

## Lodging Tax Advisory Committee (LTAC) 2026 Grantee Orientation

- Owen Rowe, Deputy Mayor, Council Liaison to LTAC
- Shelly Leavens, Director of Communications & Marketing, Staff Liaison to LTAC
- Jason Lamey, Public Experience Liaison
- Katy Goodman, Arts & Culture Coordinator

# Congratulations!

## 2026 LTAC Grantees

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- Jefferson County Farmers Markets
- Port Townsend Golf Park
- Rhododendron Festival
- Port Townsend Film Festival
- Kinetic Sculpture Race
- Songwriting Works Make Music Day
- First Night
- Olympic Discovery Trail Ambassadors
- Soul Sessions
- Key City Public Theatre



Tyler Plaza tent



# LTAC's Vision

*Port Townsend Lodging Tax Advisory Committee's (LTAC's) vision of sustainable tourism is to reinvest community resources to enhance the lives of both residents and visitors.*



## Four types of committee members

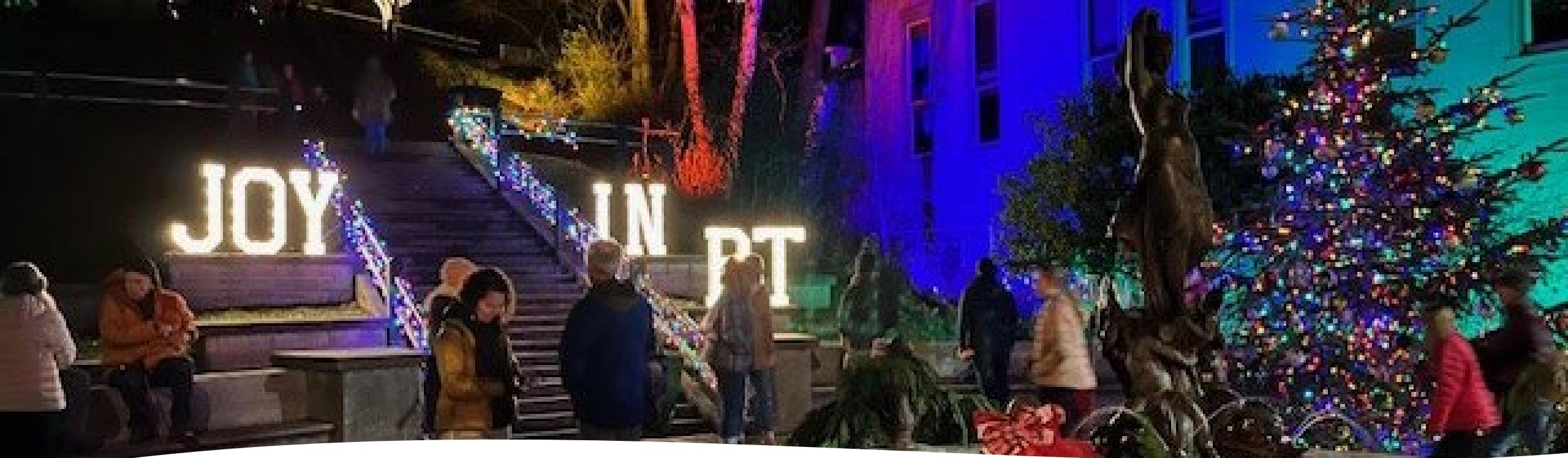
- At Large
- Collector
- Recipient
- Non-Voting

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### Members

- Owen Rowe (Chair) - Elected Official
- Kate Philbrick, Swan Hotel / Northwest Maritime Center - Collector
- Danielle McClelland, Port Townsend Film Festival - Recipient
- Denise Winter, Key City Public Theatre - Recipient
- Natalie Maitland, Port Townsend Main Street - Non-Voting
- Sarah Copley, Puget Sound Express - At Large Position
- Cindy Finnie - At Large Position
  
- Katy Goodman, Staff support
- Shelly Leavens, Staff support

**JOIN US!!**



# Your Contract & Lodging Tax Laws

Definitions of “tourism,” “tourism promotion,” and “tourism-related facility”

- Cities and counties may use the funds directly or indirectly. The funds may be awarded to cities or counties for **eligible expenses**, nonprofits, or tourism organizations.
- Practice Tip: If your marketing promotion is not going **50 or more miles away**, its likely not eligible. If you aren’t sure, ask!



Collecting data  
before, during,  
and after.

**State Reporting Form provides a basic guide and is a requirement.**

- Ticket sales
- Zip codes
- Dot surveys
- Informal Q&A from volunteers
- iPads, google forms



The City's New  
Destination  
Brand

City of  Port Townsend

**PORT  
TOWNSEND**

OFF THE PATH. ON THE EDGE.



## Enjoy Port Townsend

9.6K followers • 279 following

 Following

 Search

# Destination Channels

 <https://enjoypt.com/>  
<https://www.facebook.com/enjoypt>  
<https://www.instagram.com/enjoyporttownsend/>

# Visitor Information Services: Welcome Center

- Open 6 days a week
- Brochures and information
- Informed staff and volunteers
- Grounding in maritime heritage, unique geography, welcoming place
- Survey

<https://nwmaritime.org/visit/where-we-work/welcome-center/>



# Visitor Information Services: Mobile Greeter

- Seasonal May – September
- Moves all over town, but will be in open plazas, public spaces
- Brochures and information
- Informed staff
- Grounding in history, community vibes, welcoming place
- Survey



The award-winning Main Street Mobile Greeter Program

# Facilities Rentals and Fee Waivers

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- <https://cityofpt.us/facility-rentals>
- Cotton Building
- Pope Marine Building
- Chetzemoka Park Gazebo





City Event  
Readerboard

<https://jeffcopromo.org/>  
\$100 per side, per week



Music at Artwalk

# Arts & Culture Resources

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<https://ptcreativedistrict.org/>

Creative Calendar to List Your Event

<https://ptcreativedistrict.org/community-calendar/>

Artist Directory

<https://ptcreativedistrict.org/artists/>

Arts Commission Grants

<https://ptcreativedistrict.org/arts-commission-grants-open-now/>

Artist Resource Help Desk

<https://ptcreativedistrict.org/artist-resource-help-desk/>

# Olympic Peninsula Tourism & Share the Lodging List

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- <https://olympicpeninsula.org/>
- <https://olympicpeninsula.org/lodging/>
- <https://enjoypt.com/stay/>
- <https://parks.wa.gov/fort-worden-vacation-rentals>

(April 1 through October 31)



Old Consulate Inn

## Additional Resources

- <https://quimpereventscollective.com/>
- As part of the FIFA World Cup coming to Seattle, there are a number of promotions and training opportunities popping up.

<https://www.seattlefc26.org/inclusion-training-initiative#Workshop-Registration>

It aligns well with our goal of being a welcoming destination for all people and ensuring our local businesses & organizations have the resources they need to be welcoming to people of all backgrounds and identities. Please pass along!

QUIMPER EVENTS

COLLECTIVE





Thank you!

Q & A