

Minutes
Island County 2% Committee
May 6, 2021
Zoom, due to COVID-19

Quorum: x=members present

Tim Callison x	Com. Melanie Bacon x	Jackie Henderson x
Debra Bell x	Gregg Lanza	OH Lodging- Vacant
Dianne Binder x	S. Whidbey lodging- Vacant	Tom Felvey x
Janae Cameron	Jessica McCready x	Chet Ross
Vicki Graham x	Inge Morascini x	Sharon Sappington, EDC x
Lynda Eccles x	Robyn Myers x	Jim Woessner

In addition to the above members, guests also in attendance this meeting were: Rick Castellano, Executive Director Island County Historical Museum; Selene Muldowney- Stratton, Marketing & Communications Officer; Sherrye Wyatt, Whidbey Camano Islands Tourism Coordinator, Jack Penland, Computer PIX LLC, Scott Rosenkranz, Rosenkranz Productions; Laura Hilton, Is Co. Tourism Contractor.

Rick Castellano presented on Salish Eden, specifically about the native origins and land heritage to Whidbey Island and the region.

The meeting was called to order at 11:34am by Robyn Myers.

Adoption of the Agenda: No changes were made to the agenda. Com. Melani Bacon motioned, and Jessica seconded to approve the agenda as presented. Motion approved unanimously.

Minutes from the April 1, 2021 meeting were presented via email. No changes were made to the minutes. Deb motioned, and Vicki seconded to approve the minutes from April 1, 2021 as presented. Motion approved unanimously.

Treasurer's report was presented by Dianne Binder. The corrected invoices for April 26, 2021 in the sum of \$46,795.69 Deb motioned and Jessica seconded to approve the corrected invoices.

	Island County Joint Tourism				2021 Bills Corrected Invoices on April 26, 2021
Vendor		Date	Invoice#	Amt.	
5009700	Butler	4-23-21	8250bt	\$1,250.00	NW Wedding Show Virtual Booth and Digital Guide
5000783	Certified Folder Display Services	1-12-21	589234	\$1,290.30	Map Distribution on Mukilteo-Clinton/Port Townsend-Coupeville Ferries and Terminals for 12 months
5007381	ComputerPIX	4-22-21	21-7	\$6,199.84	Analytics, Fresh Content, Newsletter, Research, Website, Video, Calendar Updates
5007381	ComputerPIX	4-22-21	21-8	\$994.48	Platforms, Subscriptions for Digital Marketing
	Dean Runyon	4-2-21	0000017	\$5,000.00	Island County Research Report
	Inge Morascini	4-7-21	2	\$589.40	Expenses and Mileage from the Shop Local Guide Project
5007383	Laura Hilton	4-20-21	421	\$2,300.00	Attending meetings, research, website updates, film requests
5007383	Laura Hilton	4-20-21	420	\$312.57	Expenses and Mileage
NEW W-9	On It Media	4-9-21	JTO-ICT	\$4,500.00	Jet Set English and Jet Set Espanol - episodes to feature Whidbey and Camano Islands, Part of Partnership with DMOs
5008568	Osborne Northwest Public Relations	4-23-21	2305	\$3,000.00	Monthly Contract for Media Relations
5008568	Osborne Northwest Public Relations	4-23-21	2302	\$16.11	Expenses/Shipping to Influencer
NEW W-9	Ricardo Barea	3-31-21	JOTJ-2106	\$3,750.00	Filming episode of Joy of the Journey in WA, providing BRoll, part of Partnership with other DMOs
5004220	Rosenkranz Productions	4-22-21	3085	\$1,800.00	Monthly Contract for Graphic Design Services
5004220	Rosenkranz Productions	4-21-22	3086	\$4,299.76	Printing of Stickers and Window Clings for Shop Local Campaign
5005663	Sherrye Wyatt Public Relations & Writing	4-15-21	41521	\$7,500.00	Monthly Contract for Consulting Services
5005663	Sherrye Wyatt Public Relations & Writing	4-25-21	42521E	\$2,536.06	Expenses and Mileage
5003235	Sound Business	4-1-21	205205	\$180.71	Photocopies
5005897	Whidbey Island Arts Council	4-1-21	101	\$1,000.00	Full Page Ad in Whidbey Art Trail Map Guide
	Whidbey Weekly	3-26-21	12804	\$24.46	Printing of Signs for Shop Local Campaign
	Whidbey Weekly	4-20-21	12926	\$252.00	Print Advertising to Support Shop Local Campaign
	Total			\$46,795.69	

Old Business

None

New Business

1. Management Committee Report: There are two lodging representative positions open on the committee 1 for city of Oak Harbor and 1 for So. Whidbey Lodging. Remaining items discussed are on the agenda.
2. Spring Campaign
3. PR & Media Report see below

TOURISM REPORT MAY 2, 2021

SHERRYE WYATT PUBLIC RELATIONS & WRITING

Spring Support Local – Discover Your Islands

Mailing of 30,000 printed guides is set to be mailed to identified zip codes in early May. The balance of guides will be available for anyone who wants them. We also have quite a few extra stickers and window clings now. Please email info@whidbeycamanoislands.com to order more free materials while supplies last.

Advertising/Trade Shows

New print and/or digital advertising coming up include: Whidbey Life Magazine, Seattle Met, Whidbey Island Film Festival, Camano Island Arts Association and Whidbey Island Art Trail Map. Sherrye is participating in the Northwest Weddings Show in May on behalf of Whidbey and Camano Islands.

Washington Tourism Alliance

The WTA is organizing outreach meetings by region, we are combined with the San Juan Islands, to discuss next steps for state tourism development. This will be a conversation some of our tourism committee members will be interested in joining. The date of the meeting for our region has not been announced. It will probably be in late May. WTA will be allocated the \$12 million for two years in the state budget. Stay tuned for details.

WA Trust for Historic Preservation - Maritime WA National Heritage Area

Sherrye is participating in a round table meeting on May 6. Everyone is invited and encouraged to register and participate in the public meeting portion: 5-6 p.m. if you have interest in learning more register and attend Meeting Registration - Zoom

National Travel and Tourism Week: May 2-8, 2021

U.S. Travel is promoting the Power of Travel as this year's themes. There are lots of tools for anyone who wishes to participate https://www.ustravel.org/toolkit/national-travel-and-tourism-week?utm_source=MagnetMail&utm_medium=email&utm_content=5%2E2%2E21%20%2D%202021%20NTTW%20%2D%20Launch&utm_campaign=ust

Scenic Byways Training

Sherrye will be participating in a series of four 90-minute workshops offered by the National Scenic Byways Foundation regarding marketing the Whidbey Scenic Isle Way.

Film Projects

Laura Hilton and Sherrye are working with four film projects including an independent film, and three streaming/TV shows including Joy of the Journey (May) and Jet Set Travel (September). We are also participating in the Whidbey Island Film Festival in May organized by WICA.

Relief Grant for Nonprofit Destination Marketing Organizations (DMOs)

The Washington Tourism Alliance (WTA) is administering a grant program with the Washington Department of Commerce to deliver approximately \$1 million in Covid-19 relief funds to non-profit destination marketing organizations. The State Emergency Disaster Relief funds are designed to assist non-profit DMOs with critical and essential operation needs, to help prevent their decline, and provide them with support to recover membership. Whidbey and Camano Islands Tourism is the official DMO for Island County. The WTA will administer this non-profit DMO grant program for specified revenue losses or expenditures incurred above and beyond their normal operating expenses related to the COVID-19 pandemic March 1, 2020 through June 30, 2021. Deadline 5 p.m. May 14.

OSBORNE NORTHWEST PUBLIC RELATIONS

Monthly Overview

A focus on support for local businesses continued with month creating awareness for #IslandDiscoveries in earned media and on social media. The guide itself was featured in regional and local media like *What's Up NW*, *Seattleite* and *Whidbey Weekly*. We pitched a variety of local businesses stories, experiences and products to key influencers resulting in strategically placed content and endorsements.

On the destination marketing side, we are picking up steam as we place regional and national travel stories. We are (re)connecting with new travel writers and influencers as well as those from 2020 for rescheduled visits and stories. All writers we are working with, or plan to work with, are fully vaccinated and commit to masking and distancing protocols throughout their time on the islands.

Project Management

- Coordinated placements for the Shop Local guide, sending products and developing experiences for select media including: Social Media Takeover and a “Full Pour” episode with Sip Magazine (scheduled for May 5); featured content from Whidbey Island discoveries (in person), Outside the Box Creations and Arrowhead Ranch on @HelloTerumi, @MarcieinMommyland and @HonestChatter, respectively.

Instagram Engagement

- Executed media relations and story pitching on Instagram; shared “#IslandDiscoveries with local tips garnered throughout the campaign.

- Reposted local business news, influencer content and managed the community with likes, comments and interaction on the @GoWhidbeyCamano Instagram page. Maintained goal of 2-3 posts per week, with stories posting on an ongoing basis.
- Follower count grew from 1,622 on March 25 to 1,691 on April 25, an increase of 4.25%.

Upcoming Media Visits/Pending Press

- **Spring TBD**; working with the duo behind @SeattleInsiders, a highly influential lifestyle brand reaching Millennial/Gen X audience in the greater Seattle area.
- **May 5-6; Kristin Bacon, Sip Magazine**; planning a beverage focused visit to cover for digital channels and research for future print stories
- **May /June TBD, Natalie Campagno, freelance travel writer at Red Tricycle**; would like to visit for a family friendly feature story this spring.
- **June 2 (Daytrip), influencer @MarcieinMommyland**; will visit for a daytrip from their new vacation home on Samish Island for social content and a blog post.
- **June 23-25, Sharon Kurtz, Go Nomad and Rovology**; planning a visit to cover a culinary vacation on Whidbey Island for popular national travel blogs.
- **August 17-20, Ann Peavey, Seattle Maven**; Whidbey Island is slated to be included in a “Delicious Discoveries” column of this leading PNW travel blog following a summer visits, mid-August (dates pending)
- **Sara Franklin, Sept. 20-24, freelance writer with Travel + Leisure** to cover the food and drinks, culinary culture of Whidbey Island.
- **Fall TBD**; the following spring 2020 media visits are in the process of rescheduling, with additional anticipated:
 - **Kelly Stilwell, influencer and travel blogger at Food, Fun and Faraway Places**, is planning a visit to cover Washington’s islands for her blog and social channels.
 - **Kristen Pope, freelance writer contributing to National Geographic, Discover, Smithsonian, Audubon, Fodor’s and others**; we hope to bring her to the islands in Fall 2021 to research story ideas.
 - **Oct. 10-12 or 16-18; Camano Island FAM Tour, TBEX attendees (TBD).**

Press Highlights include 25 pieces of coverage with an estimated 50.3 million impressions. To view the coverage in full go here .

COMPUTERPIX

Book Direct

There’s some unfinished business from 2020, and happy business, at that. Data from Book Direct (once known as Jackrabbit) shows that it was a positive investment for our lodging in 2020 with a return on investment (ROI) of 29 or 2940%. In other words, for every \$1 spent by tourism on Book Direct, created \$29.40 in bookings for lodging!

The first quarter of 2021 has not been quite as robust, with an ROI of “just” around \$16 for every \$1 spent by tourism. That would be expected as it’s winter with fewer bookings. We can expect that figure to go up with warmer weather.

Other notable information includes:

- Women do most of the searching and booking. This is true across all age groups.
- People 25-34 (millennials) are the ones most likely to search using Book Direct
 - Cottages was the most searched for lodging type
 - The number one requested amenity was “pet friendly.”

Both Book Direct reports are included as part of this report.

“Discover Your Islands” and the Website

One experiment that we tried with the “Discover Your Islands” catalog was using QR codes to send catalog readers to related pages on the tourism website. There had been news reports that the QR Code was becoming a popular tool to drive people to the web. Sadly, this does not seem to be cost-effective, at least as far as our experiment was concerned.

QR Code	Scans	First Scan	Recent Scan
Page 27 - Win an Island Getaway	78	3-Apr	25-Apr
Page 5 - Embrace of Salish Sea	51	3-Apr	24-Apr
Page 9 - Island Soil	21	3-Apr	15-Apr
Page 12 - Island Discoveries	19	3-Apr	21-Apr
Page 15 - Share Discoveries - Facebook	16	3-Apr	13-Apr
Page 27 - Stress Free travel	15	3-Apr	13-Apr
Page 18 - The Show Must Go On	15	4-Apr	17-Apr
Page 20 - Hands at Work	14	3-Apr	18-Apr
Page 17 - Give Your Home an Island Touch	9	3-Apr	14-Apr
Page 25 - A Healthy and Active Lifestyle	7	4-Apr	14-Apr

So, there was no direct and measurable connection between the catalog and the website. But was there an indirect boost to the site? Maybe. Google Analytics does a good job of identifying how a website acquires traffic. Two of those methods, Organic Search, and Direct, are people doing something more complicated than following a link. They’re either doing a search (Organic Search), or entering our web address in their browser/using a bookmark (Direct).

I compared the period of time that the catalog was getting QR Code scans with the same period right before it. Then I compared those results with the same time periods in both 2019 and 2018. The number of organic or direct entries went up in 2021, but down in 2019 and essentially flat in 2018.

The only real variables were possibly, COVID, weather, or the presence of the catalog in 2021. An alternate theory is that the increase was due to people looking for socially distant rural lodging.

I looked at search queries for the period of April 3 – April 15, 2021, and there were no searches specifically related to the catalog (e.g. “Discover Your Islands” or anything involving Salish Sea). But there was a general increase in most search terms in 2021 versus 2019 and 2018.

	2021			2019			2018		
	April 3 – April 15	March 21 – April 2	Change	April 3 – April 15	March 21 – April 2	Change	April 3 – April 15	March 21 – April 2	Change
Organic Search	11,154	9329	19.6%	6,511	6,825	-4.6%	6194	6356	-2.6%
Direct	1,671	1,421	17.6%	1388	1387	.07%	1279	1299	-1.5%

April Newsletter

Note: Subject line included mention of our quarterly contest

Opens: 4,859

Clicks: 1,079

Link	Clicks
Win a Getaway	723
Discover Your Islands	148
Download PDF Page	73
Lodging	47
Hands at Work	35
Embrace Salish Sea	23
Soil to Table	13

May Newsletter

Note: Subject line did not include mention of our quarterly contest

Opens: 4,370

Clicks: 525

Link	Clicks
Win a Getaway	270
Discover Your Islands	107
Oak Harbor Itinerary	90
Farmers Markets	62
Seaside Picnic	59
Camano Studio Tour	55
Lodging	25
Gail the Whale – Do Your Part	17
Instagram Link	4
Twitter Link	3

Please note, people can enter only once so those who entered in April would not necessarily click again in May.

“Discover Your Islands” and Google Posts

One of the more effective marketing channels we have is the use of Google Posts. If you were to search for “Whidbey Island” or “Camano Island” you will find a little bit of content Google allows us to create—for free. The catch is that you can only display your content for up to 14 days. So, every 14 days I’ve created a short post tied to one of the catalog stories, and so far, they’ve done moderately well.

Post	Impressions	Interaction Rate
In the Embrace of the Salish Sea	10,472	5.2%
From Island Soil to Island Tables	10,499	5.7%

Each Google Post is a series of photos that people can scroll through. At the end of the pictures is a link to learn more. So, 20,971 people saw one or both posts, and around 5.5 % of them scrolled through the images. According to Google Analytics 66 people clicked on the link in the Google Post in order to get to the website.

“Discover Your Islands” and Social Media

We’ve also posted about the catalog and the catalog stories on Facebook and Instagram. Here is how those posts performed.

Facebook

Post	Date	Lifetime Post Total Reach	Lifetime Post Impressions by people who have liked your Page	Lifetime Post reach by people who like your Page
In the Embrace of the Salish Sea	4/10	6547	1303	807
Even long-time residents	4/5	2674	474	464
Preview video	4/3	1093	562	494
Island Soil	4/15	1005	485	479
Island Discoveries	4/21	589	558	547

Instagram

Post	Date	Impressions	Likes	Views (Video)
In the Embrace of the Salish Sea	4/10	542	69	
Beach Jaunt	4/12	2674	32	
Preview video	4/3	807	2	539
Island Soil	4/14	489	57	
Island Discoveries	4/6	451	25	
Hands at Work	4/15	341	23	

“Discover Your Islands” Overview

By special coding the links in our advertising and in our newsletter (UTM codes), we can see how many people are reaching the site through that link and how long they’re staying there.

Again, this is for the period of when the catalog QR codes were being clicked - April 3 to April 15.

Source / Medium	Landing Page	Users	New Users	Sessions	Bounce Rate	Pages / Session
Tourism Newsletter Subscribers / email	/enter-to-win-a-camano-island-getaway/	918	777	992	4.64%	1.33
AAA / email	/discover-your-islands/	338	327	365	12.33%	1.62
Tourism Newsletter Subscribers / email	/discover-your-islands/	211	176	239	11.72%	2.46
real-food-traveler / banner	/win-an-island-getaway/	109	81	164	96.34%	1.02
Tourism Newsletter Subscribers / email	/lodging/	62	39	70	27.14%	4.59
Tourism Newsletter Subscribers / email	/in-the-embrace-of-the-salish-sea/	50	35	60	10.00%	2.70
discover-your-islands / print	/discover-your-islands/	47	45	60	25.00%	1.90
Tourism Newsletter Subscribers / email	/hands-at-work/	41	28	47	8.51%	2.28
Google-Posts / search	/in-the-embrace-of-the-salish-sea/	36	33	38	18.42%	1.63
Cascade_Loop / email	/discover-your-islands/	35	32	36	16.67%	1.56
discover-your-islands / print	/in-the-embrace-of-the-salish-sea/	35	33	43	20.93%	1.65
Tourism Newsletter Subscribers / email	/island-soil-to-island-tables/	34	22	38	15.79%	1.47
AAA Facebook / social	/discover-your-islands/	25	24	25	32.00%	1.36
Tourism Newsletter Subscribers / email	(not set)	15	1	15	0.00%	0.00
discover-your-islands / print	/island-soil-to-island-tables/	14	12	16	6.25%	1.69
scenic-wa / email	/discover-your-islands/	11	9	14	14.29%	2.00
discover-your-islands / print	/the-show-must-go-on/	10	9	11	0.00%	2.36
twitter / GoWhidbeyCamano	/island-discoveries/	10	9	11	9.09%	1.00
discover-your-islands / print	/give-your-home-an-island-touch/	8	7	8	12.50%	3.13
discover-your-islands / print	/hands-at-work/	8	6	15	20.00%	1.53
newsletter / email	/enter-to-win-a-camano-island-getaway/	8	5	8	0.00%	1.13
discover-your-islands / print	/healthy-and-active-island-lifestyle/	7	6	7	14.29%	1.71
discover-your-islands / print	/island-discoveries/	7	7	11	45.45%	3.73
AAA / email	(not set)	6	0	6	0.00%	0.00
facebook_page / GoWhidbeyCamanoIslands	/discover-your-islands/	6	6	7	28.57%	3.00
		2843	2396	3129	19.97%	1.65

AAA also reported that the ads resulted in 917 link clicks with a reach of 32,321 and 58,310 impressions. Their ad had also some engagement on it that may have resulted in a little more reach/clicks since they were shared 102 times.

Website Performance

April was another strong month with, according to Google Analytics, 31,944 users. That’s an increase of 35% over 2019 and 125% over 2020 when everyone was in lockdown. Alexa.com measured more than 36,000 users. As noted in other reports, the actual figure is likely much higher than that. Cloudflare, which is a service that helps speed our website, measured more than 81-thousand users. However, due to so much “bot traffic” (other computers surfing our site) a better estimate is around 50-thousand users in April.

See Source Zip Codes

As mentioned in earlier meetings, we’ve contracted with a company called SeeSource to learn more about the habits of people visiting Island County. SeeSource uses smart phone app information and credit card data to supply visitor information. Our first project was to see if there were Zip Codes that would be obvious candidates for distributing the remaining copies of “Discover Your Islands.”

We searched April 15, 2019 through September 30, 2019, as an example of a typical tourist season. We discovered the data is very different for each Island County Zip Code. No Zip Code ranked in the top 15 for all regions. Only a couple of Zip Codes ranked in the top 15 for more than one Zip Code.

The next page shows the top spending zip codes sorted for 4 of the 8 Island County regions.

What do the percentages represent? Let’s take the first chart for Oak Harbor. On the 4th line you see 1.97% for Anacortes. That means that people living in Anacortes were responsible for 1.97% of all the non-cash spending in Oak Harbor between April 15, 2019 and September 30, 2019.

A spreadsheet of all Zip Codes broken down by the years 2018 - 2021 is included as a separate spreadsheet so that you can sort the information in whatever order interests you.

Oak Harbor Top 15

Zip Code	City - State	98236 Clinton	98239 Coupeville	98249 Freeland	98253 Greenbank	98260 Langley	98277 Oak Harbor	98278 NAS Whidbey	98282 Camano
98277	Oak Harbor-WA	0.55%	16.22%	2.14%	3.95%	0.70%	52.51%	51.80%	0.05%
98239	Coupeville-WA	1.80%	19.82%	4.53%	3.66%	2.63%	11.95%	6.07%	0.03%
98249	Freeland-WA	7.61%	5.69%	19.98%	3.02%	7.49%	2.88%	0.73%	0.06%
98221	Anacortes-WA		0.60%	0.16%	0.47%	0.20%	1.97%	3.95%	0.21%
98253	Greenbank-WA	3.55%	3.01%	9.92%	11.83%	2.52%	1.91%	0.61%	

98260	Langley-WA	22.39%	3.14%	18.61%	5.68%	18.68%	1.72%	0.87%	0.03%
98236	Clinton-WA	30.70%	1.74%	12.96%	0.79%	9.82%	1.63%	1.55%	
98028	Kenmore-WA	0.53%	0.11%	0.53%	1.51%	0.24%	0.91%		0.49%
98368	Port Townsend-WA	0.02%	0.39%	0.16%	0.70%	0.47%	0.47%		0.04%
93536	Lancaster-CA						0.47%	0.01%	
68133	Papillion-NE		0.02%			0.04%	0.46%	0.65%	
98597	Yelm-WA						0.38%	0.01%	0.04%
72712	Bentonville-AR	0.00%					0.37%		
98203	Everett-WA	0.40%	0.03%	0.18%	0.25%	0.43%	0.34%	0.01%	0.39%

Coupeville Top 15

Zip Code	City - State	98236 Clinton	98239 Coupeville	98249 Freeland	98253 Greenbank	98260 Langley	98277 Oak Harbor	98278 NAS Whidbey	98282 Camano
98239	Coupeville-WA	1.80%	19.82%	4.53%	3.66%	2.63%	11.95%	6.07%	0.03%
98277	Oak Harbor-WA	0.55%	16.22%	2.14%	3.95%	0.70%	52.51%	51.80%	0.05%
98249	Freeland-WA	7.61%	5.69%	19.98%	3.02%	7.49%	2.88%	0.73%	0.06%
98260	Langley-WA	22.39%	3.14%	18.61%	5.68%	18.68%	1.72%	0.87%	0.03%
98253	Greenbank-WA	3.55%	3.01%	9.92%	11.83%	2.52%	1.91%	0.61%	
98236	Clinton-WA	30.70%	1.74%	12.96%	0.79%	9.82%	1.63%	1.55%	
98155	Seattle-WA	0.45%	1.48%	0.15%	0.90%	0.23%	0.03%	0.03%	0.33%
74133	Tulsa-OK		1.06%	0.05%	0.34%		0.24%		
98033	Kirkland-WA	0.57%	0.97%	0.69%	1.67%	0.83%	0.03%	0.06%	1.50%
98225	Bellingham-WA	0.09%	0.72%	0.14%	0.64%	0.08%	0.12%	0.01%	0.12%
98107	Seattle-WA	0.13%	0.67%	0.08%	0.29%	0.24%	0.07%		0.15%
98027	Issaquah-WA	0.50%	0.65%	0.06%	0.35%	0.16%	0.05%	0.02%	0.51%
98221	Anacortes-WA		0.60%	0.16%	0.47%	0.20%	1.97%	3.95%	0.21%
98103	Seattle-WA	2.11%	0.58%	0.80%	0.53%	1.15%	0.13%		1.45%
30331	Atlanta-GA		0.52%						

Langley Top 15

Zip Code	City - State	98236 Clinton	98239 Coupeville	98249 Freeland	98253 Greenbank	98260 Langley	98277 Oak Harbor	98278 NAS Whidbey	98282 Camano
98260	Langley-WA	22.39%	3.14%	18.61%	5.68%	18.68%	1.72%	0.87%	0.03%
98236	Clinton-WA	30.70%	1.74%	12.96%	0.79%	9.82%	1.63%	1.55%	
98249	Freeland-WA	7.61%	5.69%	19.98%	3.02%	7.49%	2.88%	0.73%	0.06%
98239	Coupeville-WA	1.80%	19.82%	4.53%	3.66%	2.63%	11.95%	6.07%	0.03%
98253	Greenbank-WA	3.55%	3.01%	9.92%	11.83%	2.52%	1.91%	0.61%	
98040	Mercer Island-WA	0.28%	0.47%	0.32%	0.91%	1.54%			0.06%
98103	Seattle-WA	2.11%	0.58%	0.80%	0.53%	1.15%	0.13%		1.45%
98115	Seattle-WA	0.45%	0.42%	0.88%	0.89%	1.12%	0.03%	0.13%	1.28%

98112	Seattle-WA	0.43%	0.20%	0.33%	0.39%	1.04%			0.28%
98012	Bothell-WA	0.21%	0.42%	0.84%	1.12%	1.01%	0.09%	0.01%	0.59%
98033	Kirkland-WA	0.57%	0.97%	0.69%	1.67%	0.83%	0.03%	0.06%	1.50%
98052	Redmond-WA	0.55%	0.30%	0.26%	0.10%	0.80%		0.04%	0.08%
98199	Seattle-WA	0.08%	0.25%	0.27%	1.21%	0.77%	0.06%		0.34%
98109	Seattle-WA	0.12%	0.22%	0.08%	0.42%	0.75%	0.01%		0.24%
19118	Philadelphia-PA					0.75%			

Camano Island

Zip Code	City - State	98236 Clinton	98239 Coupeville	98249 Freeland	98253 Greenbank	98260 Langley	98277 Oak Harbor	98278 NAS Whidbey	98282 Camano
98282	Camano Island-WA	0.01%	0.08%		0.11%	0.03%	0.04%	0.01%	49.97%
98292	Stanwood-WA	0.06%	0.04%	0.02%	0.05%	0.01%	0.12%		5.12%
98223	Arlington-WA	0.10%	0.24%	0.07%		0.04%	0.16%		3.51%
98033	Kirkland-WA	0.57%	0.97%	0.69%	1.67%	0.83%	0.03%	0.06%	1.50%
98103	Seattle-WA	2.11%	0.58%	0.80%	0.53%	1.15%	0.13%		1.45%
98115	Seattle-WA	0.45%	0.42%	0.88%	0.89%	1.12%	0.03%	0.13%	1.28%
98117	Seattle-WA	0.16%	0.45%	0.48%	1.72%	0.42%	0.13%		1.17%
98290	Snohomish-WA	0.65%	0.21%	0.23%		0.44%	0.12%	0.15%	1.03%
98053	Redmond-WA	0.34%	0.18%	0.19%	0.27%	0.25%			0.79%
98270	Marysville-WA	0.05%	0.08%	0.02%		0.06%	0.10%	0.06%	0.77%
98816	Chelan-WA								0.74%
98087	Lynnwood-WA	0.04%	0.03%	0.03%	0.53%	0.14%	0.16%	0.02%	0.71%
98274	Mount Vernon-WA	0.04%	0.06%	0.03%			0.11%	0.29%	0.70%
98133	Seattle-WA	0.24%	0.22%	0.26%	0.57%	0.34%	0.07%	0.29%	0.64%
98258	Lake Stevens-WA	0.04%	0.09%	0.05%	1.77%	0.14%	0.07%	0.08%	0.60%

Weddings are Big Business

In the previous tables, you'll see a few numbers highlighted in red. I believe those to be weddings. This becomes even more apparent when you only view out-of-state Zip Codes. You find some interesting and unexpected Zip Codes. At or near the top are often small towns that appear in the SeeSource report for only for a couple of weeks or months and are responsible for a large amount of spending. Someone is coming into the county and spending a lot of money. I'm assuming that these are big destination weddings. I've reached out to SeeSource for a deeper dive into a couple of examples, but as of this writing, have not heard back.

4. Chamber Roundtable-

- a. Camano has an art tour moved to June, and some other events are still in the works according to governmental guidelines. They are

participating in the vaccine clinics with the local fire department.
all chambers were represented and reported updates.

- b. Oak Harbor shared a fun video about the return of the 4th of July fireworks and parade, Crab cakes and Cocktails, a golf tournament, and the rest of their events.
- c. Coupeville is working with local restaurants and businesses to fill open employee positions for workers in the hospitality industry. Employment is a major issue for small businesses in Central Whidbey. A new visitor guide will be produced soon. Memorial Day Parade is cancelled.
- d. Langley Chamber has extra masks for Freeland and Greenbank from Island County if there is a need, please contact Inge. They are also working with the vaccine clinics. She is participating in a job fair with OH Chamber and is concerned about employment for their small businesses on the Island. May 15th the Mayor announced they are dedicating 3 sculptures on 2nd street.

Adjournment

Meeting adjourned at 1:04pm.

Next regular meeting is June 3, 2021, via Zoom, from 11am-1pm.

Meeting recorded by Robyn Myers and reviewed for submission by Sherrye Wyatt.