



Lodging Tax Advisory Committee (LTAC) 2026 Grantee Orientation

- Owen Rowe, Deputy Mayor, Council Liaison to LTAC
- Shelly Leavens, Director of Communications & Marketing, Staff Liaison to LTAC
- Jason Lamey, Public Experience Liaison
- Katy Goodman, Arts & Culture Coordinator

Congratulations! 2026 LTAC Grantees

- Jefferson County Farmers Markets
- Port Townsend Golf Park
- Rhododendron Festival
- Port Townsend Film Festival
- Kinetic Sculpture Race
- Songwriting Works Make Music Day
- First Night
- Olympic Discovery Trail Ambassadors
- Soul Sessions
- Key City Public Theatre





LTAC's Vision

Port Townsend Lodging Tax Advisory Committee's (LTAC's) vision of sustainable tourism is to reinvest community resources to enhance the lives of both residents and visitors.



Four types of committee members

- At Large
- Collector
- Recipient
- Non-Voting

Members

- Owen Rowe (Chair) - Elected Official
- Kate Philbrick, Swan Hotel / Northwest Maritime Center - Collector
- Danielle McClelland, Port Townsend Film Festival - Recipient
- Denise Winter, Key City Public Theatre - Recipient
- Natalie Maitland, Port Townsend Main Street - Non-Voting
- Sarah Copley, Puget Sound Express - At Large Position
- Cindy Finnie - At Large Position

- Katy Goodman, Staff support
- Shelly Leavens, Staff support

JOIN US!!



Your Contract & Lodging Tax Laws

Definitions of “tourism,” “tourism promotion,” and “tourism-related facility”

- Cities and counties may use the funds directly or indirectly. The funds may be awarded to cities or counties for **eligible expenses**, nonprofits, or tourism organizations.
- Practice Tip: If your marketing promotion is not going **50 or more miles away**, its likely not eligible. If you aren't sure, ask!



Collecting data
before, during,
and after.

State Reporting Form provides a basic guide and is a requirement.

- Ticket sales
- Zip codes
- Dot surveys
- Informal Q&A from volunteers
- iPads, google forms



The City's New
Destination
Brand

City of  Port Townsend

PORT 
TOWNSEND
OFF THE PATH. ON THE EDGE.



Enjoy Port Townsend

9.6K followers • 279 following

Following

Search

Destination Channels

<https://enjoypt.com/>

<https://www.facebook.com/enjoypt>

<https://www.instagram.com/enjoyporttownsend/>

Visitor Information Services: Welcome Center

- Open 6 days a week
- Brochures and information
- Informed staff and volunteers
- Grounding in maritime heritage, unique geography, welcoming place
- Survey

<https://nwmaritime.org/visit/where-we-work/welcome-center/>



Visitor Information Services: Mobile Greeter

- Seasonal May – September
- Moves all over town, but will be in open plazas, public spaces
- Brochures and information
- Informed staff
- Grounding in history, community vibes, welcoming place
- Survey



Facilities Rentals and Fee Waivers

- <https://cityofpt.us/facility-rentals>
- Cotton Building
- Pope Marine Building
- Chetzemoka Park Gazebo





City Event
Readerboard

<https://jeffcopromo.org/>
\$100 per side, per week



Music at Artwalk

Arts & Culture Resources

<https://ptcreativedistrict.org/>

Creative Calendar to List Your Event

<https://ptcreativedistrict.org/community-calendar/>

Artist Directory

<https://ptcreativedistrict.org/artists/>

Arts Commission Grants

<https://ptcreativedistrict.org/arts-commission-grants-open-now/>

Artist Resource Help Desk

<https://ptcreativedistrict.org/artist-resource-help-desk/>

Olympic Peninsula Tourism & Share the Lodging List

- <https://olympicpeninsula.org/>
- <https://olympicpeninsula.org/lodging/>
- <https://enjoypt.com/stay/>
- <https://parks.wa.gov/fort-worden-vacation-rentals>

(April 1 through October 31)



Additional Resources

- <https://quimpereventscollective.com/>
- As part of the FIFA World Cup coming to Seattle, there are a number of promotions and training opportunities popping up.

<https://www.seattlefwc26.org/inclusion-training-initiative#Workshop-Registration>

It aligns well with our goal of being a welcoming destination for all people and ensuring our local businesses & organizations have the resources they need to be welcoming to people of all backgrounds and identities. Please pass along!

QUIMPER EVENTS

COLLECTIVE





Thank you!

Q & A