



PROSPERITY PARTNERSHIP REGIONAL ECONOMIC STRATEGY

TOURISM AND VISITOR WORKING GROUP MEETING #3

Wednesday, September 10, 2008, 8:30-11:30 a.m.

Allen Foundation for the Arts Room, McCaw Hall, 321 Mercer Street

A G E N D A

- 8:30 Good Morning, Convene as a Group** **Bob Aylward/Carla Murray**
- Welcome to Seattle Center & McCaw Hall Robert Nellams
 - Overview of today's agenda Bonnie Berk
- 8:45 Review and Discussion of Data Analysis (Part II)** **Kapena Pflum/All**
- 9:10 Introduction to the Strategy: Tourism & Visitor Strategic Objectives** **F. Doyle**
- 9:20 Case Statements for the Six Preliminary Goals**
- Rules of Engagement* *Bill McSherry*
1. Develop major events that draw people to the region in spring and fall months *James Keblas*
 2. Support expansion of the Washington State Convention & Trade Center *John Christison*
 3. Provide infrastructure and support to become known as an International Region *Sam Kaplan*
 4. Identify new niches and initiatives to promote regional tourism *Tammy Blount*
 5. Facilitate development of liquor regulations that support economic development *Jean Leonard*
 6. Workforce strategies to address current business needs and issues *Lori Banaszak*
- 10:10 Small Group Brainstorming/Discussion: Goals and Action Strategies** **All**
- Organize into teams, one for each goal B. Berk
 - Charge to the teams
- 10:50 Small Groups Report Back to the Full Group** **Group Reporters/All**
- Q & A, identification of additional action strategies, key implementation issues
- 11:20 Roundtable Comments: Questions, Comments, Reflections** **All**
- 11:30 Summary, Next Steps and Adjourn** **Carla Murray/Bob Aylward**

Final Working Group Meetings

- Wednesday, October 8, 8:30 to 11:30 a.m. – Small Group Meetings: Refine action strategies; prioritize actions; identify timelines
- Wednesday, November 12, 8:30 to 11:30 a.m.