



Lodging Tax Advisory Committee Special Meeting Agenda

Thursday, September 11, 2025

10:00 a.m. – 12:00 p.m.

Notice is hereby given that the Lodging Tax Advisory Committee (LTAC) will hold a hybrid Special Meeting on Thursday, September 12th, 2025, starting at 10:00 AM in the City Council Chambers in City Hall located at 321 E. 5th Street, Port Angeles, WA. This meeting will be conducted as a hybrid meeting. In hybrid meetings, members of the public, Committee members, and City staff have the option to attend the meeting in person, at City Hall or remotely via telephone or video link.

Audio only: 1-844-992-4726

Access code: 2556 426 8092

Webinar password: w2kMMAJpx28 (92566257 when dialing from a phone or video system)

Once connected, press *3 to raise your virtual hand if you wish to make a comment or public testimony. You will be notified when it is your turn to speak. This access code is good for the September 11, 2025 meeting only.

Webex link: <https://cityofpa.webex.com/cityofpa/j.php?MTID=m1a5942bd0876337b1e6a95de824447cf>

To make a public comment, please use the “raise your hand” feature in Webex. You will be notified when it is your turn to speak. The meeting is open to the public.

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

Minutes of the June 12, 2025 Lodging Tax Advisory Committee meeting.

IV. PUBLIC COMMENT

The Lodging Tax Advisory Committee desires to allow the opportunity for Public Comment. However, business must proceed in an orderly and timely manner. Visit <https://www.cityofpa.us/984/Live-Virtual-Meetings> to learn how to participate during public comment and or watch the meeting live. Written public comments can be submitted to lodgingtaxadvisorycommittee@cityofpa.us, comments will not be read aloud.

V. DISCUSSION/ACTION ITEMS

1. **Action: Tourism and Destination Marketing Finalist Selection.** Presentations by the four finalists selected by the Committee and a Committee recommendation of the preferred candidate to City Council.

1. LuLish Design
2. JayRay
3. Madden Media
4. Wander Fuca

VI. STAFF UPDATES

1. September 19th Annual Lodging Tax RFP Applicant Training
2. September 19th Lodging Tax Fund RFP Published
3. July Lodging Tax Report / *Information only.*
4. July Visitor Counts Report / *Information only.*

VII. COMMITTEE MEMBER UPDATES

VIII. ADJOURNMENT

LODGING TAX ADVISORY COMMITTEE

Port Angeles, Washington

June 12, 2025

10:00 a.m.

This meeting was conducted as a hybrid meeting.

CALL TO ORDER

Chair Carr called the meeting of the Lodging Tax Advisory Committee to order at 10:02 a.m.

ROLL CALL

Members Present: Navarra Carr, Christine Loewe, Caitlin Sullivan, Sam Grello, Katie Bedard (attending virtually) and David Mattern.

Members Absent: None

Staff Present: Ben Braudrick, Courtney Bornsworth, Melody Schneider (attending virtually), Sarina Carrizosa.

COMMITTEE MEMBER INTRODUCTIONS

APPROVAL OF MINUTES

It was moved by Sam Grello and seconded by David Mattern to:

Approve the May 8, 2025 minutes.

Motion carried 6-0.

PUBLIC COMMENT

None given.

DISCUSSION/ ACTION ITEMS

1. Discussion: Visit Port Angeles Destination Marketing Presentation

Planning Supervisor Ben Braudrick introduced Lynnette Braillard from Lulish Design, who presented a Visit Port Angeles Destination Marketing to the Committee. The presentation discussed tourism marketing efforts of 2024-2025. Planning Supervisor Ben Braudrick discussed the goals and outcomes of the destination marketing program, followed by a video and a series of audio clips provided by Lulish Design. Committee discussion followed.

2. Action: Annual Review of LTAC Funding and Disbursement Work Plan and Procedures

Committee review of application scoring criteria and final recommendation for adoption of the Funding and Disbursement Work Plan and Procedures resolution. Planning Supervisor Braudrick spoke to a summary of changes that were proposed in the Work Plan and Procedures document. Committee discussion followed.

The Committee discussed potential additions and edits to the document, which included:

- Adding *off-season* and *shoulder season* to item #6 under the Scoring Criteria on page 5 and suggesting 3-4 points for the shoulder season and 5 points for the off-season.
- Strike language in the annual excess reserve funding item #3 to read *Any remaining excess reserves not allocated to proposals during the LTAC annual budget recommendation may be considered for use each spring.*
- Scoring Criteria 3 for the Tourism Marketing, Tourism-related Operations, and Events category #3 should include *and demonstrate history or high success with similar activities* at the end of the statement.
- Include edits that were proposed in the minutes from the May 8, 2025, meeting.
- Correction of typos throughout the document.
- Additional language regarding a potential second round of funding opportunities on page 4.

The committee commented that they do not want to require LTAX applicants to attend the fall meetings, but it should be encouraged and recommended that applicants attend those meetings in order to answer Committee questions.

LODGING TAX ADVISORY COMMITTEE – June 12, 2025

It was moved by David Mattern and seconded by Sam Grello to:

Recommend that the City Council adopt the LTAC Funding & Disbursement Work Plan and Procedures with the proposed changes.

Motion carried 6-0.

STAFF UPDATES

1. Hybrid User Guide
2. May 2025 Lodging Tax Report

COMMITTEE MEMBER UPDATES

Committee member Bedard announced to the Committee that she will be leaving the City of Port Angeles and will be stepping down from the committee after this meeting.

Committee member Grello shared the Waterfront District Cultural Ambassador Program as part of the Hearts and Minds Campaign with BC.

Chair Carr spoke to the City's Comprehensive Plan Open House meeting that will take place at Red Lion from 5 p.m. to 7:30 p.m. on June 12, 2025.

No other reports were given.

ADJOURNMENT

Chair Carr adjourned the meeting at 11:50 a.m.

Navarra Carr, Chair

Courtney Bornsworth, Acting Clerk



Date: September 11, 2025
To: Lodging Tax Advisory Committee
From: Ben Braudrick, *Planning Supervisor*
Subject: Tourism and Destination Marketing Finalist Selection

Summary: The City of Port Angeles acts as its own Destination Marketing Organization (DMO) and manages the “Visit Port Angeles” brand, website, and marketing strategies. In order to more effectively manage its DMO, the City annually contracts with a tourism marketing firm or business. This contract is approved by the City Council at the recommendation of the Lodging Tax Advisory Committee (LTAC).

Funding: The annual Visit Port Angeles Tourism and Destination Marketing budget is recommended to the City Council and included in the LTAX Fund budget by the LTAC on an annual basis.

Recommendation: 1) The Lodging Tax Advisory Committee select a final candidate for tourism and marketing services using ranked choice voting and 2) forward a recommendation to City Council to enter into contract with the selected candidate.

Background / Analysis:

The City of Port Angeles acts as its own Destination Marketing Organization (DMO) and manages the “Visit Port Angeles” brand, website, and marketing strategies. In order to more effectively manage its DMO, the City annually contracts with a tourism marketing firm or business. This contract is approved by the City Council at the recommendation of the Lodging Tax Advisory Committee (LTAC). On July 15, 2025 the City of Port Angeles published a Request for Proposals (RFP) for Tourism and Marketing Services in the following ways:

1. The City’s general Newsflash
2. The City’s bids and RFP’s noticing service
3. The Peninsula Daily News
4. The Seattle Daily Journal of Commerce
5. Firms listed on the Municipal Research Service Center roster list.

A total of 18 proposals were submitted by the August 10, 2025 deadline. The Lodging Tax Advisory Committee (LTAC) have reviewed and individually scored those proposals based upon five criteria:

1. Proposer qualifications, experience, and demonstrated ability. (20 pts.)
2. Marketing strategy, including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)
3. Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City’s annual advertising budget. (10 pts)
4. Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)
5. Demonstrates ability to work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)

The scoring totals and the combined LTAC scoring for each application are in Attachment 1 to this memo.

Staff consolidated the LTAC scoring and selected four final candidates based on the highest total score and combined rank. Each proposal can be found in Attachment 2 of this memo. The four finalists have been given the opportunity to present to the LTAC up to 25 minutes based upon five prompts:

1. Share the qualifications that make you the best fit to manage and represent the Visit Port Angeles brand.
2. What strategies can you share that creatively assist local business marketing?
3. What innovative ideas do you have for Port Angeles tourism?
4. What will Visit Port Angeles' social media presences look like under your direction?
5. How do you define metrics for success and how will you demonstrate success to staff, LTAC, and the community at large?

Staff is recommending that the Committee use rank choice voting to identify the top candidate. When a top candidate has been selected, a motion must be made to recommend City Council approve a contract for tourism and marketing services with the selected candidate.

Funding: The annual Visit Port Angeles Tourism and Destination Marketing budget is recommended to the City Council and included in the LTAX Fund budget by the LTAC on an annual basis.

Attachments:

Attachment 1 – Combined LTAC Proposal Scoring

Attachment 2 – Finalist 2025 Destination Marketing Proposals

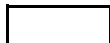
Attachment 1

2026 Visit Port Angeles Tourism and Destination Marketing RFP

Lodging Tax Advisory Committee Scoring

Committee Scoring by Total Score				
Proposer	Total Points	Ranking		
		1st	2nd	3rd
JayRay	419	2		
LuLish Design	401	3		
Madden Media	380			2
Wander Fuca	367	3		
Destination by Design	351		1	
Paradise Advertising	351			
Lambert Consulting	346	1		
Extra Mile Marketing	340	2		
Laurel Black	332			
InsideOut Solutions	329			1
Wirkebau Consulting	329			
Ovibos Consulting	317			
HUB Collective	302			
Destination iQ	298			
Julia Hunt	260			
CC Media	240			
Hogan Media Group	234			
CK Design Agency	227			

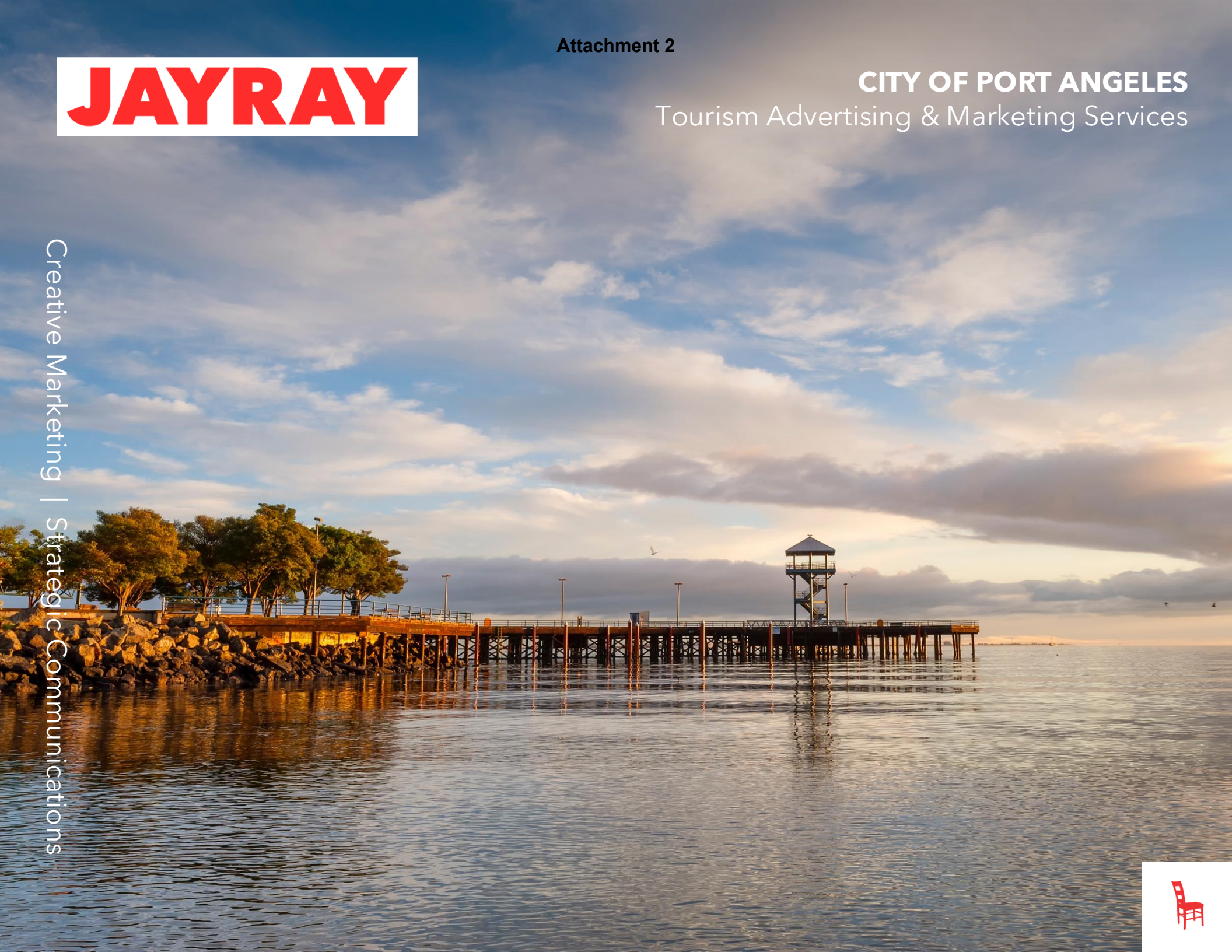
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Wander Fuca	367	3		
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CK Design Agency	227			



JAYRAY

CITY OF PORT ANGELES
Tourism Advertising & Marketing Services

Creative Marketing | Strategic Communications



SEASONS OF STORYTELLING

At JayRay, we believe the best strategies begin with presence — walking the waterfront, discovering the dive bars, catching the fall light on the trail. Before we craft campaigns, we experience the place firsthand. For Port Angeles, that means immersing ourselves in what makes this city distinct from the rest of the Olympic Peninsula — its natural beauty, rich cultural layers and resilient community spirit. We'll identify and elevate what's uniquely Port Angeles, while working alongside local makers and partners to share your story far and wide — especially during the quieter, off-peak seasons when your economy has the most to gain.

We've partnered with the Olympic Peninsula Visitor Bureau for nearly a decade, collaborating on campaigns, content and local partnerships that speak to visitors and residents. And during this time, we've watched Port Angeles shine through successes — and weather wildfires, ferry disruptions and shifting tides in Canadian travel. And still, it grows. As your

+ *We turn off-season stories into year-round success — rooted in place, powered by strategy and told with heart.*

city/county redefines what it means to be a gateway, we'll help you reach travelers who care deeply about place. People who stay longer, travel lighter and return with respect.

As agency of record for destinations across the West, we understand the balance Port Angeles seeks: responsible tourism that enriches the local economy, protects what's sacred and builds community pride. Our proximity means we're close when you need us, connected to your partners and always just a call — or highway (under two hours) — away.

You've built a strong foundation. We're ready to build on it with smart strategy and measurable results. And with the world's eyes turning to the Pacific Northwest for the 2026 FIFA World Cup, there's never been a better time to welcome global travelers to your side of the Strait. We'd be honored to be your creative and strategic partner for what's next.

Warmly,

Bridget Baeth

Bridget Baeth
Principal
BBaeth@JayRay.com
253.740.9064

JayRay Ads & PR
1102 A Street, Suite 300 #311
Tacoma, WA
253.627.9128

Authorized to represent JayRay on all matters relating to the RFP and the contract awarded under this RFP.

+ Since 1970, we've turned challenges on their head and ignited big ideas into action.

**PROPOSER
EXPERIENCE**



ON TRAVEL + TOURISM

Every place has a story. At JayRay, we help tell it — finding travelers who need what a destination uniquely offers and crafting strategies that spark connection. Tourism is transformation. It can change communities and people. When done with intention, it inspires pride, deepens understanding and builds lasting economic value.

We've partnered with more than 20 destinations — from small towns to entire regions — leading thoughtful strategy, delivering measurable results and presenting with purpose to city councils, lodging tax groups and boards. Our favorite destinations? Ones that listen, collaborate and celebrate what makes them different.



Experience:

- + Discover Forest Grove
- + Discover Gilbert
- + Enjoy Port Townsend
- + Experience Olympia & Beyond
- + Explore Wilsonville
- + Humboldt County
- + Maritime Washington
- + Olympic Peninsula Visitor Bureau
- + Visit Big Sky
- + Visit Gig Harbor
- + Visit Kent
- + Visit Kitsap Peninsula
- + Visit Kittitas County
- + Visit Renton
- + Visit Tacoma-Pierce County
- + Visit Vancouver WA
- + Visit Yuma
- + Woodinville Wine Country

What we do:

- Brand strategy and development
- Place branding
- Marketing plans
- Advertising
- Media relations
- Marketing campaigns
- Social media
- Web design and development
- Content creation:
 - Visitor guides
 - Itineraries
 - Blogs
 - Videos
 - Photography
 - Content partnerships

EXPLORE WILSONVILLE

Can You Picture It?

Situation: The City of Wilsonville, managing Explore Wilsonville, is the destination marketing and tourism promotion program for Wilsonville, Oregon. Coming off the heels of a visual rebrand and a growing tourism program led by JayRay, Explore Wilsonville sought to capitalize on its momentum with a series of fresh images and videos to match its new identity and increase overnight stays in the winter-spring months.

Strategy: Within a tight budget and short timeline, JayRay collaborated with local businesses and attractions to create a series of four 30-second videos, 11 15-second vertical videos for social media, an updated blog and an expansive image library covering over 15 attractions across two counties. The videos then ran as ads during the 2023-24 shoulder season to promote multi-day overnight stays in the area.

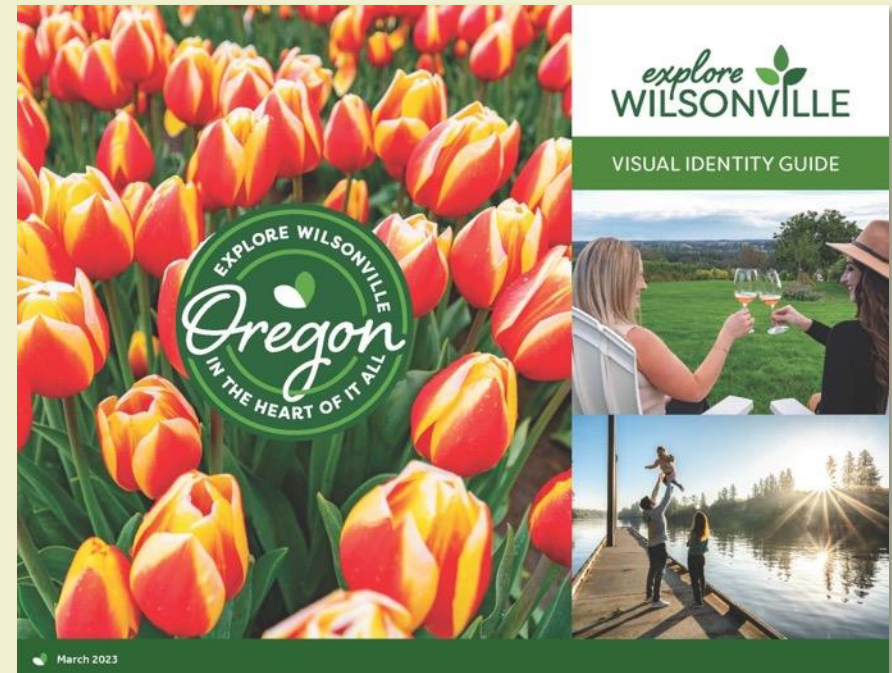
Results: From script-writing to onsite creative direction to final video launch, JayRay planned and produced branded content that will fill Explore Wilsonville's website and social channels well over the next few years.

The brand identity refresh received a MarCom Gold Award. Campaign results showed a return on ad spend of \$179 for every \$1 spent and a destination impact of over \$2.2 million, with over 1,700 room nights booked as a direct result of the campaign.

JayRay continues to serve as Explore Wilsonville's Marketing Agency of Record. Ongoing work with Explore Wilsonville includes brand management, social media content creation and management, website management, public relations, marketing and destination strategy.



Scan QR code or [click here](#) to learn more about this project on our website.



Attachment 2



PNW Adventures Near Portland, OR

Scan QR code or [click here](#) to watch video.



Affordable Fun Near Portland, OR

Scan QR code or [click here](#) to watch video.



Can you picture it?

EXPLORE WILSONVILLE

SWEEPING VISTAS

EXPLORE WILSONVILLE

ENDLESS OUTDOOR ADVENTURES

EXPLORE WILSONVILLE

FARM TO FORK DINING

EXPLORE WILSONVILLE

VISIT YUMA

Hello. I'm Yuma.

Situation: Yuma's population drastically increases October-March when weather is warm attracting "snowbirds" who may stay for 100ish days. That's the good news. The bad news: Summer temperatures climb to 120 degrees and the tourism industry wilts.

Strategy: JayRay partnered with Visit Yuma to craft an advertising campaign, media relations strategy, location videos and produce travel guides to inspire visits during the hottest months of the year. Across three years and three travel guide editions, JayRay's creative approach combined rich visuals and compelling stories to capture Yuma's spirit and expand its appeal.

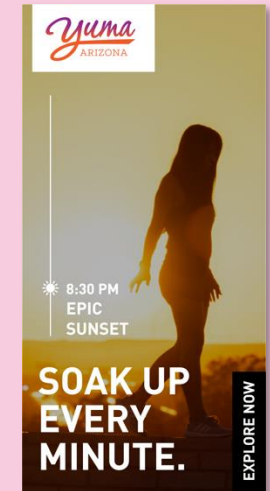
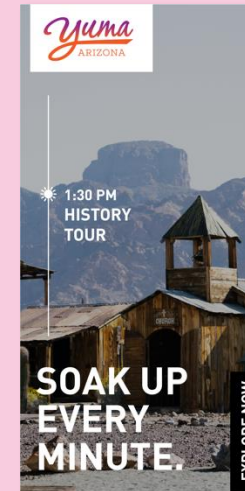
Results: The destination received the Best Marketing Campaign award from the Arizona Office of Tourism, in the Rural category, for its strategic and creative approach to attracting domestic or international visitors to Arizona.

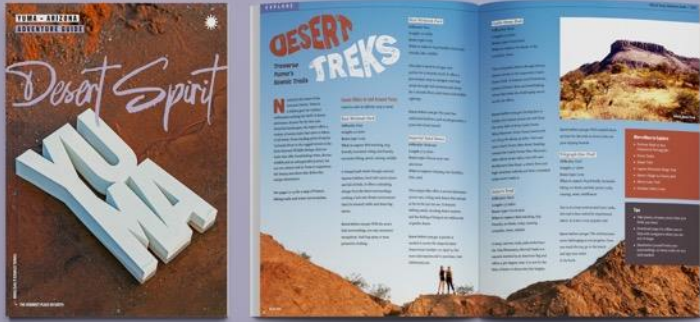
The ads reached 50 million with a click-through rate worth celebrating.

The three-year series of guides helped position Yuma as a vibrant, year-round destination. With multiple national creative awards, consistent traveler engagement and a strong connection to local pride, the guides continue to serve as practical tools for inspiration and planning. Next up: In 2026, JayRay will develop two new guides — one focused on dining and one on adventure.



Scan QR code or [click here](#) to learn more about this project on our website.



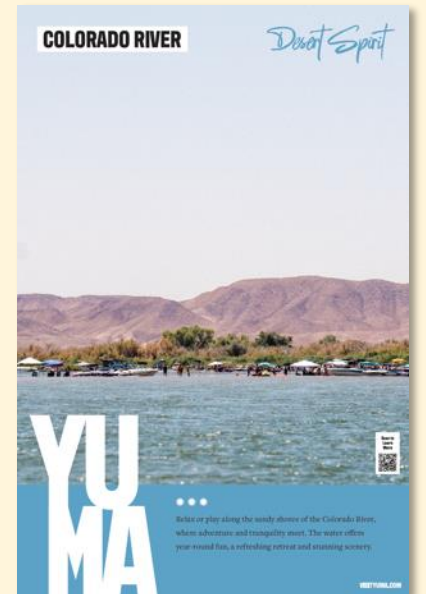


Attachment 2



Hello, I'm Yuma.

Scan QR code or [click here](#) to watch video.



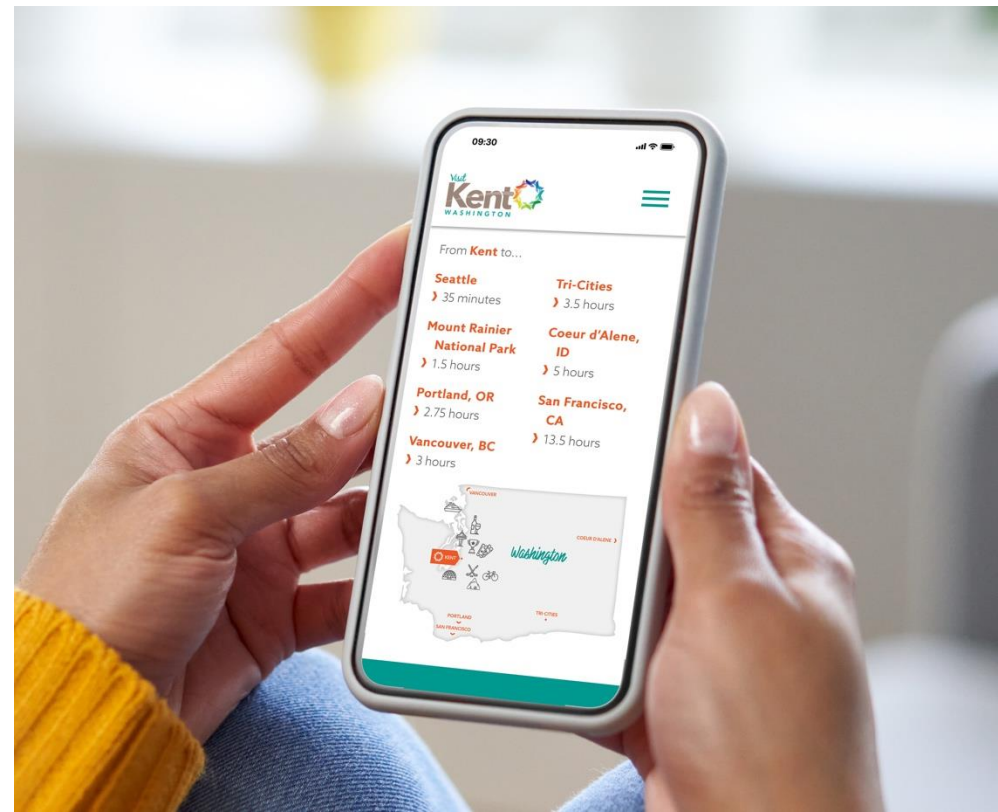
VISIT KENT

Basecamp to Exploration

Situation: Kent, Washington unexpectedly fills the role of a convenient, affordable and fun community to visit. Working with tourism entity Visit Kent, JayRay developed a “basecamp” strategy inviting leisure travelers and day trippers to make Kent their hub for everything the Pacific Northwest offers. Our travel-related content also leveraged the city’s economic priority as a place for space and technology (like the “out of this world” [space-themed playground](#)). Our recommendations for ad campaigns, social content, media relations, videos and a website refresh wove in travel and business themes.

Strategy: Kent is the fifth-most culturally diverse city in the nation. It’s a comfortable setting for sampling global bites, exploring international markets and experiencing cultural events. Visitor experiences were the focus of our website redesign, with improved navigation and updated content for activities and the Kent Food Trails. Our media outreach repurposes content with quarterly blogs and story pitches. We hosted three writers on a cultural food tour of Kent, providing content and story ideas for months to come. We’ve also developed [itineraries](#) for hosted influencer visits, expanding Kent’s awareness as a destination among families and women planning girlfriend getaways.

Results: A refreshed social media presence, an influencer marketing strategy, ongoing media relations, digital advertising and [a video series](#) have significantly increased website traffic. During JayRay’s six years of website management, page views grew by 187%. In the past three years, media outreach has garnered 141 earned articles and more than 1 billion total impressions for relevant Kent stories. And we must mention our recent shoulder season geolocation marketing campaign that generated 2,650 hotel room nights and \$1.9M in estimated economic impact for a return on ad spend of \$129 for every \$1. Both business and leisure travelers received custom messaging based on their interests.





Foodie Favorites

Scan QR code or [click here](#) to watch video series.



Uncover Washington's
Best-Kept Secret:
Kent

Best-Kept
Food Spots

Global
Treasures

Hockey Town
Energy

Washington's
Best-Kept Secret
Visit
Kent

Explore More

YOUR TEAM

Attachment 2

You'll get to work closely with this talented six — but behind the scenes, you've got the full power of our 10-person team. Meet the rest of the crew at JayRay.com. Local professionals in Port Angeles are to be determined by the project (e.g., Todd Fischer colorful illustrations, Ruth Kaspin custom drawings).

TOURISM STRATEGIST



Bridget Baeth

Senior Advisor & Principal

Destination marketing pro. Trend spotter. With a sharp design eye and a talent for spot-on messaging, Bridget is equipped with a custom set of finely honed and expertly deployed tools and a finger on the latest and greatest. She builds brands that connect with communities, believes in the power of storytelling and helps organizations articulate powerful narratives. Bridget was an original force behind the branding and PR that put Pierce County on the map as a travel destination when she worked in-house at Travel Tacoma prior to JayRay. She currently serves on the board of the State of Washington Tourism.

Recent Clients:

- Discover Forest Grove, OR
- Discover Gilbert, AZ
- Explore Wilsonville, OR
- Olympic Peninsula Visitor Bureau, WA
- Visit Big Sky, MT
- Visit Gig Harbor, WA
- Visit Kent, WA
- Visit Yuma, AZ

PROJECT MANAGER



Alex Domine

Advisor

Alex's mastery of communication is equal parts art and science. Guiding destinations through marketing plans and translating that into a story is where he thrives. His magic is being highly organized. He keeps projects moving through prioritization and transparency, conveying key milestones to clients and team members. Alex has also used his communication insights to advance diversity, equity and inclusion. Alex holds an MBA in technology and innovation. He serves on the City of Tacoma Events and Recognition Committee and volunteers with groups advocating for human rights and children with special needs.

Recent Clients:

- Discover Forest Grove, OR
- Enjoy Port Townsend, WA
- Maritime Washington National Heritage Area
- Olympic Peninsula Visitor Bureau, WA
- Visit Gig Harbor, WA
- Visit Renton, WA

YOUR TEAM

Attachment 2

CREATIVE DIRECTOR



Sean Alexander

Senior Art Director

You'll never get one-size-fits-all creative from Sean. A true artist at heart, he brings fresh thinking to everything he dreams, designs, directs or illustrates. He's always asking "what if" and pushing creative to a new level while keeping the business goal in mind. We call it practical magic. Whatever you want to call it, you want Sean on your team. He's the one who boldly envisions your mission painted in a stairway — and also patiently experiments with colors to find just the right combination of blues and greens. Outside of the agency, Sean is likely working on his studio art or planning a sidewalk chalk masterpiece with his kids.

Recent Clients:

- City of Monroe, WA
- City of Tacoma, WA
- Discover Gilbert, AZ
- Rural Economic Alliance, OR
- Visit Big Sky, MT
- Visit Yuma, AZ

SENIOR ART DIRECTOR



Julia White

Senior Art Director

Julia is the type of creative who believes design is simply art plus strategy. It's no surprise then that her forté lies in user-centered design that blends creativity with purpose. From web accessibility to user experience design, Julia ensures every experience is as inclusive as it is engaging. Her talents don't stop there — her knack for illustration and motion graphics allows her to deliver cohesive, dynamic visuals that resonate across industries. Her experience in both city government work and destination marketing gives her a well-rounded edge. When she's not designing you can find her soaking up the Pacific Northwest off-grid.

Recent Clients:

- City of Monroe, WA
- Discover Gilbert, AZ
- Enjoy Port Townsend, WA
- Explore Wilsonville, OR
- Maritime Washington National Heritage Area
- Olympic Peninsula Visitor Bureau, WA
- Visit Gig Harbor, WA
- Visit Kent, WA
- Visit Kitsap Peninsula, WA



YOUR TEAM

SOCIAL MEDIA SUPPORT



Cara Sjogren

Advisor

Give Cara an opportunity and she hits it out of the park. To learn Spanish, she went to Spain. To strengthen social media insights, she joined her college athletics department (and increased their engagement by 40%). To give back, she joined the Peace Corps in Peru. She brings the same drive to her work. Her magic is taking content ideas to the next level and sharing fresh yet practical solutions on the spot. Though Cara's passport stamps include four continents, her Pacific Northwest roots run deep. Hiking was a favorite excursion as a Pacific Lutheran University student, camera always at the ready. She bakes a mean chocolate chip cookie and accepts meetings on the golf course.

Recent Clients:

- City of Pasco, WA
- Discover Forest Grove, OR
- Discover Gilbert, AZ
- Explore Wilsonville, OR
- Visit Kent, WA
- Visit Kitsap Peninsula, WA

WEBSITE SUPPORT



Travis Roth

Assistant Advisor

As a sports fan, Travis compares his role at JayRay to a utility player in baseball: filling positions as needed to support the entire team. Travis is focused and perceptive when gathering research and compiling reports. Nimble and responsive, he manages websites, geofencing and social media accounts for tourism destinations and helps the team with in-the-moment requests. Travis is also a skilled photographer; images from his portfolio have become part of client projects. His eye for precision led him to an associate of science degree in photonics and laser technology from Montana State University. Travis always has a few projects in the garage.

Recent Clients:

- Discover Forest Grove, OR
- Explore Wilsonville, WA
- Olympic Peninsula Visitor Bureau, WA
- Visit Big Sky, MT
- Visit Kent, WA
- Visit Yuma, AZ

REFERENCES

Attachment 2



ZOE MOMBERT

Assistant to the City Manager
City of Wilsonville
dba Explore Wilsonville
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MARCUS CARNEY

Executive Director
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MICHELLE WILMOT

Economic Development Manager
City of Kent
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MWilmot@KentWA.gov
253.856.5709



+

Tourism fuels the Peninsula.
Our goal is to guide it with
purpose, season by season.

KNOWLEDGE OF OLYMPIC PENINSULA & PORT ANGELES



AT A GLANCE

JayRay had the opportunity to participate in parts of the Tourism Master Plan. Our top takeaways are shifting the season, attracting the right audience, elevating experiences, supporting small businesses, encouraging loyalty and collaborating regionally. These strategic priorities will significantly impact the Olympic Peninsula's economy and help make it a more sustainable destination.

To help the Visit Port Angeles tourism program implement the Plan, our focus will be on inviting values-aligned travelers, promoting iconic attractions and lesser-known lifestyle experiences, helping local shops and makers through tourism-driven revenue, focusing on repeat visitation and aligning efforts across cities, Tribes and counties for shared growth and brand consistency.

Port Angeles sits at the heart of it all — with the chance to lead regional growth through thoughtful, off-season storytelling and destination stewardship.

Attachment 2



2023 VISITOR & ECONOMIC DATA

Olympic Peninsula

- Visitor spending exceeded \$1 billion
- \$84.1 million in state and local taxes
- 7,100 jobs supported

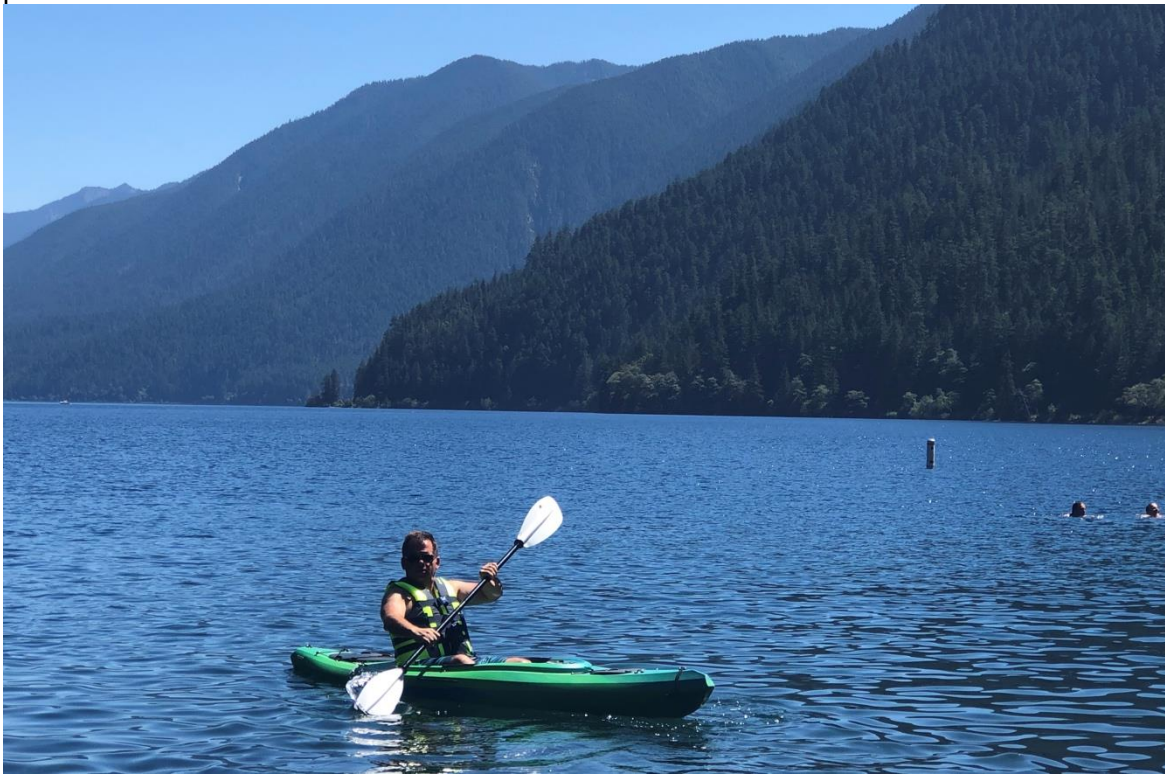
Clallam County

- \$284.4 million direct visitor spending
- \$24.6 million in state and local taxes
- 1,874 jobs supported
- 1.3 million visits

PORT ANGELES

ON KNOWING + LOVING THE REGION

We've been exploring the region for decades, from camping at Sol Duc to backpacking the Ozette Triangle. And the thing is, we can't get enough. From the moment you cross the Hood Canal bridge, life slows down. As the largest population center on the Olympic Peninsula and home to ONP's headquarters, Port Angeles plays a pivotal role in shaping first impressions. It's where road trips begin, ferry rides end (or begin!) and travelers stock up, slow down and pause to take it all in.



What happens when you look at your community through the eyes of a visitor?

You find joy in discovering new things. Located two hours away in Tacoma, we can see Port Angeles with fresh eyes. Creative ideas begin to flow. What's old feels unexpectedly new. Familiar streets, with refreshed stories.

The tourism economy

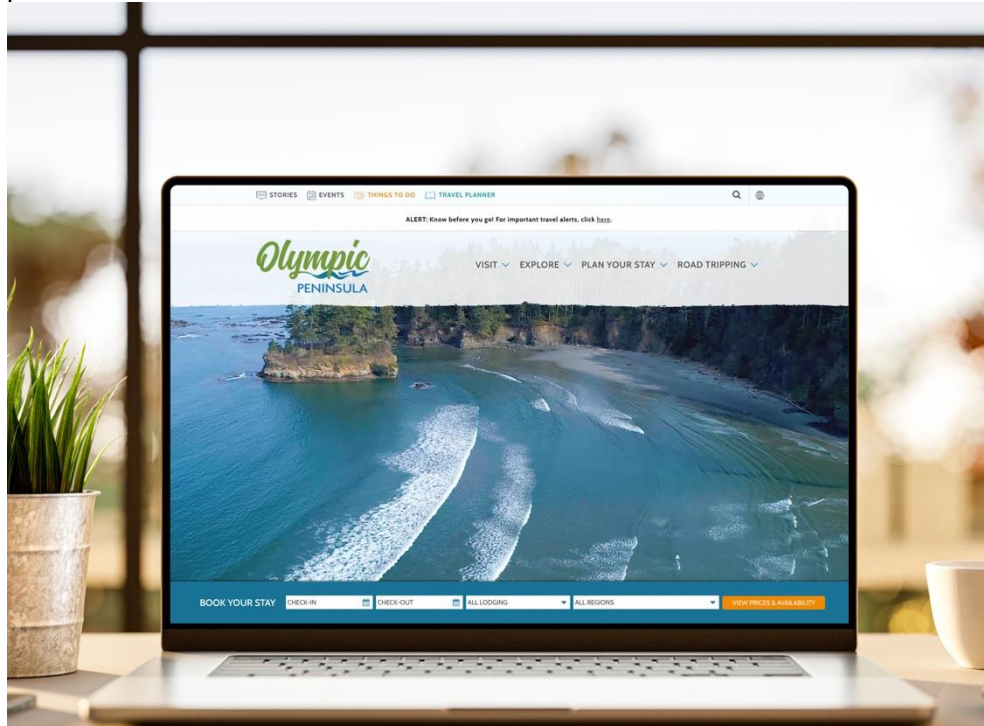
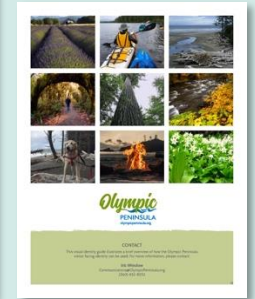
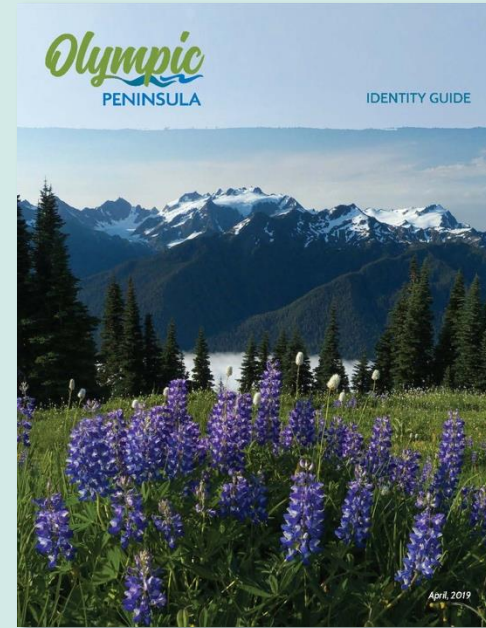
The city's tourism economy is powered by outdoor recreation, iconic events, downtown charm and its unique position to the Strait of Juan de Fuca. But like most of the OP, Port Angeles sees seasonal surges, with summer months dominating visitation. Shoulder and off-peak seasons offer the greatest opportunity to smooth the economy.

OLYMPIC PENINSULA TOURISM COMMISSION

Attachment 2

An Eight-Year Partnership

Since 2018, JayRay has supported the Olympic Peninsula Visitor Bureau and Tourism Commission on a range of creative marketing efforts. Our familiarity with the region has grown through projects like a visual identity refresh, website overhaul and maintenance, influencer campaigns, SEO strategy, road trip bingo cards, curated playlists and “Tourism Matters” messaging. We’ve co-presented with Black Ball Ferry on content collaborations/two-nation vacations, led brainstorming sessions with regional partners and built local relationships by showing up — side by side — at state tourism conferences and OPVB’s annual meeting.



+ Big goals start with bold stories –
told in the right season, to the
right people, for the right reasons.

**PROVIDING SERVICES
TO MEET GOALS &
OBJECTIVES**



OUR APPROACH

Proposed marketing strategy* for Visit Port Angeles

Objective: Drive year-round, overnight visitation by elevating the brand, extending reach in target markets and engaging visitors with authentic, immersive experiences rooted in Port Angeles' unique setting as a dual gateway to Olympic National Park and Victoria.

1. Target Audiences & Markets

Primary: Washington (Seattle-Tacoma), Oregon (Portland), Northern California

Secondary: Dallas/Fort Worth, Phoenix, Denver, British Columbia (Victoria, Vancouver)

Audience Segments:

Outdoor enthusiasts (bikers, hikers, paddlers, nature lovers); Adventure-curious families; Wellness and slow-travel seekers; National Park road trippers, Off-season storm watchers and "gateway town" explorers

2. Messaging Strategy: "More Than A Park"

Reinforce that Port Angeles is not just a stop on the way to ONP — it's a destination in its own right. Messaging should celebrate:

- Downtown discoveries (art, dining, walkability)
- Storm watching and winter serenity
- Trail-to-table adventures (biking + breweries, hiking + hot tubs)
- Local stories and seasonal magic

All content will weave in shoulder and winter season appeal, aligning with the Tourism Master Plan goal of year-round visitation.

3. Core Tactics & Execution

Media buying: Targeted digital campaigns (Google Search/Display, Meta, TikTok), audio streaming, print in regional travel pubs, OPVB co-op placements and geolocation (optional)

Influencer hosting: Curated itineraries for creators with high trust and engagement — especially those focused on family travel, biking or coastal retreats

Earned media & PR: Quarterly pitching of seasonal angles to top-tier outlets (national + PNW), active participation in FAM tours and travel writer hosting

Organic social media: Content calendar tied to weather and events. Reels and carousel posts to highlight local charm, moody vistas and trip-planning tips

*Our marketing strategy may shift upon reviewing available data and partner feedback, but we wanted to share our initial thoughts.

OUR APPROACH

SEO & content strategy: Blog series and landing pages targeting long-tail keywords like “winter hikes Olympic Peninsula” or “bike-friendly coastal towns” and top AI-search terms

Email marketing: Seasonal newsletters that invite re-visitation (holiday getaways, spring break road trip, etc.) with strong calls to action

Local business engagement: Mini-grants/ special projects, photo/video assistance and joint promotions to amplify seasonal offerings

4. Seasonal & Campaign Framework

SEASON	CAMPAIGN FOCUS
Fall	“Tide to Table”: Food, foraging and coastal escapes
Winter	“Storm Watch + Stargaze”: A cozy call to visit
Spring	“More Than a Park”: Arts, events and trail trek
Summer	“Plan & Preserve”: Visitor education, dispersal messaging

Attachment 2

If you opt for geolocation marketing, we can report on visitor attribution (trips, room nights, hotel impact, return on ad spend)

5. Tracking & ROI Measurement

Website traffic: Sessions, pageviews, click-throughs, new users, Google Analytics

Lodging tax: STR data (e.g., occupancy, ADR)

Organic and paid social engagement: Likes, comments, shares, saves

Media coverage: Volume and reach

Email: Open and click-through rates

Leads: From contests and newsletter signups

Local engagement: Business feedback

Analytics will be reported quarterly and benchmarked against baseline KPIs and performance from the previous year.

6. Community & Industry Collaboration

- Work with Clallam County professionals/ businesses when possible
- Provide quarterly tourism stakeholder updates (two in person)
- Participate in Olympic Peninsula Tourism Master Plan implementation and peninsula-wide marketing efforts
- Coordinate with the Downtown Waterfront District, Tribal and Chamber partners
- Support local event organizers
- Keep open communication with the City



- + Our process starts in your streets, trails and cafes — because the best strategy begins with real experience. And we never charge for this essential first step.

PROJECTED COSTS & PROPOSED SERVICES



COSTS & SERVICES

Strategic & Administrative Services

Strategic marketing planning, reporting and analysis, including quarterly campaign performance reports, lodging tax analysis/occupancy, web, PR and social media metrics. Monthly check-ins with City staff and Lodging Tax Committee. Coordination with OPVB, Clallam County partners and Tribal liaison to guide strategies. Participation in the Olympic Peninsula Tourism Master Plan implementation. Includes two in-person meetings per year (no charge for travel).

Assumes average of 8-10 hours/month of project management and reporting, plus strategic development time

Subtotal: \$20,000

Creative Services

Concept development and copywriting for campaigns, including digital/print and OOH ad design. Social media asset creation (reels, stories, carousels, feed posts). Campaign landing page design. Local artist/illustrator collaborations (e.g., updated maps). Ensure a consistent and cohesive brand. Leverage image/video library. No outside expenses.

Includes 2-3 core campaigns (with up to two rounds of revision) and ongoing seasonal creative refreshes

Subtotal: \$23,500

Web & Digital Maintenance

Routine updates to the new website VisitPortAngeles.com (launching August 2025); SEO and keyword optimization (quarterly reviews); broken links check (biannual); events and business listings management (in partnership with the City, Chamber and Waterfront District). Seasonal blog and itineraries. Maintain related domains for campaigns (City to provide list). **Outside expense:** \$5,000 annual hosting/plugin-ins (determined upon backend review of new website).

Assumes 5-8 hours/month plus coordination with City and local organizations

Subtotal: \$20,000

Social Media & Influencer Management

Social media content calendar development and community management/monitoring (i.e., Instagram, Facebook, TikTok). Influencer outreach, itinerary development and hosting (3-5 trips/year). Content curation: user-generated content and owned asset tagging. **Outside expense:** \$5,000 hosting payment/trip fees, \$400 Later social platform.

Goal: grow reach 10%, engagement 15% YOY; CTR >1.5%

Subtotal: \$25,000



COSTS & SERVICES

Earned Media & PR

Press release development and pitching (5-6 per year). Travel writer and media trip coordination (4-5 per year). Story development around agreed-upon content strategy (e.g., outdoor rec, seasonal travel, culinary) for publication/ website placement with high domain authority. Media monitoring. **Outside expense:** \$1,000 annual subscription to JayRay's Cision media database; \$2,500 suggested media hosting fees.

Assumes 4-5 hours/month, plus media follow-ups and editorial calendar

Subtotal: \$18,000

Media Buy – Paid Advertising

Based on the approved marketing strategy, develop a media buy plan to reach target markets, reaching visitors from 50+ miles away. Sample media plan: Google Display & Search (target WA, OR, CA, TX, AZ, BC): \$25,000; Social media ads (TikTok, IG, FB): \$12,000; OOH/print placements (Seattle Met, 1889 Magazine, visitor guides): \$10,000; Co-op with OPVB: \$5,000; Connected TV or audio campaign: \$4,500. Includes ad negotiation, coordination, payment and follow-up. **Outside expense:** \$56,500 media buy. City may pay media outlets directly to avoid any agency markups.

Minimum goal: 20M+ impressions, CTR>1%, top traffic to website and lodging listings

Subtotal: \$56,500

Local Business Marketing Support

Mini-grants (\$1,000-\$3,000 range) for 6-8 local businesses/professionals to help develop marketing materials and strategies (e.g., decals, stickers, postcards, itinerary, map). **Outside expense:** \$12,000 if mini-grants approved.

Supports Master Plan goal of sustainable, year-round economic impact

Subtotal: \$12,000

OPTIONAL ADD-ONS

Crisis communications: \$8,000

Audit social media approach, create a toolkit (messaging templates/activation plan)

Visitor sentiment survey: \$2,000

Draft plan to gather annual feedback from visitors (include timing, rationale and costs)

Expanded media buy: \$25,000

Geolocation marketing campaign, retargeting, state tourism co-ops

Video/photo content: \$10,000-\$20,000

Collaborate with local creators to gather unique assets for campaigns

Visitor travel data (Datafy): \$20,000-\$30,000

Annual subscription of Port Angeles visitor demographics, economic impact, etc.

PROJECT TOTAL: \$175,000

BUDGET BREAKDOWN

Administrative: \$20,000

Creative Services: \$23,500

Marketing: \$49,100

Outside Expenses:

Media buy: \$56,500

Marketing tools/hosting/fees: \$13,900

Local business support: \$12,000

JAYRAY

THANK YOU!

**Advertising
Branding
Communication & Strategy
Digital & Social Media
Graphic Design
Internal Communications
Issue Management
Public & Media Relations
Promotions & Events
Research & Planning**

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  @JayRayAdsPR

Attachment 2

Business Name: JayRay

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	experienced destination marketer
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	40	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	10	needs more money in google ad budget though
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	already working in the region
Total	100	

Attachment 2

Business Name: JayRay

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	15	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	30	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	8	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	8	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	18	
Total	79	

Attachment 2

Business Name: JayRay

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	15	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	25	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	8	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	5	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	10	
Total	63	

Attachment 2

Business Name: JayRay

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	They have a big team and have worked on destination marketing. They have worked with OPVB.
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	35	Not everything addressed. But pretty good.
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	10	Comes in at 175K which includes 56.5K in media buys.
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	7	They talk about tracking. They have optional additional buys for visitor GPS tracking.
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	10	They are located in Tacoma WA. They work with OPVB. They have a team, so a lot will be done inhouse by non-Clallam County residents. They mention hiring local artists like Todd Fischer for art projects. They talk about coordinating with the Waterfront District. :)
Total	82	

Attachment 2

Business Name: JayRay

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	35	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	10	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	
Total	95	



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
Lynnette@LuLish.com
+1 541 350 0594

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/>**

Attachment 2



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>**

Attachment 2

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/lynnettebraillard

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.



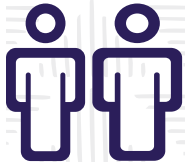
OLYMPIC PENINSULA TOURISM MASTER PLAN

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



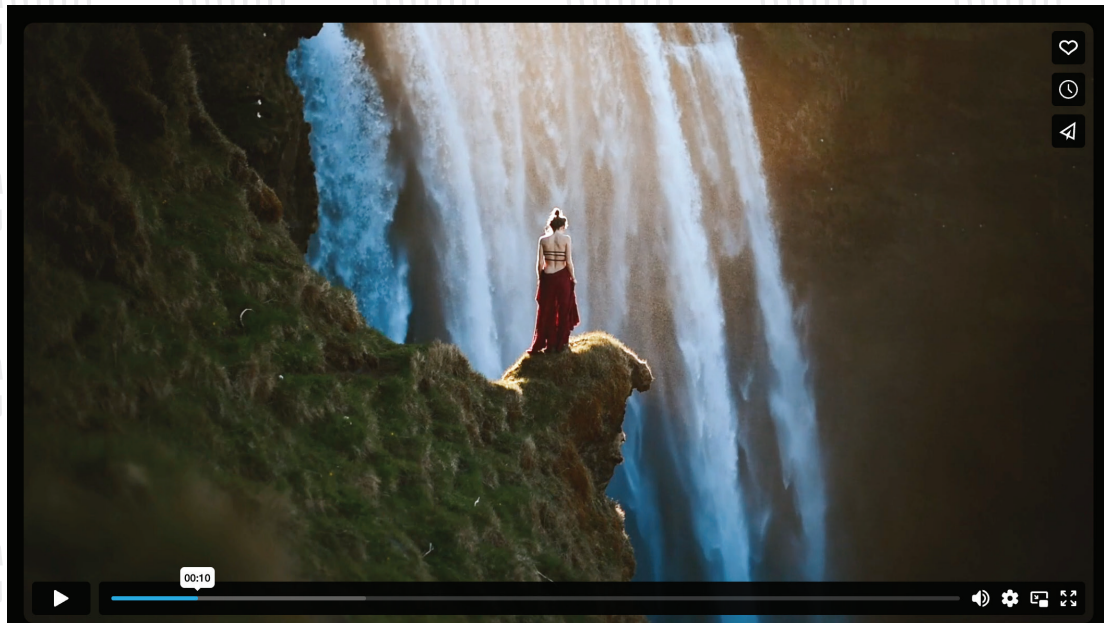
NEW MARKETING PROJECTS

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		
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	ALL MARKETING SERVICES INCLUDE HARD COSTS (REFER TO THE PLAN DETAIL ON THE FOLLOWING PAGES)	
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

Attachment 2

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

Attachment 2

- ✘ 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

Attachment 2

- ✘ 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.

Attachment 2

Business Name: LuLish Design

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	13	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	22	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	3	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	5	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	13	
Total	56	

Attachment 2

Business Name: LuLish Design

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	18	Very good relevant experience
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	32	Good ideas but didn't address several specific elements
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	8	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	8	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	8	
Total	74	

Attachment 2

Business Name: LuLish Design

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	Lulish has had the contract to be the DMO for Port Angeles. Obviously qualified and experienced. Demonstrated ability.
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	37	High quality thought out application. I like the new ideas mentioned.
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	9	250K budget with ~56K in media buys. Pretty good budget with attached marketing strategy.
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	Metrics and reporting are discussed. Familiar with what we want.
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	17	Owner/project manager based out of bend, OR. But local staff here in Port Angeles. Demonstrated ability to work with local entities and professionals. Demonstrated use of local service providers. OPVB mentioned. Waterfront District mentioned. :)
Total	93	

Attachment 2

Business Name: LuLish Design

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	35	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	10	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	
Total	95	

Attachment 2

Business Name: LuLish Design

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	35	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	3	\$250,000
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	5	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	
Total	83	

TOURISM ADVERTISING AND MARKETING
SERVICES RFP RESPONSE FOR

CITY OF PORT ANGELES

AUGUST 2025



COVER LETTER

Writing Port Angeles' Next Chapter Together

Port Angeles doesn't need another vendor. You're looking for a true partner—someone who understands what's working, sees what's possible, and knows how to turn both into momentum. That's the mindset behind this proposal.

The best tourism marketing doesn't just drive visitation—it creates connection. And we've been doing exactly that for destinations for over 40 years. For Port Angeles, that connection starts with awe in the unexpected. The quiet kind. The kind that sneaks up on you in a fogged-in harbor, on a trail that opens up into something spectacular, or in a local shop where someone hands you a story along with your coffee. That's the feeling we'll bottle—and build campaigns around.

Your shoulder and winter season goals aren't a box to check. They're an invitation to shift perception and reframe Port Angeles as not only a place to visit—but a place to feel. A place that's proudly offbeat, rich in character, and full of stories that don't need flash to be unforgettable.

We're ready to sharpen the "Visit Port Angeles" brand with precision, **sharpening its identity while aligning with the Olympic Peninsula's strategic plan** to ensure your story fits into the broader regional narrative without ever losing what makes it distinct.

We see this as a brand evolution that amplifies—not reinvents—Port Angeles' strengths.

We don't show up with a playbook. We show up with strategy, creativity, and **a team that knows Washington**—from our work with State of Washington Tourism to our collaborations with communities across the Pacific Northwest. Our campaigns are built to inspire action, earn attention, and create a ripple effect for local businesses and residents alike.

Inside this proposal, you'll find a **strategy built to push the Visit Port Angeles brand forward** with clarity, energy, and measurable impact—driving visitation in key drive markets, amplifying community voices, and unlocking year-round potential.

We're excited for the opportunity to help Port Angeles keep showing up, even stronger, in all the right ways.



Dan Janes, CEO

djanes@maddenmedia.com

520-818-4096

31 N. 6th Ave., Ste. 105-157

Tucson, AZ 85701

PROPOSER EXPERIENCE

Experienced Destination Storytellers Since 1982

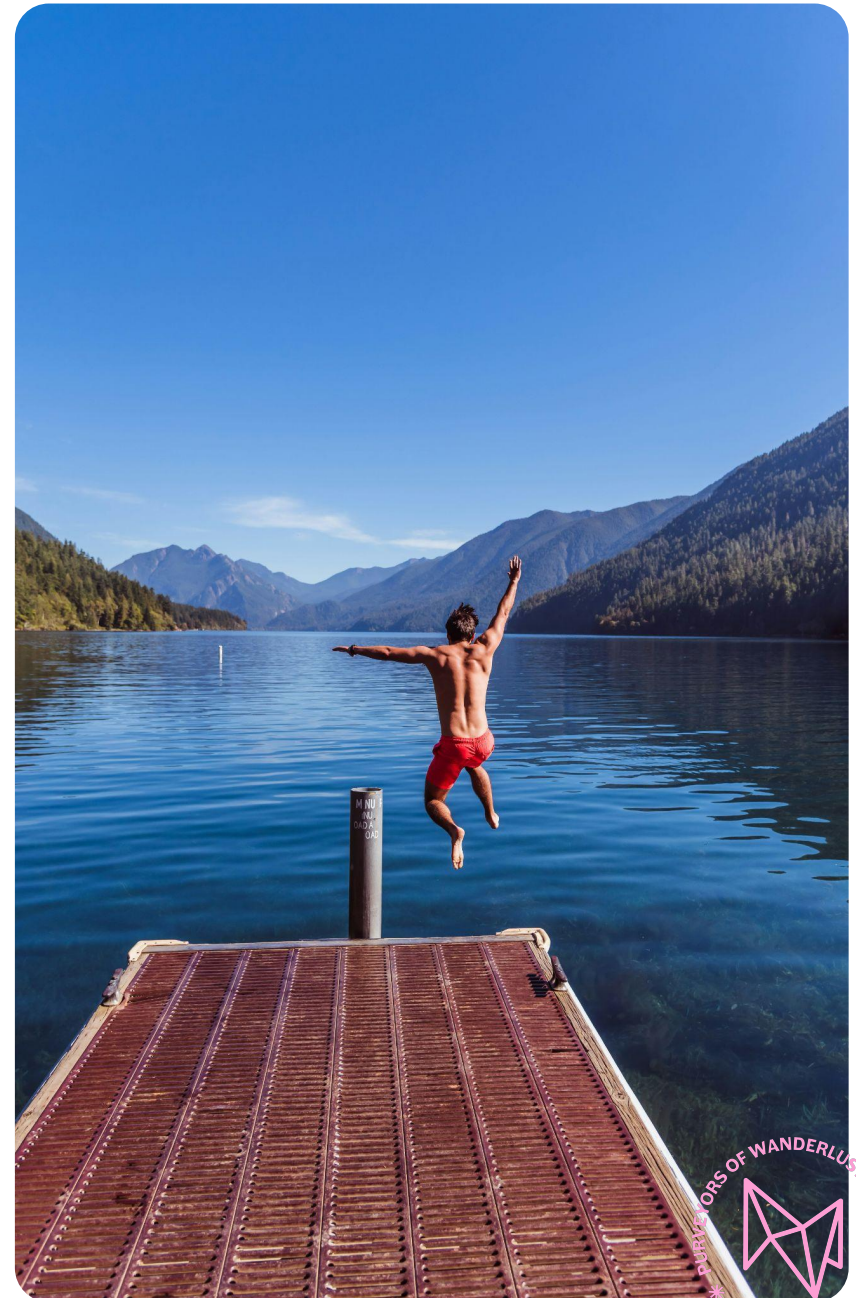
Each proposer shall furnish a narrative supported by relevant data regarding past experience...

Since 1982, we've partnered with communities like Port Angeles—places with deep roots and undiscovered stories—to drive year-round growth and won more than 30 tourism industry awards since 2023 alone. We've grown into a fully-remote, full-service agency of 230+ creative minds spread across the country, including team members dedicated to Washington. With **over 40 years of tourism experience and more than 200 annual DMO partners** in our corner, we don't just understand this space—we helped shape it. From reimagining the brand for Alabama's Beaches, to running multichannel campaigns for Visit Tampa Bay, to creating visitor guides Missourians actually collect (for decades), we've seen it all, and then some.

With over 25% of our team having worked within city governments, DMOs, and tourism boards, **we understand the unique balance of promoting a place while staying accountable to the people who call it home.** We understand the pressures, politics, and pace of destination marketing firsthand—so when we say we're aligned with your goals, it's because **we've been on the other side of the table**, making those same calls.

National Strength, Local Focus

We stay plugged into local, state, regional, and national tourism organizations, using those **connections to keep our strategies sharp and our tools even sharper.** Whether it's tapping into emerging tech, staying ahead of trends, or exploring new platforms, these relationships fuel our ability to adapt, respond, and deliver smarter solutions for every community we work with.



We Do Great Work

We love destination marketing, and it shows. We're passionate about building brands, campaigns, and websites that perfectly pair strategic approaches with inspiring creative. Our work earns best-in-class destination marketing recognition, but we're most proud of positively impacting our clients' communities (although these trophies do look pretty on our shelf).



2024 Bronze HSMIAI Adrian Award:
Integrated Marketing Campaign-B2C
2024 Bronze HSMIAI Adrian Award:
Advertising - Print Collateral
2024 Bronze, Best of Category HSMIAI Adrian Award:
Advertising - Corporate Social Responsibility
2023 ESTO Mercury Award:
Integrated Marketing Campaign
2023 Bronze HSMIAI Adrian Award:
Advertising-CSR



2023 Gold HSMIAI Adrian Award: Public Relations-Feature Placement
Online or Print Consumer Media
2023 Gold Hermes Creative Award:
Website Redesign



2023 Silver HSMIAI Adrian Award:
Integrated Campaign-B2C
2023 Gold Hermes Creative Award:
Website Landing Page



2024 Bronze HSMIAI Adrian Award:
Public Relations/Communications - Special Event



2024 Silver HSMIAI Adrian Award:
Integrated Campaign - DEI Marketing



2024 Silver Best of Category HSMIAI Adrian Award: Public Relations /Communications



2024 Gold, Best of Category HSMIAI Adrian Award: Advertising - Brand Campaign
2024 Silver HSMIAI Adrian Award:
Integrated Campaign - Experiential Marketing
2024 MarCom Platinum Award:
Integrated Marketing for Strategic Communication
2023 Bronze HSMIAI Adrian Award:
Advertising-Brand Campaign
2023 Bronze HSMIAI Adrian Award:
Trending-Environmental, Social, Governance



2024 Silver HSMIAI Adrian Award:
Integrated Campaign - Environmental, Social, Governance



2023 Bronze HSMIAI Adrian Award:
Advertising-Brand Campaign
2023 Bronze HSMIAI Adrian Award:
Digital-Contest/Sweepstakes



2023 Silver HSMIAI Adrian Award:
Integrated Campaign-Experiential Marketing



2023 Flagler "Henry" Award:
FLSportsCoast.com



2023 Bronze HSMIAI Adrian Award:
Integrated Campaign-Reputation Management



2024 Bronze HSMIAI Adrian Award:
Advertising - Brand Campaign



2024 Silver HSMIAI Adrian Award:
Integrated Marketing Campaign-B2C



2023 Silver HSMIAI Adrian Award:
Digital-App

Bringing Community Brands to Life

...with similar projects for the firm, and for the individuals who will be assigned to work on this account.

Here's a quick peek at a few examples (emphasis on few) that show what happens when curiosity, creativity, and data-driven strategy collide to build unforgettable community brands and creative assets that don't just look good, but move people to explore.



State of Washington Tourism (SWT)

As an agency partner for State of Washington Tourism, we dig into hands-on knowledge of the region's communities, travel patterns, and marketing landscape.

We manage SEO strategy, site maintenance, hosting, and paid media efforts targeting the U.S. and Canada, while leading continuous updates to stateofwatourism.com using a sprint-based model that keeps the site fast, optimized, and visitor-ready.

To extend global reach, we also produced three multilingual visitor guides in Spanish, German, and Japanese—ensuring Washington's story connects with international audiences as well.



Visit Tuolumne County

To drive bookings for Visit Tuolumne County, California, we launched a data-driven digital campaign using Google's Performance Max to stretch their budget and drive real impact. Our responsive, multi-format ads reached travelers across Gmail, YouTube, and Search—while custom conversion tracking gave precise insight into what was working. The results? Within four months nearly 15k clicks at a 5.7% CTR (3.5% CTR avg. benchmark), and 68.5% engagement rate—all with an average session time of nearly two minutes. The campaign performed so well that Visit Tuolumne County expanded our partnership to include all of their paid media and creative work.



WASHINGTON'S
**EVERGREEN
COAST**
RAYMOND • SOUTH BEND

Visit Evergreen Coast

When Pacific County realized that their existing brand, Long Beach Peninsula Visitors Bureau, no longer reflected the depth or diversity of the destination, we led a full rebrand rooted in community insight and strategic storytelling. Through immersive research and a clear shift toward younger, experience-driven travelers, we created a new identity that unified the region under a single name: Washington's Evergreen Coast. **Read more about our work with Evergreen Coast on page 21.**



Don't Just Take Our Word for It

You're welcome to reach out to these partners—they can speak firsthand to how we've helped elevate their brand and push their marketing into its next chapter.

Evergreen Coast



WASHINGTON'S
**EVERGREEN
COAST**

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Executive Director
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Visit Tuolumne County



Lisa Mayo
President and CEO
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Explore Butte County



Nichole Farley
Executive Director
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KNOWLEDGE OF OLYMPIC PENINSULA AND PORT ANGELES

We're No Strangers to Your Corner of the Northwest

From guiding statewide strategy to supporting local communities, our work across Washington has been anything but surface-level. We bring both the big-picture view and the street-corner familiarity that comes from real partnerships, real proximity, and real results.



Statewide Partnership and Local Insight

We're not guessing when it comes to the Pacific Northwest—we're in it. Our deep understanding of the Washington tourism landscape is anchored by our work with the State of Washington Tourism (SWT), where we have managed statewide co-op programs as well as the SWT website and media campaigns. Our work gives us direct insight into the unique needs and opportunities of diverse community partners across Washington, from major metro areas to rural destinations.

Local Presence and Regional Expertise

We maintain a strong local presence with key team members based in the Seattle area. This on-the-ground perspective isn't a bullet point—it's a mindset. It shapes how we approach creative, how we track traveler behavior, and how we uncover what really makes a place worth the trip. We know the pull of Puget Sound, the rhythm of the ferry schedule, and why Olympic Peninsula isn't just a national park—it's a portal to something bigger.

Edge-of-Everything Communities. Big Impact.

We know the kind of places that live next to the spotlight—whether it's a major metro or a national park—and the balancing act they face. These communities aren't background noise. They're destinations in their own right, with stories that deserve the same attention as what's next door.

Places like Port Angeles need strategy that elevates their identity, respects their scale, and connects with travelers who want more than the obvious.

We've helped communities like these grow visitation responsibly, clarify their voice, and create campaigns that bring in the kind of visitor who explores deeper and comes back for more. It's not all we do—but it's a space where we shine.

Here are a few communities we've helped turn potential into momentum:



Visit Aurora
Outside of Denver, CO



Discover Moab
Gateway to Arches
National Park



Visit Tuolumne County
Gateway to Yosemite
National Park



Discover Davis
Outside of Salt Lake City, UT



Pick Orange County
Outside of New York City



Visit Hendricks County
Outside of Indianapolis, IN

PROVIDING SERVICES TO MEET GOALS & OBJECTIVES

Jumpstarting Port Angeles with Madden Pulse

Your creative and campaigns will be powered by **Madden Pulse**, our proven methodology for igniting community growth. It connects research, storytelling, media, and performance into one cohesive framework, centered around your community's goals.

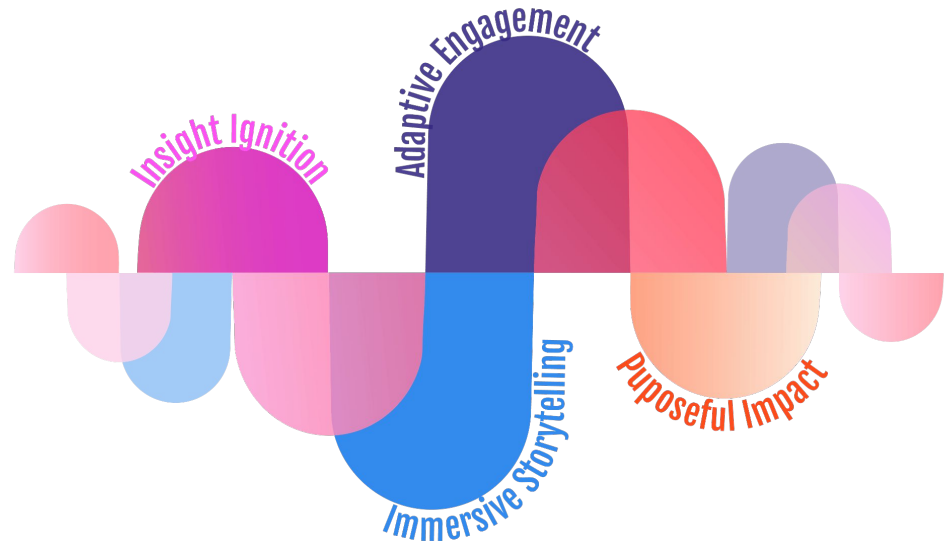


Insight Ignition

Port Angeles already has momentum—we'll build on it with laser-focused insights. Our work begins with audience intelligence: blending first-party data, digital behavior, and regional travel trends to uncover who's traveling (and who could be), when, and why. We'll use our Voyage platform to map seasonal travel intent, identify drive-market friction points (Seattle, Portland, Vancouver), and unlock new audience personas—from weekend wanderers to storm-season escape artists.

Adaptive Engagement

Strategy is only as strong as how it's activated. We'll build an always-on media ecosystem designed to flex with the seasons and focus attention where it matters most. Think agile digital, smart search, travel influencers with niche pull, and PR that actually earns ink.



Immersive Storytelling

We don't tell people to visit—we make them feel like they need to. For Port Angeles, this means tapping into the unique duality of the place: wild and welcoming, scenic yet scrappy, international yet intimate. We'll develop a creative platform that wraps around all touchpoints—from foggy ferry mornings to trailhead sunrises—and emotionally resonates across channels.

Purposeful Impact

Everything we do ties back to outcomes that matter to Port Angeles. We will track success through dashboards that monitor digital conversions, audience growth, and media ROI, refining tactics based on performance to ensure resources drive measurable, community-aligned impact.

Insight Ignition

Research Fuels Smarter Decisions

For Port Angeles, driving shoulder-season bookings isn't about more data—it's about the right data. We translate regional travel trends and your local insights into targeted campaigns that convert.

Start With Real Insights

We move beyond surface-level research to dig into the data that truly matters. Our approach blends destination-specific intelligence with broader travel behavior insights:

- **Existing Client Research:** STR reports, visitor profile studies, brand perception research, economic impact reports, and historical campaign data.
- **State and Regional Research:** We tap into resources from statewide DMOs (like SWT) to supplement destination-specific insights.
- **Proprietary Tools:** Our custom-built Voyage platform (see page 33) interprets tourism data into actionable insights, from path-to-purchase tracking to spend impact.
- **Third-Party Data Partners:** Longwoods, Azira, Arrivalist, Adara, and Future Partners provide deep traveler sentiment, mobility, and market trends data.
- **Resonate:** We use this platform for both media planning and deep persona development—helping us understand media behaviors and psychographics of potential visitors.
- **Performance Data:** We lean heavily on your existing digital metrics—web traffic, content engagement, conversion paths—to identify opportunity gaps and momentum points.
- **Trend Analysis:** We monitor emerging travel behaviors, search intent trends, and cultural shifts to stay ahead of visitor expectations.

INDUSTRY RESEARCH PARTNERS

U.S. TRAVEL
ASSOCIATION*

 Azira™

Future Partners

 Longwoods
INTERNATIONAL

Pathmatics
BY SENSOR TOWER

 SimilarWeb

 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

AIRDNA

TECHNICAL AND AUDIENCE RESEARCH TOOLS

re^osonate

 SEMRUSH

3M | Visual Attention Software

 tagger

 SimilarWeb

Screamingfrog

ahrefs CISION®  Constant Contact

Insight Ignition

Getting Started: Initial KBOs for Port Angeles

Our strategic planning process starts with conversation and collaboration, not assumptions—aligning your team and ours through a brand and KBO workshop that digs into audience behavior, brand perception, and real challenges. Together, we define Key Business Objectives (KBOs) that go beyond vanity metrics to drive meaningful impact—from overnight stays to local business growth.



Our initial research and understanding of your goals led us to develop these preliminary high-level KBOs for Port Angeles. When we kick things off, we'll dial these KBOs in with your team and lock down the KPIs that define a win.

1. Increase Overnight Stays During Shoulder and Winter Seasons

Driving more off-season bookings means steadier revenue, stronger businesses, and jobs that last year-round. We'll get there by strengthening the "Visit Port Angeles" brand in alignment with the Olympic Peninsula's strategic plan—pairing smart strategy with creative that inspires cold-weather travel and positions Port Angeles as the starting point for off-season adventure.

2. Grow Web Sessions Year-Over-Year

The Visit Port Angeles website is the community's digital front door and a key conversion tool—so we optimize content and SEO to drive action, then track performance through GA4 dashboards, session duration, bounce rate, and top pages.

3. Community Co-Creation & Partnership Program

We'll support local businesses and events through co-branded assets, strategic collaborations, and a content strategy that includes local and nano-influencers to build trust and authenticity. Within the first 90 days, we'll build and maintain a vetted Clallam County Creative Roster—ensuring local talent is embedded in the work and positioned for future opportunities. We've seen this model thrive in places like Northern Minnesota and Savannah, where tapping into local creators not only strengthened campaigns—it grew our team and deepened impact across the region.

4. Achieve 3:1 Return on Ad Spend (ROAS) for Paid Media

In a tax-funded environment, every dollar counts—so we build smart, conversion-focused paid media campaigns aiming for a 3:1 ROAS.

Immersive Storytelling

Cultivating Emotional Connection

We build emotional connection by understanding who Port Angeles really is—and who it's for. What makes travelers linger a little longer. What turns a weekend into a ritual. What moments stay with them long after they've gone. We uncover insights and through our workshop, we create the launchpad for a strategy that feels true to Port Angeles: grounded, gritty, and quietly unforgettable.

Port Angeles isn't just a place. It's a feeling.

The mist on your jacket at the trailhead. The panoramic view of the Strait of Juan de Fuca. An art walk surprise, a cotton candy sunset, or a driftwood-strewn beach with no one else on it. It's the kind of place you find once and keep coming back to—because it feels like yours.

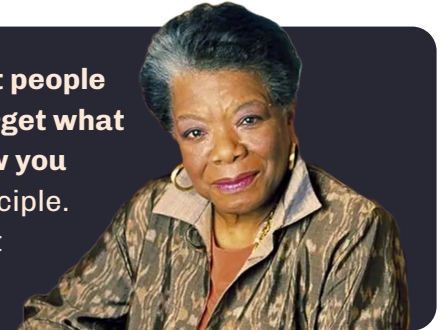
Our job is to capture that feeling—and scale it.

Here's the truth: the magic already exists. It's in the rhythm of downtown, in the wind at Hurricane Ridge, and in the locals who wave before they know your name. It doesn't shout. It doesn't chase trends. It surprises you in the best way.

Whether someone's planning a winter escape or thinking of moving in, this brand will reflect what Port Angeles delivers: real connection, deep discovery, and awe in the unexpected.

Because travelers don't come for checklists. They come to feel something real. And in Port Angeles, that feeling is discovery—coastal, wild, and absolutely worth it.

As Maya Angelou said, **"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."** That's our guiding principle. We don't just sell a destination—we craft the feeling of Port Angeles.



Madden's creative brand strategy is about tapping into that unmistakable spirit—amplifying what makes each community one-of-a-kind, for everyone who experiences it, whether they're visiting for a weekend or living it every day.

It's not our job to create them.

It's our job to tap into them.
To uncover them.
To reveal them.



Immersive Storytelling

Our Ideas

We know the spirit of Port Angeles—and the potential it holds to connect with travelers in fresh, meaningful ways. We're excited to help evolve your story with creativity, clarity, and purpose.

What follows are working concepts, early ideas designed to spark collaboration and demonstrate how we might bring this vision to life. These are thought starters, grounded in our understanding of your brand and informed by your goals, your community, and the energy that makes Port Angeles so distinctly itself.



Amplifying Indigenous Stories Through Digital Content

To deepen cultural connection and honor the heritage of the region, we recommend a dedicated content series focused on the stories, history, and voices of local Indigenous communities. Through website features, blog content, and social media storytelling, we would work with tribal partners to co-create narratives that celebrate the area's original stewards. This approach not only enriches the visitor experience but builds meaningful engagement rooted in respect, authenticity, and education.

“Finding the Feels”

“Finding the Feels” is a photo-driven scavenger hunt that invites visitors to experience Port Angeles through emotion, not just location. Each clue leads to a meaningful spot, like a foggy viewpoint, the Olympic Discovery Trail, or MV Kalakala Mural, tied to a specific feeling: awe, calm, curiosity, joy. This directly supports the RFP's goal of distributing visitors beyond traditional hotspots and encouraging shoulder-season exploration by creating a year-round, self-guided experience. It is a tool for regenerative placemaking, inviting visitors to engage with the community on a deeper, more respectful level, transforming a simple visit into a memorable, emotional connection. This experience can live on the Visit Port Angeles site, across social, or through local businesses—creating shareable content and sparking discovery, one feeling at a time.

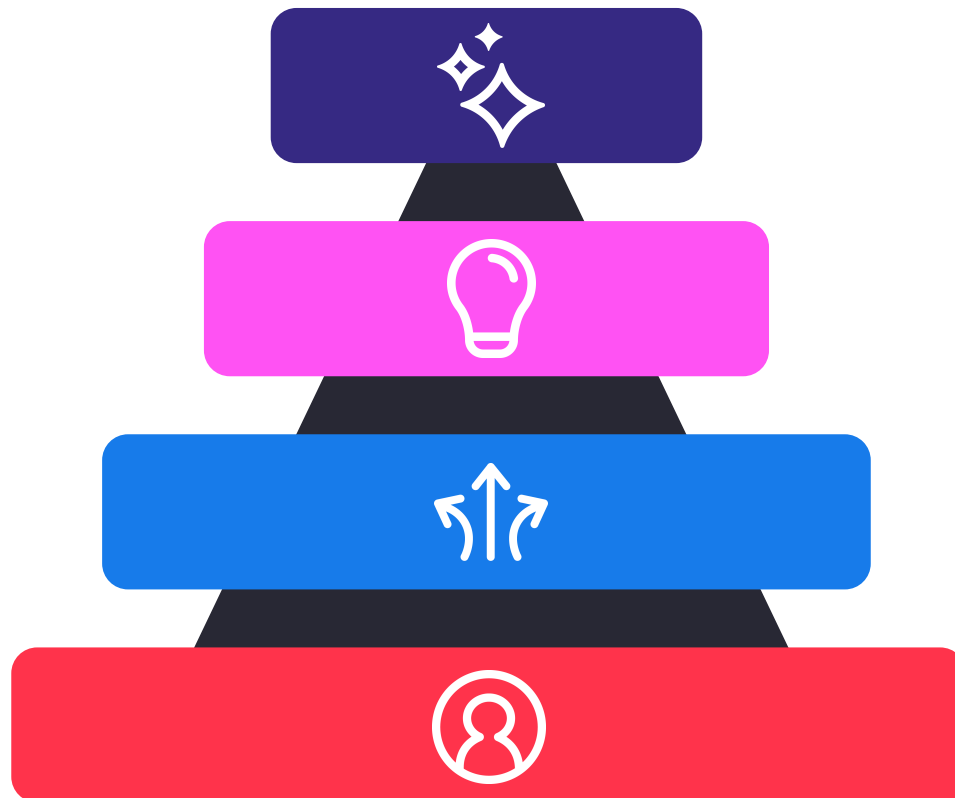
“A Place for All Senses”

“A Place for All Senses” is a storytelling campaign that invites travelers to experience Port Angeles in full sensory detail, what it feels like to wrap your hands around a warm mug after a windswept hike, the briny scent of salt air on the waterfront, the hush of forest trails, or the unexpected flavors from a local pie maker. By crafting content around all five senses, sight, sound, taste, touch, and smell, we move beyond the expected visuals to create an immersive, emotionally rich narrative. This framework moves beyond conventional visual marketing to capture the authentic, hyper-local texture of Port Angeles. By focusing on sensory details sourced from community stories, we directly address the desire for immersive, 'life-seeing' experiences over simple sightseeing, ensuring our content resonates.

Immersive Storytelling

Campaign Architecture

To push the Port Angeles brand forward and build awareness, we will develop a campaign concept and omnichannel media plan. **We approach this concept by first grounding everything in the overarching brand, then segmenting imagery and messaging across brand pillars to resonate with all target audiences.** Targeting will prioritize audiences demonstrating interest in culture, and experience-driven tourism. Ad creative and landing pages will reinforce sustainable messaging.



Your Brand

The core brand umbrella which all campaigns live under.

Campaign Concept

The strategic concept that drives all imagery and messaging.

Brand Pillars

Our campaign concepts are flexible, where imagery and messaging are relevant for all your brand pillars.

Target Audience Segments

We ensure each target audience feels their relevant campaign vertical is tailored to their specific travel intents.

Immersive Storytelling

Production Process

At Madden, we don't build campaigns that blend in—we build movements people want to belong to. Because Port Angeles isn't just a destination. It's a story. One worth telling with substance, style, and staying power.

We bring that story to life with full in-house production capabilities, including video, photo, design, copywriting, and paid media management—all under one roof. This means Port Angeles gets consistent creative quality, faster turnarounds, and seamless alignment from concept through launch—while keeping your brand's voice and visuals true to your community.

Discover

We know Port Angeles and that boots-on-the-ground perspective gives us a running start. From there, we layer in fresh insights from Voyage and third-party tools to track what's shifting, what's landing, and what your audiences actually care about right now.

Define

We translate insights into a focused creative brief, cutting through the noise to identify brand tensions, audience needs, and the emotional truth we're aiming to spark. Then we align with your brand pillars and campaign goals, creating a clear strategic framework to guide the work.

Concept

This is where the magic meets the method. Our team develops campaign concepts that flex across formats and audiences, resonating with adventure families, wellness seekers, eco travelers, and locals alike. Each concept ties back to a singular guiding emotion—your “North Star”—shaping everything from tone to visuals.

Execute

From scroll-stopping videos and dynamic display ads to visitor guides and in-community activations, we create integrated campaigns that work across seasons and screens. We mix in trusted local partners to ensure every asset feels true to Port Angeles—and connects with the people who matter.

Refine and Approve

Before launch, we work closely with your team to review and refine every piece, ensuring it's proofed, polished, and optimized for its channel—whether it's print, digital, paid social media, or out-of-home.

Measure What Matters

We define KPIs tied directly to your KBOs, whether it's increasing visitor spend, supporting local businesses, or extending length of stay. We monitor performance daily, providing actionable insights and refinements that keep your ROI clear and your strategy sharp.

Immersive Storytelling

Elevating Your New Site Through Content and Storytelling

A new website is only as powerful as the content—and the strategy—that fuels it. For Port Angeles, that means creating a digital experience that mirrors the real one: surprising, layered, and quietly magnetic.

Part of that magnetic feel comes from the community itself. To capture this, our strategy focuses on weaving the people of Port Angeles directly into the narrative. We will actively cultivate and feature the authentic stories of local artisans, fishing guides, chefs, and shopkeepers, making them the true heroes of the Port Angeles story. This people-first content then becomes the cornerstone of our promotional efforts, creating a website and social media presence that feels less like an advertisement and more like a genuine invitation from the community itself.

Content That Feels Like Discovery

We don't treat content like filler—we treat it like a tool. A way to connect real people with the heart of your community. Our approach starts with curiosity mixed with data:

- What are travelers searching for?
- What keeps them clicking?
- What makes them actually want to book?

Then we build a plan that delivers across channels—on your site, in print, through PR, and anywhere else a visitor might find you. We monitor performance, spot drop-offs, and adjust in real time.

Search-Ready, Story-Driven

Integrating solid SEO foundations is key to pushing traffic to your new site. This includes:

- Enhancing meta descriptions and strategic H1 tags.
- Technical audits dive deep, fixing everything from broken links to underperforming mobile pages.
- Third-party keyword tools and traveler intent data to uncover what people are really searching for—then map that to content that feels human.
- Continuously tracking keyword shifts, refining copy, and giving you a clear view of what's working (and what's not) through real-time dashboards and transparent reports.

AI Overview

SEO, or Search Engine Optimization, is the practice of improving a website's visibility in search engine results pages (SERPs). It involves techniques to make it easier for search engines to crawl, index, and understand a website's content, ultimately leading to higher rankings and increased organic (unpaid) traffic.

Here's a more detailed breakdown:

Key Concepts:

Crawling and Indexing:

Search engines use automated programs (bots or spiders) to discover and analyze

What Is SEO - Search Engine Optimization?

Sep 23, 2024 — With PPC, the advertiser pays when a search user clicks their paid listing. Wi...

Search Engine Land

Documentation to Improve SEO | Google Search Central

Explore Google Search documentation to improve your site's SEO. You can make sure t...

GEO: Showing Up in the Age of AI

Search is evolving—and we're already there. With the rise of AI-powered platforms like Google's AI Overviews, Bing Copilot, and ChatGPT, search isn't just about rankings—it's about being recommended, summarized, and spoken for by bots. That's where Generative Engine Optimization (GEO) comes in. We blend technical SEO with AI-informed content strategy to ensure your stories surface in conversations, not just results pages. We audit content for LLM relevance, update it for AI context, and structure it so generative engines can pull from it accurately and meaningfully.

Adaptive Engagement

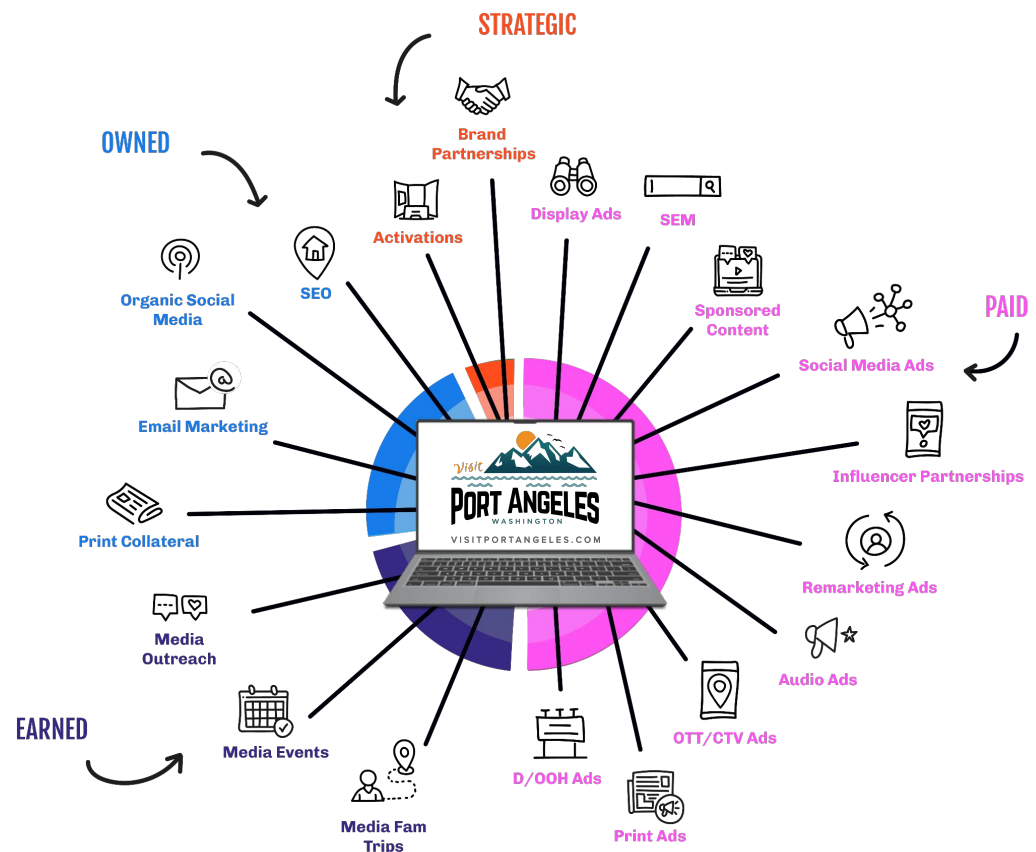
Media Planning and Buying

Madden brings extensive experience in performance-driven media buying, **managing \$50M annually** across Google, Meta, and other key platforms. Using insights from our Voyage Atlas platform (see page 19), travel behavior data, and market research, we design smart, adaptable media mixes across digital, social media, print, out-of-home, and emerging formats.

Our media plans are built on a deep understanding of how people engage with content and make decisions—and we factor in every part of your communication ecosystem. Whether we're executing across all channels or not, **we approach each effort as part of a unified brand experience**, ensuring every message contributes to a bigger, more compelling story—immersing potential travelers in your brand.

As we make recommendations for expanding digital engagement with potential visitors, we will follow these key tenets:

- **Always Prioritize KBOs:** Structure your media plans around these objectives rather than being guided solely by audiences, platforms, or markets.
- **Transparency Is Key:** All media costs will be fully transparent, without any hidden commissions or markups.
- **Emphasize First-Party Data:** Second and third-party data often lack consistency and accuracy.
- **Harness Audience Data:** Utilize a variety of available data sources to ensure precise targeting of the right audiences.
- **Prioritize Native Placements:** Seek complete transparency in managing where your brand is displayed, minimizing any friction in ad engagement.
- **Stay Agile:** Continuously optimize to maximize spend efficiency and performance—there's always room for improvement.
- **Base Strategy On Competitive Analysis:** Develop your media strategy with a deep understanding of the paid media strategies employed by your competitors.



Adaptive Engagement

Media Planning and Buying

Madden's approach to media for Port Angeles consists of two distinct strategies: brand building and fostering deeper community partnerships. We ground both strategies in what makes Port Angeles uniquely resonant—its role as the gateway to Olympic National Park and the sense of place exuded by those who call it home. Here is a look at how Madden can bring these strategies to life.

FULL FUNNEL BRAND BUILDING (Budget Allocation 65-70%)

Elevate Port Angeles' brand story by strengthening its relation to popular, surrounding points of interests and drive value to appeal to various types of travelers throughout the year.

- **Always-On:** Cost effective mix of SEM, Google PMAx and paid social media. Reach high intent travel searches with unique ad groups. Scale across Google ad channels using its AI and machine learning algorithms. With paid social, reach core travel planners, their family and friends who seek new destinations to explore.
- **Video:** Convey emotion and the experience of visiting Port Angeles through video. Distribute video ads across social and YouTube to target outdoor enthusiasts, family vacationers, cyclists, road trippers and urban adventurers, all while measuring impact.
- **Feature Stories and Regional Publications:** Reach built-in audiences who trust and reference these as a source for travel inspiration. Align with featured stories, e.g. "Travel spotlight" and sponsored content to promote Port Angeles as a must-visit destination. Focus on PNW publications to reach drive markets and travel & lifestyle magazines in key fly markets. Some options include. Seattle Met, Sip Magazine, 425 Magazine, Portland Monthly, Vancouver Magazine, Dreamscapes (Canada), 5280 Mag (Denver), and more.

DIGITAL PASSPORT & SHOULDER SEASON CO-OP (Budget Allocation 30-35%)

Welcome newcomers with ease and reward loyal travelers to inspire year-round return visits. Support the shoulder season economy with partnerships in line with the Olympic Peninsula Tourism Master Plan.

- **Digital Passport Program (Bandwango):** Lead a passport program to drive engagement, increase visitor spend, collect user data, and incentivize deeper exploration. Promote themed activities, area events and incentives that reward visitors. Passport examples:
 - ◆ "Adventure Passport": Hiking and water adventures (Hurricane Ridge, Sol Duc Falls, Lake Crescent)
 - ◆ "Peninsula Foodie Trail": Promote visits to local seafood restaurants, coffee shops, and wineries (Harbinger Winery)
 - ◆ "Cultural Discovery Passport": Visit check-ins at tribal museums and art galleries, partnering with local tribal nations, such as the Quileute, Makah, and Jamestown S'Klallam Tribe to respectfully share their stories and support cultural tourism.
- **Co-Op:** Host a co-op program that invites hotels, tour operators and local partners to plug into. Extend brand reach through aligned partner programs and lower advertising costs via shared investment of advertising such as paid social media, targeted display, video, CTV, etc.
 - ◆ Port Angeles to manage anchor funding, creative coordination, landing page, hosting and analytics
 - ◆ Participating partner pays into the co-op at a tiered level

Adaptive Engagement

Elevating Port Angeles, One Story at a Time

Your media relations strategy will earn meaningful coverage and amplify the stories that set Port Angeles apart.

- **Crisis Communications:** We'll begin by auditing Port Angeles' current crisis communication plan to assess readiness, clarity, and alignment with your brand. If gaps are found, we'll work with your team to build a clear, actionable plan with defined protocols, spokespersons, messaging, and channels.
- **Integrated, Purposeful PR:** Our PR strategy for Port Angeles is designed to earn meaningful coverage, deepen media relationships, and amplify the stories that set this coastal community apart—from storm-watching solitude to small-town soul.
- **Leading With Stories, Not Slogans:** The media landscape is more competitive than ever, and storytelling is how we break through. We focus on what makes Port Angeles feel found rather than marketed—leaning into local voices, unscripted moments, and “only here” experiences that resonate with journalists and readers alike.
- **Pitching with Precision:** We don't blast out pitches—we match your stories to journalists' passions. Our team takes pride in understanding what individual journalists care about and aligning Port Angeles' stories with their interests to increase the likelihood of earned, high-impact coverage in key markets like Seattle, Vancouver, Portland, and beyond.
- **Timing Matters:** With deep relationships across media, we understand editorial calendars and the rhythms of newsrooms, allowing us to time Port Angeles' stories for maximum pickup.
- **Leaning on Local Partnerships:** We collaborate with Port Angeles' hotels, venues, and partners to identify media visit opportunities, support hosting, and align messaging.
- **Targeted Pitches for Targeted Markets:** For markets beyond our organic reach, we craft customized pitches, considering market interests, seasonality, and your key storylines to capture attention and drive results.

At Madden, PR isn't a silo—it's a strategic driver that aligns with your paid, owned, and shared efforts to move your goals forward. Every story we pitch, every influencer we engage, and every piece of earned coverage is part of a larger system designed to build brand love, drive visitation, and showcase Port Angeles' uniqueness.



Purposeful Impact

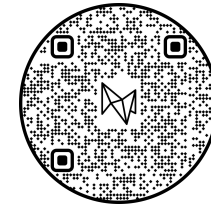
Data Fuels Smarter Decisions

We believe that data isn't just a collection of numbers—it's a roadmap to success.

We're passionate about harnessing the power of data to inform strategies, optimize campaigns, and drive undeniable ROI for our clients.

Key Features of Our Data Analytics and Reporting

- **Data-Driven Strategy:** We build media plans rooted in research to fuel smarter decisions, creative tactics, and stronger results.
- **Actionable Insights:** We analyze data to identify trends and opportunities, providing regular reports to keep your team informed.
- **Collaborative Approach:** We work closely with you to understand its data needs and ensure that our reporting is aligned with its goals.
- **Customizable Dashboards:** We create interactive dashboards that provide a clear and comprehensive view of campaign performance.



**LEARN MORE
ABOUT VOYAGE HERE**




Voyage Atlas

Audience Intelligence: *Planning Campaigns with Purpose*

Voyage Atlas goes beyond demographics—it uncovers what truly motivates travelers. By analyzing visitation data, behavioral trends, and platform preferences, we craft campaigns that connect with the right people, in the right places, at the right time—authentically and effectively.


Voyage Waypoint

Content Intelligence: *Real-Time Creative Optimization*

Voyage Waypoint tracks how content performs, using engagement and conversion data to fine-tune messaging on the fly. The result? A campaign that doesn't just launch—it evolves, ensuring every creative touchpoint stays relevant and resonant.


Voyage GPS

Destination Intelligence: *Proving ROI & Long-Term Impact*

Voyage GPS provides a tourism-specific lens on visitation, lodging trends, occupancy reporting, and economic impact. With LookerStudio Pro dashboards, we track real-time ROI and connect marketing efforts to real-world results—helping destinations hit both campaign and fiscal goals.


Voyage Beacon

Marketing Intelligence: *Transparent, Measurable Performance*

Voyage Beacon consolidates Google Ads, Meta, and other marketing data into one real-time dashboard. No fluff, no guesswork—just full transparency so we can adapt, optimize, and maximize every media investment.

Purposeful Impact

Dedicated Account Management

Every great campaign starts with a clear plan—keeping your team informed, stakeholders engaged, and goals front and center. From kickoff to final report, we map every step so you always know what's next, who's doing what, and when key milestones hit. No surprises, no guesswork, just a collaborative roadmap that keeps us in sync.

Project Plan & Timeline Development

- Every project starts with a clear plan covering phases, deliverables, and deadlines—fully visible from day one and updated in real time as needs or opportunities shift.

Onboarding & Immersion

- To build authentic campaigns, we need to see Port Angeles through your eyes—meeting stakeholders, visiting communities, and getting a feel for the culture beyond the highlights.
- KBO Workshop: We'll start with a collaborative session to lock in objectives and success metrics, making sure every tactic supports your long-term goals for sustainable growth.

Real-Time Monitoring & Optimization

- We monitor performance daily, tweaking targeting, creative, and budgets to make every dollar count, whether steering visitors to rural spots or boosting sustainable travel messages.

Ongoing Collaboration & Check-Ins

- **Weekly Updates:** Fast check-ins to track performance and spot opportunities.
- **Monthly Reviews:** Clear view of wins, shifts, and how we're driving quality visitation and economic impact.
- **Quarterly Planning:** Bigger-picture reviews to apply lessons, track trends, and stay aligned with Port Angeles' goals.

Opportunistic Meetings & Key Events

- Board meeting, industry summit, or impromptu stakeholder session—we show up. More than a vendor, we're part of your team, ready whenever you need us.



Daily monitoring of trends, pacing, and buzz.

Weekly touchpoints to optimize impact.

Monthly reviews of performance and growth.

Quarterly strategic deep dives to stay ahead.

Client Spotlight

Washington's Evergreen Coast: Rebranding and Creative Refresh

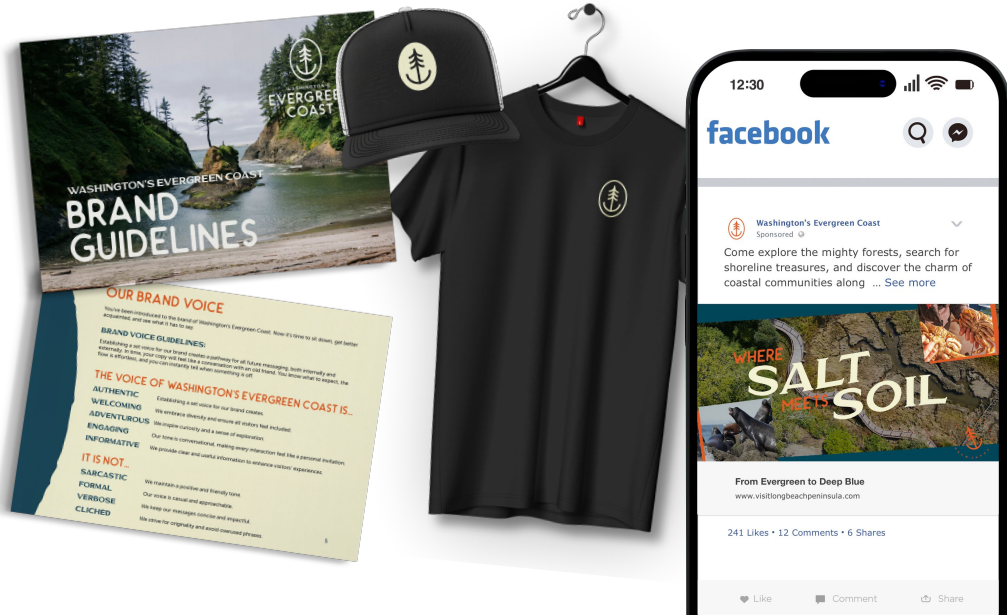
The Situation

Pacific County was ready for a reset. Their existing brand no longer reflected the full picture—not the personality of its communities, not the younger travelers they wanted to attract, and definitely not the raw, natural beauty that defines the region. What started as a creative refresh quickly evolved into a bigger question: how do we tell the full story, not just of the Long Beach Peninsula, but of a destination with so much more to offer?

From This...



To This!



Our Approach

We hit the ground running—visiting the region, tapping into our existing PR relationship, and leading a series of focus groups across Pacific County. What we heard was clear: this place is “authentic,” “gritty,” and quietly spectacular. Locals wanted a brand that reflected their edge, not just their shoreline.

With that insight, we reframed the challenge. Instead of keeping Long Beach and the Pacific Coast as separate ideas, we developed a unified brand that could represent the entire region—one that honored the landscape, culture, and spirit of the community.

The Brand

Washington's Evergreen Coast is more than a name—it's a strategic shift. It invites travelers beyond the beach, into the wild corners, working harbors, cozy cafés, and coastal forests that make this place unforgettable. It leverages what's familiar (Washington = The Evergreen State) but flips it into something new. Something ownable. Something bold.

We refreshed every element of the brand:

- **Visuals:** Cool-toned, grounded, and aspirational—designed to draw in younger, outdoorsy travelers.
- **Voice:** Approachable and conversational, never salesy.
- **Media Strategy:** Built to meet travelers where they are—online, inspired, and looking for their next low-key great escape.

Results

The rebrand launched with a cross-channel media strategy that's already showing strong returns

52%
INCREASE IN
WEBSITE SESSIONS

34,101
CLICKS FROM
META PROSPECTING

1.5M
IMPRESSIONS FROM
META PROSPECTING

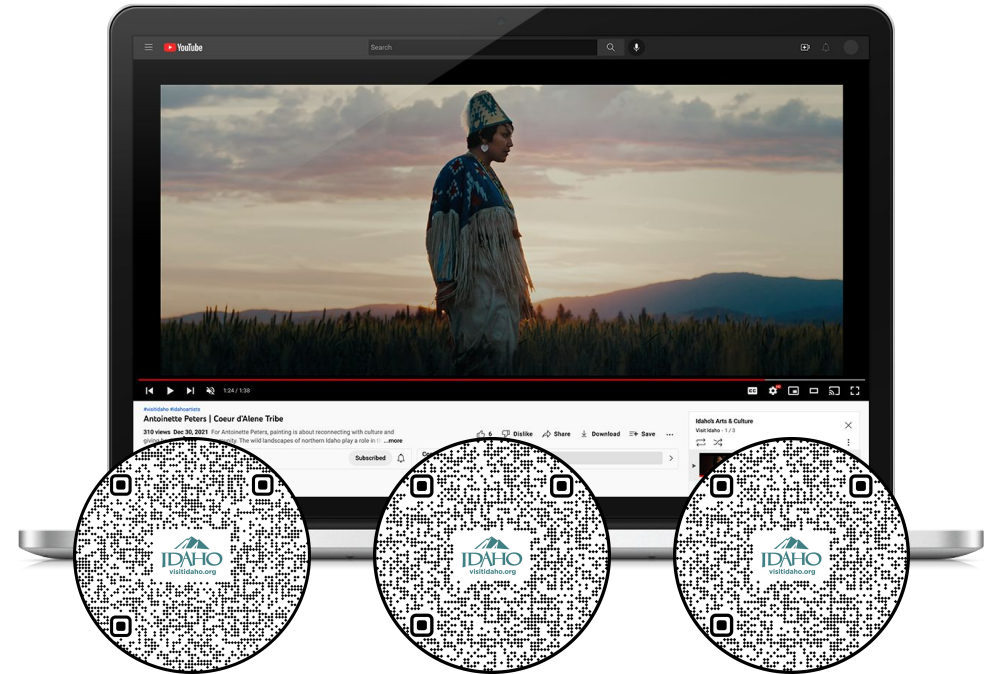
57%
INCREASE IN TOTAL
WEBSITE USERS

Client Spotlight Visit Idaho: NativesOutdoors Campaign



The state of Idaho is home to five federally-recognized Native American tribes. As Visit Idaho's marketing partner, we ensure our work represents the whole destination, including the voices within these tribes. Working with Visit Idaho, we created a plan to preserve local culture through education, while building a relationship between the local tourism industry and the Indigenous peoples who live in the state.

After months of outreach, three tribes, agreed to participate and we began a collaboration with the native-owned organization NativesOutdoors. Partnering with the organization, we created a campaign that represents these Idaho tribes and highlights Native American artists. We worked alongside the tribes to create two print stories in the 2022 Official Idaho Travel Guide, three video profiles of on-the-rise Native American artists who are carrying on tribal traditions, and one digital exclusive story, "Inspiring the Next Generation," which is a companion to the videos. The featured artists showcase their work—including painting, music, vocals, beading, and leatherwork—and explain its significance within their families and tribes.



Because the goal of this campaign was to expand the narrative voice of the Visit Idaho brand and to partner with the state's tribes, our target audiences were tribal members and potential visitors interested in cultural history. We aimed to rebuild positive relationships between the state and the Native American tribes, which continues to strengthen as a result of this campaign. As the heritage tourism sector expands, this collaboration also serves as an outlet for allyship and alignment on the importance of respecting tribal lands and celebrating Indigenous cultures.

Client Spotlight

Port Aransas: Message in a Bottle

Targeting Austin, Texas, and aiming to elevate Port Aransas through an adventurous advertising strategy, the “Message in a Bottle” campaign revolved around a treasure hunt activation, highlighting six key value propositions of the destination. The campaign sought to increase brand awareness and affinity among Austin residents and visitors, positioning Port Aransas as "Austin's Beach," and encouraging social media engagement and vacation bookings.

The campaign began with digital out-of-home advertisements in high-traffic areas and hand-painted murals in iconic Austin neighborhoods, alongside paid social media ads on platforms like Hulu, TikTok, and Snapchat. During activation, a custom-designed truck served as the mobile beach setup, featuring interactive elements like giveaways and photo opportunities. Messages hidden in bottles were placed across six locations over six days, with themed giveaways each day.

Results

5000+
In-person engagements

28M+
Media impressions

40%
Increase in Austin-based engaged web sessions



PROJECTED COSTS AND PROPOSED SERVICES

Proposed Budget

Each proposer shall provide a detailed matrix of estimated costs to provide the services, with the media buys being a part of the services provided.

Our typical fee schedule is a base monthly fee plus direct media expenses (Net 30), though both our billing and scope are flexible. We will work with you to customize a final scope based on your budget, using this sample \$250,000 annual plan as a starting point and incorporating optional add-ons to meet your specific goals.

Initiative	Notes	Investment
Project Management		
Account Management	<i>Dedicated leadership providing senior-level strategic direction, along with project management and reporting to keep everything aligned with your big-picture goals.</i>	\$37,500
Creative Services		
Website Blog and Content Support	<i>Includes blog and content production that keeps storytelling fresh and on-brand.</i>	\$10,800
Creative Campaign Development	<i>We will develop creative marketing campaigns aligned with the Olympic Peninsula Tourism Commission.</i>	\$20,000
Marketing		
Direct Media Spend	<i>We pass all media spend directly to you with no markup or fees.</i>	\$83,600
Media Plan Development and Execution	<i>Full media oversight—strategy, execution, optimizations, and reporting.</i>	\$22,500
Voyage GPS	<i>Includes paid media and analytics reporting for occupancy and visitation.</i>	\$20,000
PR Planning, Execution and Crisis Comm Audit	<i>Development of a strategic PR plan, including media outreach and story development, plus an audit of current crisis communication protocols to ensure preparedness and alignment.</i>	\$25,000
Local Business Marketing Amplification	<i>A program designed to amplify the message of local businesses through strategic integration. Support includes actively incorporating partner businesses into the destination's ongoing content, featuring them in paid media campaigns, and facilitating introductions to established influencer and media partners.</i>	\$18,000
Website Hosting and Maintenance	<i>Ongoing website maintenance and hosting.</i>	\$12,600
Total		\$250,000
Optional		
SEO Review and Optimizations	<i>Quarterly review of your site to ensure it is healthy and ranks well, and make necessary content and maintenance updates to improve SEO strength.</i>	\$18,000

Because in
PORT ANGELES,
we believe every trailhead
and tidepool has a story.

& We make sure
someone hears it.



Attachment 2

Business Name: Madden Media

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	40	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	5	higher cost
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	
Total	95	

Attachment 2

Business Name: Madden Media

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	15	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	12	Did not address several goals, specifically off-peak visitation
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	8	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	5	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	15	
Total	55	

Attachment 2

Business Name: Madden Media

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	30	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	3	\$250,000
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	7	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	8	
Total	68	

Attachment 2

Business Name: Madden Media

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	Team with experience. Many Destination marketing organizations listed as clients.
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	30	I appreciate head and beds mentioned as priority 1 on page 10. Some of the vision stuff indicates to me a disconnect with our local culture. I bristle at the thought of using a tribe and their culture to promote tourism to Port Angeles.
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	4	~84K for media buying. They are in at 250K for the year. Then as an optional expense (above the 250K) at 18K would be SEO review. So that's not included in the ~23.5K of other website expenses?
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	Looks like they have good metrics, that we would pay for. GPS tracking for visitors.
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	5	They are located in Tucson AZ. There is a team. Looks like a lot fo work is done inhouse. I don't see mentions in propsed budget for hiring local. Don't mention OPVB (but do mention OPTC).
Total	69	

Attachment 2

Business Name: Madden Media

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	20	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	40	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	8	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	10	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	15	
Total	93	



August 8, 2025

City of Port Angeles
Community and Economic Development Department
Email: ced@cityofpa.us

To the Selection Committee,

On behalf of Wander Fuca, we're proud to submit our proposal for the 2026 Visit Port Angeles tourism marketing contract.

Founded in 2022, Wander Fuca began as a creative coworking space in downtown Port Angeles. Over the past few years, we have built a strong foundation and a visible role in the community. We are now moving into our next phase, expanding into collaborative work in storytelling, marketing strategy, and design.

This proposal outlines our plan to formalize the creative work we have already been doing and scale it to meet the needs of the city, its partners, and the future of Visit Port Angeles. Our team brings over a decade of experience in marketing, content production, and community development. We combine deep local insight with modern creative execution, and we are ready to deliver measurable results.

We look forward to putting this strategy into action in partnership with the City of Port Angeles and building on the momentum that makes this community an incredible place to visit.

Sincerely,

Kylan Johnson
Creative Director
Wander Fuca

A handwritten signature in black ink, appearing to read 'Kylan Johnson', written over a white background.

wanderfuca.com
kylan@wanderfuca.com
(360) 358-3368

Prepared for

**CITY OF PORT ANGELES
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT**



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Executive Summary

Port Angeles has already made impressive strides in building a recognizable tourism brand and attracting new audiences. As regional visibility continues to grow, the next challenge (and opportunity) is to unify the ecosystem: strengthening communication, creating continuity across campaigns, and building systems that turn attention into action.

This proposal outlines a comprehensive and highly actionable plan for tourism marketing and storytelling that aligns directly with the City’s objectives, while also pushing into new territory with engagement-based strategy, local empowerment, and measurable outcomes.

Our approach is grounded in four core focus areas:

Modern Engagement Strategy

Prioritizing interaction, conversion, and long-term discovery over surface-level impressions.

Empowering Local Voices

Equipping local businesses, events, and creators to become active participants in Port Angeles’ tourism ecosystem.

Strategic Storytelling

Developing and distributing content aligned to specific visitor personas, campaign themes, and community values.

Sustainable Infrastructure

Building and maintaining the systems, tools, and coordination required to execute consistently and adapt quickly.

We’ve organized our plan into four functional categories, each with specific deliverables and priorities to guide execution of this contract:

- 1. Operations & Oversight**
- 2. Creative Production**
- 3. Local Marketing Development**
- 4. Strategic Promotion & Media Investment**

The result is a nimble, data-informed, and locally driven strategy that not only markets Port Angeles effectively, but reinvests in the people, stories, and partnerships that make it special. By selecting a locally embedded team with national-level marketing experience, the City ensures both excellence and authentic representation.



Company Overview & Local Ties

Wander Fuca is a newly launched Port Angeles creative agency built on over a decade of my personal experience in branding, marketing, storytelling, and community development. While the agency itself is new, it represents the next phase of our efforts, growing from a coworking hub into a collaborative creative studio.

Our coworking space in downtown Port Angeles was a strategic entry point into the community. A way to listen, learn, and build meaningful partnerships with the people and organizations already doing important work. This new agency model allows us to formalize and scale that work, bringing strategic marketing and creative services to projects that move Port Angeles forward.

A Network of Local Talent

While I will serve as the primary strategist and project lead for this contract, Wander Fuca is designed as a collaborative model. We have built a local-first creative collective, activating Port Angeles-local designers, photographers, copywriters, and developers based on each campaign's needs. This allows us to stay nimble, creative, and highly attuned to Port Angeles' unique identity.

Background

I bring over 12 years of hands-on experience in creative marketing strategy, economic development, digital content production, and community-building. I've led campaigns reaching millions across platforms like YouTube and Instagram, consulted for more than 2,500 businesses through my company Woodsman Design, and co-founded Colab Coworking - a hub for entrepreneurship and tourism development in Vancouver, Washington.

In addition, I co-produce Brecky Breck, an internationally-viewed children's content brand built on high-quality storytelling, character development, and creative engagement. With over 150,000 daily views and millions of impressions each month, the channel has led to collaborations with major brands - particularly in the biking industry and with tourism-aligned organizations and creators. My wife, Breck Johnson, plays a key role in this work, bringing her background in education and media production to lead video creation and campaign execution.

Having worked as both influencers and as strategists supporting brands and organizations in managing influencer partnerships, we understand the ins and outs of influencer marketing from both sides of the aisle - from content creation and audience engagement to contract negotiation, itinerary planning, and measurable outcomes. Together, we regularly partner with creators, manage sponsored content, and build campaigns designed to inspire action, drive attendance, and create meaningful connections - particularly through event-focused marketing, including pre-event build-up, on-site storytelling, and post-event promotion.



Relevant Past Work:

Colab Coworking, Vancouver, WA (2016 - 2019): Co-founded and operated a thriving hub for economic and tourism development, collaborating with the City of Vancouver, Downtown Association, WSU Vancouver, and CREDC on events, marketing, and campaigns to attract new businesses and visitors.

"I've worked alongside Kylan Johnson for years when he was building out Colab in Vancouver. He is tireless and creative, and I can't recommend him enough. We worked on building community events including Startup Vancouver nights, Oregon Angel Fund Panel events, Startup Weekends, and a string of other grassroots events."

- **Dave Barcos** / North Bank Advisors (Full reference letter available in Appendix A-7)

Woodsman Design Company (2012 - 2025): Over 2,500 global clients served, from small businesses and nonprofits to influencers and tourism brands. Services have included marketing strategy, website development, content creation, and client training - all tailored to help businesses grow their digital presence.

"Kylan is one of the top-tier entrepreneurs when it comes to making a meaningful impact on a community. He and I spent many years in the same tech ecosystem in Vancouver, WA, and in that time, I saw firsthand how rare it is to find someone who checks all the boxes the way Kylan does."

- **Eric Preisz** (Full reference letter available in Appendix A-8)

Local Campaigns (2020 - Present): Led branding and creative efforts for a range of Port Angeles initiatives, including marketing strategy and content creation for Lincoln Park BMX, the NW Cup Downhill Race Series and Top-Left Trails Co-Op. I also serve as an active member of the Port Angeles Waterfront District's Welcoming Design Committee and Economic Vitality Committee.

"Kylan's ability to convey information is precise, engaging, and effective. He has a talent for delivering high-impact results without overwhelming the audience with unnecessary detail. His work is visually compelling, professionally executed, and remarkably cost-effective."

- **Sean Coleman** (Full reference letter available in Appendix A-1)

"Wander Fuca has already provided direct support to ELEVATE PA, participated in Waterfront District committee actions, hosted regular networking meetings for local businesses, developed marketing videos about Port Angeles, and created a marketing workshop..."

- **Marc Abshire** (Full reference letter available in Appendix A-2)



Core Focus Areas

The following core focus areas represent the foundation of our proposed strategy. Each area is designed to address a specific need within Port Angeles' tourism marketing efforts, while also reinforcing and amplifying the others. Together, they create a balanced approach that not only attracts visitors, but also strengthens the local network of businesses, organizations, and events that make our city unique. By combining modern engagement tactics, local empowerment, targeted storytelling, and sustainable infrastructure, we can ensure that tourism growth is both measurable in the short term and resilient in the long term.

Modern Engagement Tactics

Today's marketing success isn't measured by reach alone — it's measured by interaction. Our strategy prioritizes content that invites action: shares, saves, clicks, bookings, and real-time exploration. Whether through targeted short-form video or segmented landing pages, we're focused on engagement that leads to discovery, and discovery that leads to results. This is about creating momentum, not just impressions.

Empowering Local Voices

Tourism should benefit and reflect the people who live here. That's why we're not just promoting Port Angeles, we're activating its business owners, event organizers, and creatives to help tell the story. Through workshops, features, and direct support, we'll give our community the tools to be seen, heard, and included in the broader campaign. This ensures authenticity, and keeps tourism dollars circulating locally.

Strategic Storytelling

Not all visitors are looking for the same thing, so we won't send them all to the same page. Our strategy builds content segments tailored to specific visitor demographics, each with its own messaging, imagery, and conversion funnel. Whether it's young families planning a weekend, bikers heading to the trails, or international travelers arriving by ferry, we'll meet them where they are and guide them into the experience they're seeking.

Sustainable Infrastructure

Long-term success comes from consistency, not just campaigns. That's why we're building systems that support tourism growth beyond a single contract. From scalable content libraries and community resource guides to upgraded digital tools and reporting dashboards, we're investing in the infrastructure that keeps tourism efforts effective, nimble, and locally grounded year-after-year.



Strategic Action Plan

The following plan outlines how we will implement each of our four core functions with measurable actions, strategic focus, and a clear connection to both community and visitor impact.

1. Operations, Engagement & Reporting

We'll maintain and optimize the operational foundation so all marketing efforts remain aligned, responsive, and accountable. This includes direct coordination with City staff, local vendors, regional partners, and tourism-facing businesses to ensure seamless delivery and high-impact execution.

1.1 Administrative & Strategic Coordination

Ongoing Management:

- Coordinate monthly syncs with City staff, LTAC members, and regional partners
- Manage internal scheduling, contractor coordination, and project tracking across campaigns
- Ensure timely payment to all suppliers and media vendors
- Facilitate ongoing documentation, SOPs, and internal systems for project management

Key Deliverable:

(Q1) Conduct a full operational audit of Visit Port Angeles marketing systems: content platforms, vendor contracts, social channels, ad accounts, CRM tools, and workflows. Identify bottlenecks, missing data, or inefficiencies, and implement process upgrades to improve campaign responsiveness.

1.2 Asset Management & Brand Consistency

Ongoing Management:

- Collaborate directly with City staff and OPVB to align with regional brand standards
- Support tourism-facing businesses with promotional coordination and marketing education

Key Deliverables:

(Q1) Complete an asset inventory of all past marketing campaigns (photos, video, writing, maps, evergreen content). Reintegrate high-performing materials into new campaigns.

(Q1) Re-establish brand consistency across all platforms and demographics by aligning voice, tone, and visuals. This will include expanding into underutilized channels such as YouTube and TikTok to ensure visitors encounter a cohesive brand experience everywhere they find us.

1.3 Audience-Centric Campaign Design

Ongoing Management:

- Segment and prioritize visitor demographics with tailored messaging and platform targeting
- Maintain a rotation-based content calendar that aligns with seasonal and demographic goals

Key Deliverable:

(Q1) Develop a visitor demographics/persona playbook with key audience groups, including:

- International Travelers: scenic showcases, ferry tips, travel hacks
- Young Singles: adventure sports, nightlife, weekend itineraries
- Young Families: interactive maps, kid-friendly trails and events
- Retired Travelers: cultural events, slow-paced guides, historical insights

(Weekly) Schedule content arcs and mini-campaigns (e.g., “Hiking for Young Families,” “Biking in Port Angeles”) to build resonance with each audience through email, social, and web.

1.4 Website Operations

Ongoing Management:

- Maintain VisitPortAngeles.com with plugin updates, SEO tuning, mobile responsiveness, and content improvements
- Oversee event calendar, business listings, and user experience optimization

Key Deliverable:

(Year Round) Promote participation in the VPA events calendar and directory through a local campaign designed to encourage adoption among businesses and event organizers. Incentivize usage by highlighting benefits such as spotlight features, social media collaboration, and potential media support for active participants.

1.5 Social Media Management

Ongoing Management:

- Daily community engagement: monitor DMs, tags, and mentions
- Weekly scheduling and publishing of organic posts across channels
- Monitor trends and sentiment, adjusting tone and timing accordingly

Key Deliverable:

(Q1) Implement a Social Media Response Protocol, including escalation flowcharts, message templates, crisis communication and media monitoring triggers to ensure brand safety across platforms.



1.6 Reporting & Analytics

Ongoing Management:

- Produce monthly dashboards with web, social, and campaign data
- Track quarterly KPIs including lodging occupancy, campaign ROI, and geographic reach
- Evaluate media and vendor performance for compliance and effectiveness

Key Deliverable:

(Q1 - Q4) Launch quarterly micro-surveys to gather insights from:

- Visitors: "Why did you come?" "What stood out?" "What was missing?"
- Locals: "What events deserve more love?" "What businesses are hidden gems?"

Integrate feedback into the ongoing content strategy and campaign planning. Partner with regional tourism partners and business orgs to analyze and publish insights

1.7 Email CRM Development

Ongoing Management:

- Grow and segment the Visit Port Angeles email list by persona and seasonal timing

Key Deliverable:

(Q1) Deploy Klaviyo-based CRM to automate seasonal trip guides, visitor follow-ups, and repeat-visit incentives—turning first-time visitors into long-term tourism advocates.

Operations, Engagement & Reporting Budget Total: \$48,200



2. Creative Development and Content Production

We'll tell the story of Port Angeles through dynamic, persona-driven content that sparks inspiration and drives action. This includes coordinated multimedia production across video, photography, written content, and design to ensure cohesive campaigns that encourage overnight stays and extend seasonal visitation.

2.1 Media Content

Ongoing Management:

- Film and edit original short-form videos (Reels, Shorts, TikTok) for key experiences, attractions, and events.
- Capture original photography for businesses, landscapes, and evergreen asset libraries.
- Align creative production with seasonal visitor trends and priority demographics.
- Collaborate with regional tourism partners and community organizations to co-promote and avoid redundancy.
- Feature strategic event partnerships such as student intern media crews and local creative "Takeover Days."

Key Deliverable:

(Q1 – Q4) Seasonal content production calendar aligned with major events, peak tourism and shoulder season promotional opportunities.

(Event-based) Deploy production teams (contractors + interns) to capture high-priority events.

2.2 Written Content

Ongoing Management:

- Maintain a consistent publishing rhythm for SEO-optimized blog posts and visitor articles tied to visitor demographics and seasonal interests.
- Produce website copy, itineraries, press releases, and campaign messaging that align with brand tone.

Key Deliverables:

(Bi-monthly) Visitor-segmented email campaigns with targeted content per demographic. Will be pushed via email campaign, linking back to blog article on website. Each tied to a coordinating social post to maximize reach of each campaign.

(Q1 - Q4) Feature blog series based on seasonal themes, e.g., "Winter in Port Angeles," or "Family Adventure Weekends."



2.3 Digital Design

Ongoing Management:

- Design creative assets for digital campaigns: social graphics, display ads, video thumbnails, and email templates.
- Ensure all assets maintain alignment with established brand standards.

Key Deliverable:

(Q1) Develop a branded toolkit of templates for community partners to use in cross-promotion.

(Year-round) Maintain asset libraries to support rapid deployment of campaigns.

2.4 Physical Design

Ongoing Management:

- Maintain updated printed visitor guides, rack cards, and brochures with refreshed layouts and QR codes linking to digital resources.

Key Deliverable:

(Q2) Coordinate print design and distribution with regional vendors to ensure wide coverage in target markets.

2.5 Campaign Development

Ongoing Management:

- Build seasonal campaign identities that can be reused and evolved year over year.
- Coordinate campaign creative direction, copy, visuals, and rollout schedules across all media formats.

Key Deliverable:

(Q1 – Q4) Develop and launch seasonal campaigns (e.g., “Fall on the Waterfront,” “Art on the North Olympic Coast”) with aligned visuals, messaging, and a media schedule.

(Year-round) Publish a full-year campaign cadence document for stakeholder alignment.

Creative Development and Content Production Budget Total: \$86,400



3. Local Marketing Development

Tourism is strongest when it includes those who live and work here. We'll activate local partners through education, tools, and visibility, ensuring that businesses, creatives, and event organizers have the resources and skills to become active promoters of Port Angeles.

3.1 Workshops

Ongoing Management:

- Host monthly marketing training for local business owners, creatives, and event organizers.
- Rotate topics to include social media, content creation, branding, digital tools, and seasonal promotion strategies.
- Offer targeted support to help event organizers boost attendance during the shoulder season.

Key Deliverable:

(Monthly) In-Person Marketing 101 Workshops for local businesses and event organizers, including actionable strategies to increase visibility.

(Q1) Develop a Business + Event Resource Portal with video tutorials, downloadable assets, and updates.

(Q2) Launch a free brand kit program offering social media templates, content guides, and press-friendly submission tips.

(Q2) Launch a business highlight series showcasing organizations that effectively engage with VPA's tools and campaigns.

3.2 Resource Guides

Ongoing Management:

- Maintain an evolving library of press kits, content templates, how-to guides, and toolkits for local use.
- Provide submission instructions and best practices for being featured in VPA content or newsletters.
- Offer self-promotion tools for businesses to align with the broader VPA campaign framework.

Key Deliverables:

(Q2) Publish the first set of downloadable guides for photography tips, event promotion timelines, and media submission standards.

(Q3) Update guides with case studies from successful local campaigns.



3.3 Event & Operations Coordination

Ongoing Management:

- Collaborate with event organizers before, during, and after key events to maximize marketing impact.
- Capture on-site content and produce post-event recap stories.
- Deploy interns and contractors to assist with event storytelling and documentation.
- Elevate underrepresented or emerging local events through strategic promotion.

Key Deliverable:

(Event-based) Post-event recap series distributed via VPA channels and partner networks.

(Year-round) Storytelling support for at least 6 emerging events, ensuring coverage across a range of demographics and interests.

3.4 Partner & Business Outreach

Ongoing Management:

- Maintain active relationships with business owners and tourism operators.
- Onboard local partners into campaigns and workshop initiatives.
- Coordinate featured business highlights and promotional schedules.
- Prioritize use of Clallam County creatives and service providers.
- Engage in joint marketing efforts where local businesses can amplify or benefit from campaign messaging.

Key Deliverable:

(Q1 – Q4) Quarterly partner outreach campaigns to recruit and retain active creative participants.

(Q2) Establish a featured business calendar to ensure equitable rotation and visibility for local businesses.

(Year-round) Provide marketing/design support for priority Port Angeles events.

Community Engagement & Support Budget Total: \$13,200



4. Strategic Promotion & Media Investment

We'll put dollars to work in smart, measurable ways, boosting content, leveraging creator partnerships, and expanding our reach through trusted media channels. Our approach balances targeted digital advertising, strategic partnerships, and measurable campaign performance to maximize ROI.

4.1 Digital Ad Spend / Direct Paid - \$45,600

Ongoing Management:

- Run targeted Facebook, Instagram, YouTube, and Google Ads tied to campaign pages and blogs.
- Use geo-targeting, persona segmentation, and remarketing tactics to optimize reach.
- Apply A/B testing and weekly performance tracking to improve ad ROI.
- Ensure campaigns focus on promoting overnight stays and extending shoulder/winter visitation.

Key Deliverable:

(Q1 – Q4) Launch targeted ad campaigns aligned with seasonal priorities and persona-based content.

(Monthly) Performance optimization reports with insights and recommendations for budget reallocation.

4.2 Paid Placements & Earned Media - \$18,000

Ongoing Management:

- Secure sponsored content in digital travel blogs, regional publications, and curated guides.
- Place display or native ads in high-traffic, interest-aligned platforms.
- Collaborate with visitor guide distributors to expand print exposure.
- Negotiate media buys to achieve the best rates and placements.
- Follow up with all media providers to ensure contractual compliance and impact.

Key Deliverables:

(Q2 & Q4) Sponsored content placements in at least 3 regional or national publications per cycle.

(Annual) Media buy plan with negotiated rates, placement schedules, and projected reach.



4.3 Influencer & Brand Sponsorships - \$16,000

Ongoing Management:

- Host micro-influencer visits focused on biking, family travel, and culinary experiences.
- Collaborate on Instagram posts, blogs, and YouTube vlogs with negotiated rights for content reuse.
- Manage deliverables, contracts, and licensing agreements with creators.
- Coordinate media relations efforts to secure earned press coverage.

Key Deliverable:

(Q2 & Q3) Host influencer familiarization trips aligned with seasonal campaigns.

(Event-based) Creator collaborations producing multi-platform content tied to key Port Angeles events.

4.4 Co-Op Advertising - \$12,000

Ongoing Management:

- Collaborate with regional tourism partners for joint campaigns.
- Support regional tourism partners in best practices for engagement-focused content and modern marketing
- Align timing, messaging, and platform strategy for broader reach.
- Share reporting data with co-op partners to evaluate shared impact.
- Partner with OPVB, Chamber, Waterfront District and other agencies on Peninsula-wide marketing efforts.

Key Deliverable:

(Annual) Co-op campaign calendar with aligned media schedules and creative assets.

(Q3) Joint reporting review with partners to measure collective ROI and identify improvements.

Strategic Promotion & Media Investment Budget Total: \$91,600



Budget Overview

Our proposed budget reflects a strategic balance between foundational operations, high-impact content creation, community engagement, and smart promotional investment. It prioritizes action, storytelling, and measurable results, while minimizing unnecessary overhead or administrative bloat.

Category	Budget
Operations, Engagement & Reporting	\$48,200
Creative Production	\$86,400
Community Engagement & Support	\$13,200
Strategic Promotion & Investment	\$91,600
Total	\$239,400

Insight is the foundation for momentum.

This budget reflects a deliberate balance between essential operations, high-impact creative production, community engagement, and strategic promotion. Each category is funded to not only execute high-quality marketing, but also to track its performance, measure conversion, and refine efforts for long-term impact.

Every dollar is allocated with both immediate results and sustained growth in mind. Operations ensure the systems, coordination, and reporting needed to keep all efforts aligned. Creative production drives compelling content that fuels engagement and inspires action. Community engagement strengthens the local network, ensuring businesses and events benefit directly from tourism activity. Strategic promotion amplifies these efforts to targeted audiences, turning attention into measurable outcomes.

By prioritizing clear deliverables, transparent reporting, and conversion-focused strategies, this budget is built to show a return on investment, focusing not only on impressions but also on meaningful actions that support Port Angeles' tourism economy year after year.



Closing Statement

Tourism marketing is more than campaigns and content. It is a commitment to telling the right story, at the right time, to the right audience, and ensuring that story delivers results for the community it represents.

This proposal is our plan to do exactly that. Every action, from creative production to promotional investment, is built to generate measurable outcomes while strengthening the local network that makes Port Angeles unique. The systems we put in place will continue to serve the City long after each campaign ends, creating both immediate impact and lasting value.

We are ready to get to work with the relationships, the insight, and the creativity to turn vision into measurable success.



**Wander in Creativity.
Thrive in Collaboration.**





Appendix: Letters of Support

Letter of Support: Sean Coleman

President / Track Operator, Lincoln Park BMX | Port Angeles, WA



403 S. Lincoln St. #4, PMB 4, Port Angeles, WA 98362 // lincolnparkbmx@gmail.com // lpbmx.com

August 6, 2025

To Whom It May Concern,

I am pleased to provide this letter of reference for Kylan Johnson. I had the pleasure of meeting Kylan and his family four years ago when they became patrons of our BMX track at Lincoln Park. From the very beginning, Kylan's friendly, approachable demeanor made him an instant positive influence in our community.

Kylan is genuine in his intentions and consistently demonstrates a sincere interest in improving the organizations he engages with. When he presented a marketing proposal for Lincoln Park BMX, his creativity and out-of-the-box thinking immediately stood out. Saying "yes" to his pitch was an easy decision.

One of the most impressive examples of Kylan's work is the YouTube video he produced featuring our track and his character Brecky Breck. This video has become their highest-viewed content, with over 31 million views — an outstanding accomplishment that brought tremendous exposure to our program.

Kylan's ability to convey information is precise, engaging, and effective. He has a talent for delivering high-impact results without overwhelming the audience with unnecessary detail. His work is visually compelling, professionally executed, and remarkably cost-effective.

I highly recommend Kylan Johnson for any endeavor he pursues. He brings creativity, professionalism, and genuine enthusiasm to everything he does.

With gratitude,

A handwritten signature in blue ink that reads 'Sean Coleman'.

Sean Coleman
President/Track Operator
Lincoln Park BMX Association



Letter of Support: Marc Abbshire

Executive Director, Port Angeles Chamber of Commerce | Port Angeles, WA



August 6, 2025

To Whom it May Concern:

I'm writing to express support to Wander Fuca's proposal to provide tourism advertising and marketing services for the City of Port Angeles. For the past several years, the Chamber of Commerce has worked with Kylan Johnson as he created Wander Fuca and wove his new business support and marketing expertise into our local economy. He and his partner Breck have brought fresh perspectives into Port Angeles from their successful experiences around the country, and we have been impressed by their effort, energy, sense of community, and willingness and ability to work with a variety of people and organizations toward a common goal.

Wander Fuca has already provided direct support to ELEVATE PA, participated in Waterfront District committee actions, hosted regular networking meetings for local businesses, developed marketing videos about Port Angeles, and created a marketing workshop for local merchants that is planned for later this Fall. They opened an attractive, effective, and much needed coworking space in Port Angeles that has become very popular for recent transplants and visitors, where many diverse ideas flow and are shared. Wander Fuca has become a dynamic incubator of ideas and creativity in our business community.

What sets Wander Fuca apart, regarding this request for proposal, is that they reached out the Port Angeles Chamber of Commerce to discuss this opportunity and their application for it. Since the Chamber operates the Port Angeles Visitor Center and has supported the Visit Port Angeles contractor and contract since its inception, we do have information and perspectives that might be of use to whomever becomes the new destination marketing organization for the City. We talked about many approaches to what would be best for tourism advertising and marketing services, and my enthusiasm for Wander Fuca to become the new contractor only grew the more we spoke.

Wander Fuca has our full and emphatic support for their application to be the new destination marketing contractor for the City of Port Angeles.

Sincerely,


Marc Abbshire
Executive Director



Letter of Support: Roxanne Greeson

CEO, The Hub | Port Angeles, WA



117 N Lincoln St
Port Angeles, WA 98362
360-670-4173

August 6, 2025

Visit Port Angeles
Marketing & Tourism Committee
Port Angeles, WA

Letter of Support for Wander Fuca as the Marketing Agency for Visit Port Angeles

To Whom It May Concern,

I am writing on behalf of The Hub to offer our support for the consideration of Wander Fuca as the marketing agency for Visit Port Angeles.

As an emerging business, Wander Fuca is actively building its local insight by collaborating with business owners, artists, and community members throughout Port Angeles. Their proactive approach to relationship-building and community engagement signals a long-term investment in supporting and promoting the region authentically.

In addition to this community-minded approach, Wander Fuca brings extensive experience with YouTube marketing campaigns, a valuable strength for destination marketing in today's digital landscape. Their professional content creation and ability to craft compelling visual stories offer a strong foundation for reaching new audiences and elevating the visibility of Port Angeles across platforms.

At The Hub, we value tourism strategies that reflect and reinforce the creative and entrepreneurial spirit of our city. We believe that giving emerging, locally engaged firms like Wander Fuca a seat at the table is key to ensuring our community is represented with care and creativity.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads 'Roxanne Greeson'.

Roxanne Greeson
CEO, The Hub
360-670-4173
Roxanne@thehub.art

Letter of Support: Scott Tucker

Founder & Race Director, NW Cup Downhill MTB Series | Port Angeles, WA



To Whom It May Concern,

I have known and collaborated with Kylan for about 3 years now. Our introduction came via one of his strong suits, initiating things. One day Kylan reached out after noticing how archaic our online appearance was and how he could help us. At that point, he had already designed a new website, done logo work, and brought our brand up to speed prior to even knowing each other. Jumping ahead, we are still using the website he independently produced, are able to manage it on our own, and are very happy with the results.

Very shortly after Kylan's family moved to town, it seemed I heard his name coming up all the time. As a sports event director in a small town, we share resources with all the other event directors. Kylan was already working with several other organizations that I was somehow connected with; the Pump Track project, the BMX track, area running events, etc. His impact was evident in all these organizations, so it was a logical next step for us to connect, and I'm very glad we did.

Currently, Kylan still helps with our website management, and has been assisting us with creating a live results feed which has been very popular with our customers. When we expressed interest in doing this, he jumped right in and started creating it with the intention of supporting us doing it ourselves in the long run which was our preference. We look forward to continuing to develop this with Kylan.

To sum it up, I believe Kylan is very creative, full of energy, open to anything, and I don't think he has realized his own potential yet. I look forward to seeing what comes next with him and his family.

Sincerely,

Scott Tucker
N-Dub Productions (NW Cup Downhill Series)
scott@nwcup.com
360-797-4288



Letter of Support: Caleb McMahon

Port Angeles, WA

411 East 11th Street
Port Angeles, WA 98362
Calebmcmahon1982@gmail.com
1-870-209-3165
August 8, 2025

To Whom It May Concern,

I am writing in support of Wander Fuca’s application for the Port Angeles tourism marketing appointment. I have had the pleasure in working with Kylan Johnson and Wander Fuca in a number of capacities. As the Chair of the Director of Economic Development for the Port of Port Angeles and the Chairman of the Board for the Port Angeles Waterfront District (PAWD), Wander Fuca has been extremely gracious with their time and expertise. They have assisted me in multiple areas, including strategic vision for the community, marketing initiatives and technical skills.

In the past, I have struggled to find organizations in the Port Angeles community they have a superior knowledge and technical understanding of today’s market development coupled with real world knowledge of the current digital marketplace. Wander Fuca has shown itself to be exemplary in these areas. Additionally, Kylan Johnson shows a unique ability to capture the attention of the greater public as a whole, evidenced by his current and previous experiences.

In the past, myself and others in Port Angeles commonly remarked that we would like to use services of this nature locally, but unfortunately there were not sophisticated operators in this space located in the community. With Kylan Johnson and Wander Fuca now being located here in the City of Port Angeles, we no longer have that obstacle to overcome. I hope the City of Port Angeles recognizes this local talent as a new viable option to source local. I have the utmost confidence in Wander Fuca and their ability to execute this task to the highest level.

Sincerely,

Caleb McMahon

Caleb McMahon



Letter of Support: Victoria Jones

Executive Director, Port Angeles Marathon Association | Port Angeles, WA



City of Port Angeles
Community and Economic Development Department
ced@cityofpa.us

RE: Letter of Support for Wander Fuca – Tourism Marketing Services RFP

To the Selection Committee,

I am writing in full support of Kylan Johnson (Wander Fuca) for the 2026 Tourism Marketing Services contract for the City of Port Angeles.

Kylan is, quite literally, at the heart of our city. Wander Fuca’s location—smack in the middle of Downtown Port Angeles—places Kylan in the center of the community’s daily rhythm. But it’s not just geography. Kylan consistently shows up: he regularly attends Lodging Tax Advisory Committee meetings, Downtown Waterfront Committee meetings, and has even hosted meetings at Wander Fuca. His visible, hands-on participation in civic life is matched by his enthusiastic volunteerism at nearly every major community event—with his family often by his side.

Kylan deeply understands the pulse of Port Angeles and the value of fostering local partnerships. His respect for community relationships, combined with a sharp creative lens and marketing sensibility, makes him uniquely positioned to lead the Visit Port Angeles campaign into its next chapter. He not only meets the City’s desired qualifications for this RFP—he embodies them. From prioritizing local collaboration to supporting events and maximizing local talent, his track record speaks volumes.

This RFP process offers an exciting opportunity to bring new energy and local ownership to one of our most visible tourism initiatives. I truly believe that selecting Wander Fuca would represent a positive, community-forward shift—and one that keeps both the vision and execution grounded in Port Angeles.

Thank you for your time and please feel free to reach out if you have any other questions.

Sincerely,

Victoria Jones



North Olympic Discovery Marathon | Run the Peninsula

www.nodm.com | www.runthepeninsula.com | PO Box 431 | Port Angeles, WA 98362

Victoria Jones | Executive Director | victoria@nodm.com | (585) 451-0014 | 501(c)3 # 33-1032171



Letter of Support: Dave Barcos

Co-Founder, The Bridge Incubator | Vancouver, WA



11718 NW 33rd Ave
Vancouver, WA 98685
M: 360.980.1420

To whom it may concern,

I've worked alongside Kylan Johnson for years when he was building out Colab in Vancouver. He is tireless and creative, and I can't recommend him enough.

We worked on building community events including Startup Vancouver nights, Oregon Angel Fund Panel events, Startup Weekends, and a string of other grassroots events. He was always working behind the scenes to make every aspect of the events great.

The event work and contributions to community were only a small part of what Kylan did to build out a community hub. Most people never saw the work he did to pick tables, chairs, deal with contractors, the city, and more to make a great space come to life with an intention driven by Kylan to support founders and entrepreneurs in Vancouver.

Kylan is practical but holds strong to stretching for doing most everything better than just getting done. Every time Kylan was involved his energy and commitment shone through, and he made the team and the experience better for everyone. Kylan simply raises the game for everyone in the room—no ego, no burnout drama, just steady energy and real results.

Regards,

Dave Barcos
Founder and CEO
North Bank Advisors and
North Bank Innovations
dbarcos@northbankinnovations.org
360.980.1420



Letter of Support: Eric Preisz

Private Equity Operating Partner / AI Developer, Graham Software Development | Vancouver, WA

Kylan is one of the top-tier entrepreneurs when it comes to making a meaningful impact on a community. He and I spent many years in the same tech ecosystem in Vancouver, WA, and in that time, I saw firsthand how rare it is to find someone who checks all the boxes the way Kylan does. He communicates vision with clarity and connects easily with others. He's highly creative, with a sharp eye for design, yet far more technically capable than you'd expect from someone with such strong design instincts. On top of that, he's organized, reliable, and hustles as hard as anyone I've met. Kylan is someone worth betting on.

Eric Preisz

Private Equity Operating Partner / AI Developer
Graham Software Development
Vancouver, WA
eric.preisz@gmail.com

Attachment 2

Business Name: Wander Fuca

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	5	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	10	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	4	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	5	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	17	
Total	41	

Attachment 2

Business Name: Wander Fuca

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	18	Very good local experience and references
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	35	Good approaches, but didn't address key elements including shoulder and off season work. That said, it appears they could tackle this element.
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	8	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	8	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	18	Excellent local connections
Total	87	

Attachment 2

Business Name: Wander Fuca

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	10	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	35	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	7	\$239,400
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	7	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	15	
Total	74	

Attachment 2

Business Name: Wander Fuca

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	18	Talented local marketer. Uses local references in app. Demonstrated background in viral marketing.
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	38	Good high quality app. I really like all of the suggested new ideas. I like taking a new approach as well.
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	10	240K budget with 91.5K in media buys. ~45K of that is traditional ad spending. I really like the non traditional media spending. We will get way more bang for our buck investing in media exposure this way.
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	7	Reporting and custie satisfaction surveys are mentioned.
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	Wander Fuca is based in Port Angeles WA and the owner lives in town with family. Wander Fuca is already collaborating with local entities and professionals as well as hiring local service providers for marketing. They are plugged in. Their membership includes many local service providers.
Total	93	

Attachment 2

Business Name: Wander Fuca

[Link to Proposal](#)
[Destination Marketing RFP](#)

Scoring Criteria	Score	Scoring Comments
Proposer qualifications, experience, and demonstrated ability. (20 pts.)	10	
Marketing strategy including quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in Section II of the RFP. (40 pts.)	30	
Cost reasonableness, appropriateness, and necessity as compared to all other proposals to provide the services proposed within the City's annual advertising budget. (10 pts)	7	
Reporting of measurable outcomes that result from marketing and tourism promotion. (10 pts.)	5	
Demonstrates ability work with local (Clallam County) entities and professionals and use of local service providers for marketing effort. (20 pts.)	20	
Total	72	

July 2025 Room Tax Report

																% Change over prior YTD	YTD-over-YTD % change from 2019
Clal. Co	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD			
2025	\$78,176.28	\$80,109.20	\$132,147.05	\$29,901.94	\$144,364.00	\$166,996.94	\$261,607.97						\$893,303.38	\$893,303.38	3.57%	153.62%	
2024	\$60,741.79	\$70,762.03	\$112,927.33	\$115,299.87	\$140,885.40	\$156,244.77	\$205,662.20	\$266,244.40	\$280,495.48	\$266,399.45	\$217,226.17	\$123,943.88	\$2,016,832.77	\$862,523.39	22.72%	144.88%	
2023	\$58,949.27	\$55,738.41	\$99,500.62	\$63,119.24	\$110,307.80	\$134,698.33	\$180,516.76	\$234,491.47	\$265,256.38	\$230,245.41	\$203,092.91	\$100,920.77	\$1,736,837.37	\$702,830.43	-2.82%	99.54%	
2022	\$61,655.81	\$61,942.93	\$94,697.66	\$102,318.23	\$121,982.73	\$126,841.89	\$153,765.97	\$198,802.60	\$224,118.46	\$212,620.30	\$182,578.41	\$110,337.43	\$1,651,662.42	\$723,205.22	13.87%	105.33%	
2021	\$41,234.47	\$52,664.55	\$73,732.76	\$71,384.48	\$114,540.40	\$130,026.22	\$151,555.38	\$193,691.88	\$192,217.99	\$198,433.27	\$169,412.80	\$95,934.87	\$1,484,829.07	\$635,138.26	214.02%	80.32%	
2020	\$32,556.07	\$37,693.92	\$40,679.21	\$39,731.36	\$6,289.26	\$2,198.56	\$43,110.81	\$102,444.89	\$160,075.87	\$132,462.30	\$124,311.26	\$66,996.65	\$788,557.16	\$202,259.19	-42.58%	-42.58%	
2019	\$21,055.74	\$43,046.43	\$37,244.32	\$28,807.02	\$63,079.64	\$65,055.68	\$93,931.88	\$135,017.28	\$156,745.60	\$152,906.83	\$131,121.09	\$63,596.63	\$991,608.14	\$352,220.71	16.59%		
2018	\$20,039.32	\$58,345.54	\$25,978.70	\$29,671.08	\$49,322.91	\$45,182.11	\$73,573.25	\$113,039.12	\$115,085.98	\$169,643.01	\$173,853.16	\$44,337.19	\$918,071.37	\$302,112.91			
P.A.	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change	
2025	\$31,937.07	\$51,214.58	\$53,293.52	\$49,459.15	\$68,890.81	\$71,673.46	\$128,493.61						\$454,962.20	\$454,962.20	-5.82%	69.08%	
2024	\$32,226.49	\$50,223.27	\$39,212.16	\$69,558.60	\$83,193.91	\$101,515.07	\$107,133.96	\$166,815.76	\$248,211.21	\$221,424.28	\$158,483.33	\$79,660.38	\$1,357,658.42	\$483,063.46	3.54%	79.52%	
2023	\$39,646.93	\$35,798.37	\$46,591.47	\$58,992.73	\$73,588.70	\$88,799.83	\$123,124.35	\$160,665.60	\$231,241.01	\$212,086.03	\$179,946.56	\$69,717.38	\$1,320,198.96	\$466,542.38	15.73%	73.38%	
2022	\$37,706.01	\$31,718.02	\$41,282.90	\$50,058.81	\$67,040.22	\$73,265.10	\$102,061.88	\$130,873.85	\$202,015.13	\$188,341.61	\$136,124.80	\$79,898.40	\$1,140,386.73	\$403,132.94	20.90%	49.82%	
2021	\$29,706.66	\$27,669.61	\$34,779.78	\$35,259.89	\$55,570.09	\$68,735.54	\$81,724.74	\$123,597.72	\$194,139.64	\$180,458.08	\$78,632.65	\$87,518.66	\$997,793.06	\$333,446.31	101.09%	23.92%	
2020	\$34,334.66	\$30,426.63	\$28,744.11	\$31,752.03	\$14,023.82	\$5,387.68	\$21,148.05	\$37,748.92	\$85,301.46	\$100,138.89	\$71,138.54	\$47,848.92	\$507,993.71	\$165,816.98	-38.38%	-38.38%	
2019	\$29,107.95	\$31,261.66	\$26,222.34	\$22,065.27	\$39,640.08	\$48,157.01	\$72,624.87	\$96,293.39	\$142,359.68	\$144,375.36	\$94,453.64	\$52,463.96	\$759,025.21	\$269,079.18	6.96%		
2018	\$18,643.30	\$30,612.54	\$22,886.34	\$24,066.14	\$36,654.61	\$47,586.77	\$71,125.43	\$94,107.25	\$144,298.29	\$142,047.88	\$93,364.80	\$43,459.70	\$768,853.05	\$251,575.13			
Sequim	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change	
2025	\$22,108.02	\$15,914.14	\$20,337.58	\$16,520.14	\$28,502.34	\$34,043.80	\$61,136.11						\$198,562.13	\$198,562.13	-12.61%	36.08%	
2024	\$21,129.62	\$16,028.74	\$21,146.78	\$34,211.74	\$38,808.18	\$44,846.28	\$51,035.42	\$94,164.75	\$68,906.03	\$129,816.91	\$54,323.38	\$29,985.26	\$604,403.09	\$227,206.76	9.01%	55.72%	
2023	\$24,114.78	\$19,449.48	\$22,585.68	\$24,531.48	\$28,138.20	\$40,697.46	\$48,902.96	\$86,134.08	\$99,044.34	\$82,704.66	\$57,735.28	\$25,668.78	\$559,707.18	\$208,420.04	3.25%	42.84%	
2022	\$19,944.37	\$18,715.99	\$20,211.44	\$27,275.46	\$30,515.01	\$29,776.90	\$55,423.76	\$69,937.34	\$85,749.60	\$70,343.96	\$77,956.25	\$27,614.08	\$533,464.16	\$201,862.93	-0.98%	38.35%	
2021	\$16,542.54	\$15,096.62	\$20,862.28	\$27,091.77	\$28,950.88	\$41,323.43	\$53,995.58	\$60,732.77	\$50,049.48	\$96,659.96	\$45,675.45	\$27,574.44	\$484,555.20	\$203,863.10	103.21%	39.72%	
2020	\$14,435.53	\$16,706.72	\$17,118.28	\$15,188.08	\$4,791.47	\$15,904.01	\$16,176.22	\$24,528.28	\$58,171.52	\$36,833.06	\$38,134.39	\$25,872.15	\$283,859.71	\$100,320.31	-31.25%	-31.25%	
2019	\$15,982.29	\$14,533.37	\$13,513.48	\$13,753.99	\$24,683.51	\$25,005.68	\$38,439.35	\$45,097.27	\$68,994.24	\$63,544.40	\$42,190.78	\$34,093.55	\$399,831.91	\$145,911.67	3.98%		
2018	\$14,979.30	\$14,306.04	\$14,275.72	\$16,544.24	\$19,538.77	\$25,626.37	\$35,058.87	\$41,486.18	\$66,161.67	\$83,245.17	\$20,197.47	\$26,663.96	\$378,083.76	\$140,329.31			
Forks	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change	
2025	\$23,754.65	\$20,856.37	\$37,605.40	\$34,362.80	\$51,761.45	\$50,612.02	\$82,133.36						\$301,086.05	\$301,086.05	8.99%	236.61%	
2024	\$17,585.39	\$20,830.21	\$31,577.98	\$34,854.63	\$50,069.60	\$51,945.54	\$69,397.43	\$74,238.12	\$83,866.12	\$100,345.73	\$64,657.54	\$54,634.72	\$654,003.01	\$276,260.78	30.79%	208.85%	
2023	\$19,062.47	\$14,673.91	\$26,494.31	\$27,981.59	\$35,900.21	\$35,609.87	\$51,502.75	\$66,612.64	\$87,112.29	\$69,883.08	\$59,562.27	\$34,059.84	\$528,455.23	\$211,225.11	24.43%	136.14%	
2022	\$15,177.37	\$11,634.90	\$20,071.35	\$24,744.51	\$27,189.49	\$30,800.76	\$40,135.51	\$54,601.76	\$57,910.36	\$60,177.42	\$50,155.28	\$35,089.42	\$427,688.13	\$169,753.89	19.62%	89.78%	
2021	\$11,870.47	\$9,868.20	\$13,837.32	\$13,862.82	\$27,560.75	\$29,628.50	\$35,278.02	\$49,920.41	\$51,139.37	\$57,454.61	\$42,069.36	\$25,839.09	\$368,328.92	\$141,906.08	168.82%	58.65%	
2020	\$9,609.28	\$7,984.88	\$8,996.30	\$8,947.36	\$8,756.91	\$648.59	\$7,845.14	\$17,587.44	\$33,530.16	\$42,082.24	\$30,870.12	\$21,251.12	\$198,109.54	\$52,788.46	-40.98%	-40.98%	
2019	\$8,841.54	\$6,178.36	\$8,335.22	\$11,118.42	\$11,925.56	\$16,154.91	\$26,893.64	\$33,349.29	\$41,329.82	\$42,993.27	\$30,125.36	\$16,484.04	\$253,729.43	\$89,447.65	17.75%		
2018	\$7,914.92	\$7,290.66	\$6,511.72	\$9,384.98	\$13,887.94	\$11,590.67	\$19,384.22	\$26,460.48	\$37,428.29	\$31,991.26	\$26,305.63	\$13,359.95	\$211,510.72	\$75,965.11			
Jeff. Co	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change	
2025	\$41,547.24	\$43,126.45	\$40,226.10	\$32,871.82	\$54,906.62	\$64,268.11	\$91,401.19						\$368,347.53	\$368,347.53	9.96%	49.96%	
2024	\$38,324.51	\$38,180.22	\$33,816.10	\$41,251.65	\$52,202.74	\$62,402.88	\$68,790.07	\$94,291.87	\$103,725.45	\$92,663.28	\$81,777.38	\$54,909.26	\$762,335.41	\$334,968.17	-31.73%	36.37%	
2023	\$38,585.12	\$52,737.59	\$71,172.47	\$142,896.71	\$56,232.42	\$60,370.02	\$68,684.39	\$91,609.47	\$98,727.44	\$93,073.23	\$79,199.32	\$49,318.21	\$902,606.39	\$490,678.72	26.77%	99.76%	
2022	\$39,468.68	\$43,484.52	\$40,797.64	\$55,439.56	\$60,886.96	\$64,213.58	\$82,763.16	\$99,377.25	\$113,177.85	\$46,239.34	\$87,442.65	\$59,924.17	\$793,215.36	\$387,054.10	1.83%	57.58%	
2021	\$38,925.82	\$45,229.94	\$46,407.13	\$43,406.48	\$65,961.50	\$69,432.85	\$70,727.44	\$85,104.28	\$90,607.51	\$67,898.24	\$102,436.87	\$53,062.58	\$779,200.64	\$380,091.16	143.02%	54.74%	
2020	\$31,208.52	\$33,263.68	\$28,921.38	\$28,566.17	\$11,196.91	\$533.76	\$22,715.37	\$41,591.37	\$75,131.03	\$78,437.33	\$75,232.02	\$54,415.58	\$481,213.12	\$156,405.79	-36.32%	-36.32%	
2019	\$28,817.97	\$40,024.49	\$24,277.10	\$21,724.70	\$40,545.40	\$42,349.77	\$47,889.57	\$69,624.83	\$87,495.61	\$59,893.26	\$64,163.76	\$41,780.75	\$568,587.21	\$245,629.00	7.00%		
2018	\$22,594.98	\$45,060.38	\$18,799.70	\$23,064.24	\$40,396.57	\$35,892.03	\$43,754.88	\$64,217.70	\$68,130.01	\$64,462.13	\$62,351.70	\$45,163.84	\$533,888.16	\$229,562.78			
Port T.	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change	
2025	\$34,131.52	\$28,377.43	\$26,993.82	\$28,606.28	\$32,877.70	\$38,700.18	\$46,832.50						\$236,519.43	\$236,519.43	-6.61%	3.91%	
2024	\$33,325.46	\$31,625.90	\$24,463.86	\$31,819.78	\$34,404.50	\$46,078.18	\$51,531.62	\$70,844.89	\$96,773.54	\$84,807.63	\$73,230.48	\$46,285.68	\$625,191.52	\$253,249.30	-7.97%	11.26%	
2023	\$56,413.84	\$31,062.76	\$23,460.18	\$30,351.98	\$37,679.22	\$44,754.59	\$51,449.27	\$67,147.87	\$83,971.10	\$92,652.96	\$74,081.59	\$47,710.72	\$640,736.08	\$275,171.84	16.20%	20.89%	
2022	\$33,015.90	\$34,042.91	\$20,884.09	\$29,606.77	\$37,389.56	\$31,409.19	\$50,459.79	\$49,784.62	\$54,139.79	\$128,765.18	\$64,468.02	\$68,201.07	\$602,166.89	\$236,808.21	17.89%	4.04%	
2021	\$21,393.25	\$20,252.85	\$19,399.19	\$21,639.46	\$38,131.79	\$35,371.78	\$44,684.07	\$64,751.90	\$77,672.97	\$81,453.56	\$58,652.34	\$41,675.55	\$525,078.71	\$200,872.39	51.72%	-11.75%	
2020																	

GHC	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$156,543.34	\$148,546.62	\$143,895.18	\$103,171.03	\$174,660.56	\$240,606.48	\$229,430.05						\$1,196,853.26	\$1,196,853.26	0.18%	42.91%
2024	\$148,193.89	\$157,499.57	\$123,929.58	\$160,089.57	\$174,397.33	\$200,904.57	\$229,646.01	\$316,257.70	\$504,326.14	\$529,104.19	\$279,289.20	\$163,155.46	\$2,986,793.21	\$1,194,660.52	2.50%	42.64%
2023	\$139,826.67	\$132,216.53	\$139,986.97	\$137,406.53	\$169,158.39	\$225,295.09	\$221,593.04	\$322,990.57	\$485,569.86	\$475,226.71	\$294,176.40	\$177,392.53	\$2,920,839.29	\$1,165,483.22	-17.08%	39.16%
2022	\$200,051.49	\$165,251.74	\$173,344.13	\$198,550.60	\$194,435.68	\$251,676.25	\$222,216.35	\$309,597.61	\$449,459.48	\$470,056.72	\$284,227.52	\$204,428.00	\$3,123,295.57	\$1,405,526.24	1.52%	67.82%
2021	\$163,455.33	\$151,458.09	\$165,857.08	\$158,110.02	\$227,172.49	\$259,836.06	\$258,628.56	\$345,427.97	\$437,552.54	\$459,824.68	\$329,354.11	\$203,581.18	\$3,160,258.11	\$1,384,517.63	118.45%	65.31%
2020	\$107,691.21	\$111,676.01	\$98,994.00	\$100,371.96	\$40,635.18	\$21,656.17	\$152,778.09	\$206,945.35	\$334,312.32	\$322,585.87	\$291,095.32	\$192,631.07	\$1,981,372.55	\$633,802.62	-24.32%	-24.32%
2019	\$102,909.29	\$114,433.41	\$96,832.56	\$87,023.39	\$126,354.51	\$156,435.02	\$153,527.59	\$220,231.99	\$321,894.62	\$352,375.57	\$203,314.40	\$113,788.10	\$2,049,120.45	\$837,515.77	13.92%	
2018	\$82,274.94	\$110,148.38	\$86,566.46	\$79,859.81	\$109,534.12	\$137,838.11	\$128,984.49	\$197,123.24	\$276,957.80	\$310,206.72	\$202,243.41	\$82,665.22	\$1,804,402.70	\$735,206.31		
M. Co	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$60,609.92	\$64,307.36	\$67,032.86	\$0.00	\$87,309.48	\$92,129.87	\$143,437.62						\$514,827.11	\$514,827.11	-7.69%	107.02%
2024	\$57,850.29	\$69,407.08	\$66,164.28	\$75,192.48	\$94,343.10	\$92,374.38	\$102,389.48	\$125,357.37	\$154,029.19	\$145,372.45	\$96,664.58	\$64,570.15	\$1,143,714.83	\$557,721.09	14.77%	124.27%
2023	\$49,680.94	\$52,715.40	\$66,073.45	\$53,542.98	\$79,767.71	\$83,681.92	\$100,482.93	\$125,383.85	\$154,040.34	\$143,465.68	\$96,301.09	\$61,082.79	\$1,066,219.08	\$485,945.33	3.84%	95.41%
2022	\$52,626.05	\$52,740.94	\$54,848.06	\$66,961.90	\$82,481.51	\$81,911.30	\$76,419.32	\$103,214.15	\$140,312.32	\$133,572.06	\$98,607.16	\$75,248.06	\$1,018,942.83	\$467,989.08	12.91%	88.19%
2021	\$34,594.19	\$42,724.13	\$41,657.39	\$50,623.94	\$75,985.97	\$83,727.89	\$85,175.91	\$98,683.49	\$105,649.79	\$111,013.69	\$80,629.03	\$59,267.21	\$869,732.63	\$414,489.42	138.59%	66.67%
2020	\$31,314.22	\$32,150.44	\$30,791.06	\$31,993.26	\$12,187.26	\$4,516.34	\$30,770.14	\$61,326.82	\$82,275.33	\$88,480.56	\$65,498.51	\$48,699.22	\$520,003.16	\$173,722.72	-30.14%	-30.14%
2019	\$30,095.47	\$46,595.52	\$24,616.02	\$24,443.49	\$36,924.43	\$38,702.51	\$47,304.43	\$61,277.03	\$82,197.42	\$83,452.47	\$50,981.86	\$35,411.70	\$562,002.35	\$248,681.87	24.17%	
2018	\$19,030.90	\$50,294.72	\$16,998.28	\$18,402.06	\$29,843.96	\$29,951.42	\$35,749.74	\$50,591.09	\$61,325.21	\$64,961.27	\$68,876.48	\$29,646.15	\$475,671.28	\$200,271.08		
Shelton	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2025	\$3,797.54	\$3,572.40	\$4,132.78	\$3,655.84	\$5,268.32	\$5,517.70	\$6,475.74						\$32,420.32	\$32,420.32	2.10%	27.34%
2024	\$5,534.66	\$3,774.92	\$4,678.94	\$2,821.00	\$4,875.88	\$4,839.72	\$5,226.96	\$6,263.26	\$7,546.18	\$6,549.34	\$5,724.22	\$4,758.28	\$62,593.36	\$31,752.08	4.82%	24.71%
2023	\$4,768.02	\$4,311.46	\$3,152.28	\$3,675.67	\$4,255.14	\$4,153.86	\$5,975.88	\$7,200.20	\$8,485.20	\$6,932.92	\$6,327.32	\$6,318.16	\$65,556.11	\$30,292.31	-3.34%	18.98%
2022	\$5,301.72	\$3,981.96	\$4,086.44	\$3,077.98	\$4,329.87	\$5,342.04	\$5,220.18	\$6,411.76	\$7,699.56	\$7,041.18	\$5,814.64	\$6,805.74	\$65,113.07	\$31,340.19	12.73%	23.09%
2021	\$3,507.72	\$2,979.00	\$3,617.06	\$3,167.68	\$4,748.30	\$4,787.16	\$4,995.16	\$6,067.50	\$6,847.04	\$6,465.02	\$5,485.90	\$3,782.20	\$56,449.74	\$27,802.08	56.42%	9.20%
2020	\$3,579.84	\$2,937.72	\$2,817.24	NA	\$1,877.78	\$3,115.18	\$3,446.58	\$4,007.32	\$4,361.12	\$5,695.20	\$4,310.88	\$4,195.34	\$40,344.20	\$17,774.34	-30.19%	-30.19%
2019	\$3,549.69	\$3,176.13	\$3,680.30	\$3,468.74	\$2,158.72	\$5,113.21	\$4,313.81	\$4,940.31	\$5,584.00	\$5,682.24	\$5,100.66	\$4,091.58	\$50,859.39	\$25,460.60	23.12%	
2018	\$2,446.48	\$2,526.80	\$2,095.86	\$2,430.56	\$3,971.49	\$3,401.39	\$3,807.18	\$4,156.45	\$5,025.72	\$6,109.92	\$4,660.20	\$3,866.84	\$44,498.89	\$20,679.76		

Data is acquired from the Dept. of Revenue (www.dor.wa.gov. There is a two month lag between tax collection and reporting. This reflects the reporting dates. Figures are the combined total of "Special Hotel/Motel" and "Transient Rental" taxes.

Percent change is the amount changed from one year (month to date) vs. the prior year (month to date). Clallam, Jefferson, Grays Harbor, and Mason County figures refer to lodgings within the respective unincorporated counties, excluding the other municipalities listed. **2025 Factors:** Easter break late April (vs. March 2024). **Port Angeles:** Some reduction of STVR inventory '25 vs. 24. **Sequim:** Two major hotels with temporarily reduced inventory. **Jefferson County:** 15% inventory reduction Kalaloch. **Pt. Townsend:** Loss of Ft. Worden inventory (Jan. 25 - 85 units). **Other factors:** Drop in Canadian travel. Cancellations of government business/travel freeze.

2025 VISITOR COUNT REPORT*

updated: 7-10-25 sc

OLYMPIC NATIONAL PARK* (RECREATION VISITS)

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	100,710	100,710	10.29%	97,228	97,228	-3.46%
Feb	117,866	218,576	7.72%	123,903	221,131	1.17%
Mar	166,801	385,377	14.40%	133,988	355,119	-7.85%
Apr	216,512	601,889	12.37%	170,420	525,539	-12.69%
May	320,846	922,735	30.66%			-100.00%
Jun	377,950	1,300,685	35.49%			-100.00%
Jul	569,479	1,870,164	21.07%			-100.00%
Aug	615,644	2,485,808	24.04%			-100.00%
Sep	537,342	3,023,735	24.34%			-100.00%
Oct	339,243	3,362,393	30.32%			-100.00%
Nov	235,137	3,597,530	33.95%			-100.00%
Dec	119,737	3,717,267	34.16%			-100.00%

Preliminary counts. Subject to updates by the National Park Service.

PORT ANGELES VISITOR INFORMATION CENTER

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	254	254	11.37%	312	312	22.83%
Feb	930	1,184	261.87%	1,136	1,448	22.30%
Mar	2,147	3,331	76.73%	3,183	4,631	39.03%
Apr	3,268	6,599	65.78%	3,094	7,725	17.06%
May	4,915	11,514	62.02%	4,831	12,556	9.05%
Jun	8,016	19,530	39.49%	7,504	20,060	2.71%
Jul	10,178	29,708	22.93%	10,825	30,885	3.96%
Aug	10,311	40,019	14.99%			-100.00%
Sep	8,235	48,254	13.25%		0	-100.00%
Oct	3,734	51,988	12.98%		0	-100.00%
Nov	1,007	52,995	8.65%		0	-100.00%
Dec	1,677	54,672	9.34%		0	-100.00%

CLALLAM BAY VIC

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	47	47	#DIV/0!	43	43	-8.51%
Feb	56	103	#DIV/0!	45	88	-14.56%
Mar	19	122	575.74%	88	176	44.26%
Apr	92	214	202.31%	90	266	24.30%
May	104	318	107.88%	97	363	14.15%
Jun	112	430	71.61%	206	569	32.33%
Jul	303	733	59.43%	293	862	17.60%
Aug	259	992	46.66%		0	-100.00%
Sep	178	1,170	32.74%		0	-100.00%
Oct	103	1,273	30.13%		0	-100.00%
Nov	62	1,335	29.01%		0	-100.00%
Dec	43	1,378	29.01%		0	-100.00%

OLYMPIC PENINSULA GATEWAY VISITOR CENTER

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	487	487	14.66%	323	323	-33.68%
Feb	448	935	261.87%	302	625	-33.16%
Mar	491	1,426	76.73%	289	914	-35.90%
Apr	719	2,145	65.78%	748	1,662	-22.52%
May	0	2,145	62.02%	765	2,427	13.15%
Jun	0	2,145	39.49%	671	3,098	44.43%
Jul	1,198	3,343	22.93%	1,295	4,393	31.41%
Aug	1,532	4,875	14.99%		0	-100.00%
Sep	904	5,779	13.25%		0	-100.00%
Oct	578	6,357	12.98%		0	-100.00%
Nov	286	6,643	8.65%		0	-100.00%
Dec	205	6,848	9.81%		0	-100.00%

FORKS VISITOR INFORMATION CENTER

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	1,393	1,393	24.50%	2,587	2,587	85.71%
Feb	2,238	3,631	9.53%	2,103	4,690	29.17%
Mar	4,096	7,727	6.50%	5,131	9,821	27.10%
Apr	4,746	12,473	8.37%	5,130	14,951	19.87%
May	6,390	18,863	16.29%	7,979	22,930	21.56%
Jun	10,153	29,016	20.38%	12,540	35,470	22.24%
Jul	14,126	43,142	19.72%	15,786	51,256	18.81%
Aug	12,433	55,575	18.36%		0	-100.00%
Sep	9,764	65,339	15.77%		0	-100.00%
Oct	6,058	71,397	15.99%		0	-100.00%
Nov	3,956	75,353	15.83%		0	-100.00%
Dec	2,666	78,019	16.48%		0	-100.00%

SEQUIM VISITOR INFORMATION CENTER

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	166	166	33.68%	228	228	37.35%
Feb	293	459	39.01%	174	402	-12.42%
Mar	471	930	15.33%	463	865	-6.99%
Apr	527	1,457	10.72%	518	1,383	-5.08%
May	616	2,073	13.68%	604	1,987	-4.15%
Jun	902	2,975	15.16%	801	2,788	-6.29%
Jul	2,140	5,115	13.32%	1,638	4,426	-13.47%
Aug	1,130	6,245	13.05%		0	-100.00%
Sep	625	6,870	8.16%		0	-100.00%
Oct	425	7,295	7.69%		0	-100.00%
Nov	162	7,457	7.70%		0	-100.00%
Dec	250	7,707	12.15%		0	-100.00%

MAKAH CULTURAL & RESEARCH CENTER MUSEUM

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	367	367	#DIV/0!	265	265	-27.79%
Feb	568	935	#DIV/0!	341	606	-35.19%
Mar	301	1,236	575.74%	786	1,392	12.62%
Apr	614	1,850	202.31%	1,474	2,866	54.92%
May	0	1,850	107.88%	1,732	4,598	148.54%
Jun	868	2,718	71.61%	2,776	7,374	171.30%
Jul	3,891	6,609	59.43%			-100.00%
Aug	0	6,609	46.66%			-100.00%
Sep	0	6,609	32.74%			-100.00%
Oct	1,427	8,036	30.13%			-100.00%
Nov	582	8,618	29.01%			-100.00%
Dec		8,618	29.01%			-100.00%

The Makah Museum is open year round.

DUNGENESS RIVER NATURE CENTER

	2024	2024	%	2025	2025	%
		YTD	Change		YTD	Change
Jan	1,674	1,674	2.78%	2,193	2,193	31.00%
Feb	2,450	4,124	#DIV/0!	2,287	4,480	8.63%
Mar	2,483	6,607	#DIV/0!	3,255	7,735	17.07%
Apr	2,353	8,960	#DIV/0!	4,139	11,874	32.52%
May	2,792	11,752	#DIV/0!	4,278	16,152	37.44%
Jun	3,440	15,192	#DIV/0!	4,720	20,872	37.39%
Jul	5,165	20,357	1180.10%			-100.00%
Aug	3,539	23,896	602.79%			-100.00%
Sep	1,413	25,309	436.48%			-100.00%
Oct	4,012	29,321	229.61%			-100.00%
Nov	3,427	32,748	123.71%			-100.00%
Dec		32,748	-100.00%			-100.00%

