



King County

Dow Constantine

King County Executive

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August 13, 2020

The Honorable Claudia Balducci
Chair, King County Council
Room 1200
C O U R T H O U S E

Dear Councilmember Balducci:

This letter transmits the Regional Tourism Recovery plan as called for by Ordinance 19103, Section 21, P1, and a proposed motion that, if adopted, would approve the report.

As required, the report includes a description of how tourism campaigns will promote tourism and attract tourists to the county. The report also includes a description of the desired outcomes of the tourism campaigns developed by Visit Seattle and Seattle Southside.

The goal of these tourism campaigns is to encourage residents and visitors to safely and mindfully support King County businesses, in turn driving overnight stays to revitalize and stabilize the lodging tax impacted by the COVID-19 pandemic. Additionally, reinforcing King County's robust reputation of prioritizing public healthy safety is a top priority of the campaign.

In developing this report, Visit Seattle and Seattle South Side Regional Tourism Authority conducted outreach with elected officials and organizations from around the county to seek diverse perspectives on the campaign strategy, planning, campaign creation and measurement. The outreach included interviews and a survey sent to businesses throughout King County seeking information on opening strategies, safety precautions, and recovery concerns.

The report furthers the King County Strategic Plan goal of Economic Vitality by promoting that King County is open for business in a safe and healthy way.

It is estimated that 25 staff hours were required to produce the report, costing approximately \$2,125. The estimated printing cost for this report is nominal.

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Thank you for your consideration of this proposed motion and plan. Tourism is vital to the livelihood and economic recovery of King County.

If your staff have questions, please contact Dwight Dively, Director, Office of Performance, Strategy, and Budget, at 206-263-9687.

Sincerely,

A handwritten signature in black ink, appearing to read "Dow Constantine". The signature is written in a cursive style with a horizontal line at the end.

Dow Constantine
King County Executive

Enclosure

cc: King County Councilmembers
ATTN: Carolyn Busch, Chief of Staff
Melani Pedroza, Clerk of the Council
Shannon Braddock, Deputy Chief of Staff, Office of the Executive
Karan Gill, Director, Council Relations, Office of the Executive
Dwight Dively, Director, Office of Performance, Strategy and Budget