

Briefing for City Council Candidates

Department: Parks and Recreation, Tourism Division

Reports to: Nik Stroup, Parks and Recreation Director

Tourism Manager: DeNae McGee

Number of Staff Members in Division: 1

2021-2022 Budget: \$314,000 each year (reduced scope due to Covid-19)

Duties/Responsibilities of Department:

- Staff liaison to Lodging Tax Advisory Committee (LTAC)
- Staff LTAC monthly meetings
- Manage the Hotel/Motel Tax Fund
- Visitor development and marketing
- Electronic media (website and social media)
- Manage contractors: Advertising, marketing, website, graphic design
- Oversee grant program

Tourism/Event tools include, but are not limited to:

- Social media
- Print
- Media relations
- Beginatbothell.com website
- The monthly e-newsletter
- Bi-monthly blogs.

Additional responsibilities to support primary ones include:

- Evaluating website/social media strategies to ensure effectiveness
- Communicating/collaborating with City Staff and other stakeholders to attract new assets to Bothell

Major 2020-2021 initiatives:

Ongoing Initiatives:

- Develop new budget due to loss of Hotel/Motel taxes from COVID-19
- Complete signage project on Sammamish Trail, directing walkers/cyclists to downtown Bothell

New Initiatives:

- Continue building relationship with Woodinville Wine Country as their Official Stay Partner
- Work with Economic Development Manager to attract businesses to Bothell that appeal to business and leisure travelers.