



**Embrace Whidbey & Camano Islands
Board Meeting Minutes
January 4, 2024 – 11:30 a.m.
Coupeville Library and Virtual Via Zoom**

Committee Members

Jackie Henderson, Town of Coupeville, Chair
Inge Morascini, Langley Chamber, Vice Chair
Lynda Eccles, Coupeville Chamber, Secretary
Angela Muniz, Freeland Chamber
Bryan Stucky, Oak Harbor City Council
Sharon Sappington, EDC
Magi Aguilar, Oak Harbor Chamber
Katie Grindon, Clinton Chamber
Max Lindsay-Thorsen, Unincorporated S.Whidbey Lodging
Gregg Lanza, North Whidbey Lodging
Tom Felvey, City of Langley Lodging
Aly Willis, Unincorporated Central Whidbey Lodging
Jessica McCready, Camano Island Chamber

Creative Team

Scott Rosenkranz, Embrace Graphic Design/Branding
Kerry Rosenkranz, Embrace Graphic Design/Branding
Jack Penland, Embrace Digital Marketing/Website/Data/Content Creation
Diane Penland, Embrace Digital Marketing/Website/Data/Content Creation
Krista Loecher, Embrace Regenerative Places Program
Laura Hilton, Film Liaison/Special Projects
Erin Osborne – Social Media
Diane Binder - Bookkeeping

Guest

Mark Renfro – City of Langley

Call to Order

Chair Jackie Henderson called the meeting to order at 11:30 a.m. and established that there was a quorum.

Adoption of Agenda

Chair Jackie Henderson asked if there were any changes or additions to the January 2024 agenda. There were none, so the agenda was approved.

Approval of Meeting Minutes

Chair Jackie Henderson asked if there were any changes to the December 7, 2023 meeting minutes. There were none, so the meeting minutes were approved.

Public Comment

Chair Jackie Henderson asked if there was anyone from the public present who wished to make a comment. No one responded.

Approval of Invoices

Diane Binder presented two Invoice Reports for December. The first for \$37,439.56 plus additional invoices received for \$8,624.00, totaling \$46,063.56.

Chair Jackie Henderson asked if there were any questions on the invoices as presented Max Lindsay-Thorsen moved to approve the invoices and Greg Lanza seconded. The board approved and the motion passed unanimously.

Treasurer's Report

Diane Binder presented the Treasurer's report. Total Vouchers for 2023 totaled-\$744,246.34. Income less expenses for next year \$1,107,238.88. Lodging Year over Year showed that the county as a whole is down 6.5%.

Business Report

Chair Jackie Henderson provided updates on the following:

- Elections for new officers will take place at the February 2024 meeting. She encouraged everyone to consider serving as an officer. Brian Stuckey said he would be interested in the Vice Chair position, Lynda Eccles said she would like to continue as Secretary. Jackie Henderson said she would remain Chair if nobody else wanted the position. The Treasurer position is open and Greg Lanza said he would be interested in the position.
- Jackie announced that Commissioner Jill Johnson will replace Commissioner Melanie Bacon on the tourism board.
- Jackie asked Mark Renfro if he knew who the new rep from Langley would be. He said maybe the Mayor but didn't know for sure.
- Jackie reminded the committee members to take some time to review interlocal agreement for other changes and provide them to her.
- The interviews for the Contract positions were completed by the Interview Team of Jackie Henderson, Tom Felvey, Lynda Eccles, Magi Aguilar and Jessica McCready. New contracts were offered to: Jack Penland (Digital Marketing), Scott Rosenkrantz (Creative Services and Brand Management), Laura Hilton, Erin Osborne (Social Media Relations) and Laura Hilton (Film Liaison), all accepted. Krista Loecher was offered and accepted a Contract position as the new Regenerative tourism representative. For the PR/Marketing position, we will be holding second interviews for the two finalists.
- Jackie gave an example of what we might want to look at in changing the interlocal and asked for volunteers from the Board to be on a committee to start looking at the Interlocal Agreement, Bryan Stuckey, Tom Felvey and Lynda Eccles volunteered to be on the committee. It was agreed that our first meeting would be next Wednesday, and morning was suggested. Jackie to get back to the committee as to where and what time.
- Jackie asked the Board for their approval and a motion to approve the contracts as outlined. Magi Aguilar moved that the Board approve the contracts as outlined, Max Lindsay-Thorsen seconded the Board unanimously approved.

- Bryan asked for copies of the contract proposals and Jackie will have Sherrye send copies to him.
- Sherry's contract is extended for two months.
- Diane Binder agreed to stay for a few months until we hire a bookkeeper.

Creative Team

Jack Penland will send out a full report to the Board later today. He is currently working on rebuilding the website from the inside out. According to Google analytics we had the second best December.

Scott Rosenkrantz reported he is currently working on a tourism display for the Sound Waters University. The Cultural Heritage Guide is moving along and March is the target month to get this out.

Laura Hilton reported she is working with a local film maker from Freeland on a movie on Whidbey, they are casting one character locally. There is also a possibility of a short film being made on Whidbey backed by Washington FilmWorks.

Erin Osborne reported that she is preparing for the International Media Marketplace that she is attending and is focusing on top medial outlets for 2024.

Chamber Roundtable Reports

- Oak Harbor: Working on Marketing Plan for 2024, State of the Chamber luncheon on January 18th and Awards Banquet on March 9th.
- Coupeville: Working on Chocolate Walk on February 10th, 2024 Marketing Plan, Annual Report and Business Awards Dinner (date to be determined)
- Langley: Inge is working on Mystery Weekend in March "Silence of the Mine". Langley Creates applied for a grant for the Outdoor Heritage Museum.
- Camano: Jessica is in the process of planning the 2024 Glass Quest to be held in February.
- Oak Harbor Main Street: Greg said they are working on their annual Wine, Bites and Brews and finalizing plans for Serendipity Lane.
- Lodging – Tom Felvey announced upcoming Film Festival at WICA
- Lodging – Aly from Captain Whidbey Inn said they finished ahead of 2023, their next event is their Adult Easter Egg Hunt

Next Meeting

Next meeting is February 1, 2024 at 11 a.m. at the Oak Harbor Chamber of Commerce. Jackie announced that all future Board Meetings will be at the Oak Harbor Chamber of Commerce except the May 2nd meeting which will be on Camano Island. All future meetings will have the virtual capability.

There being no further discussion, the meeting adjourned at 12:45 p.m.

Minutes submitted by

Lynda Eccles

Secretary, Embrace Whidbey and Camano Islands




**Board Meeting
2024 Schedule and Locations
11:00 a.m. – 1:00 p.m.
In Person
and Virtually via Zoom**

<https://zoom.us/j/91748954066>

First Thursday of the month except for July due to the holiday
Lunch Provided by Embrace Whidbey and Camano Islands
Everyone please RSVP the Monday before the meeting to
info@whidbeycamanoislands.com

Special thank you to the Oak Harbor Chamber of Commerce for their assistance!

January 4	Coupeville Library (start time 11:30 a.m. for this meeting)
February 1	Oak Harbor Chamber of Commerce
March 7	Oak Harbor Chamber of Commerce
April 4	Oak Harbor Chamber of Commerce
May 2	Island County Admin Building, Camano Island
June 6	Oak Harbor Chamber of Commerce
July 11	Oak Harbor Chamber of Commerce
August 1	Oak Harbor Chamber of Commerce
September 5	Oak Harbor Chamber of Commerce
October 3	Oak Harbor Chamber of Commerce
November 7	Oak Harbor Chamber of Commerce
December 5	Oak Harbor Chamber of Commerce

	Vendor	Date	Invoice #	Amount	Invoices Jan 19, 2024 Description
5007381	ComputerPIX LLC	1/15/24	24-01	\$7,023.75	Analytics, Content Creation, Newsletter, Research, Website Maintenance, Video, Calendar, Social Media
5007381	ComputerPIX LLC	1/15/24	24-2	\$495.06	Platforms, Subscriptions for Digital Marketing and Management of Content
	Datafy LLC	1/2/24	4677	\$10,043.22	Annual Contract for Gold Dashboard Package with Discount from State of Washington Tourism, Visitor Insights, Historical Data
	Krista Loecher	1/18/24	20240118	\$883.75	Monthly Contract for Regenerative Support
5007383	Laura Hilton	1/17/24	241	\$2,500.00	Monthly Contract for Film Liaison, Special Projects
	Osborne Northwest PR	1/16/24	2613-A	\$4,500.00	Monthly Contract for Media Relations
	Osborne Northwest PR	1/16/24	2613-B	\$1,500.00	Monthly Contract for Instagram
5004220	Rosenkranz Productions	1/19/24	3254	\$3,750.00	Monthly Contract for Graphic Design Services
5004220	Rosenkranz Productions	1/19/24	3255	\$130.15	Expenses, Mileage
	Sherrye Wyatt Public Relations & Writing	1/19/24	11924	\$4,500.00	Professional Contracting Services Continuation of Contract to Support with Transition
	Simpleview	1/1/24	INV367438	\$8,738.82	Annual Package for Book Direct Platform on Website
	Sound Business	1/2/24	206050	\$70.47	Office Supplies, Copies
	TOTAL			\$44,135.22	



Vendor	Date	Invoice #	Amount	2023 Invoices – Jan 19, 2024 Description
Sound Publishing	12-31-23	8124499	\$7,266.88	Sound Edge Advertising Package & Winter on Whidbey Special Section
TOTAL			\$7,266.88	

Embrace Whidbey and Camano Islands

Actual vs. Budget 2024

As of 1/21/24

<u>CATEGORY</u>	<u>2024 ANNUAL BUDGET</u>	<u>YTD January EXPENSES</u>	<u>Budget vs. Actual</u>
Professional Services			
Marketing Coordinator	\$ 120,000.00	\$ 4,500.00	\$ 115,500.00
Content Creation/Admin Support/Film	\$ 60,000.00	\$ 2,500.00	\$ 57,500.00
Regenerative Program Coordinatoor	\$ 60,000.00	\$ 883.75	\$ 59,116.25
Accounting/Professional Services	\$ 20,000.00		\$ 20,000.00
Subtotal Professional Services	\$ 260,000.00	\$ 7,883.75	\$ 252,116.25
Advertising			
Print/Radio/TV/Online	\$ 82,490.00	\$ 8,874.00	\$ 73,616.00
Graphic Design Rosenkranz Productions	\$ 39,600.00	\$ 3,750.00	\$ 35,850.00
Subtotal Advertising	\$ 122,090.00	\$ 12,624.00	\$ 109,466.00
Marketing/PR/Special Projects			
PR/Sweepstakes/Shows/Travel	\$ 60,000.00	\$ 130.15	\$ 59,869.85
Media Relations/Earned Media/Instagram	\$ 72,000.00	\$ 6,000.00	\$ 66,000.00
Fulfillment Postage/Supplies/Tele/Storage	\$ 8,000.00	\$ 1,570.47	\$ 6,429.53
Regenerative Dest Projects/Events/Programs	\$ 77,000.00		\$ 77,000.00
Special Projects/R&D	\$ 50,000.00		\$ 50,000.00
Ferry Marketing/Distribution	\$ 36,000.00	\$ 2,751.73	\$ 33,248.27
Simpleview-Lodging Platform	\$ 18,000.00	\$ 8,738.82	\$ 9,261.18
Memberships	\$ 10,000.00	\$ 3,250.00	\$ 6,750.00
Subtotal Marketing	\$ 331,000.00	\$ 22,441.17	\$ 308,558.83
Research			
Datafy	\$ 22,000.00	\$ 10,043.22	\$ 11,956.78
Dean Runyon	\$ 5,000.00		
Sub Total Research	\$ 27,000.00	\$ 10,043.22	\$ 11,956.78
Website/Online			
Platforms/Social Media/Wordpress	\$ 30,000.00	\$ 495.06	\$ 29,504.94
ComputerPix/Website Mgmt/NewContent	\$ 130,000.00	\$ 7,023.75	\$ 122,976.25
Subtotal Website	\$ 160,000.00	\$ 7,518.81	\$ 152,481.19
GRAND TOTAL	\$ 900,090.00	\$ 60,510.95	\$ 834,579.05

2/5/24

**% Spent
to
Date**

3.8%

4.2%

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3.0%

10.8%

9.5%

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7.6%

48.5%

32.5%

6.8%

45.7%

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37.2%

1.7%

5.4%

4.7%

6.7%

Embrace Whidbey and Camano Islands

Actual vs. Budget 2023

As of 12/31/23

<u>CATEGORY</u>	<u>2023 ANNUAL BUDGET</u>	<u>YTD December EXPENSES</u>	<u>Budget vs. Actual</u>
Professional Services			
Marketing Coordinator	\$ 108,000.00	\$ 108,000.00	\$ -
P/R Support/Lead Fulfillment/Admin Assist.	\$ 60,000.00	\$ 60,000.00	\$ -
Professional Svcs/Accounting	\$ 15,000.00	\$ 12,400.00	\$ 2,600.00
State Auditor's Office Audit Fees	\$ -	\$ 11,666.56	\$ (11,666.56)
Subtotal Professional Services	\$ 183,000.00	\$ 192,066.56	\$ (9,066.56)
Advertising			
Print/Radio/TV/Online	\$ 33,000.00	\$ 43,712.60	\$ (10,712.60)
Printing/Develop 24 Cultural Heritage Guide	\$ 85,445.00	\$ 70,069.15	\$ 15,375.85
Printing/Develop Regenerative Guide	\$ 85,445.00	\$ 61,438.42	\$ 24,006.58
Reprinting/Trails Guide	\$ 38,000.00	\$ 47,713.32	\$ (9,713.32)
Rebranded Map/Brochure	\$ 15,000.00	\$ 27,841.93	\$ (12,841.93)
Graphic Design Rosenkranz Productions	\$ 31,200.00	\$ 31,200.00	\$ -
Subtotal Advertising	\$ 288,090.00	\$ 281,975.42	\$ 6,114.58
Marketing/PR/Special Projects			
PR/Sweepstakes/Shows/Travel	\$ 30,000.00	\$ 36,255.23	\$ (6,255.23)
Osborne NW Media/Earned & Social Media	\$ 72,000.00	\$ 72,000.00	\$ -
Fulfillment Postage/Supplies/Tele/Storage	\$ 4,000.00	\$ 5,744.93	\$ (1,744.93)
Rebranding	\$ 23,000.00	\$ 23,000.00	\$ -
Strategic Planning/Trans Travel Council	\$ 30,000.00	\$ 34,403.79	\$ (4,403.79)
TREAD Map App	\$ 15,000.00		\$ 15,000.00
Port of Seattle Grant	\$ 10,000.00	\$ 12,119.71	\$ (2,119.71)
Island Cty LTAC/Chambers	\$ 30,000.00	\$ 30,000.00	\$ -
Special Projects/R&D	\$ 30,000.00	\$ 14,341.27	\$ 15,658.73
Ferry Marketing/Distribution	\$ 6,000.00	\$ 6,000.00	\$ -
Simpleview-Lodging Platform	\$ 8,000.00	\$ 8,323.20	\$ (323.20)
Memberships	\$ 4,000.00	\$ 3,100.00	\$ 900.00
Subtotal Marketing	\$ 262,000.00	\$ 245,288.13	\$ 16,711.87
Research			
Datafy	\$ 12,000.00	\$ 10,840.00	\$ 1,160.00
Dean Runyon	\$ 5,000.00	\$ 5,000.00	
Sub Total Research	\$ 17,000.00	\$ 15,840.00	\$ 1,160.00
Website/Online			
Platforms/Social Media/Wordpress	\$ 30,000.00	\$ 14,911.79	\$ 15,088.21
ComputerPix/Website Mgmt/NewContent	\$ 120,000.00	\$ 102,459.83	\$ 17,540.17
Subtotal Website	\$ 150,000.00	\$ 117,371.62	\$ 32,628.38
GRAND TOTAL	\$ 900,090.00	\$ 852,541.73	\$ 47,548.27

2/5/24

**% Spent
to
Date**

100.0%
100.0%
82.7%
0.0%

105.0%

132.5%
82.0%
71.9%
125.6%
185.6%
100.0%

97.9%

120.9%
100.0%
143.6%
100.0%
114.7%
0.0%
121.2%
100.0%
47.8%
100.0%
104.0%
77.5%

93.6%

90.3%
100.0%

93.2%

49.7%
85.4%

78.2%

94.7%



MONTHLY REPORT

Date: January 17, 2023

Topic: January PR Update

Client Contact:

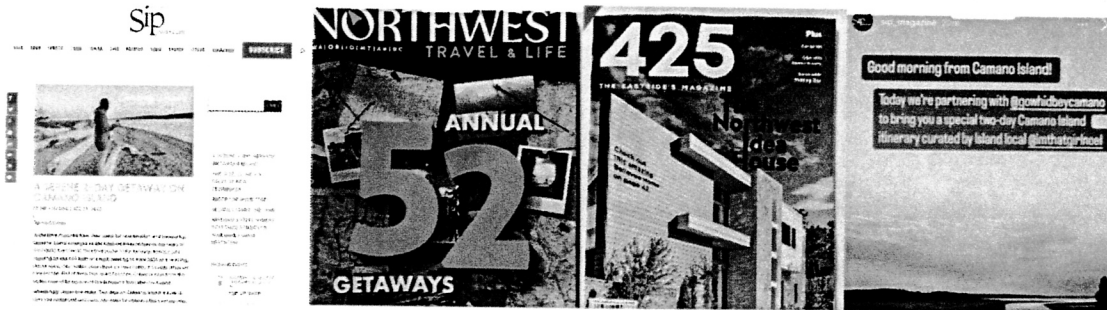
Monthly Overview

This month our team continued to lay plans and groundwork for the coming year, developing 2024 plans by analyzing 2023 results, initiating story leads and preparing to meet with 24 top travel writers at the end of January.

We developed messaging and event listings through May to highlight winter travel, as well as key events in 2024 like MusselFest and GlassQuest, pitched and reviewed our “What’s new in 2024 story sheet” and joined in planning calls with State of Washington Tourism, and Embrace Whidbey Camano Islands committee meetings.

In tandem with ongoing efforts, Erin is preparing to represent Embrace at TravMedia’s International Media Marketplace January 24-26. The month was spent pitching and preparing our profile page to secure interest from 24 media with whom Erin will meet. We’ve confirmed meetings with media representing key publications like Sierra, BBC, AFAR, Matador Network and journalists that align with our media goals for the year.

Press Highlights include 10 pieces of coverage with an audience of 8.12 million people. To view the coverage in full go [here](#).



Project Management

- Developed and distributed key messaging for winter story pitching including:
 - Calendar alert featuring key events, now through May 2024 that resulted in the following interest:
 - Freelance writer for MSN, Forbes, Yahoo: Sheryl Nance-Nash
 - Crai Bower, freelance for AAA, Fodor’s and En Route (Air Canada in-flight)
 - Kimberly Tate, Stuffed Suitcase (Mystery Weekend)
 - Gemma Alexander, ParentMap
 - Gabe Guarante, SEAtoday



- Molly O'Brien (freelancer for Travel + Leisure, Fodor's Conde Nast, and more) , was receptive to our calendar alert pitch and will keep the events in mind for future pitching and roundup opportunities
- Worked with State of WA Tourism on providing content for itineraries to promote travel between BC and WA in advance of the World Cup.
- Worked in tandem with State of WA Tourism to secure lodging and sights to explore around Whidbey Island for Brad Wright, travel editor for Westways, the AAA of Southern California around the Cascade Loop for the summer of 2024
- Secured new interest in collaborative storytelling, secured new opportunities and managed existing partnerships with several partners, outlined below
- Facilitated an Instagram takeover of @sipmagazine's account in partnership with [@ImthatGirlNoel](#), a wellness lifestyle and travel content creator
- Worked with a writer from ParentMap to get them details and images to include the Penn Cove Water Festival in their March issue

Instagram Engagement

- Reposted influencer and local business 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 2,937 on December 15 to 2974 on January 10, a growth rate of 1.26%.

Upcoming Media Visits

- **Westways, AAA of Southern California**, Brad Wright visiting Whidbey Island July 19-21

Pending Press

- **USA Today Syndicate**, a second story by Jean Chen Smith is anticipated
- **Welcome Magazine** (German Cruising Publication), writer Susanne Mueller staying on Whidbey Island August 29-30 as part of a Port of Seattle arranged media tour
- ParentMap, inclusion of the Penn Cove Water Festival in their spring arts roundup, pending run date early March
- Social post on SEAtoday's Instagram and potential inclusion in events section of upcoming email blast for the Film Festival

RPI January Report

Rosenkranz Productions

Monthly Overview:

Research and development of materials for use in the creation of the 2024 marketing plan including vision boards and related concepts for the team's consideration. Creative team meetings.

Creation and coordination of sponsorship materials for Sound Waters University event.

To create space for the delivery of the Culture and Heritage guides, we are moving a quantity of the Regenerative guides to Certified Folder's facility at SeaTac. We are combining this trip with retrieving flutter flags and retractable banners from Camano for use at Sound waters University.

Culture and Heritage final review and revisions. Preparations of approved files to Hemlock Printing, coordination of proofing and schedule. We are also working on materials for the web launch of the guide and banner ad digital campaign when needed.

Input on design and branding of web and digital materials and other Creative Team communications.

Embrace board meetings for input on projects and creative services direction.

Update of board meeting name plates.

Creative Team Report – Laura

January 2024

Laura, and particularly Scott, have been hard at work on the last stages of the Culture & Heritage guide-now just days away from the printer! Laura has been corresponding with highlighted museums, businesses and organizations, checking final details and getting further approvals, as well as last minute responses for input and tweaking copy accordingly. She worked through the notes of the copy proofer and members of the creative team, making final adjustments. Laura has written new content to appear on the website in correlation with the guide and expects there will be more of that in the next month or so before the guide is officially released.

Laura has also been involved in a flurry of arrangements for an upcoming film shoot on Whidbey in March. She has been in close contact with the filmmaker about possible locations and alternatives when first choices weren't available. Laura provided reference photography, contact details for local actors, and has made several other introductions.

A big thank you to Jessica McCready for putting Laura in touch with a documentary filmmaker who is making a piece about the Northwest Glass Quest and interested to collaborate with Embrace in some way. Laura will discuss this option at upcoming meetings, and in the meantime is helping the filmmaker secure permissions to film at various locations on Camano. Another meeting this month was with an East Coast filmmaker who produced a feature on Whidbey during the pandemic and is interested to write a new film with a Freeland-based writer. Laura is also in conversations with WICA about their film event programming and will have information available at an upcoming South End open audition to grow her database of local actor contacts.

Work Report for Krista Loercher, 1-18-24

Monthly Summary

This contract began with my first WCI Tourism Board Meeting on January 4th, 2024, so this report is only summarizing two weeks of activity. Because the board needed more time to decide on a PR/Marketing manager to complete the Embrace creative team, I have mostly used this time to review Embrace materials, get organized, and to re-immersive myself in transformational tourism. In addition to those activities:

- ❖ I met with Vicki Graham, who held my role in 2023, to learn what her recommendations are for immediate actions and Inge Morascini, who was awarded the PR/Marketing Manager contract, to share some of what I suggested in my RFP.
- ❖ I attended a couple online meetings– the first of three educational sessions provided by State of WA tourism about the International Tourism trade (the ‘FIT traveler’ is perfect for WCI!) as well as the quarterly summit, ‘State of Recreation Winter 2024 Convening’ which is hosted by #RecreateResponsibly and attended by national government agencies and nonprofits from all over the US. I believe that a potential Embrace project will come from that, but need to discuss with the creative team.
- ❖ I began the Winter 2024 5- week Transformational Design Program taught by the Transformational Tourism Council (TTC) on 1/16/24. This program will meet each Tues and Thurs from 7:00am - 9:00am PST for the next 5 weeks. The class plus the both required and suggested reading, homework, and capstone project –although a heavy lift–come at the perfect time as the new Creative team decided how we wish to go forward together to grow Embrace.
- ❖ I coordinated some of the details for sponsorship of the upcoming Sound Waters University which will be held at Coupeville High School on Saturday, Feb 3rd. I plan on attending and working at an informational booth for Embrace at the event and have registered for some of the classes offered.
- ❖ I Introduced myself to the current Embrace Pillars, Heroes, and Allies

12/31/2023 As Reported by State Dept of Revenue

	2015	2016	2017	2018	2019	2020	2021	2022	2023	Totals Since 2000
Unincorp. I.C.	\$ 202,335.09	\$ 248,726.41	\$ 257,530.07	\$ 310,228.33	\$ 414,293.83	\$ 426,838.33	\$ 673,179.87	\$ 727,143.96	\$ 663,947.04	\$5,592,780.34
Coupeville	\$ 24,841.38	\$ 30,581.68	\$ 33,224.30	\$ 31,159.52	\$ 31,252.99	\$ 18,517.48	\$ 30,849.76	\$ 29,688.61	\$ 34,219.15	\$531,387.15
Langley**	\$ 34,032.83	\$ 37,797.80	\$ 38,888.85	\$ 39,205.01	\$ 43,023.92	\$ 36,316.39	\$ 55,531.71	\$ 55,874.76	\$ 51,732.25	\$761,071.68
Oak Harbor**	\$ 63,444.13	\$ 66,371.80	\$ 73,709.23	\$ 70,912.18	\$ 69,224.57	\$ 52,558.63	\$ 79,082.64	\$ 82,760.46	\$ 87,275.24	\$1,470,306.51
Total Income	\$ 324,653.42	\$ 383,477.68	\$ 403,352.45	\$ 451,505.03	\$ 557,796.31	\$ 534,230.83	\$ 838,643.98	\$ 895,467.79	\$ 837,173.67	\$ 8,355,145.68

12/31/2023 Tax Revenues as reported by County

	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total
Unincorp. I.C	\$ 202,335.09	\$ 248,726.41	\$ 257,530.07	\$ 310,228.32	\$ 414,293.83	\$ 426,838.33	\$ 673,179.82	\$ 727,143.96	\$ 663,947.04	\$5,607,289.88
Coupeville	\$ 24,841.38	\$ 30,581.68	\$ 33,105.98	\$ 31,753.51	\$ 31,397.81	\$ 18,517.48	\$ 30,800.86	\$ 11,595.89	\$ 39,360.07	\$488,642.27
Langley**	\$ 34,083.60	\$ 37,797.80	\$ 38,888.85	\$ 39,205.01	\$ 43,023.92	\$ 36,316.39	\$ 55,531.71	\$ 55,874.76	\$ 51,732.25	\$750,775.09
Oak Harbor**	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 15,000.00	\$ 20,000.00	\$664,236.06
Port Refund						\$ 3,484.14				\$3,484.14
Grants	\$ 30,000.00	\$ 13,812.50	\$ 22,000.00	\$ 18,000.00		\$ 194,974.85	\$ 158,444.45		\$ 40,000.00	\$482,231.80
Total Income	\$ 311,260.07	\$ 350,918.39	\$ 371,524.90	\$ 419,186.84	\$ 508,715.56	\$ 700,131.19	\$ 937,956.84	\$ 809,614.61	\$ 763,307.11	\$ 8,196,709.24

	2019 Audit Charge	2020 Audit Charge	2021 Audit Charge	2022 Audit Charge	2023 Audit Charge	Total 2023 Vouchers	Income less Expenses (Balance in Acct. 146 000 57391 14440) For next year's spending
IC 2019 Audit Charge							
IC 2020 Audit Charge							
IC 2021 Audit Charge							
IC 2022 Audit Charge							
IC 2023 Audit Charge							
Total 2023 Vouchers							
Income less Expenses (Balance in Acct. 146 000 57391 14440) For next year's spending							\$1,029,391.19

**Langley and O.H. (as of 1/05) are represented by 1% contribution only.
 ***OH is represented by \$20,000 yearly flat contribution as of FY2010.

Dec Year over Year As Reported by State	2022	2023	Change
Island City	\$ 727,143.96	\$ 663,947.04	-8.7%
Coupeville	\$ 29,688.61	\$ 34,219.15	15.3%
Langley	\$ 55,874.76	\$ 51,732.25	-7.4%
OH	\$ 82,760.46	\$ 87,275.24	5.5%
	\$ 895,467.79	\$ 837,173.67	-6.5%

JANUARY DIGITAL REPORT

EXECUTIVE SUMMARY

- The website's ROI/Impact in 2023 rose to an estimated \$13.15 million vs. \$11.71 million a year ago.
- A new tool from Datafy gives us a better idea of which Zip Codes spend more money here than others. You can view it as an aggregate or per person.
- Air DNA shows softness in booking STRs in December and the first half of 2024 and a potential steep revenue drop this spring in Island County.

WEBSITE ROI/IMPACT IN 2023



\$13.15 million

**Total economic impact/ROI
of the Tourism Website
in 2023.**

Figures based on the DMA West study finding the total ROI of a website per new visitor of \$37.17 multiplied by the 353,919 new visitors to the Whidbey and Camano Islands Website from 1/1/23 to 12/31/23 as measured by Google Analytics

HIGH SPENDING ZIP CODES

Datafy has added another new feature that may be very helpful for Island County. We can now look at high-spending zip codes and use those data to target certain areas for future advertising campaigns. Additionally, we can look at trend spending data (2018 - Oct. 2023) by zip code (and city). If we triangulate these data (look at these data through more than one lens or look at different sources for these same data), we can start to get a clearer picture of where visitors are coming from and the percentage of revenue (other than the tax money we get for visitors who pay to spend the night) they are bringing into Island County. Due to the geographic nature of Island County, I collected data two ways: using the industry standard of a 50-mile radius (as crows fly is how Datafy reports data) and using 10 miles, which allows all the surrounding counties to be reported in these data. The first several sections will have the radius set at 10 miles and the second set of sections will have the radius set at 50 miles. For both sections, I eliminated Island County zip codes so that we could focus on spending by people from off-island.

ISLAND COUNTY - 10-MILE RADIUS

HIGH SPENDING ZIP CODES DATA

Datafy gives us a couple of ways to review high-spending data. For the sake of this set of data, I chose to look at the zip codes in Washington that had a positive Change in Shares of Spending. The zip codes/cities are listed in order of percentage by Share of Spending for 2023.

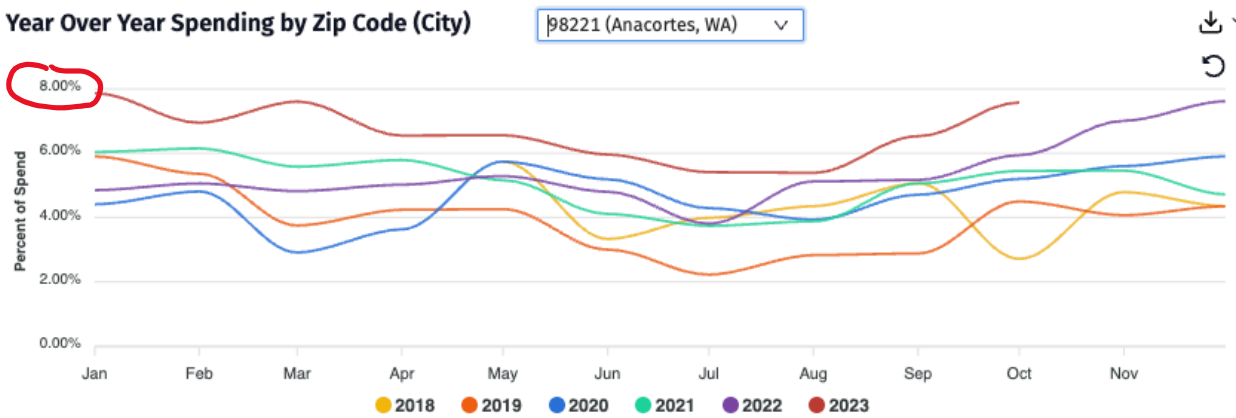
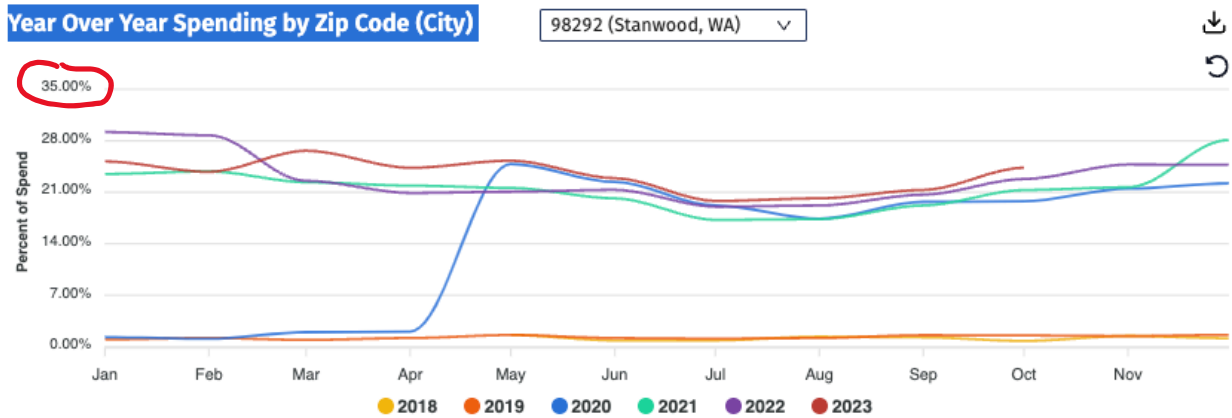
When looking at the Average Spend per Transaction, you will notice numbers that go up to 5. The higher that number, the more money is spent on each transaction (from that zip code). Datafy sets Island County's average at 1. The highest number is 5. This does not imply that there are more people coming from that zip code, just that they spend more when they decide to part with their money.

If we now look at zip code data year over year (trend data), we see something a bit different. And we can pinpoint those zip codes that have multiple visitors year-over-year. Suddenly, marketing to those who come to Island County (and spend money here) becomes a bit easier.

Now, as we take these data from both of the sections and put it together, we start to get a sense of those visitors from certain zip codes that visit Island County and have a higher ratio of spending per transaction.

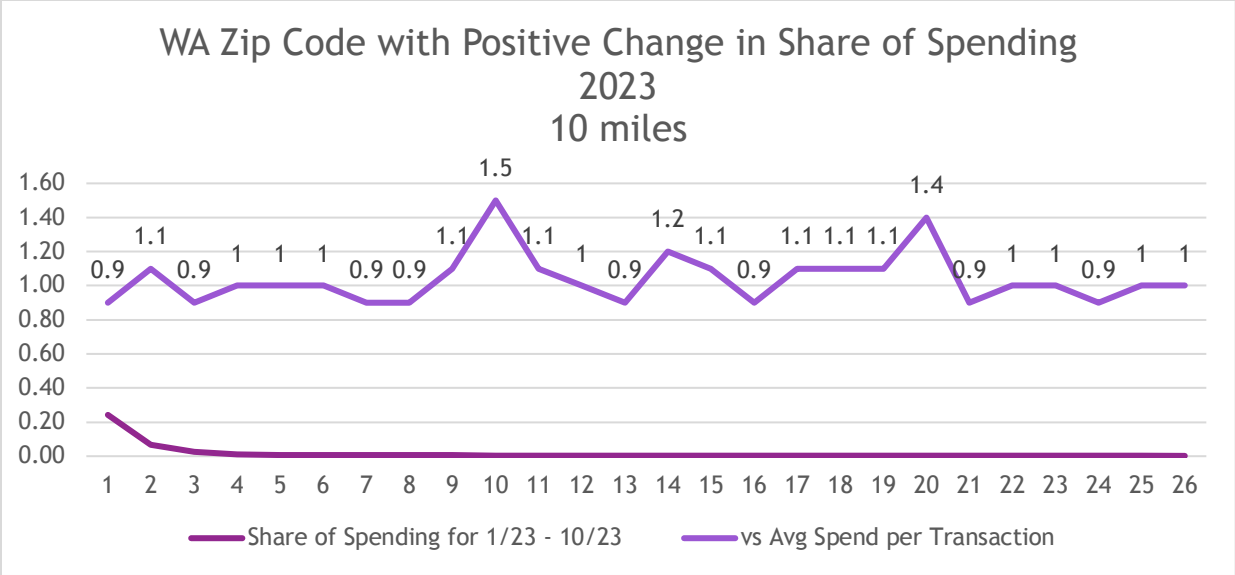
	Zip Code (City)	Share of Spending for 1/23 - 10/23	Change in Share of Spending vs 1/21 - 12/22	vs Avg Spend per Transaction
1	98292 (Stanwood, WA)	24.22%	0.97%	0.9
2	98221 (Anacortes, WA)	6.52%	1.39%	1.1
3	98223 (Arlington, WA)	2.56%	0.34%	0.9
4	98271 (Marysville, WA)	1.12%	0.01%	1
5	98052 (Redmond, WA)	0.70%	0.01%	1
6	98201 (Everett, WA)	0.70%	0.01%	1
7	98225 (Bellingham, WA)	0.67%	0.07%	0.9
8	98284 (Sedro Woolley, WA)	0.64%	0.04%	0.9
9	98103 (Seattle, WA)	0.54%	0.02%	1.1
10	98004 (Bellevue, WA)	0.48%	0.01%	1.5
11	98072 (Woodinville, WA)	0.44%	0.05%	1.1
12	98122 (Seattle, WA)	0.41%	0.03%	1
13	98204 (Everett, WA)	0.40%	0.03%	0.9
14	98027 (Issaquah, WA)	0.28%	0.02%	1.2
15	98118 (Seattle, WA)	0.26%	0.03%	1.1
16	98126 (Seattle, WA)	0.25%	0.06%	0.9
17	98029 (Issaquah, WA)	0.23%	0.03%	1.1
18	98042 (Kent, WA)	0.23%	0.04%	1.1
19	98382 (Sequim, WA)	0.23%	0.01%	1.1
20	98245 (Eastsound, WA)	0.21%	0.04%	1.4
21	98274 (Mount Vernon, WA)	0.21%	0.06%	0.9
22	98366 (Port Orchard, WA)	0.21%	0.02%	1
23	98370 (Poulsbo, WA)	0.21%	0.05%	1
24	98248 (Ferndale, WA)	0.20%	0.01%	0.9
25	98383 (Silverdale, WA)	0.20%	0.01%	1

It is now possible to create graphs that show spending for each zip code year by year from 2018 to October 2023. I'm only going to include the first two (98292; Stanwood and 98221; Anacortes). Please note that the Percent of Spend (Y Axis) shows different values for each graph.

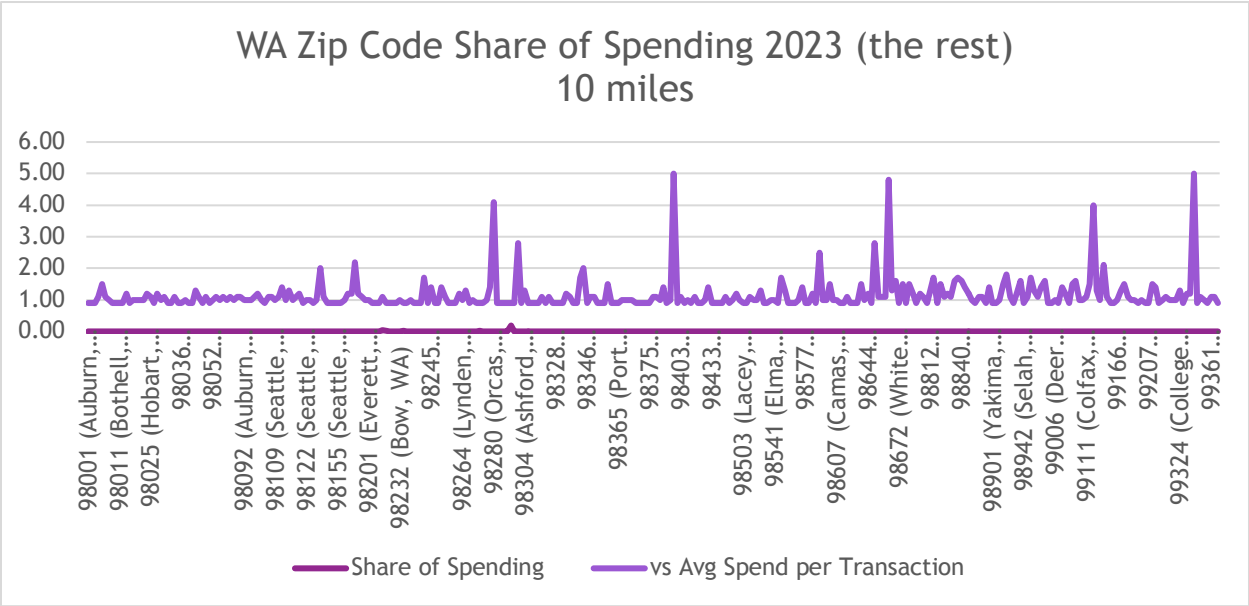


HIGH SPENDING ZIP CODES DATA - PUT IT ALL TOGETHER (TRIANGULATE DATA)

As we graph this information, we can easily see the visitors from certain zip codes that spend the most (and keep coming back to Island County). Again, this can help guide where to spend marketing dollars. The numbers across the bottom of the graph (X axis) are the numbers next to each zip code/city on the chart above.

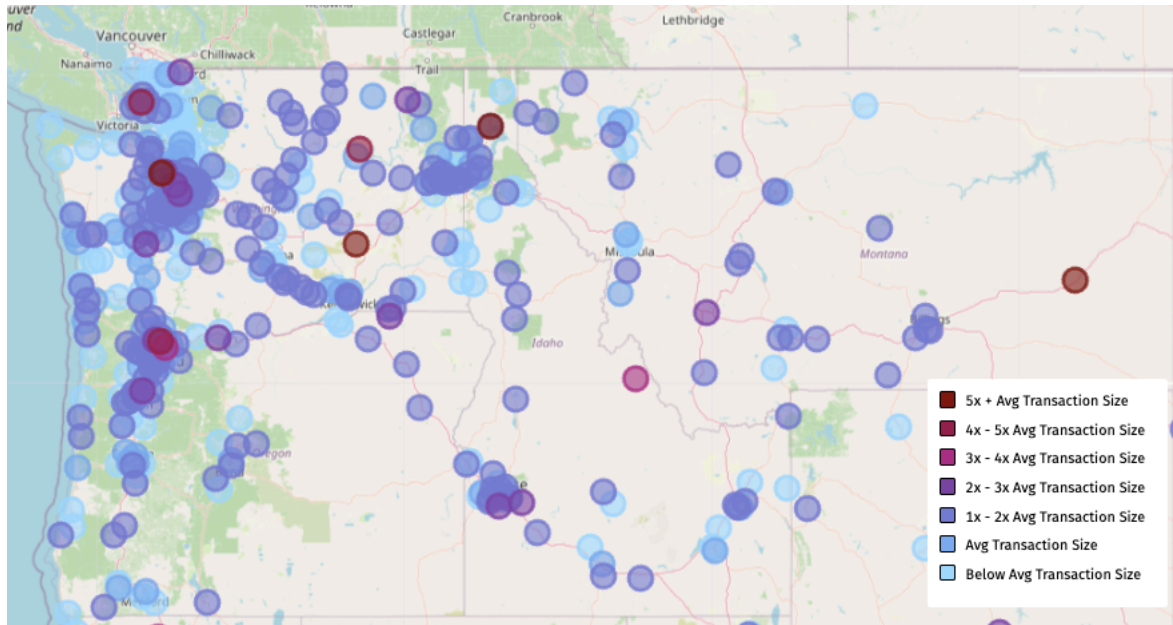


Alternatively, we can use these data (findings from these data) to make a concentrated effort toward the people who live in zip codes that have stopped visiting Island County. That would require a different way to looking at these data.



- Those zip codes that have 0% and have an Average Spend per Transaction are reported that way by Datafy. It means there were so few visitors they didn't report a percentage of Share of Spending, not that there were no visitors. It has to do with their privacy policy.

This map shows concentrated areas where visitors live who come to Island County to visit with Average Spend per Transaction. The darker the blue and into red, the higher the Average Spend per Transaction.



INDUSTRY STANDARD - 50-MILE RADIUS

HIGH SPENDING ZIP CODES DATA

These sets of data follow the same format as those data for the 10-mile radius in the first part of the report. If we look at the zip code data year over year (trend data), we see something a bit different. And, we can pin-point those zip codes that have multiple visitors year-over-year. Suddenly, marketing to those who come to Island County (and spend money here) becomes a bit easier.

Again, for the sake of this set of data, I chose to look at the zip codes in Washington who had a positive Change in Shares of Spending. The zip codes/cities are listed in order by Share of Spending for 2023. These data are pulled using In-State and Out-of-State filters. That means the Share of Spending will be significantly less that if we only pulled In-State data.

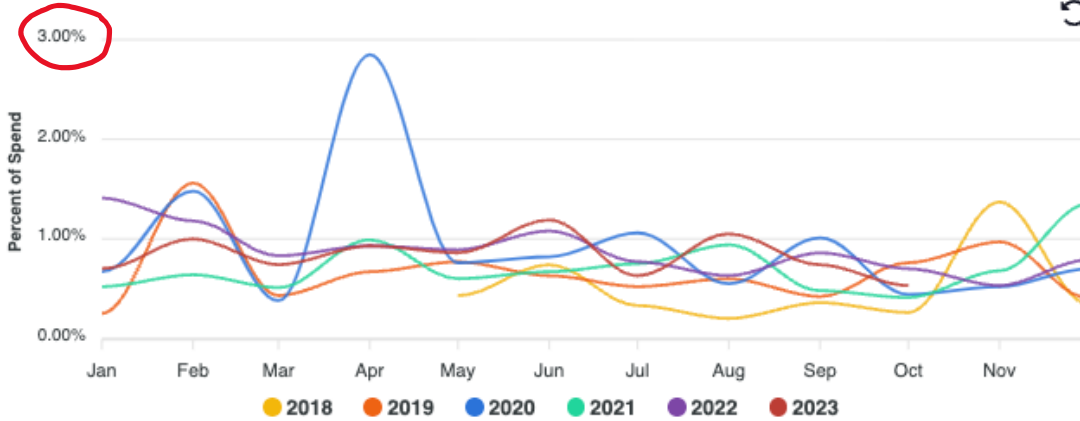
Zip Code (City)	Share of Spending 1/23 - 10/23	Change in Share of Spending vs 1/21 - 9/23	vs Avg Spend per Transaction

1	98027 (Issaquah, WA)	0.84%	0.03%	1.1
2	98042 (Kent, WA)	0.70%	0.1%	1.3
3	98029 (Issaquah, WA)	0.69%	0.07%	0.9
4	98003 (Federal Way, WA)	0.55%	0%	0.9
5	98264 (Lynden, WA)	0.53%	0.06%	0.9
6	98837 (Moses Lake, WA)	0.51%	0.13%	0.9
7	98926 (Ellensburg, WA)	0.46%	0.03%	1
8	98597 (Yelm, WA)	0.36%	0.2%	1.4
9	98335 (Gig Harbor, WA)	0.32%	0.04%	1.4
10	98406 (Tacoma, WA)	0.31%	0.01%	1.2
11	98058 (Renton, WA)	0.31%	0.03%	1.2
12	98801 (Wenatchee, WA)	0.29%	0.05%	1.3
13	98230 (Blaine, WA)	0.28%	0.04%	1.5
14	98499 (Lakewood, WA)	0.28%	0.01%	0.9
15	98405 (Tacoma, WA)	0.27%	0.01%	0.9
16	98502 (Olympia, WA)	0.26%	0.03%	1.2
17	98055 (Renton, WA)	0.24%	0.02%	1
18	98908 (Yakima, WA)	0.24%	0.03%	0.9
19	98166 (Seattle, WA)	0.21%	0.02%	1

From here, it is possible to create graphs that show spending for each zip code year by year from 2018 to October 2023. I'm only going to include the first two (98027, Issaquah and 98042, Kent). Please note that the Percent of Spend (Y Axis) shows different values for each graph.

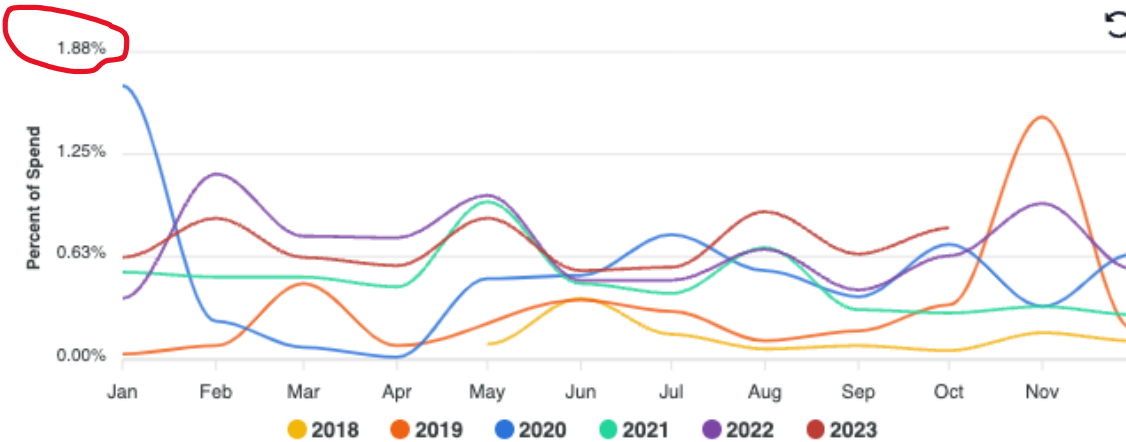
Year Over Year Spending by Zip Code (City)

98027 (Issaquah, WA) ▾



Year Over Year Spending by Zip Code (City)

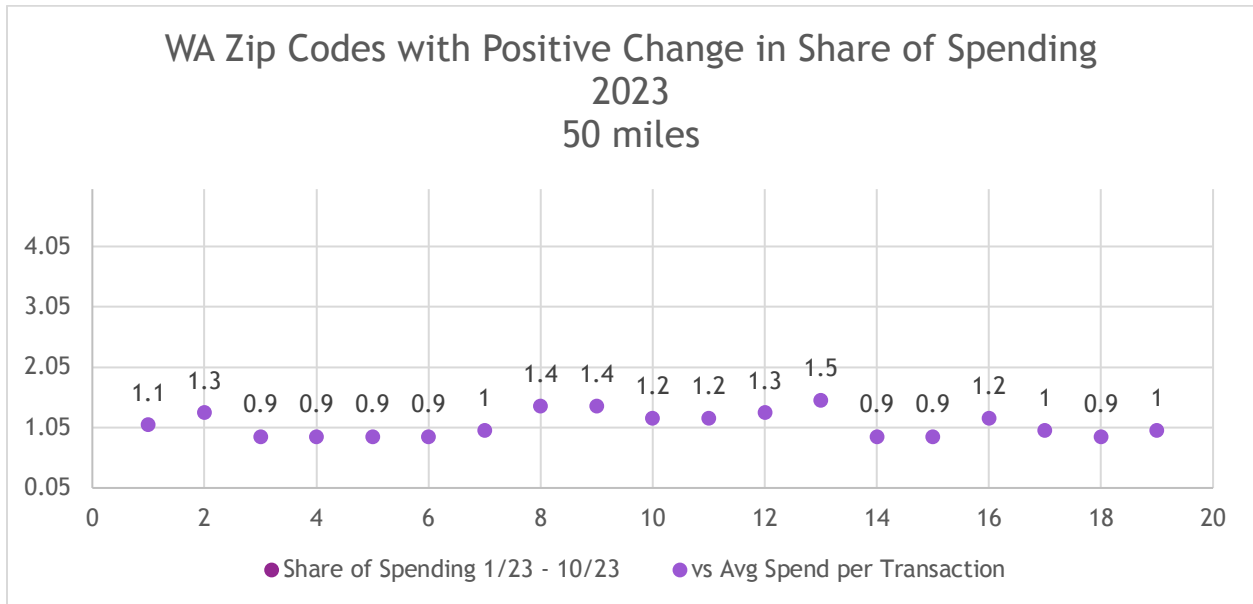
98042 (Kent, WA) ▾



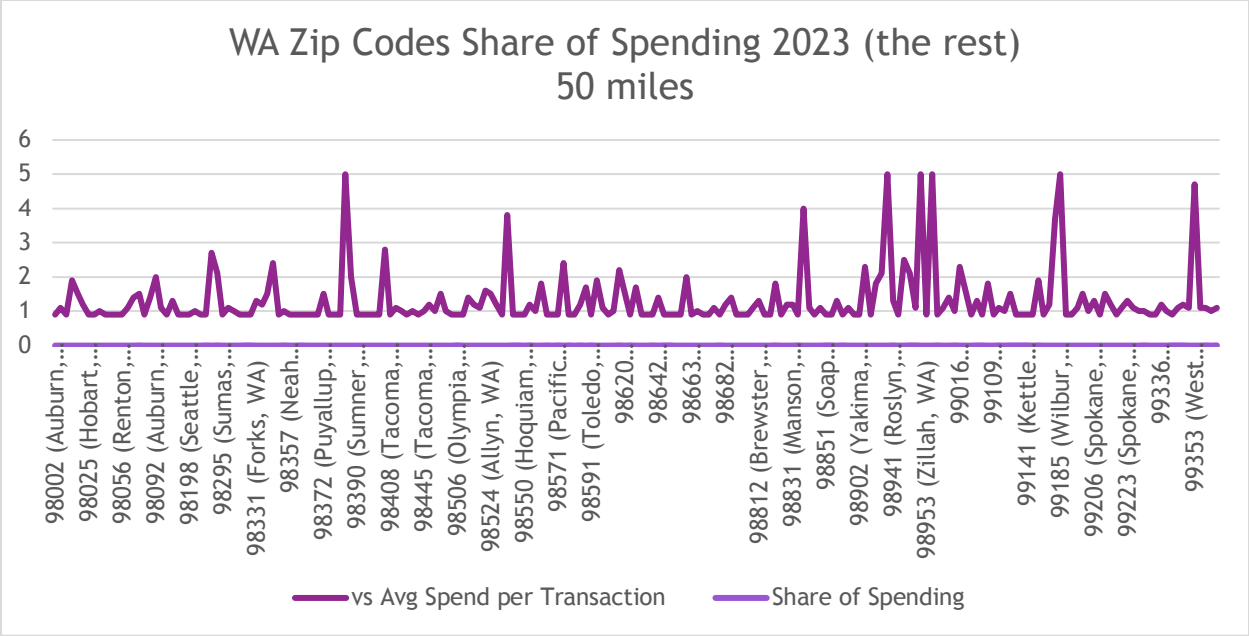
HIGH SPENDING ZIP CODES DATA - PUT IT ALL TOGETHER (TRIANGULATE DATA)

When we take data from the section above and put it together, we start to get a sense of those visitors from certain zip codes that come visit Island County and have a higher ratio of spending per transaction remembering that 1 is considered “average” Spend per Transaction. Also, notice these zip codes are different than the first set of data set at 10 miles (remember, Datafy uses as crows fly, not as cars drive when reporting distance data).

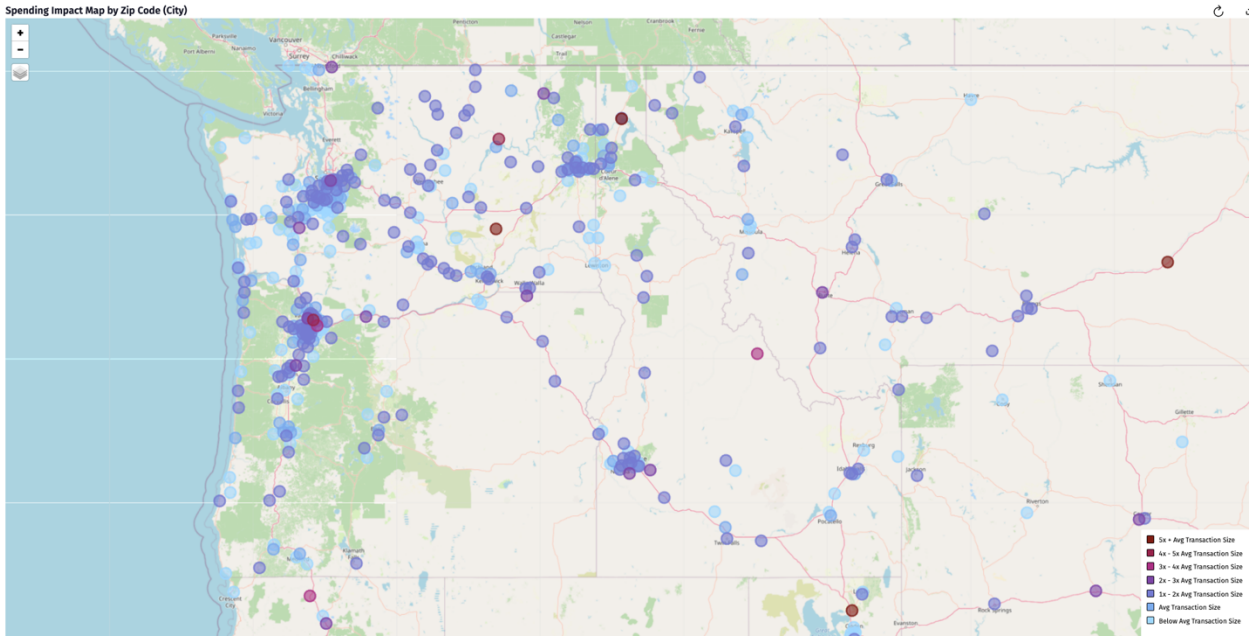
If we graph this information, we can easily see the visitors from certain zip codes that spend the most (and keep coming back to Island County). This can help guide where to spend marketing dollars. The numbers on the X axis correspond to the numbers next to each zip code/city above.



The other way to consider these data (findings from these data) would be to make a concentrated effort toward the people who live in zip codes that have stopped visiting Island County. That would require a different way of looking at these data.



This map shows concentrated areas where visitors live who come to Island County to visit with Average Spend per Transaction. The darker the blue and into red, the higher the average spend per transaction.



HIGH SPENDING ZIP CODES DATA - NATION-WIDE

Looking at 2023 High Spending Zip Codes data provide us the opportunity to see if there are locations outside of Washington for possible future targeting of marketing advertising campaigns. The first part of

the graph below shows Spending Impact by Zip Code (1). Each zip code is listed with the name of the city and state. Next, we can see the Average Spend per Transaction (Red circle with arrow).

The second graph is identical to the first graph. I sorted these data by Share of Spending (the percentage of visitors coming from that zip code). The higher the percentage on the last column, the larger the share of spending.

I created the final graph using both ways of sorting. When we take the Share of Spending and the Average Spend per Transaction together, we have the sweet spot for future advertising (those zip codes that are highlighted have a larger share of spending and spend more per transaction). For the sake of having a visual example, I only matched the top 8 zip codes. I would recommend matching additional zip codes to spending then determining DMAs for marketing purposes. Also, it is important to identify those locations that are tied to certain events (i.e., Military spending accounts - we're talking about you, Pensacola, FL; and one time big spends for large celebrations - weddings, big anniversaries, etc.).

1

Spending Impact by Zip Code (City) ↓

Zip Code (City)	vs Avg Spend per Transaction	Share of Spending
37167 (Smyrna, TN)	5x	0.06%
98937 (Naches, WA)	5x	0.07%
90712 (Lakewood, CA)	5x	0.04%
92225 (Blythe, CA)	5x	0.02%
24450 (Lexington, VA)	5x	0.07%
99185 (Wilbur, WA)	5x	0.05%
32127 (Port Orange, FL)	5x	0.01%
20110 (Manassas, VA)	5x	0.02%
98951 (Wapato, WA)	5x	0.02%
85296 (Gilbert, AZ)	5x	0.05%
91423 (Sherman Oaks, ...)	5x	0.02%
95070 (Saratoga, CA)	5x	0.05%
92311 (Barstow, CA)	5x	0.03%

Spending Impact by Zip Code (City) ↓

Zip Code (City)	vs Avg Spend per Transaction	Share of Spending
32508 (Pensacola, FL)	0.9x	0.37%
72712 (Bentonville, AR)	1.5x	0.28%
06110 (West Hartford, ...)	1.3x	0.27%
06880 (Westport, CT)	1.7x	0.24%
74133 (Tulsa, OK)	1.4x	0.23%
68133 (Papillion, NE)	1.3x	0.22%
93536 (Lancaster, CA)	1.5x	0.19%
89135 (Las Vegas, NV)	1.2x	0.19%
93245 (Lemoore, CA)	0.9x	0.18%
96706 (Ewa Beach, HI)	0.9x	0.18%
32221 (Jacksonville, FL)	5x	0.17%
81230 (Gunnison, CO)	1.6x	0.17%
92395 (Victorville, CA)	1.1x	0.16%

I color-coded the top Spend per Transaction and Share of Spending.

- Jacksonville, FL is yellow
- Charlotte, NC is orange
- Pacific Grove, CA is olive green
- Las Vegas, NV is blue
- South Prairie, WA is purple
- Colbeyville, TX is aqua
- Leander, TX is lime green

Zip Code (City)	vs Avg Spend per Trans	Share of Spending	Zip Code (City)	vs Avg Sp	Share of Sp
32221 (Jacksonville, FL)	5x	0.17%	32508 (Pensacola, FL)	0.9x	0.37%
28226 (Charlotte, NC)	5x	0.10%	72712 (Bentonville, AR)	1.5x	0.28%
93950 (Pacific Grove, CA)	5x	0.10%	06110 (West Hartford, CT)	1.3x	0.27%
89131 (Las Vegas, NV)	5x	0.09%	06880 (Westport, CT)	1.7x	0.24%
98385 (South Prairie, WA)	5x	0.09%	74133 (Tulsa, OK)	1.4x	0.23%
76034 (Colleyville, TX)	5x	0.08%	68133 (Papillion, NE)	1.3x	0.22%
78641 (Leander, TX)	5x	0.08%	93536 (Lancaster, CA)	1.5x	0.19%
94920 (Belvedere Tiburon, CA)	5x	0.08%	89135 (Las Vegas, NV)	1.2x	0.19%
98937 (Naches, WA)	5x	0.07%	93245 (Lemoore, CA)	0.9x	0.18%
24450 (Lexington, VA)	5x	0.07%	96706 (Ewa Beach, HI)	0.9x	0.18%
45202 (Cincinnati, OH)	5x	0.07%	32221 (Jacksonville, FL)	5x	0.17%
75220 (Dallas, TX)	5x	0.07%	81230 (Gunnison, CO)	1.6x	0.17%
37167 (Smyrna, TN)	5x	0.06%	92395 (Victorville, CA)	1.1x	0.16%
76116 (Fort Worth, TX)	5x	0.06%	04953 (Newport, ME)	0.9x	0.16%
85718 (Tucson, AZ)	5x	0.06%	98506 (Olympia, WA)	0.9x	0.16%
28584 (Swansboro, NC)	5x	0.06%	80919 (Colorado Springs, CO)	1.7x	0.15%
95110 (San Jose, CA)	5x	0.06%	98027 (Issaquah, WA)	0.9x	0.15%
99185 (Wilbur, WA)	5x	0.05%	80525 (Fort Collins, CO)	1.9x	0.14%
85296 (Gilbert, AZ)	5x	0.05%	89128 (Las Vegas, NV)	1.5x	0.14%
95070 (Saratoga, CA)	5x	0.05%	98597 (Yelm, WA)	0.9x	0.14%
75063 (Irving, TX)	5x	0.05%	87544 (Los Alamos, NM)	1.3x	0.13%
90712 (Lakewood, CA)	5x	0.04%	77536 (Deer Park, TX)	0.9x	0.13%
92311 (Barstow, CA)	5x	0.03%	32526 (Pensacola, FL)	0.9x	0.13%
92225 (Blythe, CA)	5x	0.02%	98801 (Wenatchee, WA)	1.5x	0.12%
20110 (Manassas, VA)	5x	0.02%	93555 (Ridgecrest, CA)	1x	0.12%
98951 (Wapato, WA)	5x	0.02%	98230 (Blaine, WA)	1.2x	0.11%
91423 (Sherman Oaks, CA)	5x	0.02%	37153 (Rockvale, TN)	0.9x	0.11%
94930 (Fairfax, CA)	5x	0.02%	28226 (Charlotte, NC)	5x	0.10%
99001 (Airway Heights, WA)	5x	0.02%	93950 (Pacific Grove, CA)	5x	0.10%
32127 (Port Orange, FL)	5x	0.01%	90503 (Torrance, CA)	2.1x	0.10%
80206 (Denver, CO)	5x	0.01%	92545 (Hemet, CA)	1.6x	0.10%
86429 (Bullhead City, AZ)	5x	0%	95608 (Carmichael, CA)	1.5x	0.10%
85716 (Tucson, AZ)	4.8x	0.08%	89406 (Fallon, NV)	0.9x	0.10%
92708 (Fountain Valley, CA)	4.8x	0.06%	89131 (Las Vegas, NV)	5x	0.09%
93240 (Lake Isabella, CA)	4.8x	0.05%	98385 (South Prairie, WA)	5x	0.09%
83616 (Eagle, ID)	4.7x	0.06%	95337 (Manteca, CA)	4x	0.09%
85750 (Tucson, AZ)	4.7x	0.04%	92653 (Laguna Hills, CA)	2.4x	0.09%
90808 (Long Beach, CA)	4.7x	0.04%	95746 (Granite Bay, CA)	1.5x	0.09%
85747 (Tucson, AZ)	4.7x	0.02%	99004 (Cheney, WA)	1.1x	0.09%
93111 (Santa Barbara, CA)	4.7x	0.02%	67801 (Dodge City, KS)	1x	0.09%
99353 (West Richland, WA)	4.7x	0.02%	59874 (Trout Creek, MT)	1x	0.09%
82414 (Cody, WY)	4.6x	0.04%	23322 (Chesapeake, VA)	0.9x	0.09%
75067 (Lewisville, TX)	4.5x	0.04%	92102 (San Diego, CA)	0.9x	0.09%
84405 (Ogden, UT)	4.5x	0.04%	66027 (Fort Leavenworth, KS)	0.9x	0.09%
75070 (McKinney, TX)	4.4x	0.08%	76034 (Colleyville, TX)	5x	0.08%
90807 (Long Beach, CA)	4.4x	0.03%	78641 (Leander, TX)	5x	0.08%
55025 (Forest Lake, MN)	4.4x	0.01%	94920 (Belvedere Tiburon, CA)	5x	0.08%
90035 (Los Angeles, CA)	4.3x	0.04%	85716 (Tucson, AZ)	4.8x	0.08%
32561 (Gulf Breeze, FL)	4.3x	0.03%	75070 (McKinney, TX)	4.4x	0.08%

POSSIBLE CONCLUSIONS

When we review data and look for findings that help us to make informed decisions, it is important to remember the perimeters we put into place can drastically change the outcomes (i.e., 50 miles from Island County borders vs. 10 miles from Island County borders). I chose to eliminate all zip codes within Island County so we could focus on Washington state visitors coming to Island County.

- We have a lot of visitors who come from neighboring zip codes (Stanwood and Anacortes are our top two visitors and spenders).
- We need to decide if the number of visitors is most important, the amount visitors spend is most important, or if we need to hit a sweet spot in the middle.
- Do we want to specifically target Washington state visitors, or do we want to look at DMAs county-wide who frequently come to Island County year after year and spend money?

- What does all of this mean for the new focus we have on Transformational Travel? How can we leverage these data so we are marketing to those who fit our new focus?

AIRDNA REPORT

Here are the Short-Term Rental results for December for Island County. The gray line is renting the entire place (house, tree house, yurt, tent), and the white line is renting a room. The number of nights available to rent continues to increase even as demand softens and revenue per available rental (RevPAR) weakens.

December 2023 vs December 2022

Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
697	874	25.4%	642	755	17.6%	46%	44%	-3.8%	318	298	-6.2%	146	131	-9.8%
53	71	34.0%	45	56	24.4%	41%	40%	-4.0%	177	191	8.2%	73	76	3.9%

These next three charts from AirDNA's Pace Report look to the future and summarize the availability and reservations made for short-term rentals. As in December, the number of nights available to rent continues to increase even as demand softens and overall revenue weakens. It will be interesting to see what market forces do to the overall supply. Since revenue directly impacts tax revenue, we should anticipate a continued decrease in money available to this committee next year.

Supply (Nights)						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	20,942	20,060	21,796	20,732	21,059	20,053
Previous Year	19,188	14,081	16,269	15,612	15,728	16,408
Current vs Previous %	9%	42%	34%	33%	34%	22%
2 Years Ago	15,199	12,215	13,322	13,454	13,655	14,123
Current vs 2 years ago %	38%	64%	64%	54%	54%	42%
Demand (Nights)						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	4,680	2,552	1,767	1,459	1,449	1,809
Previous Year	6,293	2,439	1,798	1,657	1,616	1,820
Current vs Previous %	-26%	5%	-2%	-12%	-10%	-1%
2 Years Ago	5,937	2,928	1,953	2,022	1,687	1,890
Current vs 2 years ago %	-21%	-13%	-10%	-28%	-14%	-4%
Revenue (USD)						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	1,345,172	764,133	535,255	462,658	518,035	777,051
Previous Year	1,812,425	732,353	578,874	481,359	510,978	746,268
Current vs Previous %	-26%	4%	-8%	-4%	1%	4%
2 Years Ago	1,476,900	778,073	546,169	660,550	575,371	666,508
Current vs 2 years ago %	-9%	-2%	-2%	-30%	-10%	17%