

2023 Awarded Organizations	Port Awarded Funds	Project Summary
Forks Chamber of Commerce	\$7,000.00	Social media marketing for Forks Area attractions including Forever Twilight in Forks Collection, Quileute Tribal attractions, Makah Tribal attractions, and Forks Logging & Mill Tours, with an emphasis on out-of-state target markets.
Experience Olympia & Beyond	\$10,000.00	Create new “You Belong Here” landing page, logo, and photo shoots featuring LGBTQ+ individuals and/or families for digital and social media campaign to CA and AZ markets.
City of Westport	\$10,000.00	Create inclusive social media advertising, produce video and new website content for marketing to LGBTQ and BIPOC adventure travelers, from CA and CO, to experience Westport’s surfing beaches, charter fishing, bird and whale watching, and more!
Cascade Bicycle Club	\$10,000.00	Via an Ambassador Marketing Program, including 40 influencers, people of color who ride the signature Seattle to Portland (STP), BIPOC bike clubs, national bike influencers, and partnership with Alaska Airlines, Cascade is able to expand their fly-in marketing reach.
Whidbey and Camano Islands Tourism	\$10,000.00	With an emphasis on Regenerative Tourism, host travel media and influencers who directly address historically underserved audiences - LGBTQ+, people of color including Indigenous communities, people with mobility issues, and visitors from international cultures - in their destination marketing messaging. Also launch a digital ad campaign to fly-in target markets.
Seattle Good Business Network	\$10,000.00	Create a mobile gamified passport and marketing campaign, targeting visitors from 13 Western states, highlighting Seattle Made Week, a collaboration of approx. 700 urban manufacturers and producers.
City of Kirkland	\$7,000.00	Launch digital marketing campaign(s) emphasizing themes of arts and cultural diversity and inclusion, as well as outdoor and adventure experiences to out-of-state fly-in markets, encouraging visitation during the Fall/winter shoulder season.
Cascade Loop Association	\$10,000.00	In collaboration with Cascade Loop’s nine distinct geographic regions, promote the Cascade Loop National Scenic Byway, “Washington State’s Ultimate Road Trip” via a targeted social media campaign, emphasizing responsible tourism visitation on trail systems, natural environments, watching wildlife, or understanding local tribal histories from museums and information centers.
Visit Tri-Cities	\$6,500.00	In collaboration with community partners, host two media familiarization tours - one showcasing outdoor adventure and one focused on accessible family travel and STEM tourism for hands-on learning – to attract visitors from fly-in markets.
Seattle Opera	\$10,000.00	Identifying opportunities to present an updated production of Das Rheingold, with a star-studded, majority Black cast, to audiences in San Francisco and Los Angeles, Seattle Opera will launch a comprehensive email and social media marketing campaign to west coast audiences who share similar expectations of opera that reflects both a current world view and creates an environment where all people experience opera as antiracist, inclusive and a place of belonging.
Harbor WildWatch	\$9,000.00	Produce 50 short videos for multiple social media platforms, design, publish, and distribute digital and print “Passport to the Salish Sea” encouraging out-of-state eco-tourists to visit and participate in the activities of the 9 community marine science centers in the region.
Young Women Empowered	\$10,000.00	Refuge Outdoor Festival is a 3-day outdoor recreation and camping experience geared toward People of Color and allies to build community through outdoor recreation, music, art, and conversations. Identifying an opportunity to expand outreach to three key U.S. state regions, a comprehensive social media campaign, including partnerships with five identified regional ambassadors, will sustainably elevate this offering to new attendees.
Woodland Park Zoo	\$10,000.00	Utilize digital advertising strategies to promote a campaign and exhibit entitled “We are Living Northwest” and “Living Northwest Trail” respectively. The campaign, focused on the PNW forests, animals, conservation, and the Fall exhibit, focused on Indigenous peoples and eco-tourism, will be promoted to identified domestic and international visitor markets.
Puget Sound Attractions Council dba Seattle Premier Attractions	\$10,000.00	As a cooperative alliance, a comprehensive digital marketing campaign will launch, including paid search advertising, social media, and targeted display advertising, which will target out-of-state visitors from eight cities in key markets for up to 24 of our region’s top attractions. “Know Before You Go” messaging will promote responsible travel.
The Alliance for Pioneer Square	\$10,000.00	Produce and execute a cultural tourism digital marketing campaign promoting our neighborhood’s cultural vitality represented by our arts community, historical elements, and various architectural features to two fly-in target markets, and utilizing geo-fenced advertising technology.
Seattle Historic Waterfront Association	\$10,000.00	Produce, publish, and promote a series of videos, via social media campaign, that showcase the Seattle waterfront and its indigenous cultural heritage to international visitors and out-of-state tourists. Visitor interviews, as content for a series of videos, will be structured around the statement “I Love Seattle” in other languages and asking visitors to pronounce “Dzidzilalich”. SHWA will endeavor to integrate opportunities for local students to have a hand in producing an international marketing campaign like “The World Loves Seattle”.
Superyacht Northwest	\$7,500.00	The number of superyachts and large recreational vessels visiting Seattle and the San Juan Islands steadily grows as SYNW informs and educates the recreational boating and yachting world on eco-tourism opportunities. Published in digital and print form, the Destinations Guide, an educational and promotional piece, will be distributed to domestic and international attendees at four boat/yacht events, as well as integrated into a social media marketing campaign and new “Charter” website landing page targeted to out-of-state visitor markets.
City of Des Moines	\$5,000.00	Develop new dedicated website landing page for the Des Moines Express, a water taxi option, and implement a marketing strategy to out-of-state visitors from CA, TX, and FL.
City of Burien	\$10,000.00	Launch a geo-targeted digital ad campaign to five identified out-of-state cities and a geofenced ad campaign timely focused on Alaska cruise ship visitors. Produce three videos; of which two will be filmed in Spanish. Focus will be on cruise travelers, multigenerational families, and Latino/a/x travelers.
National Nordic Museum	\$10,000.00	In partnership with IcelandAir and Reykjavik, Seattle’s sister city, National Nordic Museum will promote its upcoming immersive exhibition, FLÓÐ (Flood) which encourages visitors to become more mindful of their own impact on the environment and to consider how they can take actions to reduce their impact on the environment. The marketing campaign, targeting California and East coast states, includes national media channels, six identified social media influencers, and engagement in Seattle’s Pride and collaboration with The Vera Project.
Experience Learning Community dba The Museum of Pop Culture	\$10,000.00	Incorporating lessons learned from the study conducted by nonprofit Deaf Friendly as it relates to marketing and outreach to hard of hearing and deaf audiences, The Museum, a Gold LEED certified building, will highlight their diverse exhibitions to cruise visitors via a geotargeted marketing campaign.
Highline Heritage Museum	\$8,000.00	Identifying an opportunity to expand outreach to out-of-state visitors, a social media and geofence marketing campaign, in collaboration with community partnerships, will promote tours of unique stories in the area, such as the Seike Japanese Garden, D.B. Cooper, Jimi Hendrix’s Spanish Castle, a 12,000 year old giant sloth, and more!
<b>TOTAL:</b>	<b>\$200,000.00</b>	