



AGENDA
LODGING TAX ADVISORY COMMITTEE MEETING

Thursday, March 10 - 11:00 a.m.

Virtual Meeting Link: <https://zoom.us/j/93352757315>

Call-in: (253) 215-8782 Meeting ID: 933 5275 7315

Agenda

- Review February meeting minutes
- Update on 2022 LTAC Grants - Award Notifications out
 - GH Celtic Music Fest Canceled
- Review of 2022 YTD Lodging Tax Fund Pace Chart
- STR Public Comment Period / Planning Commission – you can review proposed regulations and we'll be open for public comment again
 - STR Alliance has been formed, 140+ members
 - \$800k in 2021 in revenue in GH total
- Update on photography and media outreach – dedicated day per month to gather content
 - Laure – first Thursday of each month
 - Jennicca – third Tuesday of each month
- Update on Visitors Guide: Content completed, ad sales in motion, ahead of schedule
- Insight on Spring Datafy/SeeSource & Google Ads performance metrics
- Short lead media pitches – Easter / Spring events / Paddlers' Cup / Community Paddlers' Dock launch
- Spring & Summer Planning / Packaging for proactive media pitches
 - Floating dinner parties
 - GH Beer Fest
 - Waterfront Farmers Market
- Summer Sounds – Press Release drafted
- Meetings Push: MPI Planners FAM
- Re-signed annual partnership contracts with Travel Tacoma + Visit Kitsap
- Media Visit: Chaney Kwak – New York Times, Travel + Leisure, Conde Nast Traveler

Adjourn

Next Regular Meeting: April 14, 2022