

Agenda - AMENDED

City of Ocean Shores Lodging Tax Advisory Committee Meeting

*** AMENDED ***

Join Zoom Meeting Online

[Click Here](#)

Join Zoom Meeting by Phone
Phone Number: 1.253.215.8782
Meeting ID: 816 0596 0353
Passcode: 361954

Tuesday
April 28, 2026
10:00AM

Ocean Shores Convention Center
120 W Chance A La Mer NW
Ocean Shores, WA 98569

Page

Call to Order

Roll Call

Approval of Meeting Agenda

Public Communication - 3 Minutes

1. The Lodging Tax Advisory Committee is providing opportunities for public comment. Written comments can be submitted to the City Clerks office via email at publiccomment@osgov.com no later than 9:00am on April 28, 2026.

Fund Recipient Presentations

2. New Years Eve Beach Bash 2025
 - Presented by: North Beach Independent Media President, Butch Larson
3. Beachcombers and Glass Float EXPO - **AMENDED**
 - Presented by: Beachcombers Heritage Board Member, John Shaw
4. Razor Clam Festival
 - Presented by: Convention Center General Manager, George Lee

New Business

5 - 41

5. Reimbursement Request Review
 - Presented by: Committee Chair, Denise Siers[2025 Applications/2026 Funding Reimbursement Requests](#)
6. 2026 Funding Budget
 - Presented by: Committee Chair, Denise Siers

LTAC Application Review

7. Cameras and Tent - Convention Center Capital Requests - Convention Center General Manager, George Lee and Finance Director, Sara Logan
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action[Capital Requests Convention Center](#)
8. Chance Restroom Upgrade - City Capital Request - Project Manager, Becky Leach
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action[Chance Restroom Upgrade City Capital Request](#)
9. KING/KOMO Tourism Marketing - City Request - City Administrator, Scott Andersen
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action[KING/KOMO Tourism Marketing City Request](#)
10. Ocean Shores Community Tourism Marketing Campaign 2026 - AssetLab Marketing - Jeffrey Kelly
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action[Ocean Shores Community Tourism Marketing](#)
11. 57th Annual Arts and Crafts Festival - Associated Arts of Ocean Shores - Lesli Zielke and Jim West
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action[57th Annual Arts and Crafts Festival](#)
12. ADA Compliant Honey Bucket - Boardwalk Shops Owners Association - Patricia Kelsey
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion

- Committee Action
- [ADA Complaint Honey Bucket](#)
13. Advertising on HWY 101 - Coastal Interpretive Center - James Baker
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action

[Advertising on HWY 101](#)
 14. Bites and Sites Grays Harbor - Dark and Stormy LLC - Jessica Sanders
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action

[Bites and Sites](#)
 15. Harbor Havoc: Feast and Fury - Rogue Wrestling - Kenneth Huffman
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action

[Harbor Havoc: Feast and Fury](#)
 16. It's Country at the Shores Event - North Beach Independent Media - Butch Larson
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action

[It's Country at the Shores](#)
 17. Median Banners - David Robbins
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action

[Median Banners](#)
 18. Ocean Shores Camino Walk 2026 - Knights of Columbus - Malachy Moran
 - Presented by: Committee Chair, Denise Siers
 - Committee Questions and Discussion
 - Committee Action

[Ocean Shores Camino Walk](#)

Discussion

Future Meeting Date

July 23, 2023 at 3:30pm in the Ocean Shores Library Meeting Room.

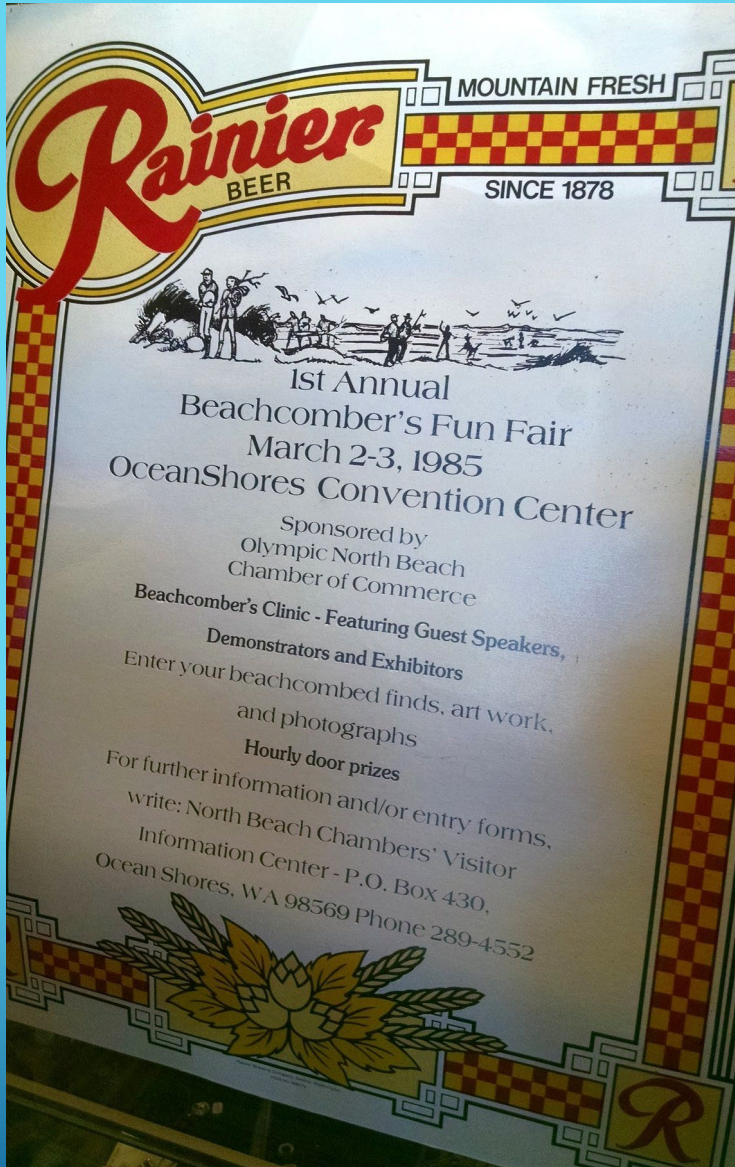
Adjourn

Public Notice:

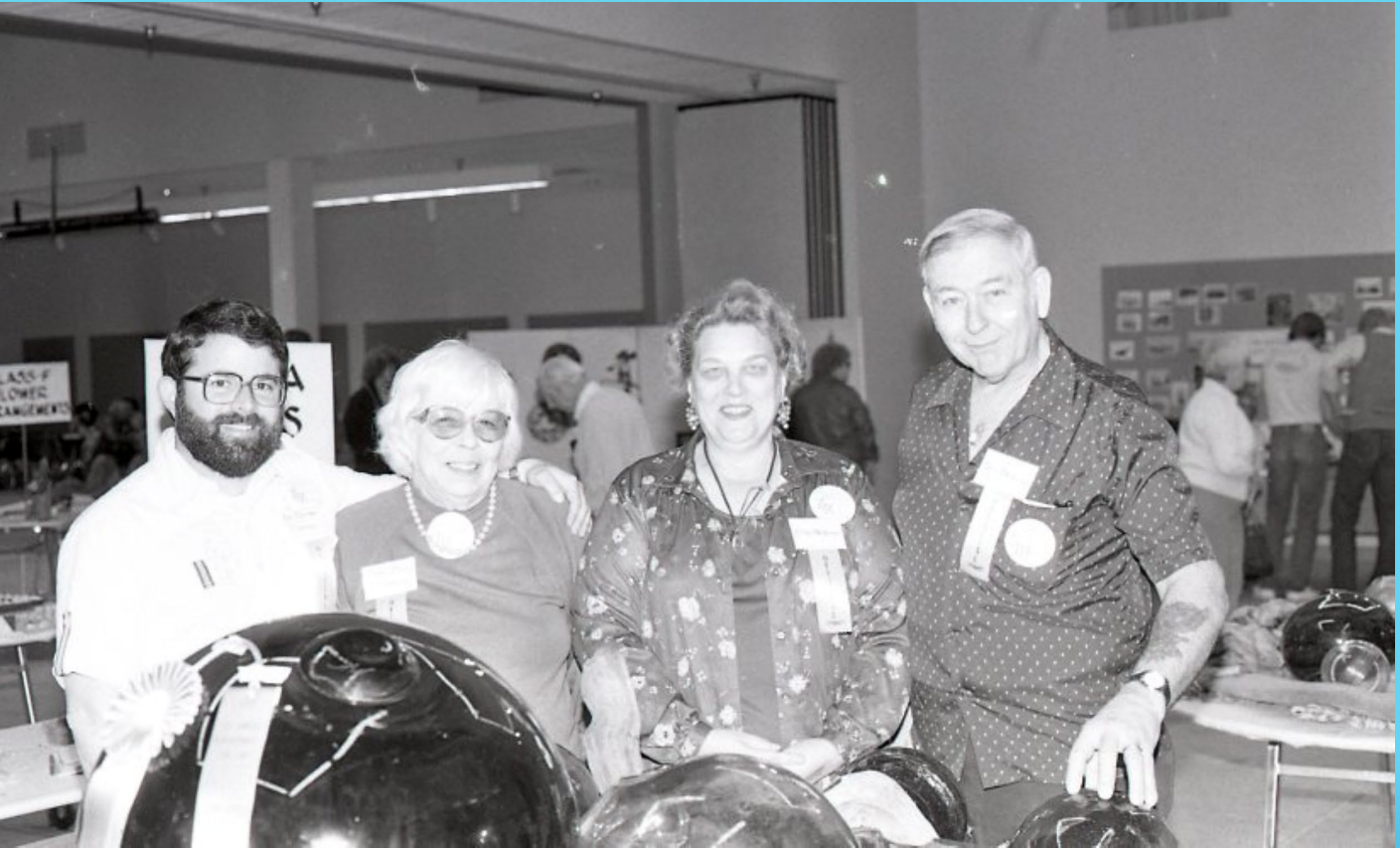
- Persons requiring auxiliary aids or special arrangements in order to participate in meetings should call 360.940.7498 at least two business days prior to the scheduled meeting.

BEACHCOMBERS ANNUAL FUN FAIR














Beachcombers and Glass Float Expo
 Public group · 46.1K members

[+ Invite](#) [Share](#)

Discussion Featured Events Media Files People

Write something...

[Anonymous post](#) [Feeling/activity](#) [Poll](#)

Featured [Add](#)

Brian Greig · April 13 at 11:40 PM
 #expo26
 Found in Tofino April 11, 2026

Jade Black · Follow · April 4 at 10:53 AM

About
 For 40 years the Ocean Shores beachcomber event has been a traditional celebration of beachcombing, glass float collecting and our marine environment. The non-profit organization, "Beachcombers Heritage", has taken over the reins of the show and is keeping this yearly event happening and growing to expand its reach and relevance and educate the public and next generation on the joys of beachcombing and the story of glass floats. Beachcombers and Glass Float EXPO
 The 2027 event will be held at the Ocean Shores Convention Center on March 6th and 7th. Saturday 10-4 and Sunday 10-3. Admission is \$5/couple, \$3/single and children under 12 are free.
 Please follow along this page and participate. The usual rules will apply. [See less](#)









	A	C	D	E
1	Top Posts	Comments	Reactions	Views
2	# Countdown to Float Release - 10 Days***	14	204	105,841
3	# Countdown to Float Release - 11 Days***	15	160	128,105
4	# Countdown to Float Release - 12 Days***	5	70	3,006
5	# Countdown to Float Release - 13 Days***	0	27	1,194
6	# Countdown to Float Release - 14 Days***	11	76	2,487
7	# Countdown to Float Release - 15 Days**V	24	518	96,852
8	# Countdown to Float Release - 16 Days**C	0	58	7,232
9	# Countdown to Float Release - 17 Days**T	14	53	1,823
10	# Countdown to Float Release - 18 Days**C	34	365	48,120
11	# Countdown to Float Release - 19 Days**T	0	70	5,509
12	# Countdown to Float Release - 20 Days **I	1	224	33,079
13	# Countdown to Float Release - 21 Days**T	0	43	1,985
14	# Countdown to Float Release - 22 Days**V	5	65	2,831
15	# Countdown to Float Release - 23 Days**F	0	28	1,518
16	# Countdown to Float Release - 24 Days**Ii	1	33	1,632
17	# Countdown to Float Release - 25 Days**F	2	51	2,525
18	# Countdown to Float Release - 26 Days**V	0	42	1,480
19	# Countdown to Float Release - 27 Days**V	5	34	1,820
20	# Countdown to Float Release - 28 Days**H	1	40	1,615
21	# Countdown to Float Release - 29 Days**C	5	47	2,619
22	# Countdown to Float Release - 30 Days**V	4	91	8,311
23	# Countdown to Float Release - 31 Days**C	7	156	15,354
24	# Countdown to Float Release - 32 Days**P	7	119	11,542
25	**Countdown to Float Release - 33 Days*	0	27	1,102
26	# Countdown to Float Release - 34 Days**S	22	289	36,209
27	# Countdown to Float Release - 35 Days**C	12	98	12,975
28	# Countdown to Float Release - 36 Days**R	25	248	19,411
29	# Countdown to Float Release - 37 Days**T	12	241	34,169
30	# Countdown to Float Release - 38 Days**H	14	404	52,698
31	# Countdown to Float Release - 39 Days**B	7	116	42,374
32	# Countdown to Float Release - 40 Days **C	3	177	40,252
33	# Countdown to Float Release - 41 Days**S	4	71	71,308
34	# The 'Countdown to Float Release' has beg	44	605	66,527
35	Total	298	4,850	863,505









40th Annual Beachcombers & Glass Float Expo Speaker Schedule

Saturday, March 7:

11-12: Gulf Coast Beachcombing - John Anderson, John's Beachcombing Museum

12-1: Marine Mammal Stranding and Reporting - Cascadia Research Collective

1-2: Sea Glass History: Treasures, Tales, and Timelines - Mary Beth Beuke, West Coast Sea Glass

2-3: Beachcombing 101 - John Weldon, Beachcombing!

Sunday, March 8:

11-12: Extreme Beachcombing in the PNW - John Anderson, John's Beachcombing Museum

12-1: Award Ceremony

1-2: Fun Facts About PNW Sea Life Along Our Coastal Shores - Alan Rammer, Beachcombers and Glass Float Expo

“The 40th Beachcombers and Glass Float Expo took place at the Ocean Shores Convention Center this past weekend. The Expo serves as the unofficial kick-off to spring festival season.

Despite gloomy weather, a line the length of half the Convention Center formed as people anxiously waited for the doors to open.

Greeters at the door recorded where people were from, collected entry fees, and distributed wristbands. The Museum of the North Beach, the Coastal Interpretive Center and the Surfrider Foundation staffed tables chock-full of information in the lobby, while Too Cool Sports sold custom screen-printed T-shirts and hoodies. Inside the main exhibit hall, vendors plied their wares, and tables displayed exhibitions entered in various contest categories.

“Float Wranglers” and “Float Fairies” have been releasing glass floats into the open sea and surf, and on local beaches since Valentine’s Day. Dozens of people posted pictures of themselves with their float finds to the Expo’s Facebook page prior to the Expo and continued to do so throughout the weekend in hopes of winning one of seven large glass floats. Entrants could increase their chances of winning the contest by entering in person at the Expo.” ***Jerry Knaak The Daily World***

Of the 1,426 adult admissions counted:
685 (48%) were locals (Grays Harbor
County), 676 (47.4%) were out of town
(out of GH County) and 65 (4.6%) were
out of state/country





Experience
Westport
Washington

LTAC Update

August 6, 2025





Account Services & Management

Monthly Updates

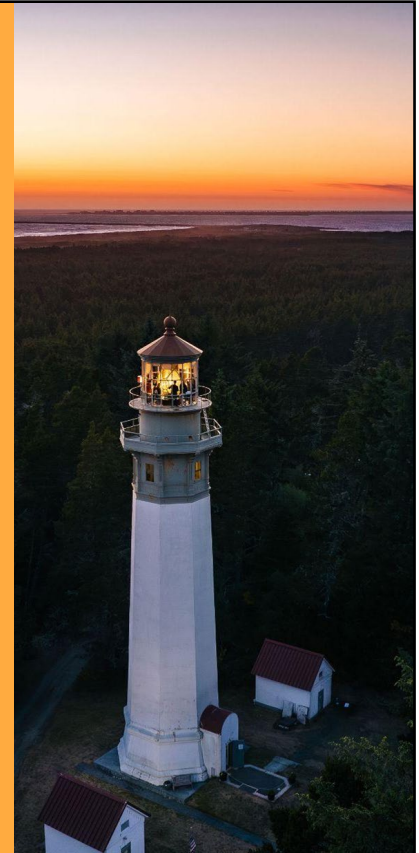
Quick Updates:

→ Grants

- Updated the progress report for the “Tourism Regeneration Grant” aka King Tides photoshoot in Nov.

→ Advertising / Marketing

- Published a blog about the different types of accommodations (oceanfront hotels, motels, vacation rentals, campgrounds) to Westport on the site, built a small integrated campaign around its release (boosted post on social + new “Summer” keywords in Google Ads)
- Created a new “Shopping” video from footage we shot at the June photo and video shoot https://www.instagram.com/p/DMwP5_XiTe_-/



Quarterly Digital Report

→ Q2 2025

- Showcased YOY performance comparisons for April - June, 2025 vs. April - June, 2024
- Highlights include major increases to outbound link clicks, website engagement, and a healthy reduction in bounce rate
- View the report in full here:

[Click here!](#)



EXECUTIVE SUMMARY: KEY SUCCESSES cont.

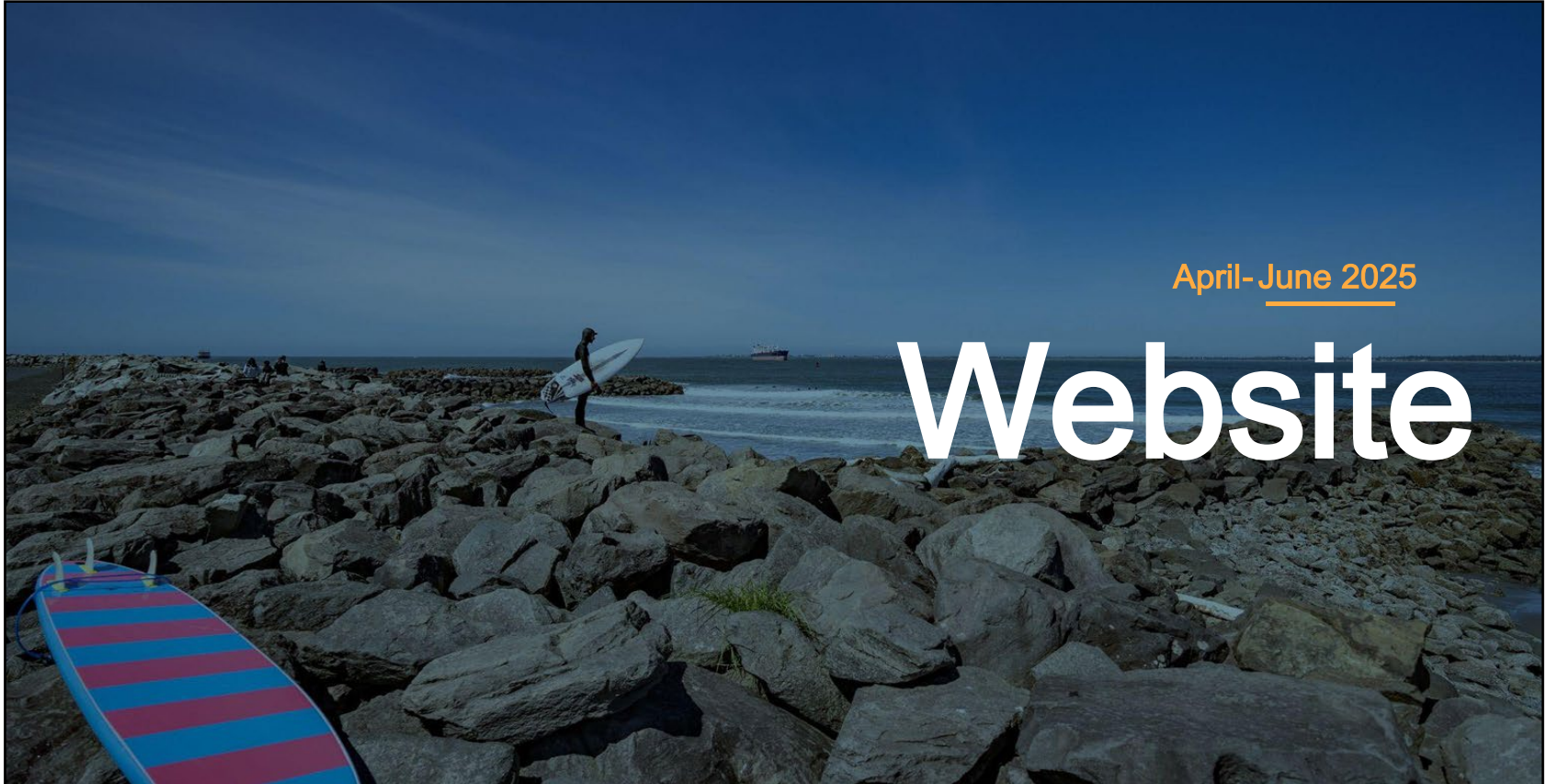
+ Website

- Nearly all site metrics have seen excellent growth YOY, including:
 - Total sessions have increased by **45.52%**
 - Engagement rate from visitors has increased by **24.39%**
 - Total visitors on [ExperienceWestport.com](https://www.experiencewestport.com) have increased by **40.48%**
- Per-channel, we've seen growth in the following:
 - Organic search sessions **+34.33% YOY**
 - Direct sessions **+32.06% YOY**
 - Paid search sessions **+505.22% YOY**
 - Organic social sessions **+219% YOY**
 - Paid social sessions **+117% YOY**

April- June 2025

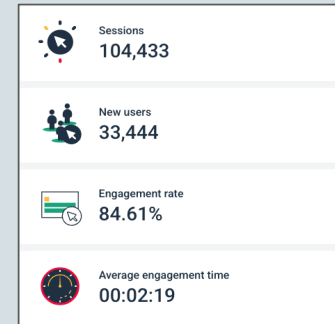
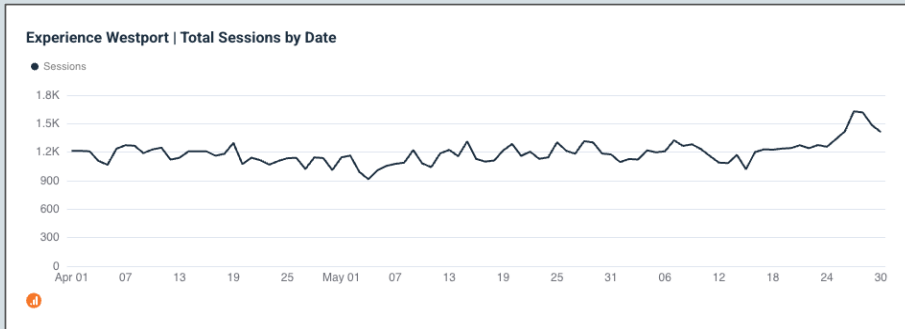
Website

FISH



TRAFFIC DETAILS: April 2025

[ExperienceWestport.com](#) saw excellent growth year over year, with a **45.52% growth in total sessions**, **24.39% growth in overall engagement**, and **40.48% growth in number of users** who visited and engaged with the website. The primary areas of growth in this traffic stem from an increase in visits from organic search (**+34.33%**), direct visitors (**+32.06%**), Paid Search traffic (**+505.22%**), paid social (**+219%**), and organic social media (**+620%**).



April-June 2025

Organic Social Media

FISH

ORGANIC SOCIAL MEDIA: April-June 2025

Created at least three posts per week on Instagram and Facebook, increasing the number of collaborative posts and short reels, which increased views & interactions.

Collaborated with PNWonderland on a contest post, which introduced over 54,000 instagram users to Westport.

We gained 417 new followers on Facebook and 221 on Instagram.

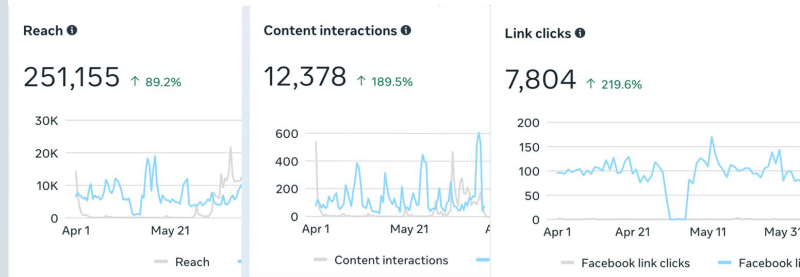
Boosted Organic Posts

- “Port Town” Facebook and Instagram post boosted 4/22 - 4/25, **1,327 engagements**
- “8 Tips...” Facebook and Instagram post boosted 5/27 - 5/30, **1,691 engagements**
- “Gone Fishin” Facebook and Instagram post boosted 6/26 - 6/28, **2,497 engagements**

Compared to April - June 2024:

Facebook: Growth in Content Interactions (+189%), Link Clicks (+219%), Follower Rate (+179.9%), and Reach (+89.2%)


Instagram: Growth in Views (+36.4%), Total Reach (+81%), and Link Clicks (+106%)



TOP POSTS | FACEBOOK

Top posts by views


Boost content See all content



Save the date, Mateys!
Rusty Scupper's Pira...

Thu May 8, 11:00am


116.3K 630
96 151



There are beach towns,
and then there are po...

Mon Apr 21, 6:00pm


38.7K 943
38 84



It's time to start
planning your summe...

Thu May 22, 1:30pm


34.4K 1.2K
34 94



As the most unique
working waterfront i...

Thu Jun 26, 10:25am

29.1K 1.2K
43 52



Some beaches are
made for bikinis. Our...

Thu Apr 17, 9:00am


21.4K 310
28 44

R
A
Tu
◊
●

TOP POSTS | INSTAGRAM

Instagram Top content by views

[Boost content](#) [See all content](#)




Westport WA
Birthday Views

Another year wiser 🎂
Birthday fun in...

Fri Apr 4, 9:14am


👁️ 2.4K ❤️ 137
👍 22 ➡️ 5



Looks like another sunny weekend is on i...

Fri Jun 6, 9:31am


👁️ 2K ❤️ 136
👍 3 ➡️ 16



Always a pleasure getting some time to...

Sun May 25, 11:20am

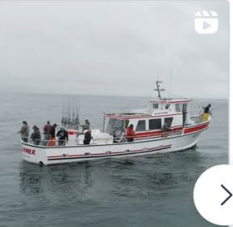
👁️ 2K ❤️ 124
👍 16 ➡️ 2



Save the date, Mateys!
Rusty Scupper's Pira...

Thu May 8, 11:00am

👁️ 1.9K ❤️ 88
👍 0 ➡️ 36



It's time to book your charterboat - spaces...

Thu Apr 24, 10:01am

👁️ 1.6K ❤️ 91
👍 1 ➡️ 5

TI ar Mi



April-June 2025

Digital Advertising

FISH

GOOGLE SEARCH: April 2025

Over Q2 2025, we adjusted our search term bidding to target searches interested in summer vacations, family getaways, surfing, sandy beaches, and other summer-season activities. We also updated our search ad copy to upgrade each search ad to “Excellent” quality on Google Ads.

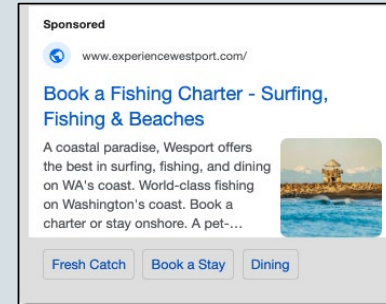
We saw the following results YOY:

- Sessions from Paid Search placements increased by **505%**
- Click rates improved by **10%**
- Average cost per click decreased by **35.73%**
- Rate of users entering ExperienceWestport.com and interacting increased by **99%**

As the year continues, we will work to adjust keyword bids and search ad copy to keep cost per click low and target relevant searches.

<input type="checkbox"/> ● Ad group	Campaign ↓
<input type="checkbox"/> ● Food	2024 Search General / Interest
<input type="checkbox"/> ● General Travel Keywords	2024 Search General / Interest
<input type="checkbox"/> ● Fishing	2024 Search General / Interest
<input type="checkbox"/> ● Sandy Beaches	2024 Search General / Interest
<input type="checkbox"/> ● Surfing	2024 Search General / Interest
<input type="checkbox"/> ● Westport Keywords	2024 Search Brand Keywords


Campaign keyword set up in Google Ads



Sample Google Search Ad for Westport

TOP PERFORMING ADS | GOOGLE SEARCH

Things to Do Outside the City - Experience Westport



Experience Westport, our cozy little beach town on the Washington Coast. Visit us today! The perfect weekend getaway. Enjoy scenic lighthouses, amazing seafood, and cozy locales. Buy seafood on the dock. Excellent seafood.

[Book a Stay](#) [Fresh Catch](#) [Experiences](#)


Top performing ad for "General Travel/Getaway" keywords

Sponsored

Experience Westport
www.experiencewestport.com/

Book a Fishing Charter - WA's World-Class Fishing Spot

Looking for your next fishing destination? Experience the best Washington has to offer. Experience Westport, the best spot for fishing on the Washington Coast. Visit us tod...




[Stories from Westport](#) [Fishing](#)

Top performing ad for "Fishing" keywords

Experience Westport
www.experiencewestport.com/surfing

Clean Surf & Convenient Access - Beautiful Ocean Shores



Westport has everything you need for an epic surf trip, including lessons & rentals. A coastal paradise, Westport offers the best in surfing on Washington's coast. Learn more. Buy seafood on the dock. Excellent seafood. Beautiful beaches. Close to Tacoma & Seatt...

Top performing ad for "Surfing" keywords

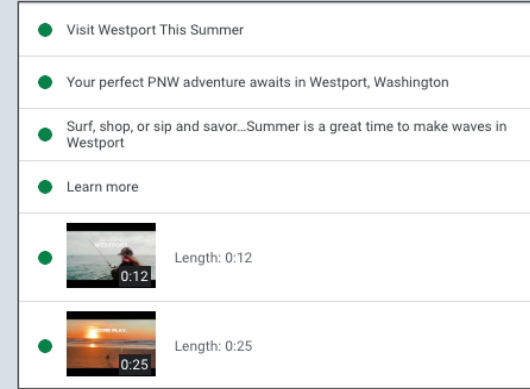
YOUTUBE ADS: April 2025

In May 2025, we launched a YouTube campaign. This campaign targeted various affinity groups that aligned with summer travel such as people interested in hotels, people searching for summer activities, and people interested in beach activities like surfing and fishing. YouTube ads paused in June, but will resume in September as we drive post-Summer awareness.

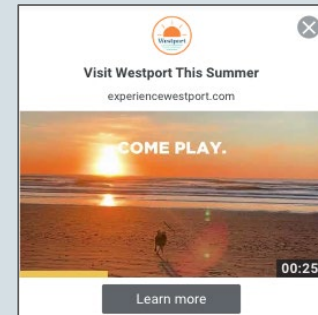
We varied creative throughout May and June, beginning with re-cut versions of our Meta Ads videos created for social media placements. Then, in late May, we edited new videos to be featured with Westport's new Summer campaign setup.

We saw the following results:

- Between May and June, we garnered more than **417,000 impressions at a rate of \$4.86 per 1K**
- View rates were stellar, with **75% of impressions seeing full views on in-stream ads**

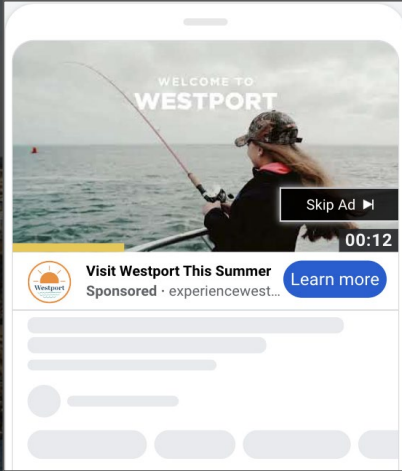


Asset setup in Google Ads

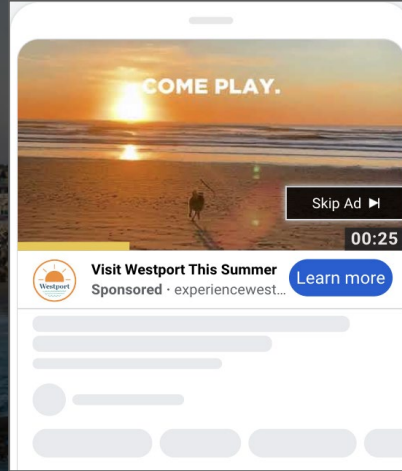


Sample placement of YouTube ad

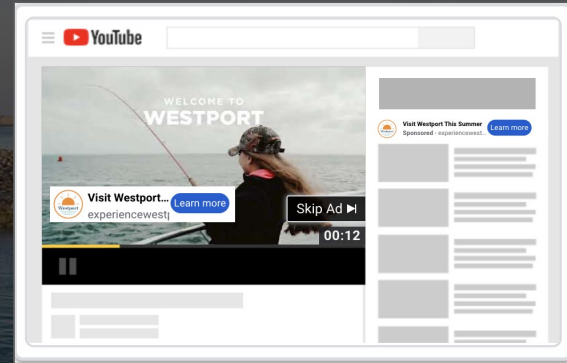
AD PLACEMENTS | YOUTUBE



Sample placement for 0:12
"Summer" video



Sample placement for 0:25 "POV
Summer" video



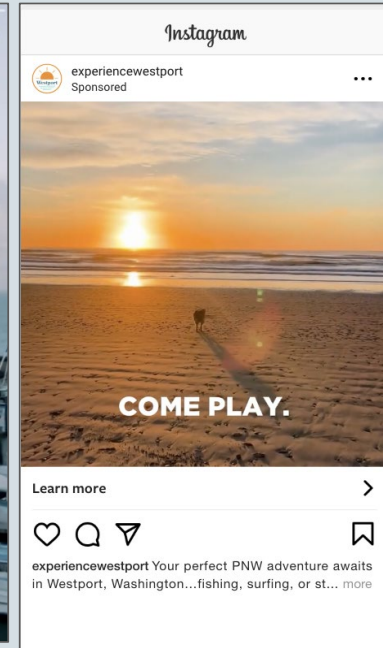
Between both new videos, the 0:12 "Summer"
version saw better view rates

META ADS: Aprilune 2025

FISH worked to create new content to use in Westport's Summer 2025 campaign on Meta Ads. This creative went live in a new campaign setup on May 28, and is still running as of this report.

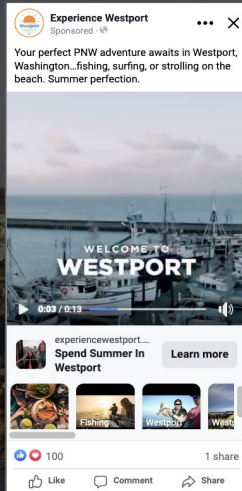
Results:

- Website sessions from paid social placements have increased by 117%
- Engagement rate from paid social website visits increased by 26%
- In Q2, we reached 133,000 unique Meta accounts - more than double 2024's numbers

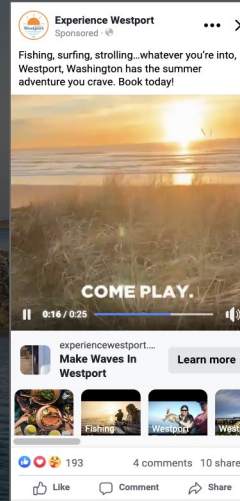
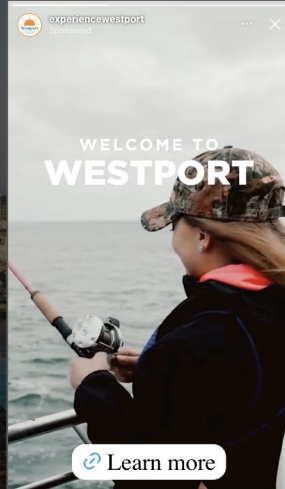


Two different sets of videos played on Meta Ads. Click on images above to view previews of how these ads appeared on users' feeds.

AD EXAMPLES | META



“Summer” Creative



“POV” Creative



Two different video ads ran for Meta campaigns – both edited to display in square and vertical orientations. This setup allowed for our ads to hit feed placements, story placements, and placements in vertical video feeds (Instagram & Facebook Reels)

THANK
You!

FISH

2025-2026 LTAC Awards and Requests

	2026 Request	2026 Recommendation
Beginning Fund Balance	\$ 559,343.00	\$ 559,343.00
H/M Estimated Tax Revenue	\$ 1,365,000.00	\$ 1,365,000.00
Total funds available	<u>\$ 1,924,343.00</u>	<u>\$ 1,924,343.00</u>
Convention Center Requests:		
CC Operations & Events	\$ 635,000	\$ 635,000
CC Reserves	<u>\$ 63,500</u>	<u>\$ 63,500</u>
Total Convention Center Requests	\$ 698,500	\$ 698,500
Total Remaining	\$ 1,225,843	\$ 1,225,843
Other Requests:		
Beachcombers Heritage	\$ 8,500.00	\$ 8,500.00
Dark and Stormy Nights Film Festival	\$ 10,000.00	\$ 10,000.00
Grays Harbor Youth Athletics	\$ 10,000.00	\$ 10,000.00
Mater Gardeners Foundation of Grays Harbor No. 1	\$ 30,000.00	\$ —
Mater Gardeners Foundation of Grays Harbor No. 2	\$ 4,500.00	\$ 1,500.00
North Beach Independent Media	\$ 25,000.00	\$ 25,000.00
North Beach Community TV	\$ 20,000.00	\$ 20,000.00
Ocean Shores Hospitality Collaborative	\$ 150,000.00	\$ —
Coastal Interpretive Center	\$ 98,921.00	\$ 45,000.00
North Beach Artist Guild Withdrew Request	\$ 12,500.00	\$ 4,200.00
Ocean Shores Food Bank "Corgi's on the Beach"	\$ 5,050.00	\$ 5,050.00
Ocean Shores Marketing Coalition	\$ 245,019.00	\$ —
Total Other Requests	<u>\$ 619,490.00</u>	<u>\$ 129,250.00</u>
Total All Requests	<u>\$ 1,317,990.00</u>	<u>\$ 827,750.00</u>

Total Recommendation

Beachcombers Glass Float Expo		
<i>Total Funding Approved</i>		\$8,500.00
Reimbursements		
January 22, 2026	2026-0001	-\$2,929.68
Remaining		\$5,570.32
Total Expended		-\$2,929.68

Coastal Interpretive Center		
<i>Total Funding Approved</i>		\$45,000.00
Reimbursements		
March 3, 2026	2026-0002	-\$1,979.04
March 16, 2026	2026-0003	-\$626.09
March 31, 2026	2026-0005	-\$9,455.22
Remaining		\$32,939.65
Total Expended		-\$12,060.35

Dark and Stormy Night Film Festival		
<i>Total Funding Approved</i>		\$10,000.00
Reimbursements		
Remaining		\$10,000.00
Total Expended		\$0.00

Grays Harbor Youth Athletics		
<i>Total Funding Approved</i>		\$10,000.00
Reimbursements		
Remaining		\$10,000.00
Total Expended		\$0.00

Master Gardeners Garden Tour	
<i>Total Funding Approved for Advertising</i>	\$1,500.00
Reimbursements	
Remaining	\$1,500.00
Total Expended	\$0.00

North Beach Community TV	
<i>Total Funding Approved</i>	\$20,000.00
Reimbursements	
April 1, 2026 2026-0006	-\$2,428.50
Remaining	\$17,571.50
Total Expended	-\$2,428.50

North Beach Independent Media	
<i>Total Funding Approved</i>	\$25,000.00
Reimbursements	
March 26, 2026 2026-0004	-\$3,250.00
Remaining	\$21,750.00
Total Expended	-\$3,250.00

Ocean Shores Food Bank Corgi Beach Party	
<i>Total Funding Approved</i>	\$5,050.00
Reimbursements	
April 9, 2026 2026-0007	-\$2,318.63
Remaining	\$2,731.37
Total Expended	-\$2,318.63