

TO: City Council
FROM: Lisa Parks, City Administrator
DATE: July 23, 2024
SUBJECT: 10-Year Destination Master Plan, a Community-Driven Sustainable Tourism Plan

1) Recommended Action:

No action requested. This is informational only.

2) Background:

Staff from Experience Olympia & Beyond (a.k.a. Olympia-Lacey-Tumwater Visitor & Convention Bureau) will give a presentation on the completion of a 10-Year Destination Master Plan, a Community-Driven Sustainable Tourism Plan for our region. For the past year, the VCB along with a fifteen-member Steering Committee representing each Thurston jurisdiction and tribes, the Thurston Chamber of Commerce, Thurston EDC, Olympia Downtown Alliance and representatives from the private sector have been working on crafting this plan. The plan is now completed and ready for implementation.

Learn more about the plan here: [Shaping the Future of Thurston County | Experience Olympia](#)

3) Policy Support:

Vision | Mission | Beliefs - Our Vision:

Tumwater of the future will be people-oriented and highly livable, with a strong economy, dynamic places, vibrant neighborhoods, a healthy natural environment, diverse and engage residents, and living connection to its history.

We Believe in PEOPLE:

Partnership | We work collaboratively with residents, businesses, and community organizations.

4) Alternatives:

☐ None

5) Fiscal Notes:

None.

6) Attachments:

A. None