



Visit
PORT ANGELES
WASHINGTON

VISITPORTANGELES.COM

**TOURISM ADVERTISING
& MARKETING SERVICES**

CITY OF PORT ANGELES

August 10, 2025

Photo Credit: Lynnette Brailard/Visit Port Angeles

HELLO

Dear Mr. Braudrick, Lodging Tax Advisory Committee and City Council,

LuLish is delighted to submit a proposal for marketing services to the City of Port Angeles / Visit Port Angeles as your destination marketing agency again beginning in 2026 with the charge to continue amplifying the Visit Port Angeles brand while increasing revenue for the City and local businesses.

Building on the brand momentum we have garnered for Visit Port Angeles over the last nine years, our new strategic marketing plan aligns with City staff's goals to reinvest lodging tax revenue into marketing programs that support local tourism businesses and complement the goals of the Olympic Peninsula Tourism Master Plan. This will build on Visit Port Angeles' already successful (and record-breaking) tourism campaigns, and continue to drive more visitors to sleep, eat, drink, shop and recreate in Port Angeles.

Our creativity and over two decades of tourism marketing experience are our greatest assets as we help the Visit Port Angeles brand evolve into its true potential. We look forward to continue serving you and the tourism community at our highest capacity. Tourism plays a vital part in the economic development for the entire Olympic Peninsula and together, we look forward to growing the City of Port Angeles' tourism industry and the City's bottom line.

Please let us know if we can provide you with more details or answer any questions. We hope to continue to be part of your destination marketing team in 2026 and beyond.

Best regards,



Lynnette Braillard
LuLish, a creative agency
CEO & Founder / Strategist & Creative Director



PRIMARY CONTACT:

Lynnette Braillard
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we speak tourism

3720 NW 25TH ST. REDMOND OR 97756 / a division of Dezire Inc. EIN 65-1222226
A State of WA Registered Foreign Corporation in Good Standing & Registered Tax Payer with
the WA Dept of Revenue UBI # 604492324

EXPERIENCE & CURRENT CLIENT WORK

25+ YEARS EXPERIENCE IN TOURISM MARKETING

With over 25 years of hands-on marketing experience within the hospitality and tourism industries – including building many Destination Marketing Organizations (DMOs) from the ground up – we have produced record-breaking campaigns and room tax collections for a variety of Oregon, Washington, and California cities, counties, regional DMOs, and hospitality businesses, attractions and events. Clients include Visit Central Oregon, Olympic Peninsula Tourism Commission, Visit Del Norte County, North of Ordinary California, Old Mill District/Hayden Homes Amphitheater, City of Crescent City, Partnership for the Performing Arts, Visit Ukiah, Visit Bend, Visit Redmond Oregon, Oregon Destination Association, Explore Wilsonville, Visit McMinnville, and more. We turn assets into attractions. Cities and counties into destinations. We are a powerhouse of experience in every aspect of destination marketing.

WE KNOW (AND LOVE) PORT ANGELES AND THE OLYMPIC PENINSULA

We understand rural communities better than most. Marketing rural areas require more creativity (and grit) due to smaller media budgets compared to larger gateway and metro cities. Lynnette spent her high school, college and post-college years living in the Seattle area where her family still resides today. She grew up camping, hiking and fishing on the OP. For nearly 10 years, Lynnette's been successfully marketing Port Angeles and working harmoniously with many community tourism businesses, organizations, event production companies, and residents. We have always taken the initiative to make connections and seek out attractions, events and businesses to market without any handholding. We understand the Olympic Peninsula and Port Angeles visitor thoroughly and keep our ears to the ground on what's new. We fully immerse ourselves into the communities we represent. Our knowledge of the entire Peninsula is also evident in the regional marketing campaigns we've done for OPTC, including crafting detailed itineraries for Sequim, Port Townsend, Port Ludlow and the surrounding areas. OPTC also requested that we attend the Travel+Words Conference in Fall '25 to assist them in pitching the region.

DESTINATION MARKETING IN THREE STATES & CLOSE-KNIT CONNECTIONS

Because we actively work with clients throughout the West Coast, we have a deep understanding of the Oregon, Washington and California state visitor, today's traveler, and the latest marketing trends, research, tools, and digital technologies. One of our many competitive advantages is that we are able to plan for changes and trends in the travel industry that might be impacting other areas, regions and states first. We have strong relationships with media outlets, journalists and publications across the U.S., which results in free media opportunities and reduced media costs for our clients.

A FULL-SERVICE CREATIVE & MARKETING AGENCY WITH THE METRICS TO PROVE OUR SUCCESS

LuLish is a full-service marketing and creative agency with the necessary destination marketing experience and credentials to help Destination Marketing / Management Organizations thrive. As a small agency with an impressive team of talent, we get more done with less money and with better results compared to larger, not-as-nimble agencies. And trackable marketing initiatives are always part of the plan to guarantee ROI and value for our clients. We understand the politics and take fiscal responsibility very seriously with accurate transparent reporting. ***LuLish has a strict AI Policy--our team is not allowed to use AI for writing.***

EXPERIENCE & CURRENT CLIENT WORK



**BOLDLY
ROAM**

Visit Port Angeles (January 2016 - Present)

As the agency of record for Visit Port Angeles, all marketing initiatives/services are handled by LuLish, which produced an increase in room tax collections annually since 2016-2019 and 2021-2024. Our winter 2026 digital mixed media campaign with lead generation reached an audience of over 8 billion. We received earned media in many regional and national publications and have more biking articles coming out this fall from a hosted journalist visit. We still have projects and a fall campaign in the pipeline to finish out 2025, which include our "Spoiler Alert" audio podcast campaign, a new Visit Port Angeles website, a Boldly Roam visitor guide, pitching media at the upcoming Travel+Words Conference and more. **2024 MARKETING REPORT --> <https://bit.ly/45u7QZG>**

CURRENT REPORT UPDATE VIDEO FROM JUNE 2025 --> <https://bit.ly/45H97gZ>



Visit Del Norte County (May 2018 - Present)

As the agency of record, all marketing initiatives/services are handled by LuLish including but not limited to: creative campaigns, digital marketing, media buying, content marketing, website development/design, social media management, public relations, content creator management, destination photography and video production, consumer trade shows, and Visit California press events. Marketing efforts resulted in being featured in Visit California's Spring 2025 campaign supported by a \$33M media buy, in addition to: 34M campaign impressions with lead generation for our own marketing campaigns, website sessions increased +13% YOY, 200+ press mentions and articles on VisitCalifornia.com, National Geographic, New York Times, Los Angeles Times and more, double digit growth in room tax collections year after year (except for '20) and currently pacing +11% YOY. In 2024, direct travel spending increased by +5%, outpacing California's state average of +3% and surpassing all neighboring and competitive counties.



Visit Central Oregon (July 2020 - Present)

LuLish supports their in-house marketing, group sales and events and economic development teams with ongoing consulting and special projects as assigned. LuLish directly reports to the VP of Marketing and the President and CEO of the organization and Lynnette even took on the role of VP of Marketing while the former VP was out on maternity leave. LuLish has handled creative campaign development, managed photo/video shoots, website UX consulting, copywriting for video VO, and ad collateral, print and digital creative for media buys with Sunset magazine, Travel Oregon, Golf Digest, PNGA, and more. LuLish also produces the Annual Marketing Report and the past State of the Industry presentations, co-op partner marketing reports, and budget reports to the County on behalf of the VP of Marketing and the President and CEO. **REPORTS WITH CREATIVE EXAMPLES CAN BE VIEWED HERE --> <https://visitcentraloregon.com/industry/>**



North of Ordinary California (July 2019 - Present)

As the agency of record, all marketing initiatives/services are handled by LuLish for the “North Coast” region as recognized by Visit California. LuLish developed and created the branding from North Coast to “North of Ordinary” which better represented all 4 counties and the new campaigns have been a huge success. They have been recognized by Visit California as the model for co-op marketing within a region. Marketing services include: creative campaign development and management, website development/design, content creation for website and media buys, programmatic digital ads and strategic paid social media campaigns, destination photography and video production, social media management, grant writing, consumer trade shows and Visit California press events. Marketing efforts resulted in 16M+ total digital campaign impressions, which resulted in +61% increase in website sessions YOY. Our multi-media digital campaign in '25 reached an audience of over 14M and produced over 14K opt-in leads. The digital campaign was so successful that we're being featured as case study from one of our media partners.



Old Mill District/Hayden Homes Amphitheater (May 2013 - Present)

LuLish has supported the Old Mill District's in-house marketing director and team with special projects as assigned, including but not limited to: digital marketing, campaign creative, copywriting, collateral development, website development/design, monthly website reporting and search content strategies, custom interactive online digital magazine design/development, marketing workshops for tenants, on-going strategy, consulting and content ideation to bring more visitors to the Old Mill District and Hayden Homes Amphitheater.



Crescent City (May 2022 - Present)

LuLish has been tasked with ongoing strategic marketing initiatives/services and specific citywide projects to support economic development and city-owned properties and attractions. We developed branding and websites for Lighthouse Cove RV Park and the Fred Endert Pool, digital and print campaigns, interactive kiosk content for the new Redwood Discovery Center, tourism consulting for the Beachfront Park redevelopment project, and more. LuLish also supports the City with event promotion and planning for the annual Kamome Festival and Forest Moon Festival.



Olympic Peninsula Tourism Commission (2023-Present)

LuLish developed the last two regional marketing campaigns for OPTC. The successful “Coast is Clear” campaigns featured videos, photos and custom three day itineraries. The multi-media campaign was promoted on ConnectedTV/ OTT streaming ads, digital (USAToday network, Meta, Google, Adara), and print media to “WIN A VACATION” package from co-op partners. The '24 campaign resulted in nearly 13K opt-in leads and triple digit website traffic growth YOY. **REFER TO THE FINAL CAMPAIGN REPORT --> <https://bit.ly/3HqMNYU>**

REFERENCE #1 - VISIT DEL NORTE COUNTY 1001 Front St Crescent City, CA 95531

CINDY VOSBURG, EXEC. DIRECTOR, DEL NORTE COUNTY VISITOR BUREAU & CHAMBER / 707 464 3174 / DIRECTOR@DELNORTE.ORG

REFERENCE #2: VISIT CENTRAL OREGON / OREGON DESTINATION ASSOCIATION 1312 SW McKinley Ave, Bend, OR 97702

MACKENZIE BALLARD, DIRECTOR OF OREGON DESTINATION ASSN. & FORMER VP OF MARKETING AT VISIT CENTRAL OREGON
541 241 0020 / DIRECTOR@OREGONDESTINATIONASSOCIATION.COM

REFERENCE #3: NORTH OF ORDINARY CALIFORNIA P.O. Box 2012 Fort Bragg, CA 95437

RAMON JIMENEZ, EXEC. DIRECTOR, VISIT MENDOCINO & TREASURER OF THE NORTH COAST TOURISM COUNCIL / 707 391 8021
RAMON@VISITMENDOCINO.COM

REFERENCE #4: CITY OF CRESCENT CITY 377 J St Crescent City, CA 95531

ERIC WIER, CITY MANAGER / 707 464 7483 / EWIER@CRESCENTCITY.ORG

REFERENCE #5: GREATER UKIAH BUSINESS & TOURISM ALLIANCE 200 S. School St Ukiah, CA 95482

KATRINA M. KESSEN, EXECUTIVE DIRECTOR, GUPTA/VISIT UKIAH / 707 262 2092 / KATRINA@DISCOVERUKIAH.COM

REFERENCE #6: OLYMPIC PENINSULA VISITOR BUREAU 618 S. Peabody St, Suite F Port Angeles, WA 98362

MARSHA MASSEY, EXECUTIVE DIRECTOR, OLYMPIC PENINSULA VISITOR BUREAU / 360 452 8552
DIRECTOR@OLYMPICPENINSULA.ORG

REFERENCE #7: OLD MILL DISTRICT / HAYDEN HOMES AMPHITHEATER 520 SW Powerhouse Dr #624 Bend, OR 97702

BEAU EASTES, MARKETING DIRECTOR, OLD MILL DISTRICT / 541 598 4898 / BEAU@THEOLDMILL.COM

REFERENCE #8: VISIT BEND 750 NW Lava Rd #160 Bend, OR 97703

NATE WYETH, SVP OF STRATEGY, VISIT BEND / 541 639 2448 / NATE@VISITBEND.COM

REFERENCE #9: REDMOND CHAMBER & CVB 446 SW 7th St Redmond, OR 97756

ERIC SANDE, EXECUTIVE DIRECTOR, REDMOND CHAMBER OF COMMERCE & CVB / 541 923 5191
ERIC@VISITREDMONDREGON.COM

VIEW REFERENCE

LETTERS:

<https://bit.ly/3UVJjHO>

“Peninsula Adventure Sports has benefited from the marketing efforts created by Lynnette for Visit Port Angeles ... Lynnette has also consulted with us to develop new strategies to increase participants at our events.”

**– LORRIE MITTMAN,
OWNER, PENINSULA ADVENTURE SPORTS**

“We hired Lynnette because of her EXCEPTIONAL tourism marketing work at Visit Bend...She crafted a unique brand, destination manifesto, and a comprehensive strategic marketing plan which then lead to the development of a regional tourism website ... Lynnette’s OUTSTANDING WORK and COMMITMENT to delivering are a few reasons why LULISH continues to be the agency of record for Visit Del Norte County.”

**– CINDY VOSBURG, EXECUTIVE DIRECTOR, DEL NORTE COUNTY VISITOR
BUREAU & CHAMBER OF COMMERCE**

meet the LULISH TEAM

LYNNETTE BRAILLARD - PROJECT LEAD & PRIMARY CONTACT

Founder & CEO, Creative Director, Chief Strategist. City, hospitality, tourism and destination marketing has been her jam since 2001 with the numbers to prove it. A self-taught, accomplished marketer, web developer/coder, designer, photographer and writer who has a knack for tourism & hospitality. She started coding websites in the 90s and doing SEO in 2001 long before anyone knew what it was. Lynnette has been a professional marketer her entire career working for both advertising agencies and leading client-side, in-house teams.

MEGAN KRUEGER SMITH * Local Resident of Clallam County

An accomplished photographer and social media maven. She's been part of the LuLish team since 2017.

STEPHANIE SPALDING-BILBREY

Meticulous researcher, content manager & an inventive copywriter. Hospitality runs in her veins. She's been part of the LuLish team since 2016.

MARCIA VOLK

A passionate "Jane of all trades" who knows her way around a website as well as a master multi-tasker, account manager and all around "doer" who can jump in and handle a variety of tasks and projects with perfection. She's been part of the LuLish team since 2015.

TORI FISHER

Our newest team member is a seasoned destination marketer with a focus on content creation, and social media strategy. With experience in tourism, hospitality, and events, she combines creativity with strategic planning to help brands enhance their digital presence and storytelling and project management. Her skills were put to good use at Visit Central Oregon for several years.

LOCAL SUBCONTRACTORS WE WORK WITH

To get the best job done, we have a talented pool of tried and true – and tested – subcontractors that we work with. But you'd be surprised as to how much is accomplished by just us. **Here are some of our CLALLAM COUNTY LOCALS we are potentially working with in 2026 (based on final budget approval):**

Event Video & Photography Project: Isaac Gautschi, isaacgautschi.com

Itinerary Video & Photo Project: Zachary Salter, Instagram @zachary.salter

Restaurant Photo Project: Carol Clayton, CarolsVeganKitchen.com

"Family Travel Experiences in Port Angeles" Content Project: Rebecca Larse

LYNNETTE BRAILLARD

A design and marketing professional who morphed into a web developer in the late 90s with overachiever tendencies who gets just as excited about marketing travel and tourism as she is about discovering her next favorite vacation spot.

With over 25 years of being a hands-on web developer and marketing professional, she's not only passionate about the leisure, travel, tourism and hospitality industries, but has the numbers to prove her success. Lynnette founded and led two full-service marketing agencies: LuLish and Vertigo Marketing. Both agencies focused on working with city and destination marketing organizations (DMOs) throughout the West Coast.

Clients include: Visit Central Oregon, Olympic Peninsula Tourism Commission, Visit Del Norte County, Visit Port Angeles, City of Crescent City, Visit Ukiah, North Coast Tourism Council (North of Ordinary), Old Mill District, Hayden Homes Amphitheater/Live Nation, Visit Bend, Wilsonville Oregon, Visit McMinnville Oregon, Oregon Destination Association, City of Bend as well as a handful of businesses ranging from hotels, associations and retail to medical, health and wellness, the arts, restaurants and e-commerce.

See more on LINKEDIN.COM >> www.linkedin.com/in/lynnettebrailard

EXPERIENCE / CURRENT LuLish

CEO/Creative Director & Chief Strategist, May 2013 - present

- Destination Marketing Organization (DMO) Business and Strategic Marketing Plans to Development, Revenue Strategies, Multi-million Dollar Budget Management, Destination Research, City-wide Event & Group Sales, Marketing, PR, and Everything in Between
- Public Relations - FAM, FIT, Influencer & Media Relations (traditional and non-traditional)
- Backend & Frontend Search Engine Optimization (SEO) & Search Engine Marketing (SEM) & Content Marketing
- Website Design and Development, eCommerce, Landing Page Conversion, A/B Testing, App Design & Development
- Digital Marketing Strategy & Implementation
- Creative Ad Campaigns (video, audio, streaming, broadcast, print, social media)
- Content Creator (visual & written): From Blogs to Social Media and Email Marketing to Press Releases and Grant Writing
- Graphic Design, Logo Design, Branding, Custom Illustrated Maps, and Creative Communications
- Destination Video and Photography, including Editing and Production
- Branded Commercial Spaces Including State-of-the-Art Visitor Centers (Visit Bend)
- Presentations, Conference Speaker & Workshops: Frequent reports and funding presentations for DMOs to City Councils and County Commissioners/Supervisors, Tourism Boards, Digital Marketing (Google, SEO & Social Media) Workshops, Del Norte County Economic Summit Presenter ('25), Tourism Marketing Workshop for Port Angeles tourism businesses ('24), speaker on "storytelling" at the Olympic Peninsula Tourism Summit ('25)

PAST Vertigo Marketing, LLC - Co-CEO/Creative Director/Chief Strategist *I dissolved this agency in July 2019 / Visit Bend - VP of Marketing 2008-2013 / Point B Destination Advisors, LLC - Director of Creative, Branding & Web Developer / SEO 2014-2017 / Swivel Creative & Digital Marketing Conference - Founder & Co-Chair / Sunset Lodging - Director of Marketing & Partner 2001-2008

2026 marketing plan

GOALS & OBJECTIVES



INCREASE VISITORS & TAX REVENUE

Increase overnight stays and room tax collections within the City of Port Angeles. Attract more visitors to the City's lodging properties, events, restaurants, shops and attractions from 50+ miles away. Our marketing will continue to position Port Angeles as the gateway to the ONP and the hub for shopping, dining and recreation.



DIRECT MARKETING

Develop campaigns and initiatives to promote Port Angeles' assets, attractions, and events based on current travel research, trends and goals of the OP Tourism Master Plan. In order to reach Gen X and younger audiences, including the "Cusp Generation", we'll be utilizing paid TikTok, YouTube & streaming audio/podcast advertising. Paid Reddit will be continued in '26 to target new audiences in niche subreddit communities. Content strategies for the upcoming World Cup and LA Olympics ('28) will also be put in place.



EARNED MEDIA & PR

Continue to gain more earned media mentions in national and regional print and digital publications for Port Angeles. Partner with OPVB on hosting journalists. Continue trying to get more influencers and journalists here without the cost.



VIDEO & PHOTO PRODUCTION

New owned photo and video assets for events, itineraries and restaurants will be utilized in new campaigns, all marketing channels and public relations. We will be working with local professionals to capture specific video and photo content that will be used in our ad campaigns for 2026 and beyond.



MARKETING CO-OPS

Maximize our partnership with the Olympic Peninsula Tourism Commission / Visitor Bureau to leverage marketing opportunities for Port Angeles. We'll continue partnering with the OPTC/OPVB to provide Port Angeles content for their new website, monthly e-newsletters, PR efforts, campaigns, and more. In addition, we work with OPTC on recommending projects to spend the separate marketing co-op funds they receive from the City (\$17,000 in 2025).



PHOTOGRAPHY/VIDEO SHARE

All photography and video is negotiated to be owned license free. Assets can be shared with local businesses to ensure Port Angeles is represented in its best light as well as to help alleviate professional photo/video costs to local businesses.



WORKING WITH LOCALS

LuLish will continue contracting with local Clallam County professionals for various tasks when possible. Our social media manager and one of our contract photographers is a local resident. In 2025, LuLish contracted with various locals including John Gussman and Isaac Gautschi for specific marketing needs.

2026 Projects Utilizing Local Contractors:

Megan Smith, Part of the LuLish Team since 2017

Isaac Gautschi, isaacgautschi.com

Zachary Salter, @zachary.salter

Carol Clayton, CarolsVeganKitchen.com

Rebecca Larse, (local resident/writer)

John Gussman, DCProductions.com

Jesse Major, JesseMajorPhoto.com

In addition, LuLish will continue its close working relationships with community businesses, tour operators, event producers, the Chamber of Commerce, Field Arts & Events Hall, PA Waterfront District, and Olympic Peninsula Visitor Bureau.



REPORTING, METRICS & MEETINGS

All campaigns and media spends will be tracked and measured to improve performance. A Key Performance Indicator (KPI) report will be presented each quarter/ monthly along with an annual marketing report. Refer to the 2024 annual report as an example. We utilize a mix of tools to track KPIs including but not limited to: UTM campaign tracking, QR Codes, G4 Analytics, SEMRush, SproutSocial, MuckRack, Monthly Reports from OPTC, SWT Tourism Surveys, Contest Form Surveys & More.

Monthly virtual check-in meetings with the City staff are included in this proposal as well as one annual marketing update to LTAC in-person. Both in-person or virtual meetings can be arranged for additional City Council or LTAC meetings. In addition, LuLish will continue to attend monthly OPTC meetings (virtually) and provide a brief Visit Port Angeles marketing update. Lynnette is usually in Port Angeles at least 2x per year depending on project needs, conferences and meetings.



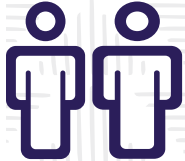
OLYMPIC PENINSULA TOURISM MASTER PLAN

Several of our proposed projects, and ultimately the paid media campaigns that will promote these, align with Goal #2 outlined in the OP Tourism Master Plan:

- Event Video and Photo Project*
- Tantalizing Foodie Restaurant Photo Project*
- Itinerary Video & Photo Project*

TARGET AUDIENCE

our people AUDIENCE



A mix of both sophisticated (but not materialistic) adventure seeking singles, couples, and families who appreciate the GREAT OUTSIDE and what we have to offer -- craft beverages of all kinds, wineries and cideries, seafood, fork to table cuisine, locally owned and operated restaurants and shops surrounded by beaches, hiking, biking, fishing, paddling, surfing, native culture and art -- all within the radius of a small, charming PNW seaside town. They're into nostalgia, spontaneous road trips to discover the coolest roadside attractions or secret trails, are seekers of good food and drink, and think curling up on a blanket to watch the sun set on a secluded mountain top or beach is pretty epic.

Our focus will be marketing to Gen X, Millennials and older Gen Zers (Cusp Generation) ages 25-60. We will be combining age with psychographic profiles and interests.



geographic LOCATION

Major cities within a 300-mile drive of the Olympic Peninsula and direct flight markets into SEA:

Santa Barbara CA
San Luis Obispo
Reno, NV
Austin/San Antonio, TX
Tucson AZ
Phoenix/Scottsdale AZ
San Diego, CA
Salt Lake City, UT
Boise ID
Denver CO
SF/San Jose Bay Area CA
Sacramento CA
Los Angeles/Burbank, CA
Orange County CA
Dallas/Ft Worth, TX
Vancouver WA
Portland, Eugene, Medford, Salem, Bend OR
Seattle/Tacoma Metro Area, (Pierce Co & King Co.)
Spokane, Everett and Bellingham, WA



NEW MARKETING PROJECTS

EVENT PROMOTION PROJECT: EVENT VIDEO & PHOTO SHOOTS (10 KEY EVENTS)

Create 10 finished videos for promoting events as “A Local’s Guide to _____ (event name)”

✘ **Goal:** Enhancing Event Marketing Through Professional Videography to Increase Event Attendance (photography arranged separately with another shooter). Produce high-quality video and photo content to promote events in Port Angeles, specifically targeting visitors from over 50 miles away. Showcase a range of events that appeal to different demographics, ensuring broad appeal and inclusivity in marketing materials. **Proposed Events (limited to 10 due to budget):** Crab Festival, Olympic Peninsula Fungi Festival, PNW Fiber Exposition Festival, Big Hurt, Fall Crawl, Winter Ice Village & Holiday Festivities, Wintertide Festival, Squatchcon, West by Northwest Mural Festival, Juan de Fuca Festival, NODM, 4th of July, Maritime Festival, Concerts on the Pier, etc.

WE WILL PRODUCE A FINAL :30 AND :60 VIDEO FOR EACH EVENT (WIDE SCREEN AND VERTICAL) WITH AND WITHOUT MODELS.



LuLish has periodically been working with Isaac Gautschi, a Sequim resident, since 2016. He's spent the past decade crafting compelling visual stories that connect people to places. His work -- featured by Forbes, Cosmopolitan, and other national outlets -- blends commercial polish with editorial authenticity. He's passionate about creating emotionally resonant content that highlights the beauty, character, and culture of communities. He's partnered with organizations such as the Port of Port Angeles, the U.S. Department of Housing and Urban Development (HUD), Airbnb, Goal Zero, Goodyear Tire, and Alnylam Pharmaceuticals.

His visual storytelling style is ideal for promoting events in a way that inspires exploration and drives meaningful engagement. **See more of his work at isaacgautschi.com**

NEW MARKETING PROJECTS

ITINERARY CAMPAIGN VIDEO & PHOTO PROJECT: (7 UNIQUE ITINERARIES)

Create 7 finished videos and up to 10 edited photos for promoting itineraries that include lodging, dining & activity

✘ **Goal:** Promote Port Angeles-based featured activities in :30 and :60 videos (vertical and wide screen formats) to be paired with contest promotions on paid media channels like TikTok, YouTube, Meta and more. Four to seven locations will be filmed per video. Videos and photos will be paired with content articles on the website and also used in organic social media efforts. These will also be featured in FIFA World Cup and LA Olympic Games promotions. Scenes will be shot with and without models.



LuLish has chosen to hire Zachary Salter, a Port Angeles resident, for this video and photo project.

He's been a professional photographer and videographer for over six years, traveling the world to capture stories in some of the most beautiful places on earth. Along the way, he's partnered with major brands like Walmart, Hyundai, Dove Men, Heydude, Rain-X, and Hamilton Watches, as well as a wide range of outdoor, lifestyle, clothing, and hotel companies. He tells a story and creates an atmosphere that draws people in and makes them feel part of the experience. **See more of his work on Instagram @zachary.salter**

OPTIONAL PROJECT

TANTALIZING FOODIE PHOTOGRAPHY SHOOT FOR PORT ANGELES RESTAURANTS:

10 Restaurants to Start

✦ **Goal:** Elevated and styled food photos from local Port Angeles restaurants that truly capture the deliciousness of their signature/ specialty food and drink as well as the restaurant's ambiance. These photos will be used for press, promotions and website content as well as be provided to the restaurants for their own marketing efforts. Video will be captured separately by LuLish. Six final edited photos will be provided per restaurant.



LuLish has selected to hire Carol Clayton, a Port Angeles local as well as a nationally acclaimed food photographer. She has published cookbooks and hosts popular cooking classes and special events around the country.

See more of her work at CarolsVeganKitchen.com

2026 projected BUDGET

PROPOSED BUDGET ALLOCATION BASED ON \$250,000 (DO NOT EXCEED). OPTIONAL PROJECTS ARE QUOTED BELOW. WE CANNOT AFFORD TO DO ALL 3 PROJECTS THIS YEAR. FINAL DECISIONS ON IF THE "OPTIONAL" FOODIE PROJECT WILL BE A PRIORITY OVER THE OTHER PROPOSED PROJECTS WILL BE DECIDED BY CITY STAFF & LULISH BASED ON FINAL BUDGET FROM LTAC.

1.	Paid Media	\$56,250	ALL MARKETING SERVICES INCLUDE HARD COSTS (REFER TO THE PLAN DETAIL ON THE FOLLOWING PAGES)
2.	VPA Grant Program (6) \$2,500 Grants	\$15,000	
3.	Event Video/Photo Project (10 events)	\$30,000	
4.	Itinerary Video/Photo Project (7)	\$40,000	
5.	Public Relations Services	\$13,000	
6.	Website Marketing Services	\$30,000	
7.	Social Media Marketing Services	\$22,000	
8.	Creative & Marketing Services	\$40,000	
9.	Estimated WA State Taxes (1.5%)	\$3,750	
10.	OPTIONAL: Foodie Project*	\$20,000	
	*10 restaurant locations	\$250,000 TOTAL	

2026 marketing plan DETAILS

1. PAID MEDIA BUYS

Paid digital programmatic ads across digital channels that have been chosen based on performance, audience demographics, and targeting capabilities. We buy very little print, but sometimes take advantage of remnant deals.

- ✘ Targeted Programmatic Digital Media Spend on Google Ads Network & YouTube with a Mix of Static Image, Animated and Video Ad Creative
- ✘ Targeted Paid Meta (Facebook & Instagram) Ad Campaigns Promoting Itineraries, PA Events & Local Attractions
- ✘ Targeted Paid TikTok Ad Campaigns Promoting Itineraries, PA Events & Local Attractions
- ✘ Targeted Geographic and Psychographic Paid Podcast & Streaming Radio Campaign: Our (3) current podcast audio ads will again air on streaming radio (Spotify) and popular niche podcasts that will promote a chance to win an epic contest at VisitPortAngeles.com.
- ✘ We have allocated some funds (\$5,000) from paid media to be used for contest promotions expenses for our two (2) contests running in 2026. These funds cover lodging, activities and dining in Port Angeles.

2. REINVESTMENT INTO LODGING TAX GENERATORS - TOURISM-BASED LOCAL BUSINESS GRANTS (6) X \$2,500 = \$15,000

Following the success of our Tourism Marketing Workshop in '24 and the overwhelming amount of applicants (over 30) we received for the marketing grant program in '25, we are proposing another grant funding project available to six new grant applicants for tourism promotion or tourism asset creation in 2026. *LuLish's fee for managing and overseeing the grant program is included under "Marketing Services" budget line item.

3. EVENT VIDEO/PHOTO PROJECT (10 KEY EVENTS)

Refer to pages 11-12 for details

4. ITINERARY VIDEO/PHOTO PROJECT (7 ITINERARIES)

Refer to pages 11-12 for details

5. FOODIE PHOTOGRAPHY PROJECT (OPTIONAL ITEM)

Refer to pages 11-12 for details

6. PUBLIC RELATIONS SERVICES \$13,000

Ongoing PR efforts are necessary to ensure we get the media coverage we can't buy. We also provide pitches, photos and materials to the OPTC/OPVB on a regular basis for their PR efforts. We received coverage in a number of regional and national publications and travel websites in 2024 including: Forbes.com, NY Times, Outside magazine, 1859 and 1889, WA State Tourism, and more. We hosted several press/media for FAM tours including Dan Shryock (cycling), Emma Kershaw (Parade, Food & Wine and Forbes), South Korean influencers through the Port of Seattle and more.

- ✘ WHAT'S NEW Media Alerts/ Releases Sent to Press Contacts Database
- ✘ Pitching to Select Writers and Publications
- ✘ Follow up on press leads from Travel+Words 2025 Conference
- ✘ Strategic Influencer Marketing Partnership Opportunities
- ✘ Arrange Press Trips and Partner Engagement
- ✘ Fulfill Media and Photo Requests from Media Pubs & Travel Blogs
- ✘ Professional Data Reporting & PR Contact Software Subscription to MuckRack
- ✘ Provide Media Materials & Fulfill Requests from OPVB/OPTC
- ✘ Provide Monthly eNewsletter Content to OPTC & OPVB for Port Angeles
- ✘ Respond & Manage PR Inquiries from the Website
- ✘ Update & Maintain Crisis Communications Plan for Social Media
- ✘ Influencer Marketing Management and Organization

7. WEBSITE MARKETING SERVICES \$30,000

Website content that is search engine optimized is essential for growing pageviews and visits to VisitPortAngeles.com, especially with the rise of zero-click searches due to Generative AI results. New AI-focused strategies will be utilized (aka feeding and training the beast). Ongoing articles are published to attract new visitors to Port Angeles and promote local businesses and events. In 2024, organic search traffic continued to be the #1 traffic driver to the website, which had over 405K visits and 700K pageviews. In addition, this line item includes the cost of operating a state-of-the-art website as well as managing business listings, a robust event calendar and includes analyzing data, search trends, and professional reporting.

- ✘ **NEW** Content Landing Pages for Itineraries & Event Campaigns (paired with new video, photos and article content)
- ✘ **NEW** 10 "Family Travel Experiences" Articles Featuring Rebecca Larse's adventurous family outings around Port Angeles
- ✘ Ongoing Analysis, Content Updates & Strategy
- ✘ Ongoing SEO (Search Engine Optimization) Work (to Increase FREE site traffic & rankings)
- ✘ Ongoing Site Development & Design
- ✘ Responding to Visitor Questions
- ✘ User-experience (U/X) Enhancements
- ✘ Hosting & Monthly Maintenance Hard Costs
- ✘ Domain Name Renewal Mgmt. & Hard Costs

- ✘ SSL Certificate Renewal Mgmt. & Hard Costs
- ✘ Security Scanning & Theme Updates
- ✘ Costs for Paid Plug-ins & Updates
- ✘ Ongoing Updates for Business Listings
- ✘ Event Calendar Listings & Management
- ✘ Professional Data Reporting
- ✘ Digital Visitor Guide Hosting on ISSUU

8. SOCIAL MEDIA MARKETING SERVICES \$22,000

Visit Port Angeles' organic and paid social media content had over 10.6 million impressions (+74% YOY) with over 81K engagements. We highlight a mix of local events and attractions as well as our scenic beauty. We grew our social media following by 9% in 2024 to 29.7K.

- ✘ Paid Social Media Strategy, Implementation & Management
- ✘ Organic Social Media Implementation & Management on All Channels (FB, IG, TikTok, YouTube)
- ✘ Social Media Paid Ad Creative & Design Services
- ✘ Instagram/Facebook Reels and Story Features
- ✘ Promote Local Events and Businesses in Channels
- ✘ Paid Monitoring & Listening Tools
- ✘ Responding to Questions/DMs
- ✘ Professional Data Reporting Subscription Using SproutSocial

9. CREATIVE & MARKETING SERVICES \$40,000

The majority of our creative and marketing tasks fall under this line item.

- ✘ Management and Creative Direction for **NEW** video/photo projects
- ✘ Oversee & Manage the Visit Port Angeles Tourism Grant Project
- ✘ Management, ideation and creative for the OPTC/VPA co-op funds marketing dollars (\$17,000)
- ✘ Identify Grant Opportunities, Grant Project Outlines and Budgets
- ✘ Tourism Marketing Master Editorial Content Calendar for 2026
- ✘ Marketing for all OPTC Initiatives, Campaigns, Content, Development & Production
- ✘ Monthly Email Marketing, Software Fee & List Mgmt
- ✘ Media Buying, Negotiations & Media Placements
- ✘ Creative Direction, Copywriting & Graphic Design Services
- ✘ Print & Digital Ad Design & Production
- ✘ Digital Promotions Video Editing & Production

- ✘ Budget Management & Accounting
- ✘ Reporting Tools & Analysis
- ✘ Quarterly Key Performance Indicator (KPI) Marketing Reports
- ✘ Attend (Virtually) Monthly OPTC Meetings & Provide Reporting for Port Angeles
- ✘ Annual in-person presentation to LTAC
- ✘ Monthly Meetings with City Staff (virtual only)

10. WASHINGTON STATE TAXES \$3,750

Estimated business taxes (1.5%) on a \$250,000 budget. Taxes are due quarterly.

SUB TOTAL \$250,000 (not to exceed)

“Lynnette and I worked side by side on countless marketing and creative projects. Her ability to seamlessly integrate into a marketing team, bringing fresh ideas while respecting the opinions of the staff, is a huge benefit. Lynnette has and continues to play a pivotal role in creative services for Visit Central Oregon. She brings a deep understanding of Oregon’s tourism industry, with past experience working directly for a Destination Marketing Organization in Bend. With her keen eye for design, she has consistently created compelling marketing campaigns. I trusted her judgment implicitly in campaign development.”

– MACKENZIE BALLARD, DIRECTOR, OREGON DESTINATION ASSOCIATION & FORMER VP OF VISIT CENTRAL OREGON

“From REBRANDING and REBUILDING the organization to developing a state-of-the-art WEBSITE that is a POWERFUL TOOL for Bend’s tourism industry, Lynnette’s been a huge asset to VISIT BEND and has been a primary factor in Visit Bend’s success.”

**– KEVNEY DUGAN,
PRESIDENT/CEO VISIT BEND
(2016 - 2024)**

OPTIONAL satisfaction survey project

Currently, Visit Port Angeles relies on visitor data from a variety of sources including our own website stats, optional survey on contest forms, OPVB, and State of WA Tourism's regional visitor report.

Due to the high cost of doing a proper visitor research study, which we have done for other destinations, including Visit Bend, Explore Wilsonville, Old Mill District, and more. We do recommend for the OP region to consider doing a thorough regional destination research project, which would include city sentiment, and include the OP's cities across the Peninsula.

We can include a simple website poll that we can use to gain insights from trip planners in this year's budget as part of the website services line item. For post-trip surveys, we can look at working with local lodging partners to provide an optional survey.

In our opinion, we don't think this is needed because we can generally learn (and glean) a lot of information and visitor sentiment through online reviews, Facebook comments, etc. We are constantly scanning for negative sentiments.