

List of Proposed Tourism Promotion Services and Impact				
Port Townsend Farmers Market 2025 Season, Port Townsend LTAC				
Promotion Type	Funding Source	Cost	Reach	Notes
Seattle Stranger digital advertising, PTFM Shoulder Season	PT LTAC	\$2,500.00	1,340,000 readers	Digital advertisement in the Food and Drink, features/news and events sections
Seattle Times digital advertisement, PTFM Shoulder Season	PT LTAC	\$3,000.00	272,727 impressions	\$11 per 1,000 impressions run over the course of the market season
Facebook/Instagram	PT LTAC	\$500.00	Approximately 49,500 views during the Market season	Weekly boosted post ads spring and winter. 16,500 viewers quarterly.
Customer tracking and grant admin	PT LTAC	\$1,000.00		Administrative time to manage the grant, oversee advertisement plan, and shopper counts and data collection for LTAC grant
Total PT LTAC Request	PT LTAC	\$7,000.00	Approximately 1,629,227 reached	
Facebook/Instagram	Jeff Co. LTAC	\$500.00	21,158 viewers quarterly, 6.9k Facebook followers, 2.7 Instagram Followers	Weekly boosted post ads, May-October
Olympic Culinary Loop	Jeff Co. LTAC	\$435.00	12,000 subscribers, 60,000 brochures distributed regionally	Reaching visitors to the Olympic Peninsula through distribution at visitor center, local lodging, and more
Rack Cards	Jeff Co. LTAC	\$1,500.00	2,500 readers	2,500 distributed to local lodging, visitor centers and at our markets
Waterside Magazine on Washington Ferries and in Visitor Centers	Jeff Co. LTAC	\$1,800.00	25,000 magazines distributed to 600+ locations in Washington and British Columbia reaching 100,000 readers	Year-long distribution on WA and BC Ferries, and along I-5 from Seattle to Vancouver in high-traffic hotel lobbies, airports, and visitor centers
Video production	Jeff Co. LTAC	\$3,500.00	21,158 quarterly social media viewers + 4,000 Rose Theatre views	Aired on social media regionally, shared in our weekly newsletter, website and on the Rose Theatre screen
Seattle Stranger digital advertising	Jeff Co. LTAC	\$2,500.00	1,340,000 readers	Digital advertisement in the Food and Drink, features/news and events sections
Seattle Times digital advertisement	Jeff Co. LTAC	\$3,000.00	272,727 impressions	\$11 per 1,000 impressions run over the course of the market season
Kids' Activities	Jeff Co. LTAC	\$375.00	~10,500 market shoppers	\$75 per month, 5 months
Live Music Fund	Jeff Co. LTAC	\$4,400.00	~10,500 market shopper	Live music stipend, \$200 per week, 22 weeks
CFM Site Manager	Jeff Co. LTAC	\$2,112.00	~10,500 market shoppers	Staff time for conducting LTAC customer tracking at \$24 per hour x 4 hours per week June-October
Market Administration and Oversight	Jeff Co. LTAC	\$880.00		1 hours per week, 22 weeks at \$40, market oversight, grant reporting

Payroll Tax	Jeff Co. LTAC	\$211.20		For billable staff hours at 10%
Total	Jeff Co. LTAC	\$21,213.20		
Port Townsend Leader print advertisement	In-kind	\$2,000.00	6,500 local subscribers	Two donated 1/2 page ads
Port Townsend Leader and Peninsula Daily News (PDN) print advertisement	USDA Farmers Market Promotion Program Grant	\$8,000.00	6,500 Leader subscribers, 40,000 PDN readers across the Peninsula	Co-promote our farmers markets throughout the season
KPTZ-Radio promotion	In-kind	\$1,000.00	12,000 listeners	Weekly spot on KPTZ, April-December
Facebook/Instagram	USDA Farmers Market Promotion Program Grant	\$1,000.00	21,158 viewers quarterly, 6.9k Facebook followers, 2.7k Instagram followers	Posts promoting both Jefferson County Farmers Markets
Spring and summer postcard insert in the Leader and local lodging	USDA Farmers Market Promotion Program Grant	\$3,000.00	6,500 subscribers + distributed to local lodging and visitor centers reaching	Posts promoting both Jefferson County Farmers Markets. This is a multi-year grant with secure funding through 9/2025.
Video Rose Theatre Screen	In-kind	\$1,600.00	~4,000 viewers	The video produced with LTAC grant funds will be shown on the Rose Theatre screen as well as distributed to other local and regional partners
Marketing Coordinator Time	USDA Farmers Market Promotion Program Grant	\$13,996.80		Marketing Coordinator 18 hours a week during the CFM season. Our Marketing Coordinator writes our weekly newsletter reaching 1,738 subscribers, maintains our website with 4,200 visits per month, creates social media content reaching 21,158 viewers quarterly, and designs our advertising reaching audiences in the Olympic Peninsula and greater Seattle area as well as national and international tourists. Viewer estimate is conservative based on our weekly visitors to our farmers markets over the 2024 season.
Other CFM Promotion Budget		\$30,596.80		
Total Advertising Budget		\$58,810.00		