



MEMORANDUM

TO: Whatcom County Council
FROM: Tawni Helms, Administrative Coordinator
RE: Bellingham Whatcom County Tourism
DATE: November 01, 2023

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

▪ **Background and Purpose**

Contractor has received Lodging Tax funding for the purposes of marketing and operational costs associated with the tourism promotion activities and special projects delivered by Bellingham Whatcom County Tourism.

▪ **Funding Amount and Source**

Funding in the amount of \$200,000 will come from the Lodging Tax Fund as recommended by the Lodging Tax Advisory Committee and approved on October 24, 2023 by the Whatcom County Council through Resolution No. 2023-039.

▪ **Differences from Previous Contract**

BWCT requested \$50,000 less than the previous year due to new the Tourism Promotion Area funding. There is a strong possibility they will come back to the County with a specific countywide marketing plan for an additional \$50,000.

Please contact Tawni Helms at extension 5208, if you have any questions or concerns regarding the terms of this agreement.