



**Lodging Tax Advisory Committee**  
**Update on Tourism Promotion Area and  
Community Event Marketing/Outreach**

**Agenda Date: 7/16/2012**  
**Agenda Item Number: 3.A**  
**File Number: 12-0359**

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**Agenda Summary:**

Update on Tourism Promotion Area and Community Event Marketing/Outreach

**Issue:**

Receive information from George Sharp, Executive Director, Visitor & Convention Bureau

**City Manager's Recommendation:**

None

**Staff Contact:**

Cathie Butler, Communications Manager, 360.753.8361

**Presenter(s):**

George Sharp, Executive Director, Olympia-Lacey-Tumwater Visitor & Convention Bureau

**Background and Analysis:**

The VCB has been assisting the hotelier's association in an effort to form a Tourism Promotion Area. Also, the City's 2012 contract with the VCB includes marketing services for community events.