Report to Langley City Council
Re: Tourism Project Funding

This is a report from the short-term committee responsible for recommending projects for Tourism Promotion Funding. The committee first developed a project evaluation form, which we applied to all the projects as we evaluated their merit. We individually read through each application, scored each project using the criteria and then discussed our ratings. As state law as our guide we focused on criteria such as: has a way to track visitors, encourages visitors to stay overnight, builds new audiences and encourages tourism expansion. The City of Langley, when reporting to the state on how we spend our tourism dollars, must be able to document some of these criteria so we felt it important that whatever projects were selected were able to satisfy those basic elements. For some of the projects we made suggestions for improvement if selected. We also were careful to select projects that focused on Langley alone and did not benefit other cities or the county, since these tourism funds need to primarily benefit our town alone.

Here are the recommendations in priority order as scored:

1. **Funding for Website Development and Rack Cards for Island Shakespeare Festival**... $2500 Since $\frac{1}{3}$ of the performances for this next season (3 consecutive weekends in Aug. and Sept.) will be held at the Fairgrounds in Langley we felt it would have direct benefit to our economy. The website will directly promote Langley as a destination, encourage people to stay overnight and promote a positive image of our city year round.

2. **RV Park Renovation**...$2500 This award represents 10% of their overall budget and will basically pay for the permit fees for the project that the City is working on with them. This project has broad community support and will bring tourists here throughout the year, which the fairgrounds can track.

3. **Multi-passenger Electric Golf Cart Purchase**...$5000. This award goes to Langley Main Street Association for the purchase of a golf cart. This project was innovative, has strong community support, and will combine other funding from Port of So. Whidbey. It promotes a positive image of Langley, builds new audiences and we believed with a few additions will be able to adequately track visitors and become
ambassadors for Langley which incorporated another project's goal into this proposal.

4. Langley Loop Website...$2500 This project would positively promote Langley as a destination, and attract visitors, build new audiences and increase awareness of Langley's amenities. It directly benefits Langley. We are recommending some improvements if awarded such as incorporating a way to track visitors that actually come to Langley as a result of seeing the website and a detailed and concrete budget for the project.
MULTI-PASSENGER ELECTRIC GOLF CART PURCHASE PROJECT

If funded, the committee recommends the following ideas to strengthen the project and help it become more aligned with State guidelines.

1. Incorporate a way to track visitors. A suggestion is to utilize a clicker on the cart that tracks visitors who came from 50 miles away or farther. It would be great also if you could provide an estimate of how many planned to spend the night.

2. Encourage the drivers to be ambassadors for Langley. Incorporate a bit of history as you drive around, or point out places of interest: eateries, inns, galleries, the beach or trails etc.