRACE, MUKILTEO OR SNOHOMISH:**

These cities have their own Hotel/Motel funds and do not contribute revenues to the County fund that underwrites this program. If applicable, please enter your funding request to your city or outline your efforts to secure funding from your city fund in the amount at least equal to your request for County funds.

# Once Approved – Next Steps

- Request for W-9

Form <b>W-9</b> (Rev. December 2014) Department of the Treasury Internal Revenue Service	<b>Request for Taxpayer Identification Number and Certification</b>	<b>Give Form to the requester. Do not send to the IRS.</b>
Print or type See Specific Instructions on page 2.	<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Seth Williams	
	<b>2</b> Business name/disregarded entity name, if different from above ABC Company, LLC	
	<b>3</b> Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Other (see instructions) ▶ _____ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	<b>5</b> Address (number, street, and apt. or suite no.) 1234 Anywhere St.	Requester's name and address (optional)
	<b>6</b> City, state, and ZIP code Grand Rapids, MI 49525	I
	<b>7</b> List account number(s) here (optional)	
<b>Part I Taxpayer Identification Number (TIN)</b> Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3. <b>Note.</b> If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.	<b>Social security number</b> [ ][ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ][ ] <b>or</b> <b>Employer identification number</b> [ ][ ] - [ ][ ][ ][ ][ ][ ][ ][ ]	
<b>Part II Certification</b> Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and		

# Once Approved – Next Steps

- Request for Certificate of Insurance and Additional Insured Endorsement

AND EMPLOYERS' LIABILITY	Y/N									STATE	TER
ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	N	N/A								E L EACH ACCIDENT	\$
If yes, describe under DESCRIPTION OF OPERATIONS below										E L DISEASE - EA EMPLOYEE	\$
										E L DISEASE - POLICY LIMIT	\$
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)											
Snohomish County, its officers, officials, employees and agents are additional insured per form CG2026 (04/13).											
CERTIFICATE HOLDER						CANCELLATION					
Snohomish County Parks, Recreation, & Tourism C/O Carol Peterson 6705 Puget Park Drive Snohomish WA 98296						SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.					
						AUTHORIZED REPRESENTATIVE 					

ACORD 25 (2014/01) © 1988-2014 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD

This should say, "Snohomish County, it's officers, officials, employees and agents are named as additional insured." But a separate endorsement sheet is still needed.

Also need to have the name of Project/ Contract listed here.

This should say: Snohomish County, 3000 Rockefeller Ave, Everett, WA 98201; Puget Park Drive address also works.

# Once Approved – Next Steps

- Request for Certificate of Insurance and Additional Insured Endorsement

POLICY NUMBER: COMMERCIAL GENERAL LIABILITY  
CG 20 26 04 13

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED - DESIGNATED  
PERSON OR ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):

Snohomish County Its officers  
official, employees and agents

3000 Rockefeller Ave

EVERETT, WA 98201

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

**A. Section II - Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

**B. With respect to the insurance afforded to these additional insureds, the following is added to Section III - Limits Of Insurance:**

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

1. Required by the contract or agreement;

Form CG 20 26 –  
Designated Person  
or Organization

Name of location,  
item funded, or  
project description.

This must say,  
"Snohomish County,  
it's officers, officials,  
employees and  
agents are named as  
additional insured."

55981741

006238

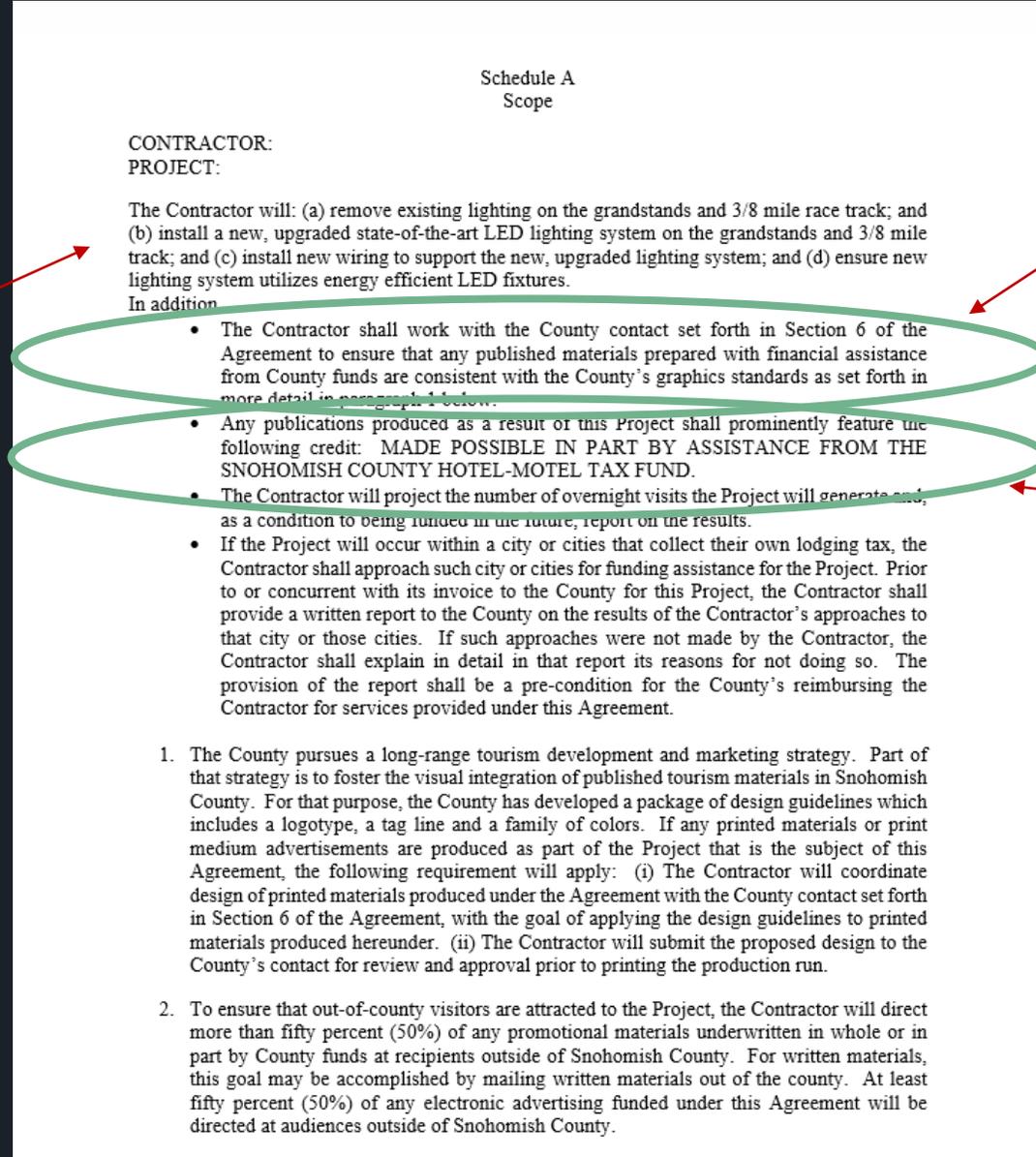
200

# Sample Scope of Work

## PLEASE READ YOUR CONTRACTS!

Certain requirements are spelled out in the Scope of Work.

Needs to be specific to your project.  
(Snohomish County Tourism Promotion Coordinator will work directly with you on this.)



Work with the County to ensure published material has proper logos, verbiage, etc.

This exact wording needs to be on all publications, prominently displayed, and must be pre-approved prior to going to print.

# Year-End Report

Needs to be submitted with final invoice before reimbursement can be made.

**All of this information is needed in order to file the JLARC report with the State.**

**Event or Tourism Facility Lodging Tax Expenditure Report Worksheet**  
Festivals, special events and tourism-related facilities owned by  
Local Jurisdictions or Non-profit Organizations  
Official Report Form is due: **December 31, 2018** Current Date:

1. Name of Organization:
2. Project/Event Name:
3. Name and Contact Information of Person Completing This Form:
4. Dates of Event (Write "full year" if project is for marketing/advertising throughout year):
5. Total Lodging Tax funds allocated to this event or facility:
6. Total Overall Cost for this Project:
7. Estimated/Actual total event attendance or user count for the facility:
8. Estimated/Actual number of attendees traveling 50+ miles or more to attend event:
9. Estimated/Actual number of attendees from out-of-state or out-of-country:
10. Estimated/Actual number of attendees paying for overnight lodging to attend event:
11. Describe methodology used in determining above estimates/actuals:
12. Any other information that demonstrates the impacts of the festival, event or tourism-related facility owned by a non-profit organization or local jurisdiction (please describe):

Detailed explanation of method used to estimate numbers. (Zip code tracking, survey, event registrations, etc.)

# Timeline for Application Process

- Hotel/Motel Grant Application due – August 16, 2019, by 4:30 p.m. (Seven hard copies)
- LTAC Committee will start reviewing and scoring applications – September 2019
- Email announcements will be sent out notifying applicants of awards, along with requests for W-9, COI, and Add'l Insured Endorsement – October 2019
- Contact will be made to write Scope of Work and Project Budgets – November/December 2019
- Motion for approval of all 2020 Hotel/Motel Grant Awards is sent to Council – January 2020
- Contracts drawn up and two copies sent out to applicants for signatures – Late January or early February 2020
- Once contracts are signed and returned (both copies), they will be bundled up with W-9, approved COI, endorsement, and motion, and sent to Executive Office for final signatures. – allow for 2 weeks.

# Timeline for Application Process

- A completed contract will be mailed out to you (Notice to Proceed) – once received, your expenses can begin for reimbursement basis. Not prior to signed contract by Executive.
- Submitting for payment – once project is complete, submit an invoice on company letterhead, along with final report, all expenditure backups and proof of payment (ie: credit card transactions, check payments, receipts, or vendor invoices with payment identified).
- Reimbursement by County can take up to 3 weeks from the time of submittal. County administration will need to go through and verify all expenditures, project budget limits, matching requirements, etc. prior to processing for payment. Please be patient.

**Samples of previously awarded grants**

# 2019 Hotel/Motel Grant Awards

Flying Heritage & Combat Armor Museum – Outreach Campaign	\$30,000
Village Theatre – 2019 Season Promotion	\$25,000
City of Stanwood – Discover Stanwood Camano Magazine	\$8,000
Snohomish Motorcycle Club – Parks and Ride Raffle Run	\$12,750
Mill Creek Chamber of Commerce – Mill Creek Festival	\$10,000
Mountlake Terrace Friends of the Arts – Juried Arts Show	\$5,000
Imagine Children's Museum Awareness Campaign	\$9,000
Sky Valley Chamber of Commerce – Sky Valley Event Guide	\$10,000
Sky Valley Chamber of Commerce – Venue Marketing Campaign	\$10,000
Camano Arts Association – 2019 Artists Studio Tour	\$5,000
Schack Art Center – 2019 Promotion of Exhibits and Events	\$25,000
KSER Foundation – Public Radio Tourism Promotions	\$20,000
Stanwood Chamber of Commerce – Stanwood Winter Festivals	\$10,925
Cascade Loop Association – Collaborative Marketing Program	\$20,000
Darrington Bluegrass & Country Music Makers Association – Bluegrass Festival Mktg.	\$10,000
Town of Darrington – Tourism Marketing	\$10,000

# 2019 Hotel/Motel Grant Awards

Darrington Horse Owners Association – Darrington Timberbowl Rodeo	\$5,000
Stillaguamish Pioneer Museum – Barn Quilt Trail Movement	\$850
Stanwood Camano Arts Festivals – Summer Arts Jam 2019	\$15,000
Arlington Fly-In – 2019 Balloon and Airplane Festival	\$10,000
Snohomish County Parks, Recreation and Tourism – Value Chain Strategy	\$20,000
Edmonds Center for the Arts – 2019 Season Promotion	\$15,000
Pacific Northwest Aerospace Alliance – Annual Aerospace Conference	\$30,000
Historic Downtown Snohomish – Dig Our Vintage Attitude Campaign	\$10,000
Adopt A Stream Foundation – Creatures of the Day and Night	\$15,000
Snohomish County Tourism Bureau – Alaska Air In Flight Magazine Advertorial	\$56,001
Economic Alliance Snohomish County – WeChat Marketing Platform	\$10,000
Historic Flight Foundation – Vintage Aircraft Monthly Fly Day Event Promotion	\$25,000
City of Monroe – Choose Monroe Visitors Guide	\$5,000
Snohomish Festival of Pumpkins – 2019 Marketing	\$10,000
City of Snohomish – Tourism Marketing and Promotions	\$10,800
Evergreen State Fairgrounds – Evergreen Speedway Lighting Project	\$30,576

**QUESTIONS???**

# SNOHOMISH COUNTY TOURISM ALLIANCE

*“Connecting Communities Through  
Love of Place”*

————— **SAVE THE DATES** —————

## **SAVE THE DATES**

**6.19.19** – SNOHOMISH COUNTY LODGING TAX 2020

SMALL FUND GRANT APPLICATION WORKSHOP

**9.12.19** – SCTA FALL CONFERENCE

**11.20.19** – SCTA TOURISM SUMMIT

## **STAY CONNECTED**

[SeattleNorthCountry.com/Industry-Resources](http://SeattleNorthCountry.com/Industry-Resources)

[Facebook.com/groups/SnohomishCountyTourismAlliance](https://www.facebook.com/groups/SnohomishCountyTourismAlliance)

**Thank you!**

Rich Huebner, Tourism Promotion Coordinator  
Snohomish County Parks, Recreation and Tourism

(425) 388-6626

[Rich.Huebner@snoco.org](mailto:Rich.Huebner@snoco.org)