



Board of County Commissioners  
1820 Jefferson Street  
PO Box 1220  
Port Townsend, WA 98368

Kate Dean, District 1   Heidi Eisenhour, District 2   Greg Brotherton, District 3

# MEMO

TO:            Jefferson County Lodging Tax Advisory Committee  
FROM:        Jefferson County Board of County Commissioners  
DATE:        October 14, 2024  
RE:           **BoCC priorities for 2025 LTAC RFP**

Jefferson County, under the direction of the Board of County Commissioners is directing the Lodging tax Advisory Committee to the following ranked priorities as they look at appropriate applications for the 2025 Lodging Tax revenue in Jefferson County:

1.      Destination development, such as supporting a Public Facilities District to build a pool, public campground improvements, and developing the Gateway VIC are examples of the allowed use listed in RCW 67.28.1816 and represent our county's top priority after an extended period of de-emphasizing this type of investment.
2.      "The marketing and operations of special events and festivals designed to attract tourists," as listed in the RCW is our second priority, continuing years of investment in event marketing.
3.      Destination marketing, often called "Tourism Marketing" is our lowest priority for 2025 Lodging tax funding.

Further we encourage the use of digital media over printed material where practical.

Sincerely,

Kate Dean, Chair, Dist. No. 1

Heidi Eisenhour, Dist. No. 2

Greg Brotherton, Dist. No. 3