

Governor Gregoire's 2010 Task Force

Tourism Subcommittee Meeting

April 21, 2006

9:00 am to 12:00 pm - Seattle, Washington

Present: Steve Pomranz, *Chair*, Kim Bedier, Ian Burkheimer, Betsy Gabel, John Graef, Greg Griffin, Linda Haglund, Mark Hewitt, Jack High, Walter Jackson, Malte Kluetz, Craig Larsen, Kellin McDonald, Peter McMillin, Rebecca Mulhollen, Elizabeth Robbins, Mary Rose, Dean Runyan, Bob Sherby, Jan Simon, Steve Smith, Amy Spain, Dan Youra, Carrie Wilkinson

Welcome and Introductions: Steve Pomranz opened the meeting with introductions and overview of the agenda.

Update on the Governor's 2010 Task Force: Steve reported on the recent meeting of the Task Force Executive Committee. Discussion at that meeting had focused on how Washington can build on the 2010 Olympics to advance a broader impact and achieve more substantial goals. The Task Force received and discussed the two Impact Studies – the Gallatin Group and the Dean Runyan Associates reports. Discussion focused on key opportunities and issues:

- Policy level -- developing budget initiatives to strengthen infrastructure.
- Intergovernmental level -- strengthening relationships and partnership with Canada/British Columbia (labor, materials support, cross-border infrastructure, highways, communications, etc.).
- Security and Transportation – both subcommittees are aware of the impacts on tourism and are responsive to the needs and potential issues.
- Business Development – there are many opportunities for immediate participation and for long-term strengthening of trade relationships.

Recommendations from the two studies will be rolled up into an executive report for the Governor and will form the basis for moving forward in developing action plans and a budget request to the legislature.

At the Task Force meeting Steve Pomranz asked if the Tourism Subcommittee is on track with the task and goals. Affirmation was received that the subcommittee is addressing the issues appropriately. As with the other subcommittee working groups, the two key items to address are:

1. What are our plans and programs for addressing this opportunity and what do we need in terms of funding?
2. What do we see as the long-term residual effect of this activity – what is the legacy?

Peter McMillin added that the 2010 opportunity is a priority for the Governor. She will be meeting again soon with Premier Campbell of British Columbia and 2010 issues will be on the agenda. Elizabeth Robbins, representing the Transportation Subcommittee and WSDOT underscored the interconnection between the subcommittees. She mentioned that WSDOT is exploring how the highway rest areas can also serve as tourism information centers. She also

distributed a report from WSDOT on its priorities. Mary Rose said that minutes from the Task Force Executive Committee meeting would be available to the public.

Report from 2010 Program Manager: Mary Rose reported on her recent activities, including giving presentations and updates on the Task Force and the impact studies during CTED's Trade Week and at several regional meetings – Sno-Gold and the Port of Bremerton. She met with VANOC and other BC officials in Vancouver in February, including Raymond Chan of Tourism BC and Bruce Dewar, CEO of 2010 Legacies Now. Mary is coordinating development of a CTED 2010 information website. Seminars are being planned to introduce 2010 opportunities and access information around the state. Mary and Peter McMillin are collaborating with PNWER (Pacific Northwest Economic Region) in the development of a website to catalogue all of the potential training venues in the region. Ian Burkheimer has recently been hired by PNWER to support the 2010 Coordinating Committee of that region-wide organization.

Discussion on the Tourism Subcommittee's charge: It is clear that the charge to the Tourism Subcommittee is to focus on how the event of the 2010 Olympics in Vancouver and Whistler can build benefit for Washington's tourism goals before, during and after the games. To be effective, a broad plan needs to be developed that is integrated into the statewide plan. Dan Youra pointed out that there is lots of knowledge at the table. Washington has a tremendous asset base. He suggested a geographic-based assessment of resources and the cataloguing of these in existing methods of easy access, such as internet and wireless services.

Peter and others commented that the pressing need is to organize our plans so that they can be presented as part of a decision package for the '07 legislative session.

Dean Runyan Report: To assess the scope of the opportunity, Dean Runyan Associates was commissioned to study potential in three areas:

1. Teams and Training Needs: Runyan has provided a list of the countries with winter Olympics teams and the sports in which they compete. These would be candidates for outreach for training venues. See additional recommendations below.
2. Estimation of expected volume of travel: while the volume does not appear to be significant during the immediate period of the games (February-March 2010), we can expect a significant blip in terms of focused attention.
3. Experience of other states who were neighbors to past winter Olympics: Idaho was the only state that had prepared a well-developed plan. Runyan reported on the plan and its effectiveness. Though the impact is not thoroughly documented, it appears that Idaho benefited in terms of team training, visitor stays, retail sales, and the longer-term halo effect of returning and new visitors to the area.

Key recommendations from Dean Runyan:

Think about it now and plan your message carefully: If it is a statewide approach, what is the message? If it is a regional or community approach, what is the message? Evaluate the investment and potential ROI of inviting teams to train – is it simply a message of a place to come – *here is a venue you can rent*, or is a community ready to host or partially host teams? If the latter, what is the ROI?

Look for other opportunities for funding: If it is building tourism for the long term, then the public should invest in it. Matching funds can be set up as incentive for investment to support all the different activities. Plans should be set up for documenting the return on investment.

PNWER Report: Ian Burkheimer reported on plans of the 2010 Coordinating Council. These include the training site database, which will document all the resources for team training in the Northwest region. This site will most likely link to the BC site: www.hostingbc.com. In addition, the Council is considering tourism information booths (kiosk) in the Vancouver-Whistler area, and possibly in Beijing for the 2008 summer games. Peter McMillin will continue to collaborate with Ian and Matt Morrison, Executive Director of PNWER on developing plans.

Discussion based on questions from Steve Pomranz' paper prepared for this meeting:

How to proceed? There are already active regional groups. Should the regions submit plans and needs that the Tourism Subcommittee can support? Or are there things that can be done at the statewide level that enhance and support the regional efforts.

It was agreed that a combined effort is more effective, but it is also important to make sure that diverse interests and needs are reflected in the effort.

Funding and Communication are key. Funding can enhance regional activities and can also help facilitate collaboration. We need to make sure there are good lines of communication so that the various regional groups know what is being planned and how they can participate.

Building the Plan – Maximizing 2010 Olympics Opportunities:

The committee reviewed a list of strategic action areas based on the Idaho model, identifying the following priorities:

- 1) Promote Olympic training sites --document venues and provide contact information for prospective teams (in collaboration with PNWER).
- 2) Promote scheduled events and exhibitions to the media to attract attention to the region and its resources.
- 3) Promote Washington as a Gateway for the Olympic Games; market The "Scenic Route" to/from the Games through Washington and promote Two Nation Vacation concept.
- 4) Promote Washington to International Tour Operators (work with them to create Olympics focused travel packages that include Washington). Promote packages internationally, and in Canada and the U.S.
- 5) Corporate Sponsorships (develop special VIP packages for Executives of Olympic sponsors)
- 6) Attract British Columbia Residents fleeing the "chaos" of the Games.
- 7) Create Travel Information Centers -- set up promotional "retail" space in key locations of Vancouver; explore other opportunities.
- 8) Media packages: Generate specific press releases and media content to raise awareness of Washington and gain visibility. There are great networks here in Seattle that

broadcast widely in the Northwest and in British Columbia. Media is a major audience in all the above activities.

Dual Goal Approach:

The committee reviewed nine points from Steve Pomranz' plan for creating a long-term legacy program that will benefit the state. While this needs further discussion, it was agreed that the focus should remain primarily on the 2010 opportunity and that plans developed by this committee should be integrated into the statewide tourism plan created by the Tourism Advisory Committee. Funding needs should be identified and a system for tracking return on investment developed in order to build strong relationships with the legislature.

Next meeting and Adjourn:

Planning will continue at the next meeting, which will be held in July.

The meeting was adjourned at 12:00 PM.

Minutes prepared by Mary Rose, 2010 Program Manager, CTED