



LODGING TAX ADVISORY COMMITTEE

FEBRUARY 2022 LTAC MEETING AGENDA

DATE: February 10, 2022
TIME: 11:00 AM – 12:00 PM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Agenda

- Introduction: New Chair, Councilmember Seth Storset
- Introduction: New Tourism & Communications Coordinator Jennicca Taylor
- Update on 2022 LTAC Grants + Award Notifications
- Review of 2021 Lodging Tax Fund Pace Chart
- Review of 2021 Digital Ad Spend ROI (\$30/\$1)
- STR Public Comment Period / Planning Commission – open through Feb 18, 2022
- Update on photography and media outreach – dedicated day per month to gather content
- Update on Visitors Guide
- Insight on 2021 ROI for Datafy/SeeSource & Google Ads performance metrics
- Shortlead media pitches – “FeBREWERY” excursions, top 5 romantic experiences in GH, Sweet “Suites” and Superbowl Watch Parties (GH Brewing, Tides, etc.)
- Media outreach in support of Shamrock Run + Celtic Music Festival (packages to submit?)
- Spring & Summer Planning / Packaging for proactive media pitches
- Summer Sounds and Movies in the Park – selection review
- Meetings Push: MPI Planners FAM

Adjourn

Next Regular Meeting: March 10, 2022