

STAKEHOLDER ADVISORY GROUP RECOMMENDATIONS FOR CHT PROJECTS

(Generated at 4/28/17 Meeting)

Short Term Projects (6-12 months):

- Set up monthly CHT meetings – all welcome, no agenda – to share information, build partnerships, etc.
- Education about how to create experiences people want. Lummi has a Cultural Committee that gives input on what we can share and what we can't. Would like to work on story poles interpretation
- Younger generation education. Could find ways to integrate the native experience. Newer generations need to be more active, engaged in experience (how can current cultural and heritage experiences change to be relevant, valued)
- Create “if you enjoyed this, then visit XYZ” lists at all museums, attractions. If you enjoyed this museum, you may also enjoy... (for departing guests)
- Focus on what will sustain forever – Smart Phone App with popups to tell you what's near, about history, link to information – all information into online platform – combined messaging (with augmented reality)
- Free wifi access is important – Canadians turn off phone once across border to avoid roaming charges
- Organization with clear leadership – lots of idea makers in room, how to convert into projects, implementation
- Inventory map GIS; organization resource sharing/selling
- GPS – place-based info. Geotargeting. RFID, augmented reality platforms
- Combined offer/ messaging – cross marketing (especially at arts district)
- Shared loyalty program for venues (passports and stamps)
- Power of YouTube – wealth of students who want to act. students at Western are film minors (great producers)
- Passports with stamps
- Wayfinding – Cascade loop (identity) Create a Whatcom Loop (similar to Cascade Loop)
- Historical society website – promote as it includes all
- One page link to all other pages
- Arts & culture magazines
- strengthen connections between Downtown Bellingham Partnership and the Historic Fairhaven Association. Learn from each other, cross cross-pollinate promote, promote stays in Fairhaven with visits downtown

Long-Range Projects (3-5 years):

- Partner in programming - Create a City Arts Pass? – multiple organizations/ experiences in one program
- Identify, map and improve interpretation of the many story poles throughout Whatcom County. Make a cohesive a “story trail” throughout the county. Link/connect with other public art maps throughout county
- Targeted audiences – kid-friendly list/packages; suggested itineraries for each target market to achieve desired outcomes, deliverables; pet friendly itineraries. Collaborate on activities for demographics (kid-friendly guide)
- Aggregating existing information into user- friendly documents/ content to share with visitors
- Sister Cities – business development opportunity; opportunity to reach international audiences
- Lummi Cultural Museum – old movies interpret traditions; ask artists to be involved. Example: Vancouver Cultural Olympiad (at waterfront?), Story Pole hunt, stories. Interpret stories – cultural dept. wats to do this
- Map of sites for events - Inventory of locations for events – provide to meeting/event planners
- Shuttle (from hotel) to various places – Ferndale, Fairhaven, downtown Bellingham; trolley? Define whether cost effective, enough usage to warrant; where is WTA – public transport – and can they offer a special “visitor access pass”? Shuttles from hotels to downtown Bellingham, Shuttle from Bellingham to Lynden, etc.
- Waterfront - transient moorage for ships, boats, etc. - multiple uses
- Uber – Now! Itinerary with personal guide Promote Uber more
- What to do if you only have 4 hours or 12 hours or 48 hours, What to do 5 miles off the freeway
- Cultural Access Washington Act – tax opportunity for county-wide tax levy on property, sales tax to use funds annually for access, outreach - can also be for city passage – implemented in Denver, Illinois – resources for certain underserved populations. County is interested – have someone follow up to move the process along

Desired Partnerships / Stakeholders:

City of Bellingham Parks & Recreation Department

Programming Coordinator for parks, Woodstock Farm Events Coordinator - Master Plan for Woodstock Farm – more programing, events, access

Whatcom County Parks & Recreation Department

Port of Bellingham

Birch Bay Tourism / Chamber of Commerce