



DMMO Direction

What is the County's Role in Managing Tourism?

Relevant RCWs & SJCC

RCW 67.28.1816 - Outlining how LTAC Funds can be used

- (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:
 - (a) Tourism marketing;
 - (b) The marketing and operations of special events and festivals designed to attract tourists;
 - (c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
 - (d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.
- (ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.

DMMO Recommendations

- **Develop a Destination Leadership Team organized by DMMO**
- Ensure destination marketing and management are equivalent endeavors by creating an annual budget that balances marketing with stewardship programming and visitor management.
- Develop a promotion strategy that focuses on shoulder and off-season and connects visitors with unique island offerings such as local food purveyors, farms and farm stays, artists, craftspeople, special events and other experiences.

Recommendations, Contd.

- Focus seasonal destination marketing to the time period of October through May and shift to promotion of stewardship activities from June through September.
- Establish and maintain an eco-certification program for tourism businesses and non-profits in San Juan County.
- Establish ferry-based Island Stewardship Orientation Program, approx. June through September, via in-person education and/or video education.

Recommendations, Contd.

- Work collaboratively with Destination Leadership Team to establish a cooperative use statistics program to track visitation impacts and make data-driven decisions, primarily with the use of Datafy data.
- Track visitor usage of bike tours and rentals, whale watching tours, kayaking tours and rentals, photography tours, boating, car rentals, etc. operating on county lands and waters.

What are Council's Options?

- Amend and renew existing contract w/ Visitor's Bureau
 - w/ Existing Funding Formula
- Create an RFQ for amended contract
 - w/ Existing Funding Formula
- Amend Funding Formula – Flat fee vs. Base fee plus incentives
- Allocate Greater Funds to Chamber Organizations
- Work w/ LTAC committee to bring DMMO function internal to the County