

# PACIFIC COUNTY TOURISM

Destination Organization

"Do the best you can until you know better.  
Then when you know better, do better."

—Maya Angelou



**ANNUAL REPORT 2020**



## MISSION

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To grow Pacific County through sustainable destination marketing and economic development.

## VISION

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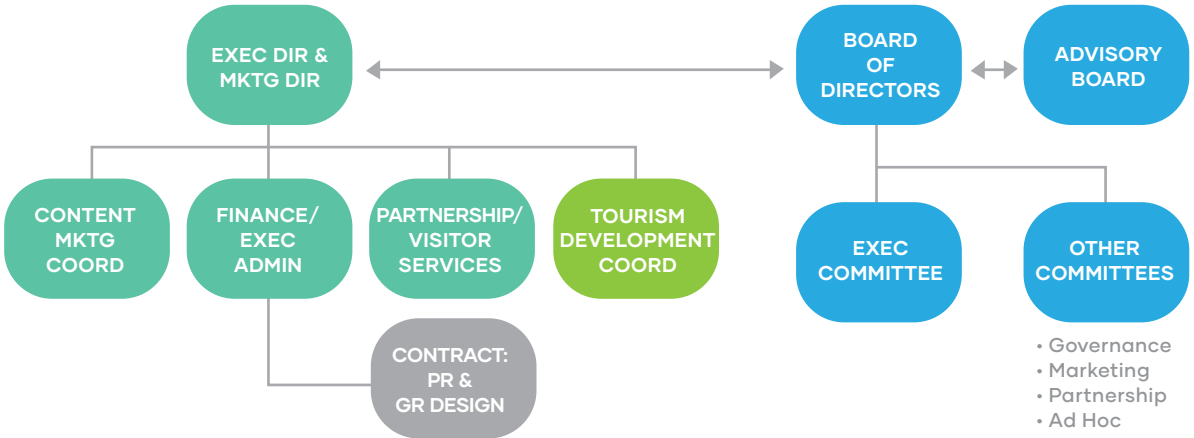
To be a favorite year-round Pacific Northwest Destination for regional and global visitors and to strengthen the economy through sustainable tourism growth by promoting authentic experiences while protecting and preserving natural resources and heritage.

## DIVERSITY, EQUITY & INCLUSION

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We value and welcome diversity and consider ourselves strong allies in the quest for equality and acceptance of all people in this community. As the Pacific County Tourism Bureau, on our behalf of our tourism industry, we encourage and invite all people to experience the abundant natural resources, our foods, our hospitality, culture, history and arts. We acknowledge that this community is rural and that we represent a small population in the State of Washington. We also know we can do more, do better to be more inclusive. It is the right thing to do and the only path forward. **We are a community that cares.**

## ORGANIZATION STRUCTURE



## WHAT IS PACIFIC COUNTY TOURISM BUREAU?

- DESTINATION MARKETING ORGANIZATION, COMMONLY REFERRED TO AS A DMO, CVB, VB
- ONE OF ABOUT 30 IN WASHINGTON
- NONPROFIT 501 (C) (6)
- SERVING PACIFIC COUNTY, CITY OF LONG BEACH, CITY OF ILWACO
- MEMBERSHIP BASED: NEARLY 300 "CO-INVESTORS"
- COLLABORATE WITH CHAMBERS AND MERCHANT ASSOCIATIONS FOR OUT OF AREA MARKETING OF TOURISM EVENTS AND ATTRACTIONS
- COLLABORATE WITH PORTS AND EDC ON DEVELOPMENT OF TOURISM ASSETS

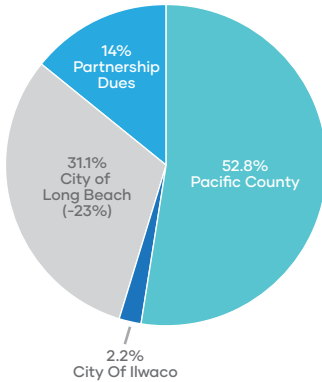
## GOALS



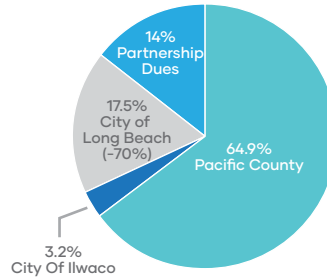
# 2020 FUNDING AND FINANCE

## BUDGET REVENUE

**Budgeted Revenue**  
\$670,000



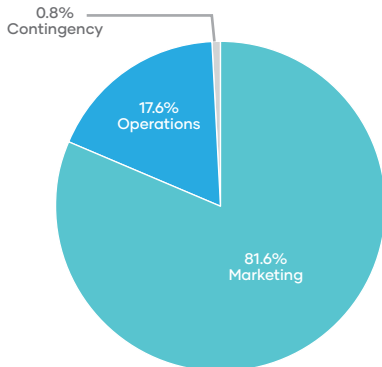
**Actual Revenue**  
438,000



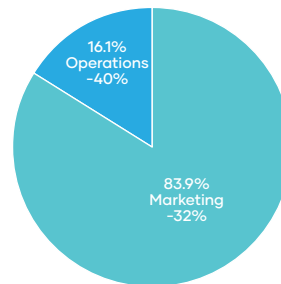
**\$232,000 Revenue Loss of 35%**  
due to terminated service contract - City of LB

## BUDGET EXPENSES

**Budgeted Expenses**  
\$670,000



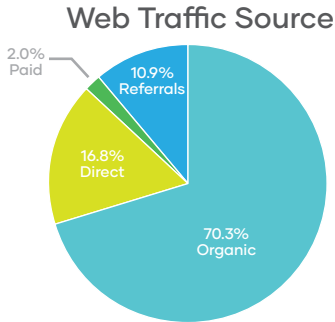
**Actual Expenses**  
438,000



**35% Decrease**

## 2020 WORK & MEASURABLE OUTCOMES

### WEBSITE



**Organic:** From optimized content and organic searches.

**Direct:** People saw our url (advertisement, article, print, brochure, etc.)

**Referrals:** Social media, emails, and referrals (WTA, Brand USA)

**Paid:** Digital marketing agency - contracted by City of Long Beach

OVER **217,000** users  
**12% increase** over 2019

**\$7.6** | **ROI**  
 MILLION

**\$304** direct local spending  
 FOR EACH \$1 SPENT ON WEBSITE

### SOCIAL MEDIA

**f** | ORGANIC FOLLOWERS  
**16,532** | **LIKES 16,793**  
 UP 5% OVER 2019

**1,500** Twitter followers  
 UP 5% OVER 2019

**1114** Instagram followers  
 ↓ 63% FROM 2019

### E-NEWS

**21,548**  
 OPT-IN SUBSCRIBERS

**20%** OPEN RATE

**18%** CLICK THRU

**9% increase** over 2019

## 2020 WORK & MEASURABLE OUTCOMES

### PRINT MATERIALS

**117,281**  
**PIECES**  
produced and distributed

 **65%**  
From 2019

- Beach Visitors Guides
- Annual Events Calendars
- Discovery Trail Maps
- Beach Guest Directories
- Wedding Planners
- Meeting Planners
- Lure Brochure

**\$690 thousand**  
Local Economic Impact  
from Beach Visitors  
Guides distributed 2020

Visitor Guides  
**ROI: \$34.5**  
in local spending  
for each \$1 spent

**35,389**  
Digital  
Downloads

### MEDIA RELATIONS

**23**  
Media  
HOSTED

**Earned Media Value: Over \$8 Million**

Comprised of:

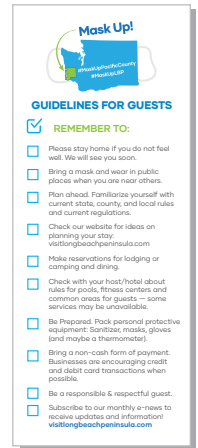
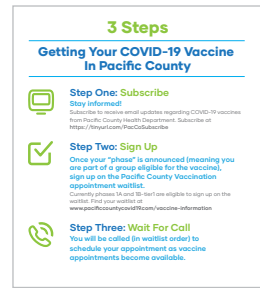
- Newspaper/radio
- Blogs/features
- Magazine articles
- Third party emails/enews
- Books
- TV segments and/or commercials
- 50+ media inquiries fielded
- press releases
- media alert
- bylines
- Media e-news to subscribers

**ROI: \$107**  
IN EARNED  
MEDIA VALUE  
FOR EACH \$1 SPENT

# 2020 - THE YEAR OF "THE PIVOT"

## WHAT THE PCTB DID: Shift from "MARKETING" to "MANAGEMENT"

- Created, shared and implemented a crisis response and recovery plan
- Convened tourism industry partners by sector
- Create and distribute multi-media branded, audience specific materials to facilitate:
  - Increased safety for all
  - Reduced friction between residents, business, and government
  - Increased relevant and accurate information for all
- Connected businesses to emergency funding and relief resources
- Collected, compiled and reported economic injury data to state and federal legislature and industry associations
- Advocated for industry relief and resources
- Suspended/adjusted consumer-facing marketing
- Revised and reduced annual budget and annual work plan



### POSITIVE OUTCOMES (Good News)

- Pac. Co. businesses have received equal or higher share of resources on per capita basis.
- Case counts on LBP have remained low. To date no cases have been directly attributed to paid tourism.
- Most local businesses were able to quickly pivot, adapt and re-open safely. Pacific Co. has consistently led reopen phases statewide.
- Pacific Co. and Ilwaco honored 2020 funding agreements and maintained or increased 2021 funding.
- Lodging tax collections county-wide were only down 2.5%, City of LB only down 1.5% from 2019. State was down 40%.
- 2021 lodging tax collections through May are up over 50% higher than same time in 2019.
- DMO has worked hard to acquire emergency relief funding from Pac. Co., EDC, PPP, EIDL, and WTA (pending) (or has amend contracts) and has nearly reached pre-covid funding levels allowing us to rebuild our team in 2021.

### NEGATIVE OUTCOMES (Not so good news)

- Many businesses are still operating at restricted capacity and/or with much higher costs.
- City of Long Beach terminated the 2020 DMO funding contract in April, resulting in a 40% revenue loss for our organization, restricting critical work at a time most needed, putting additional pressure on businesses that are hard-pressed to pay partnership dues and fees. 2021 funding from the City of LB has been reestablished at a level 30% lower than the original 2020 contract and 46% lower than 2019. The 2020 funding is approximately 18% of LB lodging taxes collected.
- The organization still has a tremendous backlog of work due to funding cuts and time lost as hiring searches, onboarding and training processes are continued.
- We are one of the only DMO's in the state NOT to receive any CaresAct or ARP funding from our cities or county. Therefore, as the industry recovers and flight travel once again becomes an option, competing destinations will likely have much better funding and resources.

# 2020 ECONOMIC IMPACT OF TOURISM IN PACIFIC COUNTY\* - OUTSTANDING RESILIANCY



Pacific Co. Visitor Spending In 2019

↓ 4.5% from 2019\*\*

WA STATE ↓ 40.4%

Visitor spending

\$5,947.98 PER PACIFIC. CO. RESIDENT

PER WA STATE RESIDENT \$1,709.12

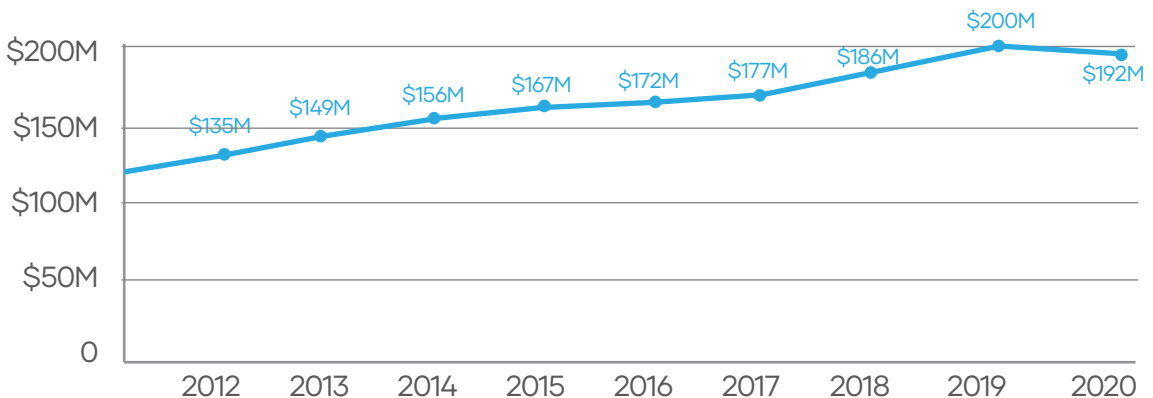


\$61.5 million  
in Lodging Sales

Lodging taxes collected in Pacific Co.

\$1.32 million ↓ 2% from 2019

## VISITOR SPENDING IN MILLIONS



\*Dean Runyan Associates, Washington State  
Travel Impacts & Visitor Volume 2010 - 2018p

\*\*Tourism Economics 2020