



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF JANUARY 8, 2026

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Commissioner Ozias called the meeting to order at 2 p.m., Thursday, January 8, 2026. Also, present were Beth Pratt, Sean Coleman, Victoria Jones, Christi Baron, Lissy Andros and Katie Fenner. Craig Jaeger and Commissioner Johnson were excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

ACTION TAKEN: Andros moved to adopt the agenda as presented, Pratt seconded, motion carried

APPROVAL OF MINUTES

- November 13, 2025

ACTION TAKEN: Coleman moved to approve the minutes as modified, Andros seconded, motion carried

BUSINESS ITEMS

a. City of Port Angeles, Sequim, Forks and Jefferson County Lodging Tax Funding 2026 allocation discussion

Commissioner Ozias provided a brief explanation of the business item regarding Lodging Tax Funding 2026 allocations discussion

Courtney Bornsworth, City of Port Angeles, provided a report of the City of Port Angeles 2026 allocations.

Barbara Hanna, City of Sequim, provided a report of the City of Port Angeles 2026 allocations.

Caryn Depew, City of Forks, provided a report of the City of Port Angeles 2026 allocations.

Dan Ventura, Jefferson County, provided a report of the City of Port Angeles 2026 allocations.

b. Review of financial LTAC projections

Mark Lane, Chief Financial Officer provided a financial update. LTAC Members held discussion regarding the financial report and 2026 allocation (2nd call).

c. Notice calling for 2026 Hotel/Motel Funding applications (2nd call 2026)

Commissioner Ozias provided a brief explanation on a 2nd call for 2026 Hotel/Motel Funding application (2nd call). Gores noted that the call for application will end on February 13, 2026 at 12 p.m.

ACTION TAKEN: Andros moved to issue the notice, Pratt seconded, motion carried

d. Tourism Plan update – Marsha Massey

Marsh Massey, Olympic Peninsula Visitors Bureau, provided an update on the Tourism Plan (see attached).

e. Data Analytics – Marsha Massey

Marsh Massey, Olympic Peninsula Visitors Bureau, provided an update on data analytics (See attached).

NEXT MEETING – March 12, 2026

ADJOURNMENT - Meeting concluded at 4 p.m.

OPVB UPDATES



Clallam County LTAC Meeting
Thursday, January 8, 2026

Olympic Peninsula Lodging Tax Report (Year

December 2025 Room Tax Report

									% Change over prior YTD	YTD-over-YTD % change from 2019
Clal. Co	July	August	September	October	November	December	Full Year	YTD		
2025	\$261,607.97	\$310,019.47	\$273,876.06	\$259,368.45	\$213,857.31	\$121,600.22	\$2,072,024.89	\$2,072,024.89	2.74%	108.96%
2024	\$205,662.20	\$266,244.40	\$280,495.48	\$266,399.45	\$217,226.17	\$123,943.88	\$2,016,832.77	\$2,016,832.77	16.12%	103.39%
2023	\$180,516.76	\$234,491.47	\$265,256.38	\$230,245.41	\$203,092.91	\$100,920.77	\$1,736,837.37	\$1,736,837.37	5.16%	75.15%
2022	\$153,765.97	\$198,802.60	\$224,118.46	\$212,620.30	\$182,578.41	\$110,337.43	\$1,651,662.42	\$1,651,662.42	11.24%	66.56%
P.A.	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$128,493.61	\$214,080.78	\$251,280.99	\$231,374.08	\$168,187.08	\$78,915.11	\$1,398,800.24	\$1,398,800.24	3.03%	75.06%
2024	\$107,133.96	\$166,815.76	\$248,211.21	\$221,424.28	\$158,483.33	\$79,660.38	\$1,357,658.42	\$1,357,658.42	2.84%	69.91%
2023	\$123,124.35	\$160,665.60	\$231,241.01	\$212,086.03	\$179,946.56	\$69,717.38	\$1,320,198.96	\$1,320,198.96	15.77%	65.23%
2022	\$102,061.88	\$130,873.85	\$202,015.13	\$188,341.61	\$136,124.80	\$79,898.40	\$1,140,386.73	\$1,140,386.73	14.29%	42.72%
Sequim	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$61,136.11	\$107,896.25	\$111,291.31	\$89,442.40	\$53,915.07	\$28,581.75	\$589,688.91	\$589,688.91	-2.43%	47.48%
2024	\$51,035.42	\$94,164.75	\$68,906.03	\$129,816.91	\$54,323.38	\$29,985.26	\$604,403.09	\$604,403.09	7.99%	51.16%
2023	\$48,902.96	\$86,134.08	\$99,044.34	\$82,704.66	\$57,735.28	\$25,668.78	\$559,707.18	\$559,707.18	4.92%	39.99%
2022	\$55,423.76	\$69,937.34	\$85,749.60	\$70,343.96	\$77,956.25	\$27,614.08	\$533,464.16	\$533,464.16	10.09%	33.42%
Forks	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$82,133.36	\$97,253.12	\$106,680.53	\$98,444.58	\$79,699.81	\$49,573.19	\$732,737.28	\$732,737.28	12.04%	188.79%
2024	\$69,397.43	\$74,238.12	\$83,866.12	\$100,345.73	\$64,657.54	\$54,634.72	\$654,003.01	\$654,003.01	23.76%	157.76%
2023	\$51,502.75	\$66,612.64	\$87,112.29	\$69,883.08	\$59,562.27	\$34,059.84	\$528,455.23	\$528,455.23	23.56%	108.28%
2022	\$40,135.51	\$54,601.76	\$57,910.36	\$60,177.42	\$50,155.28	\$35,089.42	\$427,688.13	\$427,688.13	16.12%	68.56%
Jeff. Co	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$91,401.19	\$100,446.44	\$87,880.70	\$90,709.41	\$77,874.08	\$48,800.40	\$774,058.56	\$774,058.56	1.54%	36.14%
2024	\$68,790.07	\$94,291.87	\$103,725.45	\$92,663.28	\$81,777.38	\$54,909.26	\$762,335.41	\$762,335.41	-15.54%	34.08%
2023	\$68,684.39	\$91,609.47	\$98,727.44	\$93,073.23	\$79,199.32	\$49,318.21	\$902,606.39	\$902,606.39	13.79%	58.75%
2022	\$82,763.16	\$99,377.25	\$113,177.85	\$46,239.34	\$87,442.65	\$59,924.17	\$793,215.36	\$793,215.36	1.80%	39.51%
Port T.	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$46,832.50	\$61,383.30	\$79,167.88	\$73,812.98	\$64,630.74	\$40,011.48	\$555,525.81	\$555,525.81	-11.14%	-1.56%
2024	\$51,531.62	\$70,844.89	\$96,773.54	\$84,807.63	\$73,230.48	\$46,285.68	\$625,191.52	\$625,191.52	-2.43%	10.79%
2023	\$51,449.27	\$67,147.87	\$83,971.10	\$92,652.96	\$74,081.59	\$47,710.72	\$640,736.08	\$640,736.08	6.41%	13.54%
2022	\$50,459.79	\$49,784.62	\$54,139.79	\$128,765.18	\$64,468.02	\$68,201.07	\$602,166.89	\$602,166.89	14.68%	6.71%

Examples of Clallam Lodging Tax Beneficiaries

forever
twilight
in Forks
Collection



PENINSULA
TRAILS
COALITION

PORT ANGELES
FINE ARTS
CENTER



FIELD ARTS & EVENTS HALL

Olympic Birdfest



CITY OF FORKS
forkswashington.org



5TH ANNUAL COMIC & ARTS CONVENTION
SQUATCHCON
2026



CITY OF
SEQUIM



NEAH BAY
Chamber of Commerce



Tourism Master Plan: Make Visitors Feel More Welcome

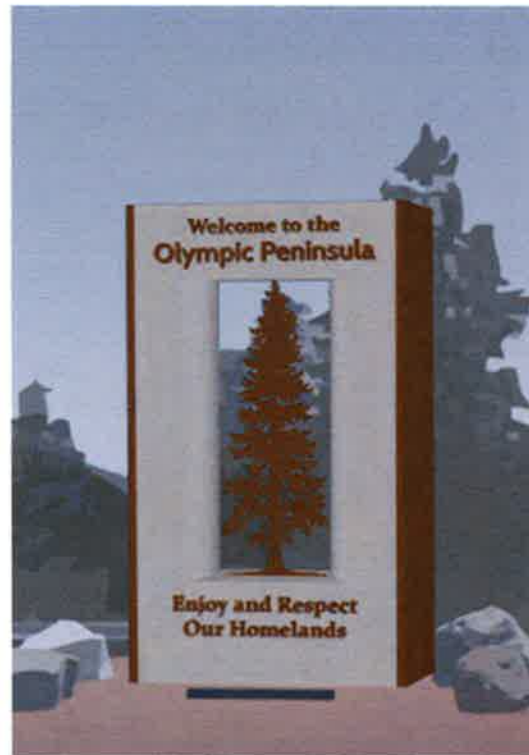
► Gateway Welcome Signage

► Phase 1: Fabrication Completed

- Funding: SWT Tourism Regeneration Grant, 2025 LTAX from Clallam and Jefferson Co.
- OP Gateway Sign Planning Guide – done. Ready for distribution.
- Installation vendor selected

► Phase 2: Installation - Q1 2026

- MOU: Jefferson Co / WSDOT - underway
- WSDOT reviews / permits
- Installation vendor coordinates installation date with WSDOT – est. late winter / early spring



Tourism Master Plan: Welcome Signage – Planning Guide and Resources



Olympic Peninsula Gateway Signs

PLANNING GUIDE & RESOURCES

sky design

Olympic Peninsula

Design Concept

Storytelling

Rising from the landscape, the gateway's vertical form suggests permanence and resilience—a contemporary echo of the Peninsula's working infrastructure and bridge building legacy. A framed opening creates a "window" to the place beyond, turning the sign into a view-maker as much as a marker of arrival.

At the center, an illustrated panel features an artistic portrayal of local flora and fauna. The composition is designed to interact with daylight—casting shifting light and shadow, and offering a layered experience as weather, season, and time of day change.

Along the sides, relief patterning adds a tactile layer of story. These motifs are intended to be developed in collaboration with local partners, with designs that can reflect local artistry and place-specific ecology.

As part of a Peninsula-wide family of gateways, the core structure remains recognizable while the artwork and relief details can adapt to each community's narrative.



Storytelling Elements:

- 1 Center Illustrated Panel
- 2 Side Pattern
- 3 Welcome Message

Planning Guide

Materials

The Gateway Sign is designed for durability in the Olympic Peninsula's wet, coastal climate—using fabrication methods and finishes that can withstand marine air, heavy precipitation, and seasonal change. A fabricated aluminum structure provides a corrosion-resistant foundation, paired with a high-performance painted finish selected for UV stability and long-term maintenance. Dimensional copy adds depth and shadow for clearer reading in varied light.

Storytelling details are integrated into the form through a cut-through art panel—introducing light and shadow effects—and fabricated aluminum side caps that incorporate a dimensional pattern. These elements create opportunities for locally developed iconography that reflects the culture and/or environmental conditions of each site, while remaining part of a cohesive Peninsula-wide system.

Materials with traditional significance to local Coastline, including local woods for the regional bridge building and products from local forestry, wood products, and other materials, will be considered for use in the design and construction of the Gateway Sign.

1 Plan View

2 Side View Typical

3 Gateway Monument - Side A

4 Side View Typical

MATERIALS:

1. Fabricated aluminum structure with optional local BPS wood through hole in the panel
2. Customized aluminum message panel (local BPS wood optional)
3. Cut-through art panel (optional local BPS wood optional)
4. Fabricated aluminum side caps and message panel (optional aluminum cut-through art panel optional)
5. Fabricated aluminum base

COLORS:

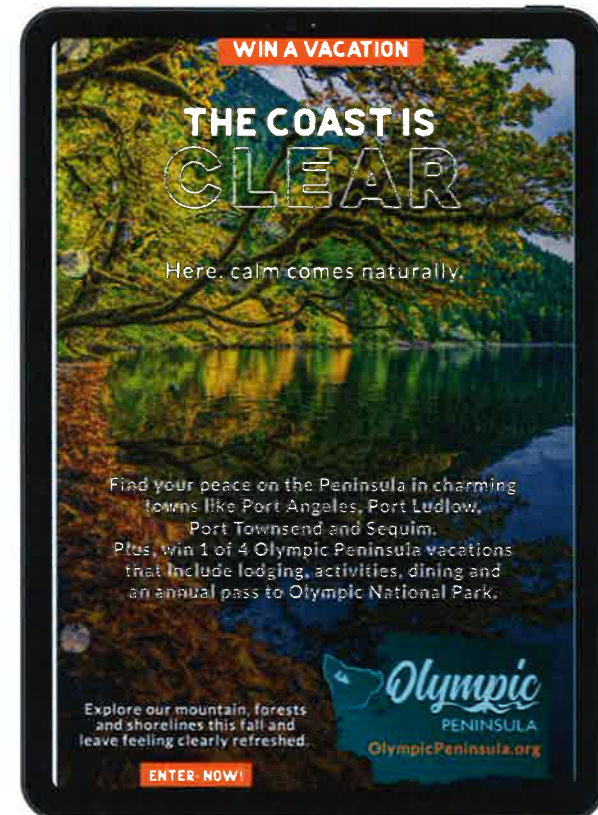
MP1	MP2	MP3	MP4
White	White	White	White
Black	Black	Black	Black
Blue	Blue	Blue	Blue
Green	Green	Green	Green
Yellow	Yellow	Yellow	Yellow
Orange	Orange	Orange	Orange
Red	Red	Red	Red

FABRICATION DETAIL



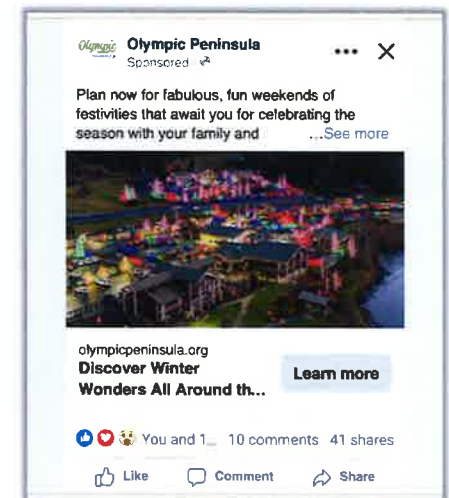
Tourism Master Plan: Focus on Increasing Spring, Fall, Winter Travel

- **Fall 2025 Marketing Campaign: The Coast is Clear**
 - Multi-media campaign. \$110K
 - Co-Op with six partners
 - Strong destination branding and contest element
 - Over 8.9M impressions
 - 16,000+ contest entries (+64%)
 - 10,000+ new opt-in emails
 - Campaign website traffic increased over 2024
 - New media channels



Tourism Master Plan: Promote Staycations to Increase Winter Travel

- **Winter 2025: Winter Wonders Campaign**
 - Mid-Nov through Dec
 - Suggested itineraries
 - Sound Publishing: digital and print media
 - Targeting Seattle, East King County, Snohomish, South Sound, Olympia and the Olympic Peninsula (“staycations”)
 - Programmatic digital campaign with social media. 300K impressions
 - Some print ads: PDN, Everett Daily Herald, Kent Reporter, etc.
 - Our own social media FB and IG



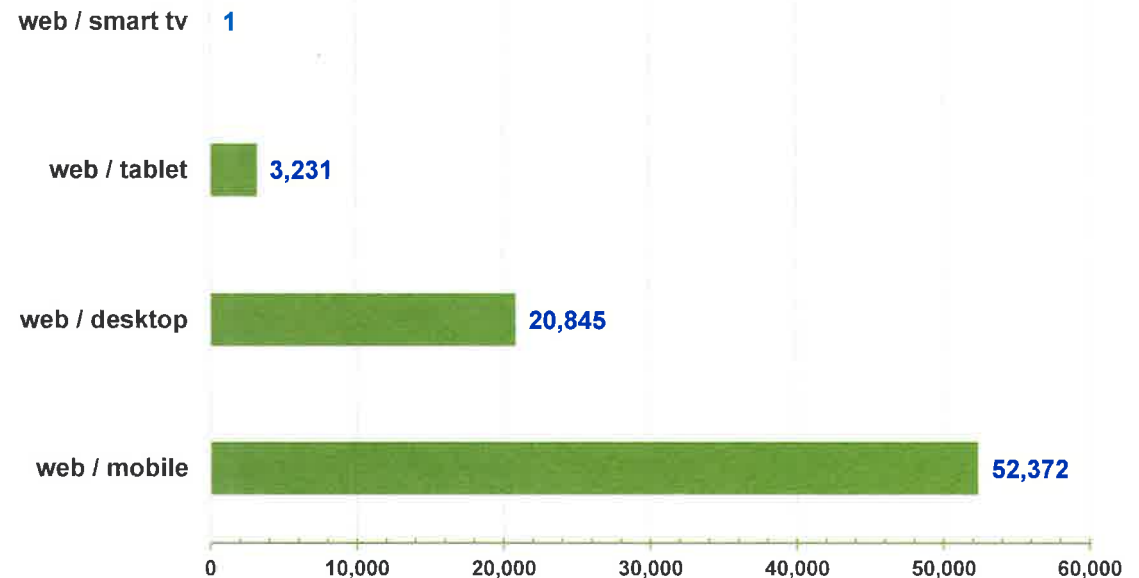
Top Pages and Devices – Dec. 2025



DEC. TOP 10 PAGES BY PAGE VIEWS

Total		300,390 100% of total
1	The Coast is Clear on the Olympic Peninsula: Enter to Win the Ultimate Vacation Here - The Olympic Peninsula, WA	166,136 (55.31%)
2	The Olympic Peninsula, WA Official Travel & Tourism Site	11,473 (3.82%)
3	Fall Itinerary: 3 Days in Port Ludlow, Washington - The Olympic Peninsula, WA	9,936 (3.31%)
4	Fall Itinerary: 3 Days in Sequim, Washington - The Olympic Peninsula, WA	9,391 (3.13%)
5	Fall Itinerary: 3 Days in Port Angeles, Washington - The Olympic Peninsula, WA	8,485 (2.82%)
6	Fall Itinerary: 3 Days in Port Townsend, Washington - The Olympic Peninsula, WA	7,604 (2.53%)
7	Events - The Olympic Peninsula, WA	4,465 (1.49%)
8	Book Lodging & Accommodations The Olympic Peninsula, WA	4,173 (1.39%)
9	Discover Wilder Wonders All Around the Olympic Peninsula	2,791 (0.93%)
10	The Olympic Peninsula Waterfall Trail Official Tourism Site	2,568 (0.85%)

TOTAL DEC. USERS BY DEVICE



Data shown is from December 2025

Source: Google Analytics

Tourism Master Plan: Olympic Peninsula – More Than a Park

- **Q1 2026: Outdoor Eats Campaign**
 - Targeting lifestyle experiences in destination (North Olympic Peninsula)
 - Foodie focus, attention to local sourcing
 - Celebrity chef with local connections
 - Winter / spring focus
 - Broadcast distribution
 - Estimated viewers – 3.9M
 - FanDuel, Outside TV, PBS, Water Television Network (Canada)
 - Digital distribution
 - Broadcast partners' digital platforms / apps
 - Social media distribution
 - Social media reach – 95K, plus YouTube views– 10K
 - Media assets



GeoLocation Data Review



GeoLocation Data Providers Considered

Datafy

Placer.a
i

Zardico



GeoLocation Data Report Goals

- ▶ Visitor Profiles / Demographics
 - ▶ HHI, age range, education, travel with children, etc
 - ▶ Key origin markets
 - ▶ Seasonal variance
- ▶ Visitor Spending
 - ▶ Average spend
 - ▶ Average spend by category
- ▶ Visitor Journey
 - ▶ Where are they coming from? Going to? Key points of interest?
- ▶ Where are they staying?
- ▶ Key points of interest
- ▶ Historic lookback – year over year comparisons
- ▶ Events: want the above but specific to their event. (NOTE: sample size is a determining factor in being able to accurately track this)
- ▶ Advertising effectiveness



GeoLocation Data Recap: Zartico

- ▶ Provides discreet, unbiased reporting across multiple jurisdictions
- ▶ AI-assisted reports; automated dashboards; minimal POI management
- ▶ Produces templated reporting customized for the DMO
- ▶ New Z5 dashboard – provides visitor spending by Visitor Type: over 50 miles, Local (within 50 miles), residential (withing specific destination).
- ▶ Shows Y-O-Y visitorship and spending. Breaks down spending into industry categories
- ▶ Provides geolocation data for top visitor origin markets
- ▶ Provides separate breakdown for top lodging markets
- ▶ Lodging data is through Key Data – not so good for hotels, but very good for STRs
- ▶ Operates using regions (a number of POIs together). Not the best for individual businesses, specific places or events.
- ▶ Costs: ranges from \$25K - \$40K, depending on specific modules needed

GeoLocation Data Recap: Zartico – Samp

August 2025 Zartico Visitor Profile



43.0% of visitors are from out of state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For August 2025, the percentage of all spending in tourism-related categories by visitors increased by 0.3%, while the average transaction amount was 0.8% higher than compared to August 2024.

There was no change in household income levels above \$100,000 compared to August 2024.

% of Visitors Devices seen in Destination

32%

Visitors made up 32% of all devices seen at Places Of Interest during this timeframe. The rest were residents.

Visitor Share of Total Spend

22%

Visitors made up 22% of all spending in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$124

Visitors spent an average of \$124 during this timeframe.

Average Visitor Spend by Category



% of Visitor Cardholders Age 25-54

54%

54% of all cardholders spending in tourism-related categories during this timeframe were between the ages of 25 and 54.

% of Visitor HH \$100K+

49%

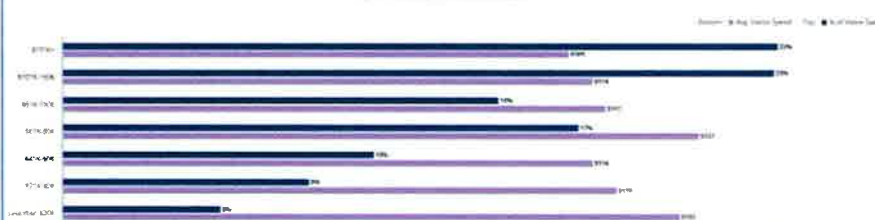
49% of all cardholders spending in tourism-related categories during this timeframe have a household income level above \$100,000.

% of Visitors with Children

39%

39% of all cardholders' spending in tourism-related categories during this timeframe was from a household with children.

Visitor Spending by Household Income



International Markets in Destination

Brazil
Canada
France
Germany
Greece
Italy
Mauritius
Mexico

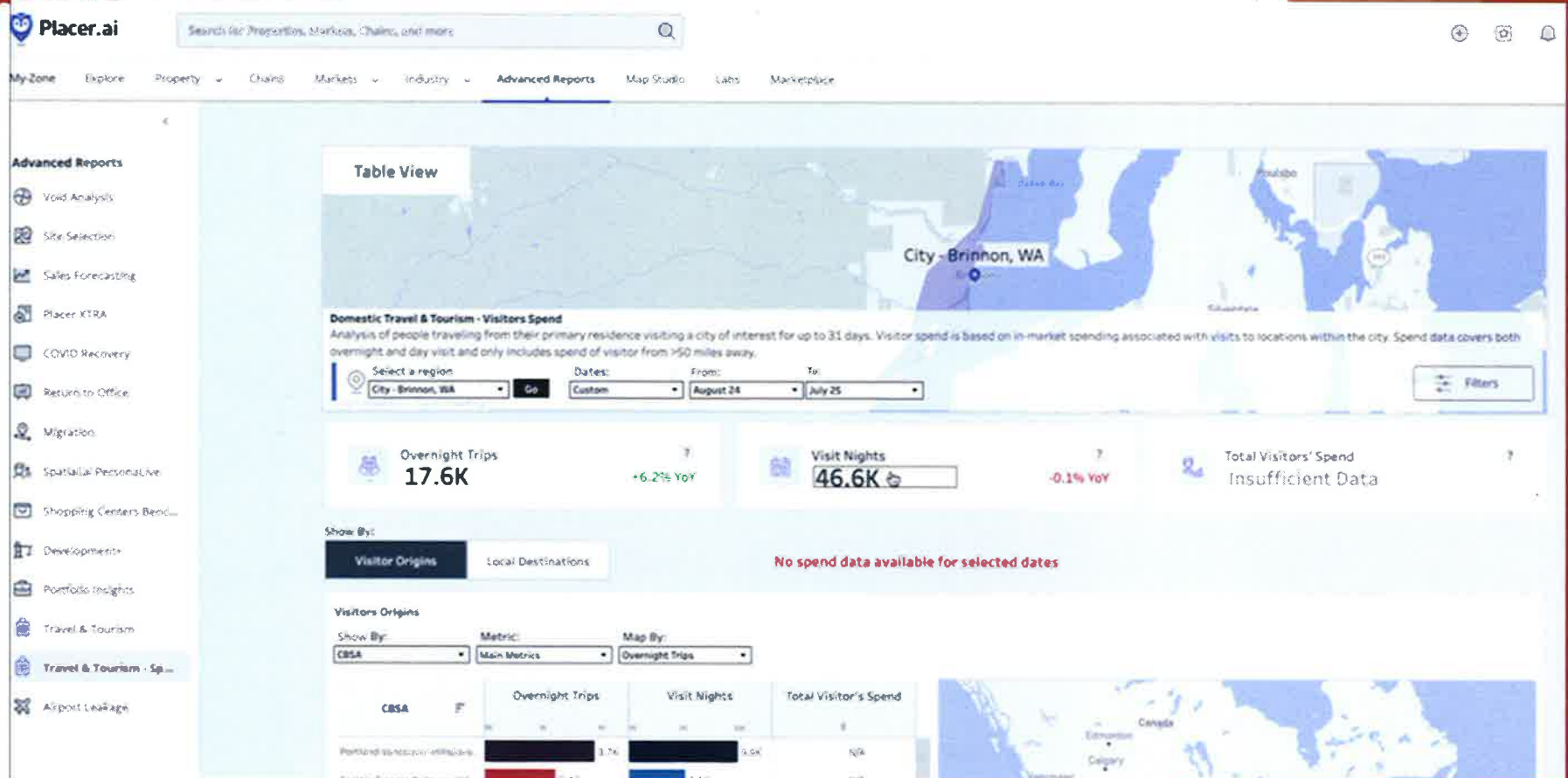
South Korea
Taiwan
Uganda

Source: Zartico GeoLocation Data, Zartico Spending Data
Sample Size: Device Count: 17,375 Cardholder Count: 16,943

GeoLocation Data Recap: Placer.ai

- ▶ City-focused POI insights, including hotel / retail movement
- ▶ Are also talking with cities on the OP, such as Forks, Sequim (Civic Division). Some perceived advantages to all be using the same data source.
- ▶ Good for foot traffic estimates, but only in some situations
- ▶ Better for urban areas. Uncertain how will it will work for rural areas
- ▶ Produces standard and templated reporting customized for the DMO
- ▶ Also provides visitor spending information
- ▶ Shows Y-O-Y visitorship and spending. Breaks down spending into industry categories
- ▶ Provides geolocation data for top visitor origin markets
- ▶ Costs: est. \$40K-\$42K, for North OP (Jefferson and Clallam Co)

GeoLocation Data Recap: Placer.ai – Sample Dashboard



GeoLocation Data Recap: Datafy

- ▶ Full funnel advertising and attribution campaigns
- ▶ Good for tracking specific ad campaigns
- ▶ Unlimited Geolocation dashboard. Flexible visitor filtering: distance, ZIP Code, origin, length of stay
- ▶ Basic spending dashboard
- ▶ Automated templated reports. Can create and save custom reports, designed by DMO. (High level of staff involvement needed).
- ▶ Datafy Lodging module is an add-on.
- ▶ Costs: est. \$35K-\$45k, for North OP (Jefferson and Clallam Co)



GeoLocation Data Recap: Datafy – Sample Repo[™]

Destination: Travel Tacoma (Datafy-style Template)

Reporting Period: Example Campaign Window (Mock Data)

Executive Summary

This mock report demonstrates how Datafy typically presents destination marketing performance results. Using a Travel Tacoma-style structure, the report illustrates how paid media exposure is linked to real-world visitation, overnight stays, and estimated economic impact.

Key Outcome	Reported Result (Sample)
Attributed Room Nights	16,900+
Estimated Lodging Impact	\$3.5M
Return on Ad Spend (ROAS)	10:1
Average Length of Stay	2.6 nights
Ad-Exposed Visitors vs. Control	2.4× more likely to visit

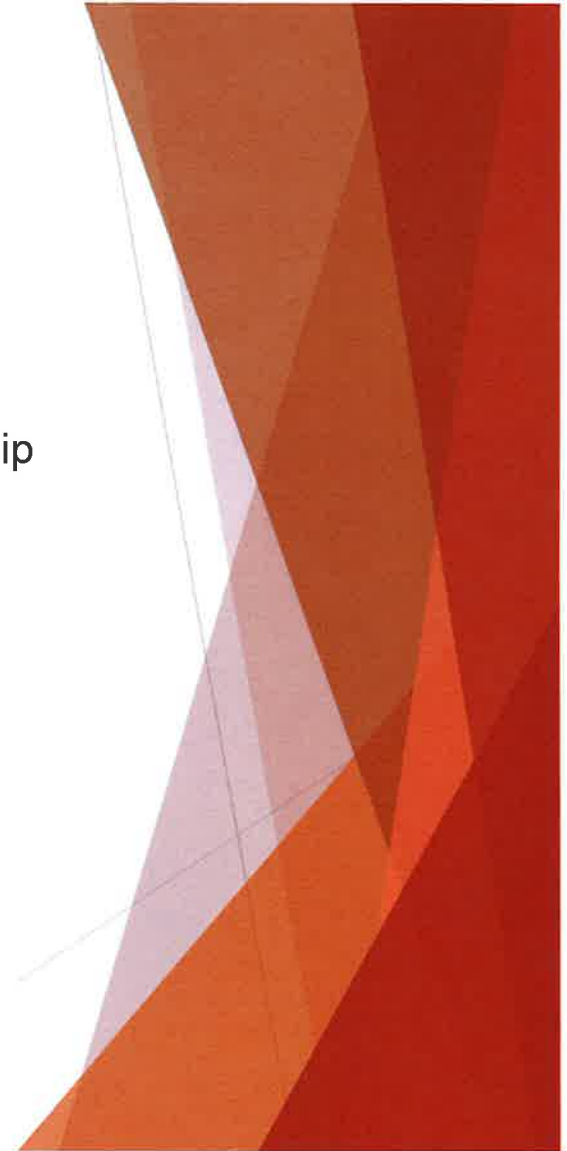
Rationale for Zartico as Primary Visitor Intelligence Platform

- Unified Visitor Economy View
Integrates movement, lodging (hotels + STRs), and spending into one regional model.
- Built for Regional Governance
Scales across counties, cities, parks, and events without POI micromanagement.
- Defensible, Audit-Ready Analytics
Normalization, hotspot filtering, triangulation, and sample-size diagnostics.
- Tourism-Specific Attribution (Without Media Ops)
Links marketing exposure to real visitation and lodging outcomes.
- Lowest Staff Burden, Highest Regional Value
Automated insights and standardized KPIs reduce staff workload.



Why Placer.ai and Datafy Are Better as Supplements — Not the Regional Backbone

- Zartico — Regional Backbone
Multi-county governance, STR + hotel + spend integration, stewardship analytics.
- Placer.ai — City & Venue Supplement
Strong POI and venue analytics; limited economic impact and attribution.
- Datafy — Campaign & Event Add-On
Excellent advertising attribution; higher staff effort and media dependence. Can provide visitor demographics for events.





Thank you. Questions?