

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

<p>AGENDA TITLE: Community Presentation by Washington Tourism Alliance DEPARTMENT: Economic Development PRESENTED BY: Dan Eernisse, Economic Development Manager SPONSORED BY: Deputy Mayor Eggen and Councilmember Roberts ACTION: <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input checked="" type="checkbox"/> Discussion</p>
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PROBLEM/ISSUE STATEMENT:

Tourism is the State's fourth largest industry, accounting for over \$1 billion in tax revenues each year and providing 143,800 jobs. However, Washington State recently ceased funding direct support of tourism. As a response, the Washington Tourism Alliance (WTA) was founded as a private non-profit 501[c]6 member association in February of 2011 following the announcement of the closure of the state-supported tourism office.

The stated mission of WTA is "to advocate, promote, develop and sustain the economic well being of the Washington Tourism industry." The WTA was established by industry stakeholders in order to procure and administer funds for statewide destination tourism marketing activities and the creation and implementation of a strategic statewide destination-marketing plan. Currently WTA has approximately 300 members with an annual operating fund of less than \$400,000.

WTA thanks Council for the opportunity to present tonight. WTA will inform the Council and Shoreline residents on the critical role of the WTA and to suggest ways that Shoreline can be involved in supporting tourism. Tonight's presentation will be made by Andy Olsen, a WTA officer and Shoreline resident.

RESOURCE/FINANCIAL IMPACT:

WTA's presentation is for discussion and consideration only.

RECOMMENDATION

There is no specific recommendation for Council at this time, other than to participate in the discussion with WTA.

Approved By: City Manager - *JU* City Attorney