



MEMORANDUM

TO: Whatcom County Council
FROM: Tyler Schroeder, Deputy Executive
RE: Bellingham Whatcom County Tourism
DATE: February 1, 2022

Enclosed is a Contract for Services between Whatcom County and Bellingham Whatcom County Tourism (BWCT) for your review and approval.

▪ **Background and Purpose**

Bellingham Whatcom County Tourism requested additional funding specifically designed to support an Economic Recovery and Revitalization plan. This project proposal was discussed and generally supported by the Lodging Tax Committee (Committee) during their Fall allocation meeting. The full proposal was submitted to the Committee in mid-December and recommended for funding at their January 19th meeting. The Committee is in full support of the multi-faceted approach to encourage tourism in our region with the development of interactive apps, Tail Information Apps and other localized partnerships. The goal is to identify and implement a number of strategies designed to rebound tourism in our region.

▪ **Funding Amount and Source**

Funding in the amount of \$95,000 will come from the Lodging Tax Fund as recommended by the Lodging Tax Advisory Committee.

▪ **Differences from Previous Contract**

This is a reimbursable contract for expenses associated with a multi-faceted Economic Recovery and Revitalization plan.

Please contact Tyler Schroeder at extension 5207, if you have any questions or concerns regarding the terms of this agreement.