



**AGENDA**  
**CLALLAM COUNTY**  
**LODGING TAX ADVISORY COMMITTEE**  
223 East 4<sup>th</sup> Street, Room 160  
Port Angeles, Washington  
January 9, 2025 – 2 p.m.

Lodging Tax Advisory Committee meetings will be available virtually at:

If you would like to participate in the meeting via Zoom audio only, call 253-215-8782 and use meeting ID: 875 561 7844 and passcode: 12345

If you would like to participate in the meeting via Zoom video conference, visit <https://zoom.us/j/8755617844> and use meeting ID: 875 561 7844 and passcode: 12345

This meeting can be viewed on a live stream at this link: <https://clallamcountywa.gov/meetings>

Public comment and questions can be directed to the Clerk of the Board at 360-417-2256 or [loni.gores@clallamcountywa.gov](mailto:loni.gores@clallamcountywa.gov)

- I. CALL TO ORDER, ROLL CALL
- II. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA
- III. PUBLIC COMMENT
- IV. APPROVAL OF MINUTES FOR THE MEETING ON:
  - November 14, 2024
- V. BUSINESS
  - a. City of Port Angeles, Sequim, Forks, and Jefferson County Lodging Tax Funding 2025 allocations discussion
  - b. Review of financial LTAC projections – Mark Lane
  - c. Notice calling for 2025 Hotel/Motel Funding applications (2<sup>nd</sup> call 2025)
  - d. Tourism Plan update – Marsha Massey
- VI. PUBLIC COMMENT
- VII. ADJOURNMENT

# **Lodging Tax Advisory Committee**

**Draft Minutes**  
**November 14, 2024**



## CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF NOVEMBER 14, 2024

### MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2 p.m., Thursday, November 14, 2024. Also, present were Donya Alward, Beth Pratt, Matthew Peloquin, Marc Abshire, Lissy Andros, Craig Jaeger and Pamela Dahl. Kim Reynolds was excused. Beth Pratt left meeting at 3 p.m.

### REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

**ACTION TAKEN:** Jaeger moved to adopt the agenda as presented, Abshire seconded, motion carried

### PUBLIC COMMENT

- Sean Coleman, Port Angeles, commented on the Lincoln Park BMX funding application, Field Hall Events Center request
- Sam Grello, Port Angeles, commented on the Port Angeles Waterfront District
- Marsh Massey, Port Angeles, commented on Strategic Tourism Plan, Field Hall Events Center request
- Steve Raider-Ginsburg, Port Angeles, commented on Field Hall Events Center request
- Jess Grello, Port Angeles, commented on Squatchcon

### APPROVAL OF MINUTES

- September 12, 2024

**ACTION TAKEN:** Dahl moved to approve the minutes, Jaeger seconded, motion carried (Andros abstained)

### BUSINESS ITEMS

#### a. Review of financial LTAC projections

Commissioner Johnson provided a financial update. LTAC Members held discussion.

#### b. Field Hall Events Center Request – Steve Raider-Ginsburg

Commissioner Johnson briefed the LTAC Members. LTAC Members held discussion and provided feedback on the request.

#### c. Clallam County Parks 2024 request update

Don Crawford, Park, Fair and Facilities provided an update on their 2024 request.

#### d. Discussion on allocations for 2025 Hotel/Motel Funds

Commissioner Johnson provided a summary. LTAC Members held discussion. They determined to review applications and discuss the funding amounts after all applications are reviewed.

#### e. Review/vote/make recommendation on 2024 Hotel/Motel Lodging Tax funding requests

Commissioner Johnson provided a brief explanation on the review process for applications. He requested each applicant give a brief explanation of the requests submitted. LTAC Members reviewed the request amounts and provided feedback. Commissioner Johnson read the final recommended amounts into the record.

#### Applicant

Port Angeles Marathon Association  
Clallam Bay Slip Point Lighthouse Keepers  
Forks Chamber of Commerce  
Lincoln Park BMX  
Port Angeles City Ballet  
Clallam County PFF (Logging Show)  
Clallam County PFF (Shower Conversion)

#### Recommended amount

\$38,630  
\$10,000  
\$40,000  
\$40,000  
\$10,000  
\$5,000  
Not funded

**CLALLAM COUNTY LODGING TAX ADVISORY BOARD**  
**MINUTES of November 14, 2024**  
**Page 2**

|                                                    |            |
|----------------------------------------------------|------------|
| Clallam County PFF (Fair)                          | Not funded |
| Clallam County PFF (Season Day Use)                | \$44,000   |
| Olympic Peninsula Rowing Association               | \$15,000   |
| Neah Bay Chamber of Commerce                       | \$25,000   |
| Hurricane Ridge Winter Sports Education Foundation | \$90,000   |
| Clallam County Public Works                        | \$100,000  |
| Ghostlight Productions                             | ineligible |
| Peninsula Adventure Sports                         | \$7,500    |
| Peninsula Trails Coalition                         | \$40,000   |
| Juan de Fuca Foundation for the Arts               | \$40,000   |
| Port Angeles Concerts on the Pier                  | \$11,000   |
| GOPA LLC                                           | \$10,000   |
| Sequim Irrigation Festival                         | \$16,400   |
| Port Angeles Waterfront District                   | \$25,000   |
| Port Angeles Chamber of Commerce                   | \$30,000   |
| Olympic Peninsula Visitor Bureau                   | \$100,000  |
| Port Angeles Fine Arts Center                      | \$30,000   |
| North Olympic Baseball and Softball                | \$35,000   |
| Field Hall & Events Hall                           | \$200,000  |

**ACTION TAKEN:** Jaeger moved to approve the Port Angeles Marathon Association funding request for \$38,630, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Clallam Bay Slip Point Lighthouse Keepers funding request for \$10,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Forks Chamber of Commerce funding request for \$40,000, Dahl seconded, motion carried (Andros abstains)

**ACTION TAKEN:** Jaeger moved to approve the Lincoln Park BMX Association funding request for \$40,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Port Angeles City Ballet funding request for \$10,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Clallam County Park, Fair and Facilities (Logging Show) funding request for \$5,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Clallam County Park, Fair and Facilities (Season Day Use) funding request for \$44,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Olympic Peninsula Rowing Association funding request for \$15,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Neah Bay Chamber of Commerce funding request for \$25,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Hurricane Ridge Winter Sports Education Foundation funding request for \$90,000, Dahl seconded, motion carried

**CLALLAM COUNTY LODGING TAX ADVISORY BOARD**  
**MINUTES of November 14, 2024**  
**Page 3**

**ACTION TAKEN:** Jaeger moved to approve the Clallam County Public Works funding request for \$100,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Peninsula Adventure Sports funding request for \$7,500, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Peninsula Trails Coalition funding request for \$40,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Juan de Fuca Foundation for the Arts funding request for \$40,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Port Angeles Concerts on the Pier funding request for \$11,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the GOPA LLC funding request for \$10,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Sequim Irrigation Festival funding request for \$16,400, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Port Angeles Waterfront District funding request for \$25,000, Dahl seconded, motion carried (Abshire abstains)

**ACTION TAKEN:** Jaeger moved to approve the Port Angeles Chamber of Commerce funding request for \$30,000, Dahl seconded, motion carried (Abshire abstains)

**ACTION TAKEN:** Jaeger moved to approve the Olympic Peninsula Visitor Bureau funding request for \$1,000,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Port Angeles Fine Arts Center funding request for \$30,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the North Olympic Baseball and Softball funding request for \$35,000, Dahl seconded, motion carried

**ACTION TAKEN:** Jaeger moved to approve the Field Arts & Events Hall funding request for \$200,000, Dahl seconded, motion carried

**f. Recognizing Lissy Andros, Donya Alward, Matt Peloquin and Marc Abshire**  
Commissioner Johnson thanked Andros, Alward, Peloquin and Abshire for their service to LTAC.

**PUBLIC COMMENT**

- Steve Gray, Clallam County, commented on Olympic Discovery Trail signage
- Steve Raider-Ginsburg, Port Angeles, commented on Field Hall Events Center request, Washington Fire Investigators

**NEXT MEETING** – January 9, 2025

**ADJOURNMENT** - Meeting concluded at 6:51 p.m.

# **Lodging Tax Advisory Committee**

## **LTAC Financial Report**

CLALLAM COUNTY  
HOTEL/MOTEL TAX--FUND 19925  
STATEMENT OF SOURCES, USES AND RESERVES  
2024 ACTUALS & 2024 BUDGET WITH 5 YEAR LOOK BACK

|                                                                                                      | BUDGET<br>2024 ADJUSTED<br>BUDGET (BASED ON<br>CURRENT<br>COMMITMENTS AND<br>BUDGET REVISIONS<br>APPROVED BY BOCC) | PROJECTIONS<br><br>PROJECTED YEAR-END<br>2024 --LTAC REVENUE<br>UP 16.1% FOR YEAR | ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK |           |           |           |           |           | ACTUALS--YTD PRIOR YEAR |                           |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------|-----------|-----------|-----------|-----------|-----------|-------------------------|---------------------------|
|                                                                                                      |                                                                                                                    |                                                                                   | 2024                                        | 2023      | 2022      | 2021      | 2020      | 2019      | 2023                    | % CHANGE VS<br>PRIOR YEAR |
| REVENUE (SOURCES OF FUNDING)                                                                         |                                                                                                                    |                                                                                   |                                             |           |           |           |           |           |                         |                           |
| 291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX                                                  | 927,000                                                                                                            | 1,007,569                                                                         | 1,007,569                                   | 893,313   | 833,512   | 742,715   | 392,878   | 499,196   | 893,313                 | 12.8%                     |
| 291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX                                                 | 870,000                                                                                                            | 1,009,264                                                                         | 1,009,264                                   | 843,524   | 818,151   | 742,114   | 395,680   | 492,412   | 843,524                 | 19.6%                     |
| 291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")                          | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | -         | -                       | -                         |
| 291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")                                   | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | 252,761   | -         | -                       | -                         |
| 291.36700.00.0000 CONTRIBUTIONS AND DONATIONS                                                        | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | 940       | -                       | -                         |
| 291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT                                              | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | -         | -                       | -                         |
| TOTAL REVENUE (SOURCES)                                                                              | 1,797,000                                                                                                          | 2,016,833                                                                         | 2,016,833                                   | 1,736,837 | 1,651,662 | 1,484,829 | 1,041,318 | 992,548   | 1,736,837               | 16.1%                     |
| % CHANGE VS PRIOR YEAR                                                                               | 3.5%                                                                                                               | 16.1%                                                                             | 16.1%                                       | 5.2%      | 11.2%     | 42.6%     | 4.9%      | 8.1%      |                         |                           |
| % CHANGE VS PRIOR YEAR--EXCLUDING CARES                                                              | 3.5%                                                                                                               | 16.1%                                                                             | 16.1%                                       | 5.2%      | 11.2%     | 88.3%     | -20.6%    | 8.1%      |                         |                           |
| EXPENDITURES (USES OF FUNDING)                                                                       |                                                                                                                    |                                                                                   |                                             |           |           |           |           |           |                         |                           |
| 291.55730.41.0020 PROFESSIONAL SERVICES                                                              | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE                                              | -                                                                                                                  | -                                                                                 | -                                           | -         | 12,000    | 12,000    | 20,000    | 10,086    | -                       | -                         |
| 291.55730.41.0117 CHAMBERS OF COMMERCE                                                               | 2,000                                                                                                              | 2,000                                                                             | 1,205                                       | 1,567     | 1,567     | 567       | 1,567     | 2,972     | 1,567                   | -23.1%                    |
| 291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU                                                   | 800,000                                                                                                            | 800,000                                                                           | 809,167                                     | 848,334   | 652,500   | 558,333   | 591,667   | 514,167   | 848,334                 | -4.6%                     |
| 291.55730.41.5110 PARKS/FAIR/FACILITIES                                                              | 119,000                                                                                                            | 119,000                                                                           | 112,802                                     | 35,520    | 43,753    | 32,377    | 25,947    | 24,025    | 35,520                  | 217.6%                    |
| 291.55730.41.5120 PUBLIC WORKS                                                                       | 504,400                                                                                                            | 134,400                                                                           | 84,400                                      | -         | -         | 150,000   | 250,000   | 220,000   | -                       | -                         |
| 291.55730.41.0118 FEIRO MARINE LIFE CENTER                                                           | 29,495                                                                                                             | 29,495                                                                            | 29,495                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION                                                  | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | 5,000     | -                       | -                         |
| 291.55730.49.0160 PA CHAMBER OF COMMERCE                                                             | 30,000                                                                                                             | 30,000                                                                            | 30,000                                      | -         | 85,000    | 35,000    | -         | 35,000    | -                       | -                         |
| 291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE                                                       | 35,230                                                                                                             | 35,230                                                                            | 35,230                                      | 20,000    | -         | -         | -         | 25,700    | 20,000                  | 76.2%                     |
| 291.55730.49.0162 FORKS CHAMBER OF COMMERCE                                                          | 35,000                                                                                                             | 35,000                                                                            | 35,000                                      | 35,000    | 53,638    | 40,000    | -         | -         | 35,000                  | 0.0%                      |
| 291.55730.41.0163 CITY OF FORKS                                                                      | 15,000                                                                                                             | 15,000                                                                            | -                                           | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0164 OLYMPIC THEATER ARTS                                                               | 14,210                                                                                                             | 14,210                                                                            | 14,210                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0166 OLYMPIC PENINSULA FUNGUS FESTIVAL                                                  | 12,500                                                                                                             | 12,500                                                                            | 12,500                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0167 PORT ANGELES FINE ARTS                                                             | 15,000                                                                                                             | 15,000                                                                            | 15,000                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.41.0168 CLALLAM TRANSIT SYSTEM                                                             | 15,600                                                                                                             | 15,600                                                                            | 15,600                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.41.0169 CLALLAM BAY/SEKIU VISITORS' CENTER                                                 | 15,000                                                                                                             | 15,000                                                                            | 15,000                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION                                                  | 29,355                                                                                                             | 29,355                                                                            | 29,355                                      | 15,000    | -         | 12,500    | -         | -         | 15,000                  | 95.7%                     |
| 291.55730.49.0171 PORT ANGELES BASEBALL                                                              | -                                                                                                                  | -                                                                                 | -                                           | -         | 60,000    | -         | -         | -         | -                       | -                         |
| 291.55730.49.0172 PENINSULA ADVENTURE SPORTS                                                         | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL                                                  | -                                                                                                                  | -                                                                                 | -                                           | -         | 15,550    | -         | -         | -         | -                       | -                         |
| 291.55730.49.0174 PENINSULA TRAILS COALITION                                                         | 49,500                                                                                                             | 55,200                                                                            | 55,200                                      | 10,000    | 20,000    | -         | -         | -         | 10,000                  | 452.0%                    |
| 291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION                                                       | 39,807                                                                                                             | 39,807                                                                            | 39,806                                      | 30,000    | 119,570   | 100,000   | -         | -         | 30,000                  | 32.7%                     |
| 291.55730.49.0176 PORT ANGELES WATERFRONT CENTER                                                     | 400,000                                                                                                            | 400,000                                                                           | 400,000                                     | 45,000    | 145,000   | -         | -         | -         | 45,000                  | 788.9%                    |
| 291.55730.41.0177 PORT ANGELES YOUTH BASKETBALL                                                      | 21,000                                                                                                             | 21,000                                                                            | 21,000                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.41.0178 WASHINGTON FESTIVAL AND EVENTS                                                     | 157,500                                                                                                            | 157,500                                                                           | 157,500                                     | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.41.0179 STORMKING FC                                                                       | 41,600                                                                                                             | 41,600                                                                            | 41,600                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0180 JUAN DE FUCA FESTIVAL                                                              | 9,500                                                                                                              | 9,500                                                                             | 9,500                                       | 8,000     | 7,000     | 10,000    | -         | -         | 8,000                   | 18.8%                     |
| 291.55730.49.0185 FORKS TIMBER MUSEUM                                                                | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | 67,142    | -         | -         | -                       | -                         |
| 291.55730.49.0193 SOURCEONE DISPLAYS                                                                 | -                                                                                                                  | -                                                                                 | -                                           | 5,000     | -         | -         | -         | -         | 5,000                   | -100.0%                   |
| 291.55730.49.0194 HURRICANE RIDGE WINTER SPORTS                                                      | 45,000                                                                                                             | 45,000                                                                            | 45,000                                      | 30,000    | -         | -         | -         | -         | 30,000                  | 50.0%                     |
| 291.55730.49.0195 OLYMPIC PENINSULA ROWING ASSOCIATION                                               | 20,000                                                                                                             | 20,000                                                                            | 20,000                                      | 20,000    | -         | -         | -         | -         | 20,000                  | 0.0%                      |
| 291.55730.49.0196 SEQUIM IRRIGATION FESTIVAL                                                         | 12,500                                                                                                             | 12,500                                                                            | 12,500                                      | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0197 IAN'S RIDE                                                                         | 5,000                                                                                                              | 5,000                                                                             | 5,000                                       | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0198 PORT ANGELES CITY BALLET                                                           | 7,500                                                                                                              | 7,500                                                                             | 7,500                                       | -         | -         | -         | -         | -         | -                       | -                         |
| 291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED) | 303                                                                                                                | 303                                                                               | -                                           | -         | -         | 107,842   | 252,761   | -         | -                       | -                         |
| 291.55730.51.0050 WASHINGTON STATE PATROL                                                            | -                                                                                                                  | -                                                                                 | -                                           | -         | -         | -         | -         | -         | -                       | -                         |
| TOTAL EXPENDITURES (USES)                                                                            | 2,481,000                                                                                                          | 2,116,700                                                                         | 2,053,570                                   | 1,103,421 | 1,215,578 | 1,125,761 | 1,141,942 | 836,950   | 1,103,421               | 86.1%                     |
| EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)                                                   | (684,000)                                                                                                          | (99,867)                                                                          | (36,737)                                    | 633,416   | 436,084   | 359,068   | (100,624) | 155,598   | 633,416                 | -105.8%                   |
| ENDING FUND BALANCE/RESERVES                                                                         | 1,695,101                                                                                                          | 2,279,234                                                                         | 2,342,364                                   | 2,379,101 | 1,745,685 | 1,309,601 | 950,533   | 1,051,157 | 2,379,101               | -1.5%                     |

# **Lodging Tax Advisory Committee**

**Notice to call for  
2025 LTAC Funding Applications (2<sup>nd</sup>)**



## **Clallam County Lodging Tax Advisory Committee REQUEST FOR 2025 LODGING TAX FUNDING APPLICATIONS**

The Lodging Tax Advisory Committee announces an opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. Clallam County's Lodging Tax Fund will be the primary source of county funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

**Applications will be received at 223 East 4<sup>th</sup> Street, Room 150, Port Angeles, Washington until 12 p.m., Friday, February 28, 2025.**

The sealed applications must be clearly marked on the outside of the envelope, "**2025 Lodging Tax Funding Applications**" Address applications to: Clallam County Lodging Tax Advisory Committee – Commissioners Office, 223 East 4th Street, Suite 4, Port Angeles, Washington 98362 or hand-deliver to 223 East 4th Street, Room 150, Port Angeles, Washington. Drop applications in drop box no later than 12 p.m., Friday, February 28, 2025. Applications delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.

A current applications may be obtained Monday through Friday, 8 a.m. to 4:30 p.m., from:

Loni Gores, Clerk of the Board  
Clallam County Board of Commissioners  
223 East Fourth Street, Suite 4  
Port Angeles, WA 98362  
loni.gores@clallamcountywa.gov or 360.417.2256 or  
<https://www.clallamcountywa.gov/757/Lodging-Tax-Advisory-Committee-LTAC>

Clallam County hereby notifies all that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined in Title VI of the Civil Rights Act of 1964 at 49 CFR Part 23 will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

PASSED THIS 9<sup>th</sup> day of January 2025

ATTEST:

Lodging Tax Advisory Committee

\_\_\_\_\_  
Loni Gores, MMC, Clerk of the Board

\_\_\_\_\_  
Randy Johnson, LTAC Chair

Publish: January 14 and 17 (PDN) &  
January 15 (SQ Gazette) & January 16 (Forks Forum)

Bill: Board of Commissioners – Lodging Tax Advisory Committee

# **Lodging Tax Advisory Committee**

## **Tourism Plan Update**

## **Olympic Peninsula Tourism Master Plan, 2024-2029**

### **Short-Term Goals/Priorities UPDATED 12.18.2024**

#### **Goal One - “Promote Why the Difference is Worth the Distance”**

Group Leads: Bria Miller, Jessica Wiersma, Marc Abshire and Cory Irwin

- Short Video to showcase journey. - Collaboration with other teams to ensure consistent themes – budget submitted/included in multiple LTAC grant requests/approved.
- Develop messaging of the journey to market – Collaboration with City of Port Angeles to create digital assets/improve library of seasonal events (SWT grant request-pending).
- Develop concept: Make the journey positive.
  - Your journey begins here, stay for the sigh.

#### **Goal Two – “Promote How the OP is Much More Than a Park”**

Group Leads: Barb Hanna, Michele Jaeger

- Consider Itinerary categories. Building itineraries to be used in promotions and on website.
- Identify a platform/ build landing page on site. Web provider is researching for recommendations. Work with new position – Content Development Manager/OPVB employee.
- Collaboration to create experiences (Itinerary, packages). Working with Team #3 on this.

#### **Goal Three – “Promote Staycations to Increase Spring, Fall and Winter Business”**

Group Leads: Steve Shively, Natalie Maitland, Pam Dahl and Sara Farris

- Social media – concepts in the works to promote staycations – specific hashtags being reviewed
- Rest/recharge and highlight local food through foraging, outdoor cooking and education to demonstrate place-based experiences.
- Festival of the Olympics – Q4. Group is gathering photos/concepts to put this event in place in Q4, 2025

#### **Goal Four – “Make Visitors Feel More Welcome”**

Group Leads: Lissy Andros and Sarah Copley

- Hood Canal Welcome Signage Update:
  - a. Committee did research including in person meeting with City of Poulsbo to understand best practices. Reviewed other destinations/RFP process and outcomes.
  - b. State of Washington grant secured for monument sign - \$50,000 Tourism Regeneration grant – must be fulfilled by end of 2025.
  - c. Two committees working on this project – one regarding the design / graphics for “monument” sign/Olympic Peninsula – the other working on the art in the center of the roundabout.

- d. Anticipate this may be a model/template for signage throughout the OP to highlight sense of place – The brand of the Olympic Peninsula – with each community supporting the overall brand and then highlighting their distinctive community as an Olympic Peninsula community. This will require collaboration among organizations, communities and will need to be supported by political leaders throughout. This is a heavy lift that could be pivotal to brand identity for the entire Olympic Peninsula. A reminder of this imperative from the Tourism Master Plan and data collected there.
- e. Current support by the following:
  - i. Loni Greninger, Jamestown S’Klallam Vice Chair
  - ii. Alexis Arrabito, Quimper Events
  - iii. Sarah Hanke Copley, Puget Sound
  - iv. Greg Brotherton, Jefferson County
  - v. Steve Shively, Tourism Coordinating Council/Gateway Visitor Center (Sign Lead)
  - vi. Shelly Leavins, City of Port Townsend (Art Lead)
  - vii. Ann Burkhart, Pomona Wood Retreat Center (Sign Co-Lead)
  - viii. Jessica Weirsma, Black Ball Ferry
  - ix. Marsha Massey, OPVB/OTC
- Promote 5-minute video as a training tool for Front Line workers – they become Ambassadors for the entire OP and opportunities. In review now – may work with City of PA and Peninsula College students to create these films. Other training modules under review as well.
- Develop plan to help youth become tourism ambassadors and understand career pathing in the hospitality industry by being proud of their local ties – Team of Molly McAleer, Dennise Kettle working with Sean O’Meara at Sequim HS – Leadership Class and beyond.

**Goal Five – “Improve Mobility Options to Help Visitors Support Small Businesses”**

Group Leads: Ben Braudrick, Tommy Farris, Renee Rux

- Private/public transportation.
  - Public: Group plans to reach out to Clallam Transit and Jefferson Transit to meet individually and collectively to discuss missing links and opportunities to expand service.
  - Private: Olympic Hiking Co., Rocket Transportation, Dungeness Bus Line, Kitsap Airporter, Seabrook Shuttle among those identified.
  - ONP doesn’t plan on any solutions in 2025 for Hoh Rain Forest back-ups / delays. No short term goals identified. We believe best option is Clallam Transit to offer service similar to the Hurricane Ridge plan for long-term goal.
- Create scenarios/examples that explain/connect service for getting to/from/around communities.
  - Scenarios discussed:
    - i. SeaTac > Seattle > Bainbridge > Port Angeles (via Strait Shot)
    - ii. Amtrak connections (Vancouver BC, Portland)
    - iii. Vancouver BC > Victoria BC > Port Angeles > Seattle
    - iv. Missing link between Port Angeles and Port Townsend
    - v. Direct service from SeaTac to Silverdale > Disco Bay > Sequim > Port Angeles would be appealing (similar to Strait Shot)
  - Parking
    - i. Discussion re: expanding parking in gateway hubs for national park destinations (i.e. Hurricane Ridge parking in Downtown

Port Angeles for Clallam Transit or Forks parking for hopeful increased transportation links into Hoh Rain Forest).

#### OPVB Staffing Update

- Funding confirmed for 2025 for the addition of two staff positions:
  - Business Development Manager
  - Content Development Manager
- Job descriptions completed
- Status update

#### Communicating the Value of Tourism

- Development of an LTAC mark / logo - update

12/23/24