

TO: City Council
FROM: Austin Ramirez, Economic Development Manager
DATE: February 28, 2023
SUBJECT: Experience Olympia & Beyond Update

1) Recommended Action:

No action is required. This is a briefing only.

2) Background:

Experience Olympia & Beyond CEO Annette Pitts will present findings from their 360 degree Sentiment Survey where they asked residents, stakeholders and visitors of their perceptions about Visitors' destination experience in 2022. Annette will share Experience & Beyond's 2023 Business & Marketing Plan, and be available to answer any questions.

Experience Olympia & Beyond website is at: <https://www.experienceolympia.com/>

3) Policy Support:

VISION | MISSION | BELIEFS

Partnership | We work collaboratively with residents, businesses, and community organizations. We also actively partner with other jurisdictions to address regional, state, and even broader issues.

4) Alternatives:

This is a briefing only.

5) Fiscal Notes:

There is no funding associated with this presentation. The City provides funding to Experience Olympia & Beyond through the City's Lodging Tax program and the Tourism Promotion Area.

6) Attachments:

No attachments.