

# San Juan County Lodging Tax Advisory Committee Master Plan

## AREAS OF EMPHASIS

Funded projects will be expected to achieve the following objectives:

- Emphasis on tourism improvement during the “off season” (September through June)
- Emphasis on tourism that typifies the “best of the San Juans” (i.e. green tourism, eco-tourism [nature, geology, outdoor activities, anthropology], agri-tourism, lifelong learning, special or unique history, cultural activities, and special or unique events)
- Emphasis on tourism may include a variety of methods:
  - i. Development of key community assets that function as point destinations, or venues for multi-purpose events, and serve on a year-round basis;
  - ii. Special Events or festivals that exemplify the natural resources, cultural offerings or history of the San Juans;
  - iii. Meetings or retreats that focus on the “Best of the San Juans” as identified above;
- Developing innovative opportunities (i.e. new events, interesting partnerships). Creativity and synergy are encouraged. Use of capacity in existing community facilities is encouraged;
- Improving the tourist/islander relationship/enhancing the tourism experience\*
  - i. Visitor education events (i.e. eco-tourism, agri-tourism)
  - ii. Community involvement strategies
  - iii. Improved effectiveness of coordinated transportation and trail linkages including streetscapes and signage
- Projects that promote coordination and cooperation in tourism activities
- Projects that demonstrate countywide benefit

\*(Note: The category of enhancing the tourism experience is based on the increasing recognition that the tourist is purchasing “experience(s)”. The concept is to encourage facilities, events and tourism facility operations that heighten, expand, improve, or lengthen the tourism experience with the idea of encouraging longer stays or more frequent returns.)

# LTAC Funding Philosophy, Goals and Action Items

## MISSION:

To invest in activities and facilities that increase tourism-related revenue through a sustainable visitor experience.

## GOALS:

1. Fully utilize existing facilities
2. Promote creative uses of existing facilities
3. Promote partnerships through coordination and cooperation
4. Improve visitor experience
5. Improve visitor-resident relationship
6. Focus on unique San Juan experience
7. Emphasize County wide benefits
8. Cooperate with Town of Friday Harbor's LTAC

## FUNDING PHILOSOPHY:

- LTAC will annually evaluate the institutions it has traditionally supported and pledges that – barring extraordinary circumstance – it will not dramatically decrease its support for these institutions without at least a year's warning. Those institutions include:
  - County Parks
  - Community Theaters
  - Historical Museums
  - County Fair
- Recognizing its limited ability to provide on-going operating funds to organizations, LTAC will emphasize grants for fixed-term projects, such as:
  - Start up funds for promising organizations or events
  - One-time matching grant funds for facilities improvement projects.
  - Seed money to conduct research and develop concepts and grant applications that dovetail with LTACs priority areas.
- Lend support to a diverse range of sustainable activities to encourage visitors to enjoy longer stays and return often.
- Help establish a visitor-friendly infrastructure including such things as signage, restrooms, transportation, and information on attractions and facilities.

## **LTAC PRIORITIES FOR TOURISM DEVELOPMENT:**

- **Arts**
  - Encourage public displays of art including roadside art (must comply with San Juan County Code).
  - Assist arts festivals and events get underway with funding, and encouraging partnerships with existing facilities.
- **Fairgrounds**
  - Support efforts to enhance and use the fairgrounds and its facilities for visitor-related activities beyond the fair itself.
- **Parks**
  - LTAC considers County Parks critical and necessary to the tourist industry and to the County's economy.
  - It will actively support efforts to provide an alternative, sustainable funding system for the County's parks.
- **Place-based Food**
  - Support food-related markets, festivals and events
  - Support facilities and programs to expose visitors to locally grown and/or prepared food, wine and other beverages.
- **Restrooms - Assisting in the development of a "comfort station" plan with standards, identification of existing restrooms available to the public, indications of where more restrooms are needed and a strategy for financing them.**
- **Theatres & Museums**
  - Encouraging partnerships with sponsors of other local activities and events to provide income and help communities take full advantage of their facilities.
- **Signage**
  - Encourage the creation and installation of "welcome" and directional signs identifying communities and attractions. Signs should reflect the County's unique culture and draw on the talent of its community of artists. (Proposals must comply with San Juan County Code).
- **Transportation**
  - Encourage development of transportation options for carless visitors

- Wildlife & Environment
  - LTAC will support projects to provide visitors with non-intrusive opportunities to enjoying the County's abundant land, air and marine wildlife and environment – including such things as birding, nature hikes and marine activities.

### **ACTION ITEMS FOR LODGING TAX ADVISORY COMMITTEE**

- Establish pro-active RFP's focusing on specific areas of need
- Establish priority areas of concern and encourage applicants to come up with creative approaches
- Designate a percentage of LTAC funds to devote to an area of interest or project (e.g., funding artists to do visitor-oriented signage)
- Conduct a bidders' conference after issuing an RFP for a project
- Stay in communication with other committee members
- Establish a rolling five year funding plan to be updated annually
- Participate in the creation of a tourism master plan for the San Juans