



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**Motion 15672**

**Proposed No.** 2020-0282.1

**Sponsors** Dembowski

1                   A MOTION approving the regional tourism recovery plan,  
2                   prepared in accordance with the 2019-2020 Biennial  
3                   Budget Ordinance, Ordinance 18835, as amended by  
4                   Ordinance 19103, Section 21, Proviso P1.

5                   WHEREAS, the King County 2019-2020 Biennial Budget Ordinance, Ordinance  
6                   18835, as amended by Ordinance 19103, Section 21, Proviso P1, states that moneys  
7                   restricted by Ordinance 19103, Section 21, Expenditure Restrictions ER1 and ER2 shall  
8                   not be expended or encumbered until the executive transmits a plan, developed in  
9                   consultation with the Seattle-King County Convention and Visitors Bureau ("Visit  
10                  Seattle") and the Seattle Southside Regional Tourism Authority ("Seattle Southside")  
11                  describing how the moneys encumbered in Ordinance 19103, Section 21, Expenditure  
12                  Restrictions ER1 and ER2 would be used to develop and implement campaigns that  
13                  promote tourism and attract tourists to the county and a motion approving the report is  
14                  passed by the council, and

15                  WHEREAS, the executive has transmitted to the council the requested plan  
16                  entitled Regional Tourism Recovery Plan along with a motion approving the plan;

17                  NOW, THEREFORE, BE IT MOVED by the Council of King County:

18                  The plan, including description of how the tourism campaign will promote

Motion 15672

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19 tourism and attracts tourists to the county, Attachment A to this motion, is hereby  
20 approved.  
21

Motion 15672 was introduced on 8/18/2020 and passed by the Metropolitan King County Council on 9/1/2020, by the following vote:

Yes: 9 - Ms. Balducci, Mr. Dembowski, Mr. Dunn, Ms. Kohl-Welles, Ms. Lambert, Mr. McDermott, Mr. Upthegrove, Mr. von Reichbauer and Mr. Zahilay

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

DocuSigned by:  
*Claudia Balducci*  
F8830818F1C4427...

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Claudia Balducci, Chair

ATTEST:

DocuSigned by:  
*Angel Allende for*  
C267B914088E4A0...

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Melani Pedroza, Clerk of the Council

**Attachments:** A. Regional Tourism Recovery Plan August 2020

## Regional Tourism Recovery Plan

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August 2020



**King County**

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## II. Proviso Text Ordinance 19103, Section 21<sup>1</sup>

Moneys restricted by Expenditure Restriction ER1 and ER2 of this section shall not be expended or encumbered until the executive transmits a plan, developed in consultation with the Seattle-King County Convention and Visitors Bureau ("Visit Seattle") and the Seattle South Side Regional Tourism Authority ("Seattle South Side"), describing how the moneys encumbered in Expenditure Restrictions ER1 and ER2 of this section would be used to develop and implement campaigns that promote tourism and attract tourists to the county and a motion that should approve the report and reference the subject matter, the proviso's ordinance, ordinance section and proviso number in both the title and body of the motion, and a motion approving the report is passed by the council.

The plan shall include, but not be limited to:

- A. A description of what conditions must exist for King County to be a safe, healthy and desirable tourist destination;
- B. A description of the desired outcomes of the tourism campaigns developed by Visit Seattle and Seattle South Side;
- C. A list of the types of anticipated campaign expenditures for each tourism campaign and how the expenditures will contribute to meeting the desired outcomes of the tourism campaign;
- D. A timeline for the anticipated campaign expenditures for each tourism campaign and how the timeline will be informed by public health guidance;
- E. A description of how each campaign is expected to benefit tourist destinations throughout King County; and
- F. A description of how Visit Seattle and Seattle South Side will consult with other organizations in preparing the campaign.

The executive should file the plan and a motion required by this proviso in the form of an electronic copy with the clerk of the council, who shall retain the original and provide an electronic copy to all councilmembers, the council chief of staff and the lead staff for the budget and fiscal management committee and the committee of the whole, or their successors.

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<sup>1</sup> [Link to Ordinance 19103](#)

### III. Executive Summary

Ordinance 19103 Section 21, P1 includes a proviso requiring a plan for the use of tourism funds. This report fulfills the requirements of the proviso.

Tourism is critical to the livelihood of King County and Washington State, bringing billions of dollars into the local economy, employing tens of thousands of workers, and providing annual local household tax relief due to visitor spending.

COVID-19 has had a devastating impact on tourism in King County, with a 77 percent decline in spending in 2020.<sup>2</sup> The hospitality industry has been one of the earliest and hardest hit by the impacts of COVID-19 pandemic, with devastating losses of visitors and revenue for hotels, venues, restaurants, retailers, arts and cultural institutions, attractions, tasting rooms, and sporting events.

The King County Tourism Recovery Plan is designed rebuild business and economic impact in phases over time by promoting that King County is open for business in a safe and healthy way. The Seattle-King County Convention and Visitors Bureau (Visit Seattle) will support countywide recovery efforts and Seattle South Side Regional Tourism Authority will focus on South King County. Visit Seattle and Seattle South Side will collaborate and coordinate with Visit Bellevue, Visit Issaquah, and the Woodinville Chamber, among others, to ensure all corners of the county are represented and see the benefits from this effort.

This work will be done in coordination with state and local public health authorities to ensure messaging and implementation strategies evolve along with public health rules and regulations.

The goal of these tourism campaigns is to encourage residents and visitors to safely and mindfully support King County businesses and drive overnight stays to revitalize and stabilize the lodging tax.

### IV. Background

#### Impact of COVID19 Pandemic on Tourism

Tourism is critical to the livelihood of King County and Washington state, bringing billions of dollars into our local economy (\$8.1B in 2019), employing tens of thousands of workers (80,317 in 2019) and providing annual local household tax relief due to visitor spending (\$968 in 2019).

Visitor spending does not just affect businesses within traditional hospitality industries; its impact spreads much farther. Below is a breakdown of the direct impact of visitor spending in 2019:

- Lodging: \$2.5B (31 percent)
- Food and Beverage: \$1.9B (24 percent)
- Retail: \$1.1B (14 percent)
- Recreation (Attractions, Sporting Events, Arts and Culture): \$0.8B (10 percent)

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<sup>2</sup> [Seattle Chamber of Commerce](#)

- Local Transportation: \$1.7B (21 percent)

COVID-19 has had a devastating impact on tourism in King County, with a 77 percent decline in spending in 2020.<sup>3</sup> Additional impacts include:

- Seattle Tacoma International Airport saw a 75 percent decline in domestic passengers and a 95 percent decline in international passengers in June 2020 compared to June 2019.<sup>4</sup>
- Hotel occupancy rates in King County were just 31.7 percent in the last week of June.
- Cruise lines have paused operations as a result of the Center for Disease Control and Prevention's No Sail Order.<sup>5</sup>
- Museums, art galleries, theaters, and entertainment venues have closed as a result of the Governor's Stay Home, Stay Healthy order.<sup>6</sup>
- The Washington State Convention Center and Meydenbauer Center remain closed to conventions and events. Visit Seattle estimates that the lost economic impact of events cancelled at the Washington State Convention Center in March and April alone is \$34.7 million.<sup>7</sup>

### **Report Methodology:**

King County Office of Performance, Strategy, and Budget partnered with Visit Seattle<sup>8</sup> and Seattle South Side Regional Tourism Authority<sup>9</sup> to develop the Tourism Recovery Plan. Visit Seattle and Seattle South Side Regional Tourism Authority reached out to all King County Councilmembers to seek guidance on historically disadvantaged communities. Additionally, community partners throughout the county were consulted through stakeholder interviews to ensure inclusive perspectives are represented in the strategy, planning, campaign creation, and measurement elements of the plan. In addition, surveys were sent to more than 3000 businesses within King County seeking input in regard to opening strategies, safety precautions, recovery concerns and more.

Consistent themes from feedback included an emphasis on safety and the opportunity to educate locals on diverse countywide offerings. Please see Appendix A for a list of all interviews conducted.

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<sup>3</sup> [Seattle Chamber of Commerce](#)

<sup>4</sup> Port of Seattle, [Passenger, Cargo and Operations Summary](#), June 2020

<sup>5</sup> CDC Interim Guidance for Mitigation of COVID-19 Among Cruise Ship Crew During the Period of the No Sail Order, July 2020

<sup>6</sup> Seattle Chamber of Commerce, [COVID-19 Anticipated Impacts in Seattle and Washington](#), March 2020

<sup>7</sup> Seattle Chamber of Commerce, [COVID-19 Anticipated Impacts in Seattle and Washington](#), March 2020

<sup>8</sup> <https://visitseattle.org/>

<sup>9</sup> <https://www.seattlesouthside.com/>

## V. Report Requirements

The Tourism Bureaus crafted the King County Tourism Emergency Funding Recovery Plan as in King County Ordinance 19103 Section 21 P1.

*The plan shall include, but not be limited to:*

- A. A description of what conditions must exist for King County to be a safe, healthy and desirable tourist destination;*
- B. A description of the desired outcomes of the tourism campaigns developed by Visit Seattle and Seattle South Side;*
- C. A list of the types of anticipated campaign expenditures for each tourism campaign and how the expenditures will contribute to meeting the desired outcomes of the tourism campaign;*
- D. A timeline for the anticipated campaign expenditures for each tourism campaign and how the timeline will be informed by public health guidance;*
- E. A description of how each campaign is expected to benefit tourist destinations throughout King County; and*
- F. A description of how Visit Seattle and Seattle South Side will consult with other organizations in preparing the campaign.*

### **A description of what conditions must exist for King County to be a safe, healthy and desirable tourist destination**

Within this campaign, public safety is the top priority. Washington’s “Safe Start” phased reopening plan<sup>10</sup> provides guidance on the conditions that must exist for King County to be a safe, healthy, and desirable tourist destination. As such, it is also the road map for appropriate messaging to the right audiences at the right time.

King County will consider three main factors for reopening:

- Disease activity - numbers of new infections, hospitalizations and deaths.
- The impact on the health care system and on vulnerable populations.
- The long-term sustainability of current restrictions on activity as it progresses through the phases.

In addition, King County will need to continue meeting all goals related to reducing the spread of the virus and disease activity targets as established by the State.

Countywide, businesses will need to continue to abide by the established restrictions and guidance to keep residents and visitors healthy, including reduced capacities, strict mask regulations, physical distancing standards, staff hygiene practices, etc. It is equally important to recognize businesses are open and to build consumer confidence on the importance of following safety guidelines. There are

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<sup>10</sup> Link to Safe Start Plan: [Washington State Safe Start Plan](#)



currently enough businesses open and practicing safety protocols that support diverse and robust local tourism itineraries.

**A description of the desired outcomes of the tourism campaigns developed by Visit Seattle and Seattle South Side**

The goal of these tourism campaigns is to encourage residents and visitors to safely and mindfully support King County businesses, in turn driving overnight stays to revitalize and stabilize the lodging tax. Additionally, reinforcing King County’s robust reputation around prioritizing public healthy safety is a top priority of the campaign.

The local and regional tourism campaigns will be rooted in a unified strategy, utilizing a cohesive message across King County and beyond (when appropriate) for targeted audiences. This approach is designed to evolve with appropriate behaviors, activities, and forms of travel as outlined in the State’s Safe Start phased opening plans. Three focus areas of the campaign are outlined below:

**Local (King County) Focus – During Safe Start Phase 2**

Engage King County (and neighboring) residents by tapping into feelings of responsibility to play their part to reinvigorate the local economy and community by exploring new experiences in their own “backyard.” The campaign intends to reach them on a human level to encourage them to help bring vibrancy back to the region and drive a positive economic impact for King County.

**Regional Drive Focus – Beginning of Safe Start Phase 3**

Expand the campaign to consumers in nearby metropolitan areas by expanding the reach of messaging and media. The strategy will transition focus to exploring and supporting the diverse restaurants, arts and cultural institutions, attractions, retail, and hotels in King County by encouraging multi-day trips to King County that would require a hotel stay.

**Fly-Market Focus – During Safe Start Phase 3**

If conditions allow, the campaign will be further expanded to consumers in markets that require airline travel to the region. The strategy will continue to focus on exploring and supporting the diverse restaurants, arts and cultural institutions, attractions, retail, and hotels in King County by encouraging multi-day trips to King County that require a hotel stay.

**A list of the types of anticipated campaign expenditures for each tourism campaign and how the expenditures will contribute to meeting the desired outcomes of the tourism campaign**

Due to the unknown nature of how King County will progress through Governor Inslee’s phased reopening plan, the expenses below are estimates of how the funding will be used. Funding (\$6M to Visit Seattle and \$2M to Seattle South Side Regional Tourism Authority) will be allocated into the following categories (for planning purposes, an October 1 date was selected for the beginning of Phase 3).

\$1,040,000	Strategy, planning, discovery, campaign development and deployment
\$2,000,000	Locals campaign – Paid advertising, organic and paid social media, public relations, toolkits, partner support

\$4,960,000 Regional drive market campaign – Paid advertising, organic and paid social media, public relations, media hosting, toolkits, partner support (*may expand audience to include key fly West Coast markets, depending on progression to Phase 3*)

Campaign tactics will include:

- **Paid Advertising** – Could include digital video (streaming services like Netflix, YouTube, Disney+, Amazon Prime Video), social media, online advertising, digital audio (streaming services and podcasts).
- **Public Relations** – Press releases, media pitches, activation of media relationships for positive coverage.
- **Media Hosting** – Host reliable and well-known media for positive coverage.
- **Organic and Paid Social Media** – Utilize the power and wide-spread nature of social media.
- **Toolkits** – Produce toolkits for all partners within the county with similar visuals and copy points to amplify the message. Easy-to-utilize elements for websites, social media, e-newsletters, etc. to make participation in promotional campaigns approachable and accessible for all businesses countywide.
- **Partner support** – Funding to partner organizations to encourage the deputization of their members and utilization of toolkits. Partners may include Visit Bellevue, Woodinville Chamber, Visit Issaquah, etc.

**A timeline for the anticipated campaign expenditures for each tourism campaign and how the timeline will be informed by public health guidance**

Based on the plan as described above, Seattle South Side and Visit Seattle will engage in advertising campaigns from September through December.

	June	July	August	September	October	November	December	Totals
	Campaign Development & Deployment							
<b>Sub-Total</b>	\$114,394	\$234,016	\$234,016	\$114,394	\$114,394	\$114,394	\$114,394	\$1,040,000
<b>VS share</b>	\$83,508	\$170,832	\$170,832	\$83,508	\$83,508	\$83,508	\$83,508	\$759,200
<b>SS share</b>	\$30,886	\$63,184	\$63,184	\$30,886	\$30,886	\$30,886	\$30,886	\$280,800
	Local King County Focus							
<b>Sub-Total</b>				\$800,000	\$600,000	\$300,000	\$300,000	\$2,000,000
<b>VS share</b>				\$536,000	\$402,000	\$201,000	\$201,000	\$1,340,000
<b>SS share</b>				\$264,000	\$198,000	\$99,000	\$99,000	\$660,000
	Regional Drive Markets*							
<b>Sub-Total</b>				\$496,000	\$1,488,000	\$1,488,000	\$1,488,000	\$4,960,000
<b>VS share</b>				\$391,840	\$1,175,520	\$1,175,520	\$1,175,520	\$3,918,400
<b>SS share</b>				\$104,160	\$312,480	\$312,480	\$312,480	\$1,041,600
<b>Total</b>	<b>\$114,394</b>	<b>\$234,016</b>	<b>\$234,016</b>	<b>\$1,410,394</b>	<b>\$2,202,394</b>	<b>\$1,902,394</b>	<b>\$1,902,394</b>	<b>\$8,000,000</b>

\*May expand audience to include key fly west coast markets (depending on progression to Phase 3.)

- Campaign Development and Deployment: Includes staffing, planning, and development of campaign, county-wide partner communication, organic social media, toolkits, public relations.
- Local King County Focus: Paid media (including magazine and newspaper advertisements, digital video advertising (streaming TV services like Netflix, YouTube, Disney+, Amazon Prime Video), paid social media, digital online advertising, digital audio (streaming services and podcasts).
- Regional Drive Markets: Paid media (including magazine and newspaper advertisements, digital video advertising (streaming TV services like Netflix, YouTube, Disney+, Amazon Prime Video), paid social media, digital online advertising, digital audio (streaming services and podcasts).

In collaboration with King County staff, staff from Visit Seattle and Seattle South Side will monitor King County's public health reporting. When King County is able to safely progress through phases as determined by the Safe Start guidelines, messaging will be updated to reflect current approved status.

Please see Appendix C for an overview of campaign tactics and sample messaging that could be deployed for this campaign.

### **A description of how each campaign is expected to benefit tourist destinations throughout King County**

The goal of these tourism campaigns is to encourage residents and visitors to safely and mindfully support King County businesses, driving overnight stays to revitalize and stabilize the lodging tax.

A healthy, safe, and desirable King County will appeal to meeting planners and attendees regarding future bookings. By promoting that King County is open for business in a safe and healthy way, King County's convention centers and event spaces will be better positioned to win future business events during this crucial time of rebuilding, which will be critical in securing long-term funding and increases to lodging tax.

Additional benefits include:

- Foot traffic growth to businesses (as tracked by SeeSource data)
- Increased hotel occupancy rate growth
- Sales tax growth
- Overall increased awareness of and pride in less familiar businesses, activities, and attractions in King County (as tracked by social sentiment and SeeSource data)

### **A description of how Visit Seattle and Seattle South Side will consult with other organizations in preparing the campaign.**

Visit Seattle and Seattle South Side Regional Tourism Authority began the consultation process in June with a series of interviews with elected officials and organizations from around the county, listed in Appendix A. The purpose of these interviews was to seek diverse perspectives on the campaign strategy, planning, campaign creation and measurement. That was followed with a survey sent to businesses throughout King County seeking information on their opening strategies, safety precautions,

and recovery concerns. The information obtained through this process will support the coordination of messaging and implementation of the campaign with various stakeholders in East King County North King County, and South King County, including but not limited to Visit Bellevue, Visit Issaquah and Woodinville Chamber, to ensure all corners of the county are represented and see the benefits from this effort.

Further consultation activities will include specific partnerships with organizations identified through the interview process, review of targeted messaging and campaign tactics with relevant interested stakeholders in each region of the County, and continued outreach throughout the campaign as it evolves from the planning phase to the implementation phase.

## **VI. Conclusion/Next Steps**

After submitting this report, PSB will enter into contracts with Visit Seattle and Seattle South Side, who will begin developing campaign materials and purchasing airtime. In order to maximize revenue from the Coronavirus Relief Fund, Visit Seattle and Seattle South Side will complete all programs by December 30, 2020.

This plan demonstrates King County's role as responsible stewards of the key emergency resources provided to the County in response to the COVID19 Pandemic.

## **VII. Appendices**

### **Appendix A: Interviewees**

The following individuals were interviewed:

- Mary Bacarella – Executive Director, Pike Place Market
- Claudia Balducci – King County Councilmember
- Elissa Coterio – Marketing Manager, Westfield Southcenter
- Troy Couch – Executive Director, Enumclaw Area Chamber of Commerce
- Rod Dembowski – King County Councilmember
- Kimberly Ellertson – Executive Director, Woodinville Chamber
- Brad Jones – Executive Director, Visit Bellevue
- Jeff Kelly – Board Member, Renton Downtown Partnership & Owner, AssetLab Marketing
- Sean Kelly – Mayor of Maple Valley
- Jeanne Kohl-Welles – King County Councilmember
- Kathy Lambert – King County Councilmember
- Joe McDermott – King County Councilmember
- Brandon Miles – Business Relations Manager, City of Tukwila
- Jan Molinaro – Mayor of Enumclaw
- Tim Morgan – Economic Development Manager, City of Maple Valley
- Amanda Parsons – General Manager, Thompson Hotel Seattle
- Chris Pasinetti – Community Development Director, Enumclaw Chamber
- Dave Upthegrove – King County Councilmember
- Aleksandr Yeremeyev – Economic Development Manager, SeaTac Economic Development

David Yusen – Director of Marketing & Communications, Heavy Restaurant Group

## Appendix B: King County Tourism Emergency Funding Recovery Plan



# King County Tourism Emergency Funding Recovery Plan

## Overview

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Tourism is critical to the livelihood of our county and our state – it brings billions of dollars into our local economy (\$8.1B in 2019), it employs tens of thousands of workers (80,317 in 2019) and provides annual local household tax relief due to visitor spending (\$968 in 2019). For ten straight years we have seen an increase in all of the statistics related to tourism in our county.

Visitor spending does not just affect businesses within traditional hospitality industries, its impact spreads much farther. Below is a breakdown of the direct impact of visitor spending from 2019.

Visitor Spending in King County \$8.1B in 2019.

- 31.0% Lodging \$2.5B
- 24.0% Food & Beverage \$1.9B
- 14.0% Retail \$1.1B
- 10.0% Recreation (Attractions, Sporting Events, Arts & Culture) \$0.8B
- 21.0% Local Transportation \$1.7B

Due to the impacts of COVID-19, the hospitality industry has been one of the quickest and hardest hit. With devastating blows to hotels, venues, restaurants, retailers, arts & cultural institutions, attractions, tasting rooms, sporting events, we plan to deploy a tourism recovery strategy in order to rebuild business and economic impact in phases over time.

Below we have outlined our proposal on how the funding King County allocated will be used in a county-wide recovery plan. Seattle-King County Convention and Visitors Bureau (dba Visit Seattle) will support county-wide recovery efforts and Seattle South Side Regional Tourism Authority will focus on South King County. Our two organizations will coordinate messaging and implementation of the campaign. Additionally, there will be collaboration and coordination with East King County and North King County, including but not limited to Visit Bellevue, Visit Issaquah and Woodinville Chamber, to ensure all corners of the county are represented and see the benefits from this effort. This county has so much to offer visitors – from recreation, to arts and culture, to culinary and beyond – that can be done in a safe and healthy way and will appeal to broad audiences.

We want to position King County as a safe, desirable, and approachable destination, in the context on local Public Health regulations, to get both local and visitor spending back into businesses and this economy as soon as possible. And we have to be creative in how we support the changed circumstances in which many of our members and partners now operate. As it becomes clearer that the pandemic is going to remain in our lives for some time to come, it is more important than ever that we drive support of our local economy safely, with methods that support the unique ways our region's businesses have learned to operate in this new, hopefully temporary, normal. It is imperative we support these businesses to keep them operating and we must use messaging of community responsibility while emphasizing the need for safety.

Over 80,000 residents are employed by tourism-related jobs, all of which have been affected by the pandemic. The sooner we bring business back to the county, the sooner we can improve the finances for these individuals. This work will be done in coordination with state and local public health authorities to ensure messaging and implementation strategies evolve along with public health rules and regulations.

A healthy, safe and desirable King County will also appeal to meeting planners and attendees regarding future bookings. A core business of Destination Marketing Organizations is to bring large groups, conventions and events to the county, which takes years of advance planning. By promoting that King County is open for business in a safe and healthy way we will be better positioned to win future business events during this crucial time of rebuilding, which will be critical in securing long-term funding and increases to lodging tax.

Priorities:                   a) Drive local spending, tourism and economic impact for King County as quickly as possible.  
                                      b) Drive overnight stays to revitalize and stabilize lodging tax.

Audiences:                 **Local** – within King County  
                                      **Regional Drive Markets\*** – Washington State, Northern Oregon, parts of Idaho and Vancouver BC (pending border reopening)  
  *\*may expand audience to include key fly west coast markets (depending on progression to Phase 3)*

Strategies:                 a) A focused and direct push to get locals back into restaurants, arts & cultural institutions, recreational activities, attractions, tasting rooms, retail and hotels.  
                                      b) Inform potential visitors on the safety measures businesses are following in King County and Washington state.

### **Safety Conditions for King County to be a Safe, Healthy and Desirable Tourist Destination**

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Within this campaign, public safety is the top priority, and Governor Inslee’s “Safe Start” phased reopening plan will provide the road map for appropriate messaging to the right audiences at the right time.

King County will consider three main factors: disease activity (numbers of new infections, hospitalizations and deaths), the impact on the health care system and on vulnerable populations, and the long-term sustainability of current restrictions on activity as it progresses through the phases. King County will need to continue meeting all of the goals related to the spread of the virus and disease activity targets which will suggest we have the necessary public health systems in place to respond to the situation within our community.

Additionally, county-wide businesses will need to continue to abide by the restrictions and guidance put in place to keep residents and visitors healthy, including reduced capacities, strict mask regulations, physical distancing standards, staff hygiene practices, etc. It is equally important to recognize businesses are open and to build consumer confidence on the importance of following safety guidelines. There are currently enough businesses open and practicing safety protocols that support diverse and robust local tourism itineraries.

**Anticipated Campaign Expenditures:**

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Due to the unknown nature of how King County progresses through Governor Inslee’s phased reopening plan, the below expenses are estimates of how the funding will be used. \$8mm (\$6mm to Visit Seattle and \$2mm to Seattle South Side Regional Tourism Authority) will be allocated into the following categories (for planning purposes, an October 1 date was selected for the beginning of Phase 3).

Deployment	\$1,040,000	Strategy, Planning, Discovery, Campaign Development &
	\$2,000,000	Locals Campaign – Paid Advertising, Organic and Paid Social, Public Relations, Toolkits, Partner Support
	\$4,960,000	Regional Drive Market Campaign* – Paid Advertising, Organic and Paid Social, Public Relations, Media Hosting, Toolkits, Partner Support
		<i>*may expand audience to include key fly west coast markets (depending on progression to Phase 3)</i>

Campaign tactics will include:

- Paid Advertising** – could include digital video (streaming services like Netflix, YouTube, Disney+, Amazon Prime Video), social media, online advertising, digital audio (streaming services and podcasts)
- Public Relations** – press releases, media pitches, activation of media relationships for positive coverage



**Media Hosting** – host reliable and well-known media for positive coverage

**Organic and Paid Social** – utilize the power and wide-spread nature of social media

**Toolkits** – produce toolkits for all partners within the county with similar visuals and copy points to make our message louder. Easy to utilize elements for websites, social media, enewsletters, etc to make participation in promotional campaigns approachable and accessible for all businesses county-wide.

**Partner support** – funding to partner organizations to encourage the deputization of their members and utilization of toolkits. Partners may include Visit Bellevue, Woodinville Chamber, Visit Issaquah, etc.

**Estimated Timeline of Anticipated Campaign Expenditures:**

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June	July	August	September	October	November	December
Campaign Development & Deployment \$1,040,000						
\$114,394	\$234,016	\$234,016	\$114,394	\$114,394	\$114,394	\$114,394
			Local King County Focus \$2,000,000			
			\$800,000	\$600,000	\$300,000	\$300,000
			Regional Drive Markets* \$4,960,000			
			\$496,000	\$1,488,000	\$1,488,000	\$1,488,000

**Total**    **\$114,394**    **\$234,016**    **\$234,016**    **\$1,410,394**    **\$2,202,394**    **\$1,902,394**    **\$1,902,394**    **\$8,000,000**

*\*may expand audience to include key fly west coast markets (depending on progression to Phase 3)*

**Desired Outcomes:**

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The goal of these tourism campaigns is to encourage King County, neighboring residents and visitors to safely and mindfully support King County businesses and drive overnight stays to revitalize and stabilize lodging tax. Additionally, King County's reputation regarding safety is a top priority.

The Local and Regional Drive campaigns will be rooted in a unified strategy and target audience to ensure a cohesive message across King County and beyond (when appropriate). This strategy is designed to evolve with the acceptable behaviors, activities, and forms of travel as outlined in the Safe Start phased openings.

- Local (King County) Focus – During Safe Start Phase 2

- Engage King County (and neighboring) residents by tapping into feelings of responsibility to play their part to reinvigorate our local economy and community by exploring new experiences in their own “backyard.” We will reach them on a human level to encourage them to help bring vibrancy back to the region and drive a positive economic impact for King County.
- Regional Drive Focus – Beginning of Safe Start Phase 3
  - Expand the campaign to consumers in nearby metropolitan areas by expanding the reach of messaging and media. The strategy will transition focus on exploring and supporting the diverse restaurants, arts & cultural institutions, attractions, retail, and hotels in King County by encouraging multi-day trips to King County that would require a hotel stay.
- Fly-Market Focus – During Safe Start Phase 3
  - If conditions allow for it, the campaign will be further expanded to consumers in markets that require airline travel to the region. The strategy will continue to focus on exploring and supporting the diverse restaurants, arts & cultural institutions, attractions, retail, and hotels in King County by encouraging multi-day trips to King County that require a hotel stay.

### **Campaign Benefits to Tourist Destinations**

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- Foot traffic growth to businesses as tracked by SeeSource data
- Increased hotel occupancy rate growth
- Sales tax growth
- Overall increased awareness of and pride in less familiar businesses, activities, and attractions in King County as tracked by social sentiment and SeeSource data.

### **Consultation in Preparation of Campaign:**

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Based on the passed legislation, Visit Seattle and Seattle South Side Regional Tourism Authority reached out to all councilmembers to seek guidance on historically disadvantaged communities throughout the county. Additionally, community partners throughout the county that were recommended to us were consulted through stakeholder interviews to ensure inclusive perspectives are represented in the strategy, planning, campaign creation and measurement. And surveys were sent to over 3000 businesses within King County seeking input in regard to opening strategies, safety precautions, recovery concerns, etc.

There were consistent themes that came through during the interviews, most significantly safety and the opportunity to educate locals on diverse county-wide offerings. Below is a representative list of the interviews conducted for this plan.

Interviews:

Mary Bacarella, Pike Place Market  
Councilmember Claudia Balducci  
Elissa Coter, Westfield Southcenter  
Troy Couch, Enumclaw Area Chamber of Commerce  
Councilmember Dembowski  
Kimberly Ellertson, Woodinville Chamber  
Brad Jones, Visit Bellevue  
Jeff Kelly, Renton Downtown Partnership / AssetLab Marketing  
Sean Kelly, Mayor of Maple Valley  
Councilmember Kohl-Welles  
Councilmember Lambert  
Councilmember McDermott  
Brandon Miles, City of Tukwila  
Jan Molinaro, Enumclaw Mayor's Office  
Tim Morgan, The City of Maple Valley  
Amanda Parsons, Thompson Hotel Seattle  
Chris Pasinetti, Enumclaw Chamber  
Councilmember Upthegrove  
Aleksandr Yermeyev, SeaTac Economic Development  
David Yusen, Heavy Restaurant Group

## Appendix C: Campaign Tactics

### Campaign Tactics | Sample Messaging

While the campaign's creative materials and messaging hasn't been created yet, we have developed thoughtful insights and strategy from our previous campaign knowledge, current environment analysis and stakeholder interviews.

#### Campaign Insights

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King County will never be the same. We're in a unique moment in time that we will only get a chance to experience once, a time when everything is changing. Residents are ready to experience something new- new rituals, new treat-yourself moments, new ways of experiencing our community. This rediscovery, or even first-time-discovery, of King County will inject a renewed sense of joy and intrigue into our audiences' lives, inspiring them to embrace this unique opportunity and find the silver lining in this most unique of times.

We have the opportunity to highlight the variety of activities this County is home to. And during Phase 2, it is more important than ever to invite locals (and visitors) to destinations that are inherently built for physical distancing and have wide open spaces.

#### Sample Audience

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The audience for Initial Launch phase (Locals) is defined by the following characteristics:

- Lives within King County
- Engages in the community they're a part of (has a local focus)
- Likes to try new things/ appreciates unique experiences
- Demonstrates a sense of responsibility
- Shares their passions with others

#### Sample Messaging

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While the messaging won't look exactly like this, the sentiment will remain.

- Support local businesses in King County that are offering outdoor experiences, takeout, and other safe practices in accordance with Governor Inslee's phased reopening plan.
- We will encourage discovery, or in some cases, rediscovery of hidden gems throughout King County.

Examples, but not limited to:

- A hike through Shinglemill Creek Preserve on Vashon Island, rewarded with a private tasting at Palouse Winery after.

- Visit Snoqualmie Falls or Preston Mill Park and follow it up with take out from Caadxi Oaxaca.
- Grab takeout from Café Munir and have a picnic in Discovery Park and learn about the Daybreak Star Indian Cultural Center.
- Journey through Lake Wilderness in Maple Valley, topped off with a visit to Hops n Drops.
- Enjoy a bike ride through Woodinville and stop at private wine tastings along your journey.
- Pick up farm fresh treats at the Federal Way Farmers Market on your way to the Pacific Bonsai Museum.
- Treat yourself at KJ's Cakery Bakery in Kent as you head to play volleyball at Saltwater state park.
- Grab takeout from Meskel in Seattle on your way to hike through Seward Park.
- Take a ferry to Vashon Island to enjoy the best tacos and swing by Vashon Center for the Arts for a class or to visit their gallery.
- Take a trip to the top of the Space Needle and then rent a vessel from Electric Boat Company for a cruise around Lake Union.
- Pop into flora and henri for some gifts on your way to Pike Place Market for lunch, then stroll along the waterfront.
- Pickup flowers curbside from Zenith Holland Gardens in Des Moines to plant in your backyard and enjoy a BBQ at home with delivery from Sharps Roasthouse.

Additional considerations:

- All messaging will encourage safety precautions such as mask usage and physical distancing.
- There will be a focus on the promotion of minority-owned businesses throughout the campaign.
- We will highlight diversity of activities in the visuals that we use and that will vary as we progress through Governor Inslee's phases and as the season/weather changes.
- There will be a call to action for overnight stays when appropriate.

Resulting overarching benefits:

- Accelerate recovery by increased foot traffic to all locations highlighted in messaging (trackable with SeeSource data)