

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: April 4, 2014

SUBJECT: Director's Report

Committee Membership

Georgia Borg-Leon, General Manager of the Residence Inn by Marriott, has applied for Position 3, Lodging Tax Collector, on the Lynnwood Lodging Tax Advisory Committee (LTAC). We are requesting that Ms. Borg-Leon will be appointed by City Council prior to our May meeting. We are still seeking a restaurant representative to fill Position 6 on the Tourism Advisory Committee.

Tourism Web Site

The new Lynnwood Tourism Web Site was launched on April 2, 2014. The site has a new overall look, increased shopping and dining listing, enhanced content, and includes an updated calendar of events. Please visit the site www.lynnwoodtourism.com and provide us with your feedback. We will review the site in more detail at our next meeting.

Trade Shows

Since our last meeting, Tourism Manager Monroe has attended the National Tour Association Annual Convention and the Go-West Summit. Mary reports that, after a hiatus of several years due to budget reductions, it was very beneficial to reconnect with tour operators. Interest in bringing visitors to the Seattle area is still strong, however, there is a noticeable impact of not having an agency actively marketing the State. Lynnwood is attractive to both domestic and international operators, primarily because of our proximity to Seattle, affordable lodging options, and amenities.

Tax Revenues

Through February 2014, we have received \$80,740 in lodging tax revenues. This is \$20,287 less than 2013 and \$8,332 more compared to February 2012. Distributions in February 2013 were unprecedented, and those in February 2014 were more typical when compared to past years. Year to date, we have collected 63% of the 2013-2014 revenue budget.

Next meeting is scheduled for May 8, 2014