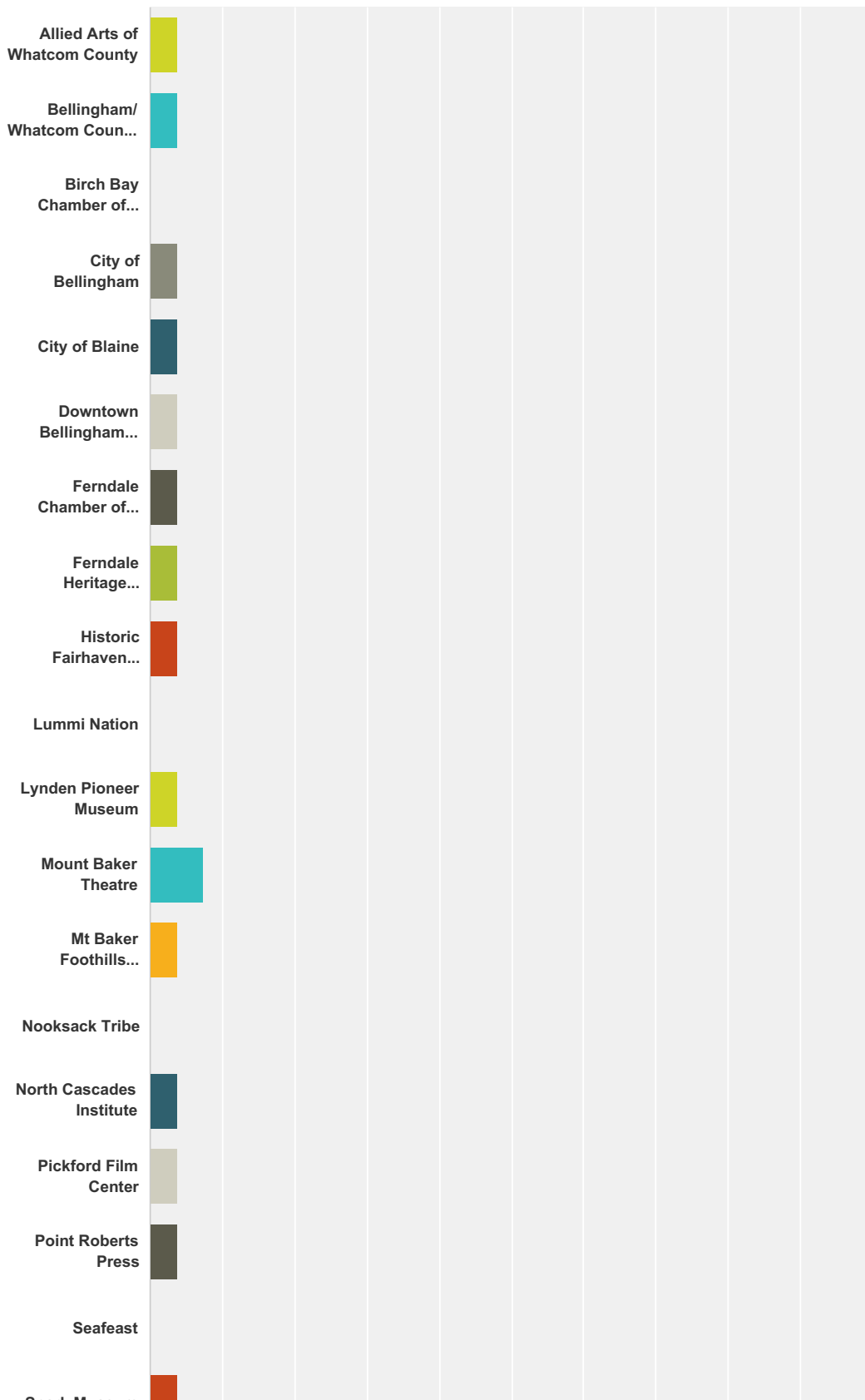
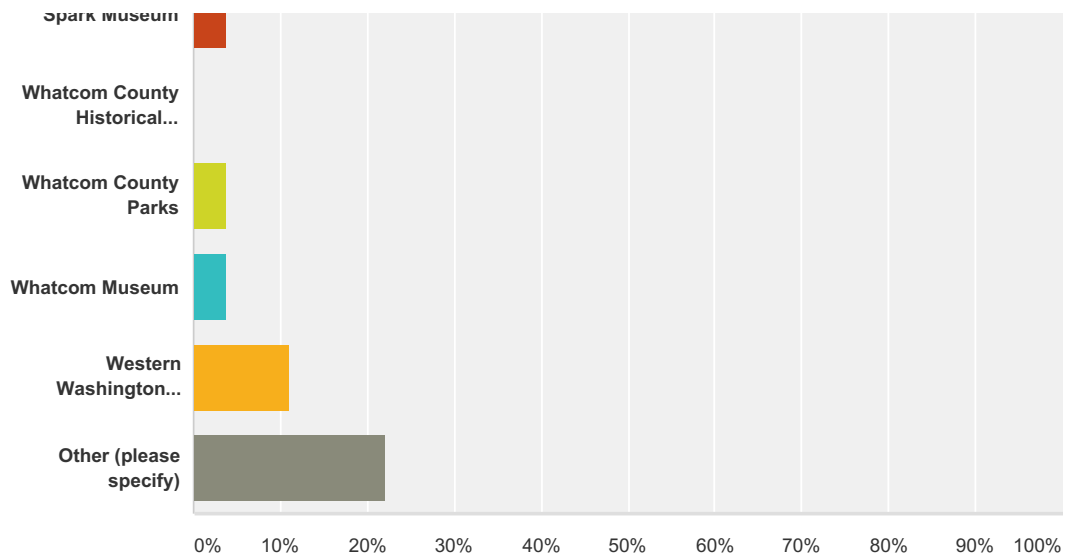


Q1 What is the name of your organization, agency or business?

Answered: 27 Skipped: 0



Bellingham/Whatcom Cultural Heritage Tourism Survey



Answer Choices	Responses
Allied Arts of Whatcom County	3.70% 1
Bellingham/ Whatcom County Tourism	3.70% 1
Birch Bay Chamber of Commerce	0.00% 0
City of Bellingham	3.70% 1
City of Blaine	3.70% 1
Downtown Bellingham Partnership	3.70% 1
Ferndale Chamber of Commerce	3.70% 1
Ferndale Heritage Society	3.70% 1
Historic Fairhaven Association	3.70% 1
Lummi Nation	0.00% 0
Lynden Pioneer Museum	3.70% 1
Mount Baker Theatre	7.41% 2
Mt Baker Foothills Chamber of Commerce	3.70% 1
Nooksack Tribe	0.00% 0
North Cascades Institute	3.70% 1
Pickford Film Center	3.70% 1
Point Roberts Press	3.70% 1
Seafeast	0.00% 0
Spark Museum	3.70% 1
Whatcom County Historical Society	0.00% 0
Whatcom County Parks	3.70% 1
Whatcom Museum	3.70% 1

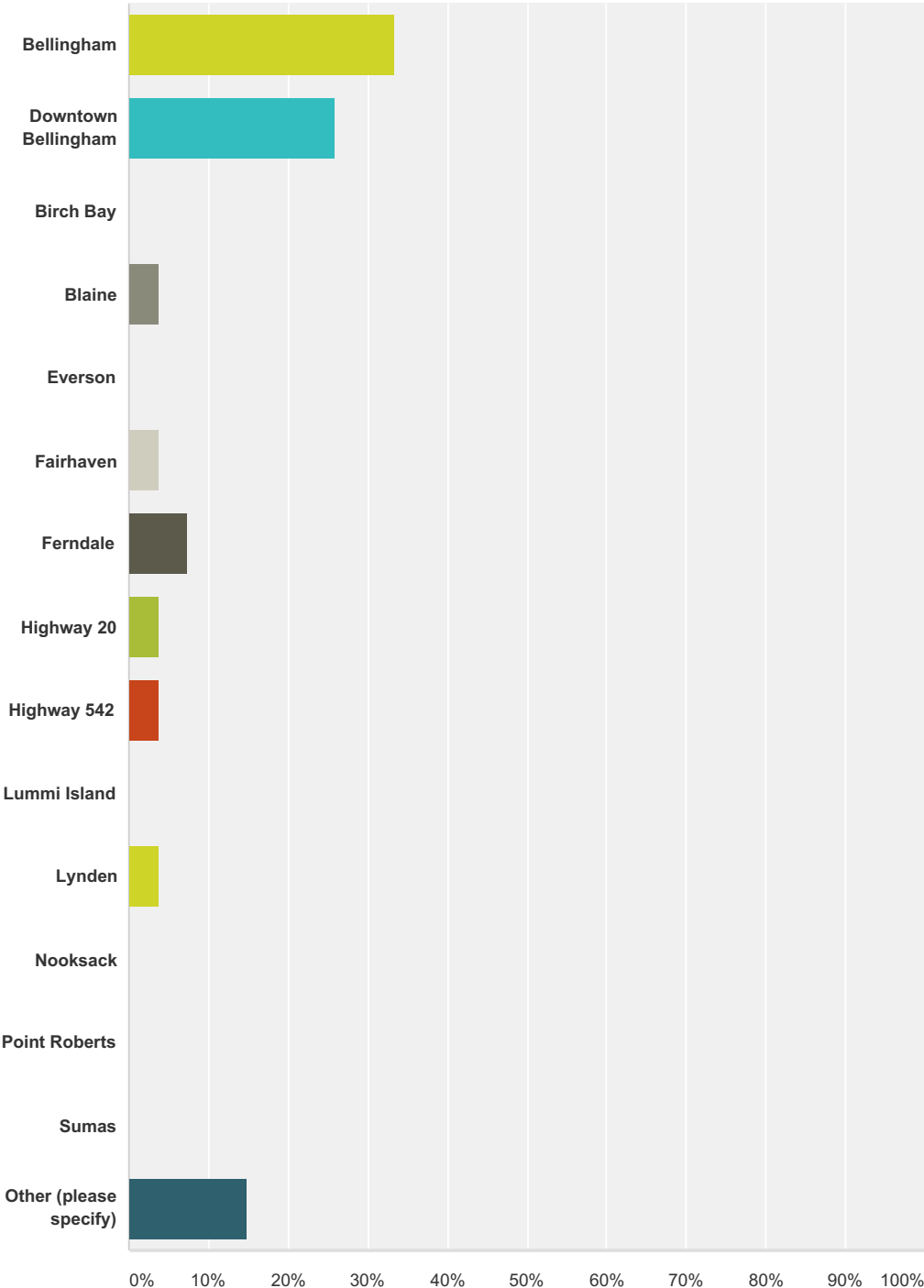
Bellingham/Whatcom Cultural Heritage Tourism Survey

Western Washington University	11.11%	3
Other (please specify)	22.22%	6
Total		27

#	Other (please specify)	Date
1	Washington State Historical Society	4/20/2017 7:30 PM
2	Lummi Indian Business Council	4/20/2017 6:26 PM
3	Bellingham SeaFeast	4/18/2017 9:20 PM
4	Whatcom Maritime Association	4/18/2017 8:10 PM
5	TBD	4/18/2017 5:28 PM
6	Whatcom Maritime Association	4/12/2017 10:29 AM

Q2 Where is your organization or business located?

Answered: 27 Skipped: 0



Answer Choices	Responses
Bellingham	33.33% 9
Downtown Bellingham	25.93% 7

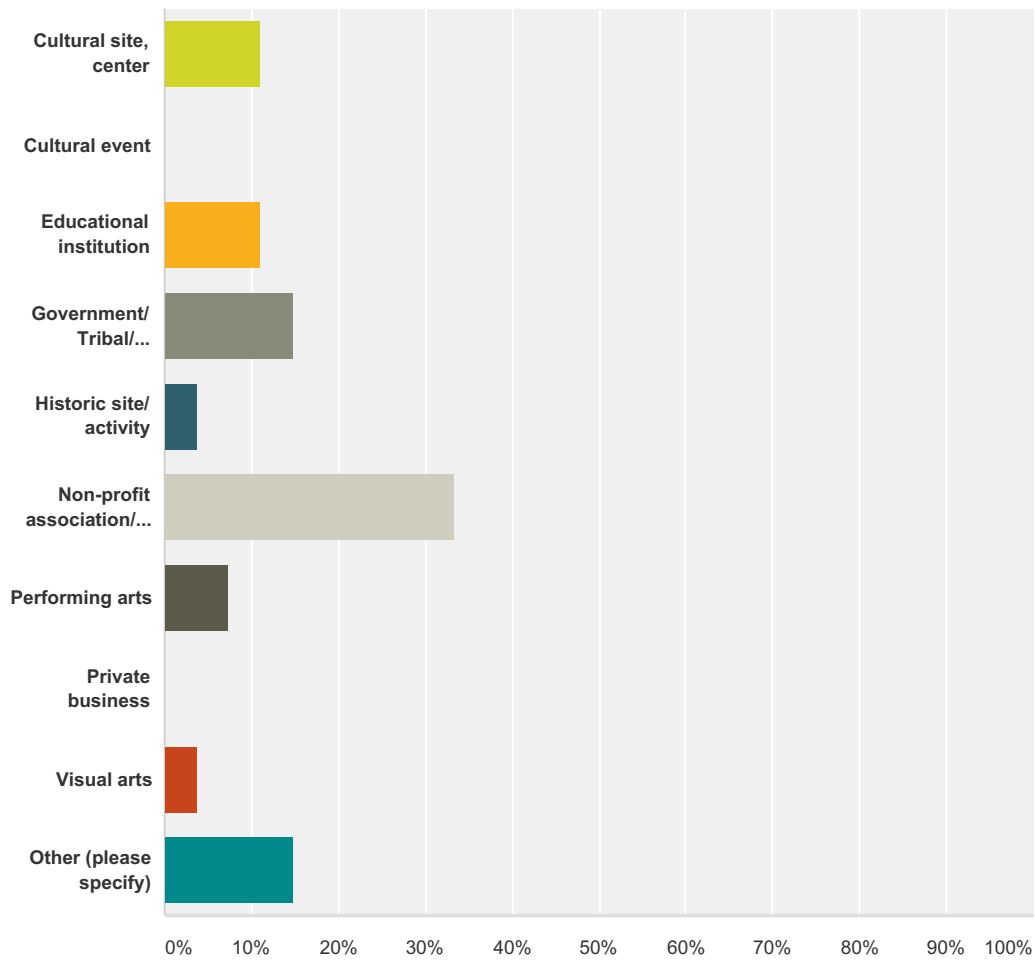
Bellingham/Whatcom Cultural Heritage Tourism Survey

Birch Bay	0.00%	0
Blaine	3.70%	1
Everson	0.00%	0
Fairhaven	3.70%	1
Ferndale	7.41%	2
Highway 20	3.70%	1
Highway 542	3.70%	1
Lummi Island	0.00%	0
Lynden	3.70%	1
Nooksack	0.00%	0
Point Roberts	0.00%	0
Sumas	0.00%	0
Other (please specify)	14.81%	4
Total		27

#	Other (please specify)	Date
1	Point Roberts, Blaine and Glacier	4/21/2017 6:54 PM
2	Tacoma	4/20/2017 7:30 PM
3	Lummi Indian Reservation, Bellingham	4/20/2017 6:26 PM
4	Western Whatcom County	4/18/2017 5:28 PM

Q3 What category best describes the entity you represent?

Answered: 27 Skipped: 0



Answer Choices	Responses
Cultural site, center	11.11% 3
Cultural event	0.00% 0
Educational institution	11.11% 3
Government/ Tribal/ Quasi-governmental agency	14.81% 4
Historic site/ activity	3.70% 1
Non-profit association/ organization	33.33% 9
Performing arts	7.41% 2
Private business	0.00% 0
Visual arts	3.70% 1
Other (please specify)	14.81% 4

Bellingham/Whatcom Cultural Heritage Tourism Survey

Total	27
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#	Other (please specify)	Date
1	Newspapers and tourist guides	4/21/2017 6:54 PM
2	Annual Waterfront Festival (non-profit)	4/18/2017 9:20 PM
3	Tours & events blended with visuals, story, landscape contact	4/18/2017 5:28 PM
4	Science & history museum	4/10/2017 6:27 PM

Q4 In order of significance to the county and visitor, please list what you consider the Top Five Cultural Heritage Attractions/Events/Activities in Bellingham/Whatcom County.

Answered: 25 Skipped: 2

Answer Choices	Responses
1.	100.00% 25
2.	100.00% 25
3.	100.00% 25
4.	100.00% 25
5.	100.00% 25

#	1.	Date
1	Bellingham Seafest	4/21/2017 7:16 PM
2	Mt. Baker Theater	4/21/2017 6:51 PM
3	Fairhaven historic district	4/20/2017 7:44 PM
4	Pioneer Park in Ferndale	4/20/2017 7:20 PM
5	Northwest Washington Fair	4/20/2017 7:07 PM
6	Lummi Stommish Water Festival at Lummi Stommish Grounds	4/20/2017 6:33 PM
7	Ski to Sea	4/20/2017 4:39 PM
8	Bellingham Farmer's Market	4/20/2017 4:33 PM
9	Ski to Sea / Mt. Baker in winter (other sporting events also important but considerably lesser in impact scale I would imagine)	4/19/2017 12:52 PM
10	Western Washinton University - College of Fine and Performing Arts performances, exhibits, events, Gallery installations, etc.	4/19/2017 9:14 AM
11	Museum	4/18/2017 9:28 PM
12	Whatcom Museum	4/18/2017 8:15 PM
13	Mount Baker Theatre	4/18/2017 6:53 PM
14	Not yet developed	4/18/2017 5:35 PM
15	Mt. Baker Theater	4/12/2017 12:05 PM
16	Whatcom Museum	4/12/2017 10:30 AM
17	The Outdoor Sculpture Collection, Western Washington University	4/11/2017 1:21 PM
18	Historic Fairhaven	4/11/2017 9:19 AM
19	Historical Pioneer Park log homes tour	4/10/2017 7:39 PM
20	Whatcom Museum	4/10/2017 7:08 PM
21	Stommish Festival	4/10/2017 5:31 PM
22	Interpretation in North Cascades National Park	4/10/2017 5:28 PM
23	Lynden Pioneer Museum	4/10/2017 5:02 PM

Bellingham/Whatcom Cultural Heritage Tourism Survey

24	Whatcom Museum - all facilities	4/10/2017 4:57 PM
25	fairhaven historic village	4/7/2017 10:49 AM
#	2.	Date
1	Farm Tour	4/21/2017 7:16 PM
2	Whatcom Museum	4/21/2017 6:51 PM
3	Whatcom Falls and the interurban trail corridors	4/20/2017 7:44 PM
4	Picket House in Bellingham	4/20/2017 7:20 PM
5	Downtown Fairhaven	4/20/2017 7:07 PM
6	Greek Festival at St Sophia's	4/20/2017 6:33 PM
7	Festival of Music	4/20/2017 4:39 PM
8	Downtown Fairhaven	4/20/2017 4:33 PM
9	MBT--pulls significant travelers based on seeing show "at pristine historic theatre" (ie, they follow artist and could go anywhere). State of theatre reflects a past period in time of our town and the west coast. Also pulls travelers in for local productions in the same was as a kid's soccer game :).	4/19/2017 12:52 PM
10	Ski to Sea and coinciding events	4/19/2017 9:14 AM
11	Bellingham SeaFeast	4/18/2017 9:28 PM
12	Lummi Stomish	4/18/2017 8:15 PM
13	Whatcom Museum	4/18/2017 6:53 PM
14	Not yet developed	4/18/2017 5:35 PM
15	Village Books	4/12/2017 12:05 PM
16	Lummi Stomish	4/12/2017 10:30 AM
17	The Whatcom Museum of History and Art	4/11/2017 1:21 PM
18	Whatcom Museum	4/11/2017 9:19 AM
19	Lynden Pioneer Museum	4/10/2017 7:39 PM
20	Mt. Baker Theater	4/10/2017 7:08 PM
21	WWU Outdoor Sculpture Collection	4/10/2017 5:31 PM
22	Whatcom Museum	4/10/2017 5:28 PM
23	Northwest Washington Fair	4/10/2017 5:02 PM
24	Mount Baker Theatre	4/10/2017 4:57 PM
25	whatcom museum	4/7/2017 10:49 AM
#	3.	Date
1	Mt Baker	4/21/2017 7:16 PM
2	Light Catcher Museum	4/21/2017 6:51 PM
3	Territorial Courthouse	4/20/2017 7:44 PM
4	Lynden Museum in Lynden	4/20/2017 7:20 PM
5	Hovander Homestead Park	4/20/2017 7:07 PM
6	Fiesta Patrias at Pioneer Park	4/20/2017 6:33 PM
7	Mt Baker Theater	4/20/2017 4:39 PM
8	Downtown Lynden	4/20/2017 4:33 PM
9	Not necessarily organized but working as a current draw I think: Amount of breweries/beer & craft beverage and food availability (Tap Trail, etc).	4/19/2017 12:52 PM
10	Mt. Baker Theater	4/19/2017 9:14 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

11	Lummi Stommish	4/18/2017 9:28 PM
12	Plover Ferry/ Alaska Packers Museum	4/18/2017 8:15 PM
13	WWU Sculpture Exhibit	4/18/2017 6:53 PM
14	Not yet developed	4/18/2017 5:35 PM
15	Pickford Cinema	4/12/2017 12:05 PM
16	Lynden Museum	4/12/2017 10:30 AM
17	Mt. Baker Theater	4/11/2017 1:21 PM
18	Mount Baker Theatre	4/11/2017 9:19 AM
19	Pickett House Historical Landmark	4/10/2017 7:39 PM
20	Outdoor Sculpture Garden and Gallery WWU	4/10/2017 7:08 PM
21	Doctober	4/10/2017 5:31 PM
22	First Friday downtown art walk	4/10/2017 5:28 PM
23	Downtown Fairhaven	4/10/2017 5:02 PM
24	Peace Arch Park	4/10/2017 4:57 PM
25	good time girls historic tours	4/7/2017 10:49 AM
#	4.	Date
1	Mt Baker Theatre	4/21/2017 7:16 PM
2	Judsen Art Center	4/21/2017 6:51 PM
3	historic waterfront	4/20/2017 7:44 PM
4	Fairhaven in Bellingham	4/20/2017 7:20 PM
5	Mt. Bake Theater	4/20/2017 7:07 PM
6	Pioneer Park	4/20/2017 6:33 PM
7	Fairhaven District	4/20/2017 4:39 PM
8	Ski to Sea	4/20/2017 4:33 PM
9	Some combination of Downtown Partnership and Fairhaven Ass. messaging and offerings (all excellent), but I'm not seeing a standout destination or event from all offerings or combined messaging that is allowing people to plan based on multiple factors?	4/19/2017 12:52 PM
10	Allied Arts Festival(s) and events	4/19/2017 9:14 AM
11	NW Washington Fair	4/18/2017 9:28 PM
12	Mt. Baker Theater	4/18/2017 8:15 PM
13	Local art studios	4/18/2017 6:53 PM
14	Not yet developed	4/18/2017 5:35 PM
15	Whatcom Museum	4/12/2017 12:05 PM
16	Ski to Sea	4/12/2017 10:30 AM
17	Lummi culture (e.g. story pole by Court House)	4/11/2017 1:21 PM
18	Peace Arch State Park	4/11/2017 9:19 AM
19	Bellingham Sin & Gin Tour	4/10/2017 7:39 PM
20	Pickford Theater	4/10/2017 7:08 PM
21	Procession of the Species	4/10/2017 5:31 PM
22	Bellingham Farmers Market	4/10/2017 5:28 PM
23	Downtown Lynden	4/10/2017 5:02 PM

Bellingham/Whatcom Cultural Heritage Tourism Survey

24	Ski to Sea	4/10/2017 4:57 PM
25	downtown activities - farmer's market, commercial street night market, wine walk, art walk	4/7/2017 10:49 AM
#	5.	Date
1	Plover foot passenger ferry	4/21/2017 7:16 PM
2	International Peace Arch Park and Sculpture Exhibition	4/21/2017 6:51 PM
3	Whatcom Museum	4/20/2017 7:44 PM
4	Peace Arch State Park in Blaine	4/20/2017 7:20 PM
5	Whatcom Museum	4/20/2017 7:07 PM
6	SeaFeast at Squalicum Harbor	4/20/2017 6:33 PM
7	Beer Week	4/20/2017 4:39 PM
8	Downtown Sounds	4/20/2017 4:33 PM
9	Farm map / berry picking, agricultural crafts /Farmer's market	4/19/2017 12:52 PM
10	Whatcom Museum(s) - Lightcatcher, Spark, etc.	4/19/2017 9:14 AM
11	Deming Logging Show	4/18/2017 9:28 PM
12	Ski to Sea Race	4/18/2017 8:15 PM
13	Sea Feast	4/18/2017 6:53 PM
14	Not yet developed	4/18/2017 5:35 PM
15	Peace Arch Sculpture Park	4/12/2017 12:05 PM
16	Mount Baker Theater	4/12/2017 10:30 AM
17	Bellingham Festival of Music	4/11/2017 1:21 PM
18	Lummi Nation	4/11/2017 9:19 AM
19	Lummi Stommish Festival	4/10/2017 7:39 PM
20	Spark Museum	4/10/2017 7:08 PM
21	Old City Hall	4/10/2017 5:31 PM
22	Bellingham craft breweries	4/10/2017 5:28 PM
23	Pioneer Park	4/10/2017 5:02 PM
24	Canoe Festival	4/10/2017 4:57 PM
25	mt. baker theatre	4/7/2017 10:49 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

Q5 As a cultural heritage tourism destination, what do you consider Bellingham/Whatcom County's greatest:

Answered: 24 Skipped: 3

Answer Choices	Responses
Strength:	100.00% 24
Weakness:	95.83% 23
Opportunity:	87.50% 21
Threat:	87.50% 21

#	Strength:	Date
1	water and mountains	4/21/2017 7:16 PM
2	The number of cultural heritage destinations that are here	4/21/2017 6:51 PM
3	access to nature and cultural experiences	4/20/2017 7:44 PM
4	Many things to see and do.	4/20/2017 7:20 PM
5	Water recreation	4/20/2017 6:33 PM
6	Variety of attractions	4/20/2017 4:39 PM
7	Wealth of recreational experiences	4/20/2017 4:33 PM
8	Geography, both location proximate to bigger cities and amazing geographic features--also size of town is very accessible.	4/19/2017 12:52 PM
9	Sheer number and variety of events year-round	4/19/2017 9:14 AM
10	Maritime and waterfront and fishing heritage, including native American	4/18/2017 9:28 PM
11	Trail Systems	4/18/2017 8:15 PM
12	Mount Baker Theatre (historic venue, diverse programming)	4/18/2017 6:53 PM
13	vestiges of turn of century, ecological diversity, proximity to airports, potential Salish participation	4/18/2017 5:35 PM
14	Diversity of cultural organizations & events	4/12/2017 12:05 PM
15	Excellent trail systems	4/12/2017 10:30 AM
16	Its location between Seattle and Vacouver	4/11/2017 1:21 PM
17	Community involvement	4/11/2017 9:19 AM
18	We have done a great job trying to preserve the past	4/10/2017 7:39 PM
19	Location	4/10/2017 7:08 PM
20	Location	4/10/2017 5:31 PM
21	focus on outdoor activities, nature interpretation, recreation, scenic beauty	4/10/2017 5:28 PM
22	Diversity and amount of experiences available	4/10/2017 5:02 PM
23	Variety	4/10/2017 4:57 PM
24	trail and park system - can walk to many destinations	4/7/2017 10:49 AM

#	Weakness:	Date
1	communication	4/21/2017 7:16 PM
2	The lack of networking between Whatcom County Communities	4/21/2017 6:51 PM

Bellingham/Whatcom Cultural Heritage Tourism Survey

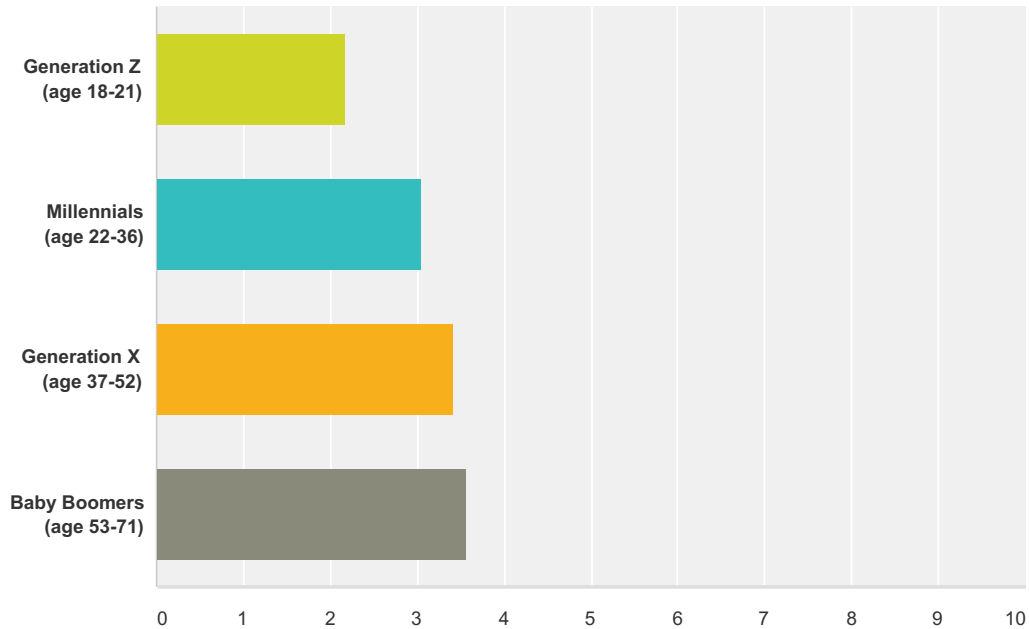
3	railroad noise, coal dust	4/20/2017 7:44 PM
4	Publicity	4/20/2017 7:20 PM
5	Lack of cohesive thematic connection	4/20/2017 4:39 PM
6	Lack of significant Native American cultural destinations	4/20/2017 4:33 PM
7	Lacking external unified "personality" by season (it has been changing really fast, too :))	4/19/2017 12:52 PM
8	PR, accessibility for all (socio-economic, transportation, etc)	4/19/2017 9:14 AM
9	This maritime heritage is undervalued and unknown to residents and visitors	4/18/2017 9:28 PM
10	Linking historic sites to current environment	4/18/2017 8:15 PM
11	lack of coordinated efforts	4/18/2017 6:53 PM
12	punctuated trail system, reasonable accommodations away from freeway, uninformed cultural sensitivity masking appropriation	4/18/2017 5:35 PM
13	Cultural organizations do not work together enough to promote culture/arts/events	4/12/2017 12:05 PM
14	Linking historic sites to current environment	4/12/2017 10:30 AM
15	Not a concentrated resource	4/11/2017 1:21 PM
16	Limited open hours	4/11/2017 9:19 AM
17	We are not old compared to the East Coast	4/10/2017 7:39 PM
18	Marketing/Identity	4/10/2017 7:08 PM
19	Lack of leadership or organization for the cultural heritage community	4/10/2017 5:31 PM
20	lack of access or activities on Bellingham waterfront	4/10/2017 5:28 PM
21	Lack of cross promotion/organized promotion	4/10/2017 5:02 PM
22	attractions are spread out	4/10/2017 4:57 PM
23	wayfinding to and between destinations within bellingham & the county	4/7/2017 10:49 AM
#	Opportunity:	Date
1	to actually use the waterfront and mountains for events	4/21/2017 7:16 PM
2	To create the cultural heritage story of our communities	4/21/2017 6:51 PM
3	interpretive signage and tours	4/20/2017 7:44 PM
4	Maritime presence	4/20/2017 4:39 PM
5	Bellingham Waterfront	4/20/2017 4:33 PM
6	Creating seasonal cross-functional offerings that build a story (culture + adventure), treating the city more as a "hub" (capturing airport pass-through folks for overnight packages, cruise passengers in summer for add-on days with combined offerings, etc)	4/19/2017 12:52 PM
7	We need need more Native/Igidigous cultural attention and events	4/19/2017 9:14 AM
8	Celebrate and showcase this maritime heritage starting with Native American history and carrying through to present	4/18/2017 9:28 PM
9	Industrial tourism	4/18/2017 8:15 PM
10	Build on festival concept	4/18/2017 6:53 PM
11	Yes	4/18/2017 5:35 PM
12	Showcase the variety of things to see & do	4/12/2017 12:05 PM
13	Industrial tourism	4/12/2017 10:30 AM
14	Its location between Seattle and Vacouver	4/11/2017 1:21 PM
15	collaborative partnerships	4/11/2017 9:19 AM
16	If you come for one thing, you have the advantage of all of it	4/10/2017 7:39 PM
17	Create more aligned attractions eg. become a food or beer destination	4/10/2017 7:08 PM

Bellingham/Whatcom Cultural Heritage Tourism Survey

18	Affluent, well educated, travelers on Interstate 5 itchy to get out of Vancouver and Seattle	4/10/2017 5:31 PM
19	Low crime, low traffic, clean and as diverse as Seattle area	4/10/2017 5:02 PM
20	improve signage	4/10/2017 4:57 PM
21	enhance coordination between agencies, organizations & activities, and have mentorships occur between groups	4/7/2017 10:49 AM
#	Threat:	Date
1	lack of funding to promote and protect events	4/21/2017 7:16 PM
2	lack of funding	4/21/2017 6:51 PM
3	demolition of historic structures and neighborhoods	4/20/2017 7:44 PM
4	Other cities that are attractive alternatives	4/20/2017 4:39 PM
5	Lack of movement on the waterfront, homeless, crime, drug use	4/20/2017 4:33 PM
6	Increased border issues / exchange rate issues taking Canadian market	4/19/2017 12:52 PM
7	Perception of non-inclusive community; incorrect/incomplete historical information (lacking diverse perspectives/histories/stories)	4/19/2017 9:14 AM
8	Not enough resources will be put forward to realize this opportunity	4/18/2017 9:28 PM
9	disregard of history vs development	4/18/2017 8:15 PM
10	lack of funding and leadership	4/18/2017 6:53 PM
11	Inertia	4/18/2017 5:35 PM
12	Online entertainment and weather	4/12/2017 12:05 PM
13	disregard of history vs development	4/12/2017 10:30 AM
14	Less than exceptional art promoted	4/11/2017 1:21 PM
15	financial crisis	4/11/2017 9:19 AM
16	Lack of interest from upcoming generations in preserving the past	4/10/2017 7:39 PM
17	Lack of local interest	4/10/2017 7:08 PM
18	Lack of ambition	4/10/2017 5:31 PM
19	Local businesses and inhabitants not understanding the value of heritage tourism	4/10/2017 5:02 PM
20	not having enticements to get off I-5	4/10/2017 4:57 PM
21	competition between organizations - breakdown of communication and collaboration. and homelessness downtown.	4/7/2017 10:49 AM

Q6 Please rank, in order of preference, the importance of these demographic audiences to your organization and/or site in the next three years

Answered: 25 Skipped: 2

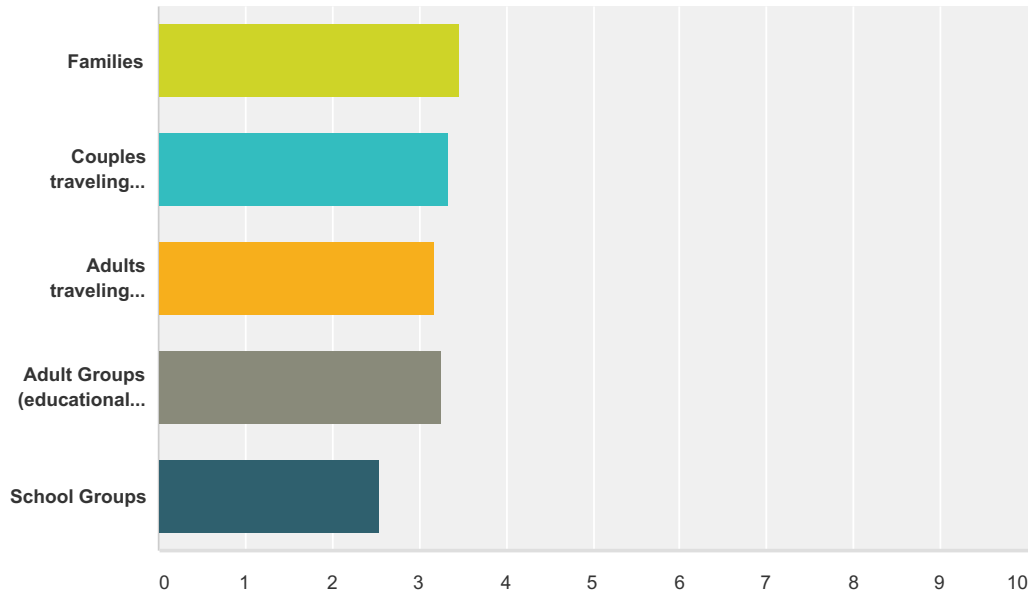


	Least Important	Somewhat Important	Important	Most Important	Total	Weighted Average
Generation Z (age 18-21)	33.33% 8	33.33% 8	16.67% 4	16.67% 4	24	2.17
Millennials (age 22-36)	0.00% 0	36.00% 9	24.00% 6	40.00% 10	25	3.04
Generation X (age 37-52)	0.00% 0	0.00% 0	58.33% 14	41.67% 10	24	3.42
Baby Boomers (age 53-71)	4.17% 1	4.17% 1	20.83% 5	70.83% 17	24	3.58

#	Other (please specify)	Date
1	All are important to Wa State History Museum	4/20/2017 7:44 PM
2	All of these are relevant and important to our site	4/11/2017 1:26 PM
3	Audience with opportunity more than age. Travelers looking for things to do on their way somewhere else need an easy way to see cultural history	4/10/2017 7:44 PM
4	Educational opportunities with school districts ages 5-17	4/10/2017 5:04 PM
5	I work for the City of Bellingham - we want older folks and families to feel comfortable spending time downtown	4/7/2017 10:51 AM

Q7 Please rank, in order of preference, the importance of these audience profiles to your organization and/or site in the next three years

Answered: 25 Skipped: 2

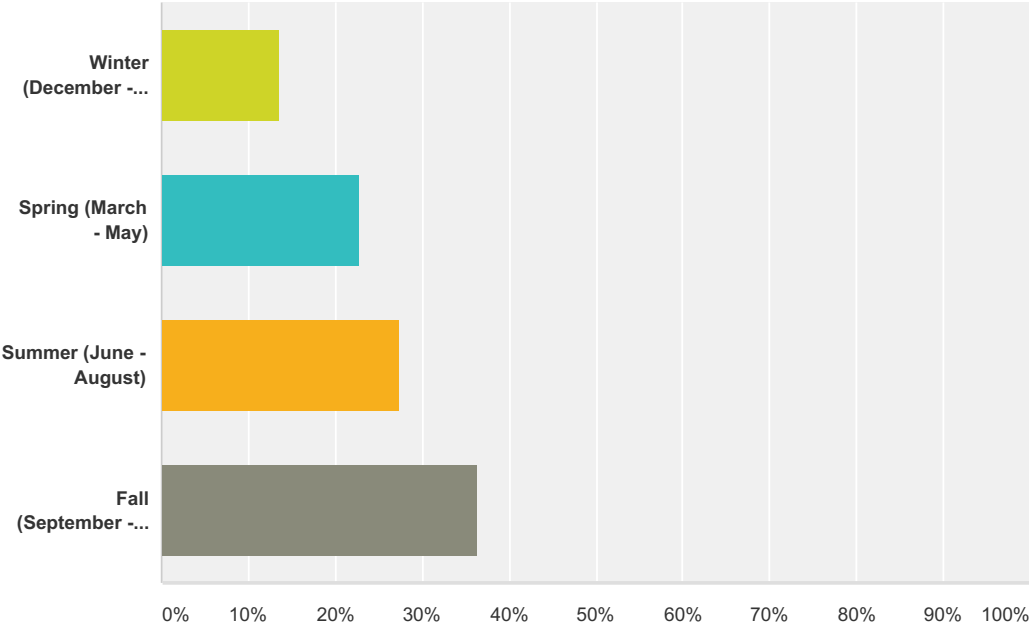


	Least important	Somewhat important	Important	Most important	Total	Weighted Average
Families	0.00% 0	8.33% 2	37.50% 9	54.17% 13	24	3.46
Couples traveling without children	4.17% 1	4.17% 1	45.83% 11	45.83% 11	24	3.33
Adults traveling independently	0.00% 0	13.64% 3	54.55% 12	31.82% 7	22	3.18
Adult Groups (educational or special interest, group tours, niche audiences)	4.17% 1	12.50% 3	37.50% 9	45.83% 11	24	3.25
School Groups	20.83% 5	25.00% 6	33.33% 8	20.83% 5	24	2.54

#	Other (please specify)	Date
1	All are important to Wa State History Museum	4/20/2017 7:44 PM
2	We serve all these groups, sorry for lack of ranking :)	4/19/2017 12:56 PM
3	All of these are relevant and important to our site	4/11/2017 1:26 PM
4	my answers are directed mainly at downtown bellingham	4/7/2017 10:51 AM

Q8 What time of year is most important to attract cultural heritage tourists to your organization or business in the next three years?

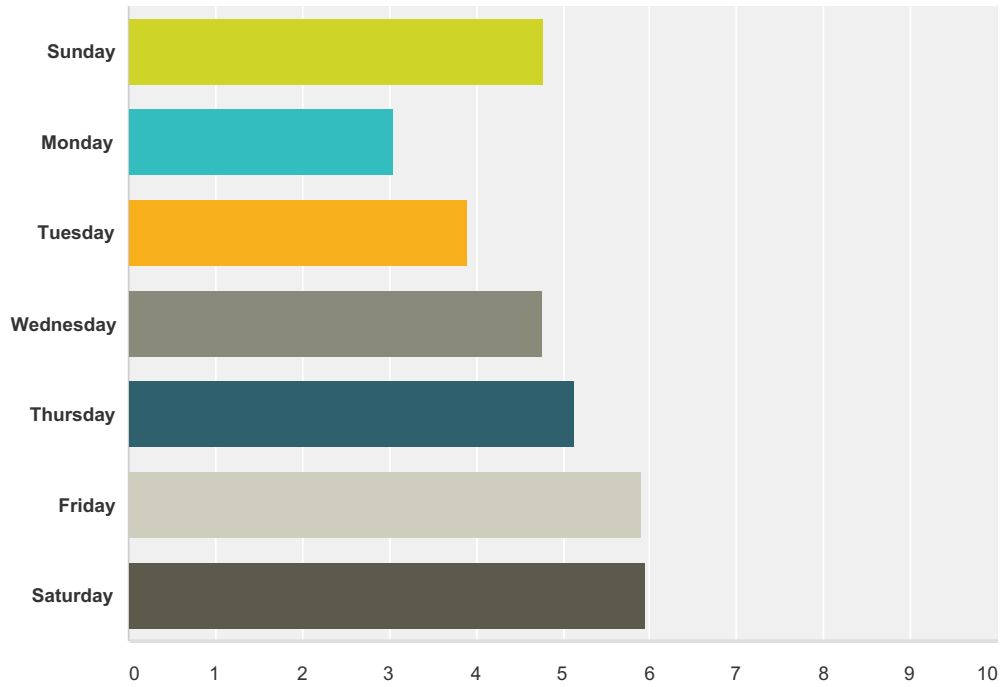
Answered: 22 Skipped: 5



Answer Choices	Responses
Winter (December - February)	13.64% 3
Spring (March - May)	22.73% 5
Summer (June - August)	27.27% 6
Fall (September - November)	36.36% 8
Total	22

Q9 On a scale of 1-7, with 7 as most important, please rank the days of the week are you most interested in hosting more cultural heritage visitors to your organization or business in the next three years.

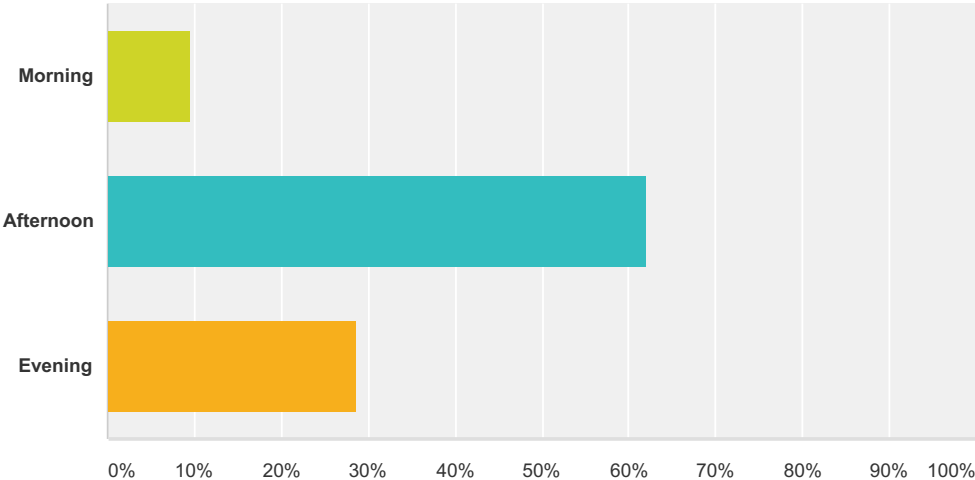
Answered: 23 Skipped: 4



	Least important - 1	2	3	Important - 4	5	6	Most important - 7	Total	Weighted Average
Sunday	21.74% 5	0.00% 0	8.70% 2	4.35% 1	8.70% 2	26.09% 6	30.43% 7	23	4.78
Monday	31.58% 6	21.05% 4	10.53% 2	15.79% 3	0.00% 0	10.53% 2	10.53% 2	19	3.05
Tuesday	4.76% 1	23.81% 5	19.05% 4	23.81% 5	0.00% 0	14.29% 3	14.29% 3	21	3.90
Wednesday	0.00% 0	0.00% 0	23.81% 5	23.81% 5	19.05% 4	19.05% 4	14.29% 3	21	4.76
Thursday	0.00% 0	4.76% 1	4.76% 1	33.33% 7	9.52% 2	23.81% 5	23.81% 5	21	5.14
Friday	4.55% 1	0.00% 0	4.55% 1	4.55% 1	9.09% 2	31.82% 7	45.45% 10	22	5.91
Saturday	8.70% 2	0.00% 0	4.35% 1	4.35% 1	0.00% 0	21.74% 5	60.87% 14	23	5.96

Q10 What time of day are visitors most desired?

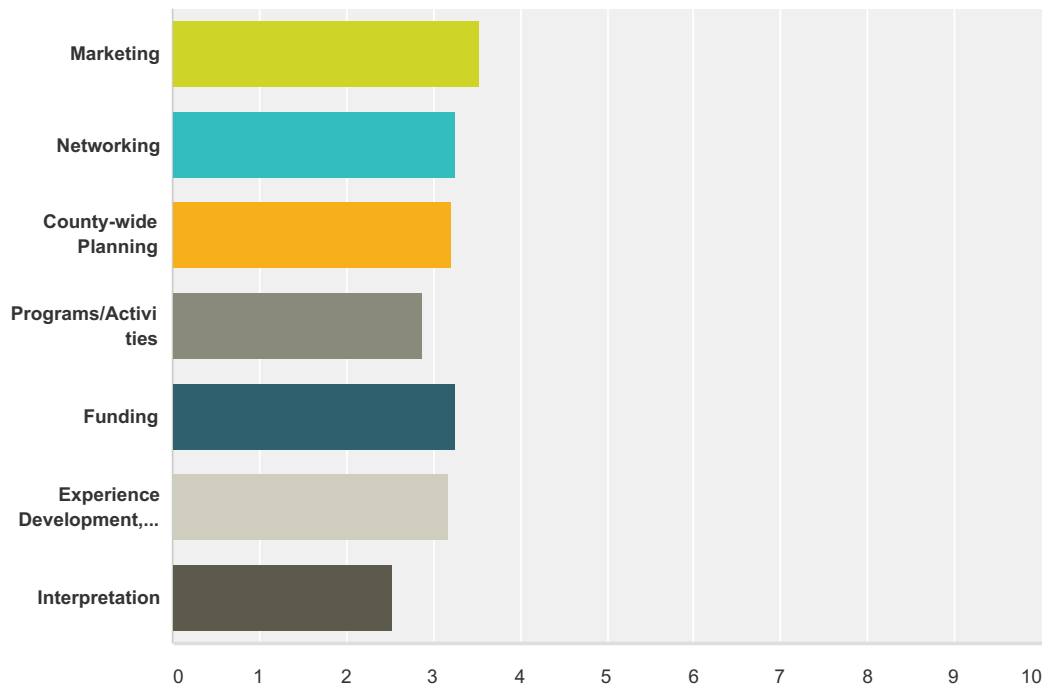
Answered: 21 Skipped: 6



Answer Choices	Responses
Morning	9.52% 2
Afternoon	61.90% 13
Evening	28.57% 6
Total	21

Q11 What types of partnerships would you like to see result from this plan?

Answered: 25 Skipped: 2



	Least important	Somewhat important	Important	Most important	Total	Weighted Average
Marketing	0.00% 0	4.00% 1	40.00% 10	56.00% 14	25	3.52
Networking	0.00% 0	16.67% 4	41.67% 10	41.67% 10	24	3.25
County-wide Planning	4.35% 1	13.04% 3	39.13% 9	43.48% 10	23	3.22
Programs/Activities	0.00% 0	29.17% 7	54.17% 13	16.67% 4	24	2.88
Funding	4.17% 1	12.50% 3	37.50% 9	45.83% 11	24	3.25
Experience Development, Enhancement	4.35% 1	13.04% 3	43.48% 10	39.13% 9	23	3.17
Interpretation	17.39% 4	26.09% 6	43.48% 10	13.04% 3	23	2.52

#	Other (please specify)	Date
1	publication/website highlighting cultural tourism options	4/10/2017 5:33 PM
2	i'd like to see some of these partnerships simultaneously enhance the above options	4/7/2017 11:09 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

Q12 Name one activity/project that should be accomplished in the short term (6-12 months) to help grow Bellingham/ Whatcom County as a Cultural Heritage Tourism Destination.

Answered: 21 Skipped: 6

#	Responses	Date
1	Inventory and Map of Cultural Heritage Sights in Whatcom County	4/21/2017 6:52 PM
2	design and installation of interpretive signage especially at parks and along trails	4/20/2017 7:51 PM
3	More advertising!	4/20/2017 7:29 PM
4	?	4/20/2017 7:18 PM
5	Promotion of our Lummi Stommish Water Festival	4/20/2017 7:14 PM
6	Connecting cultural heritage tourism destinations through a thematic identity	4/20/2017 4:45 PM
7	Creating a message and accompanying brand + plan for getting word out about how great a place this is.	4/20/2017 4:39 PM
8	some combined offers and messaging with shared narrative	4/19/2017 1:07 PM
9	A very clear marketing/PR plan that addresses inclusivity	4/19/2017 9:36 AM
10	Involve Lummi and Nooksack nations in Bellingham SeaFeast	4/18/2017 9:31 PM
11	Parks on the Waterfront that provide public access to the shoreline	4/18/2017 8:25 PM
12	organization with clear leadership to focus on this issue	4/18/2017 7:03 PM
13	Solicit group of CT/WL providers	4/18/2017 5:53 PM
14	Marketing collaboration among organizations to promote a cohesive cultural district or theme	4/12/2017 1:18 PM
15	Define what that looks like and what it includes and why.	4/10/2017 7:53 PM
16	Identity Branding	4/10/2017 7:19 PM
17	Arts district community-wide, downtown, holiday event	4/10/2017 5:53 PM
18	website?	4/10/2017 5:33 PM
19	Promotion of the ENTIRE county and all it has to offer.	4/10/2017 5:06 PM
20	Improved signage	4/10/2017 5:03 PM
21	wayfinding planning within bellingham, and between county-wide destinations	4/7/2017 11:09 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

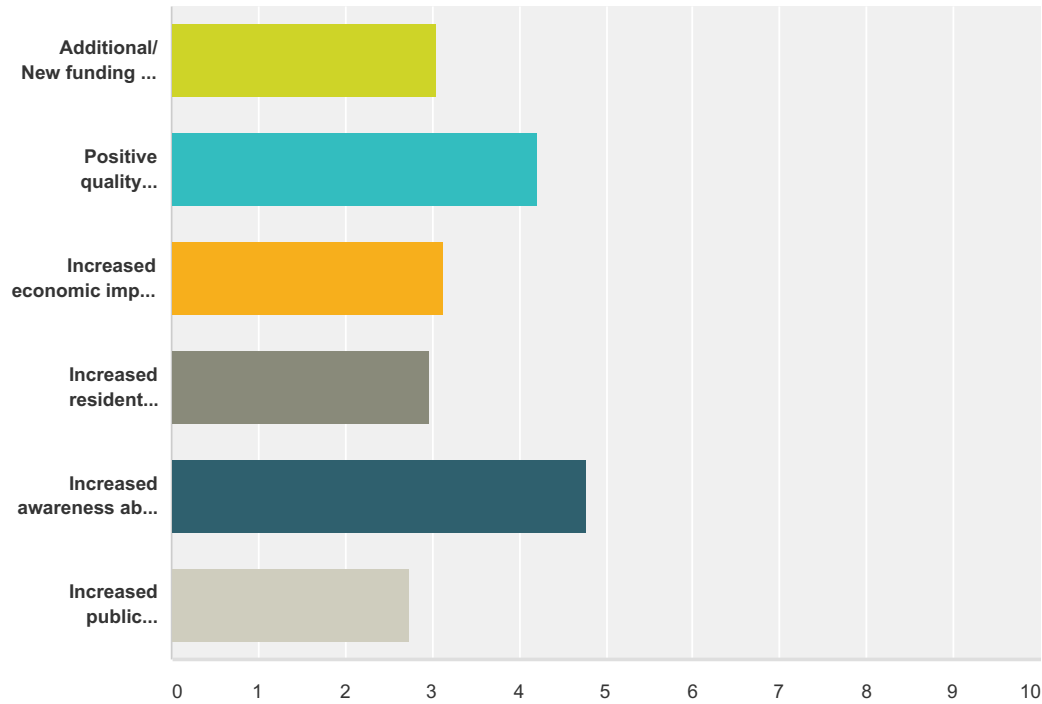
Q13 Looking ahead five years, please name a long range project to improve or expand Bellingham/ Whatcom County's Cultural Heritage Tourism.

Answered: 21 Skipped: 6

#	Responses	Date
1	Interpretive and Wayfinding Signage Plan	4/21/2017 6:52 PM
2	comprehensive web information	4/20/2017 7:51 PM
3	A walking/biking trail that would connect the communities	4/20/2017 7:29 PM
4	Create a network of coordinated cultural attractions with the service industry (travel packages, website, vlog, etc.	4/20/2017 7:18 PM
5	Events at Silver Reef Casino	4/20/2017 7:14 PM
6	Create a destination cultural heritage tourism site on the waterfront	4/20/2017 4:45 PM
7	Interactive map/app of the entire county with cultural heritage sites, where to stay and eat close to them, etc.	4/20/2017 4:39 PM
8	Ways to integrate native american cultural experiences into our mainstream tourism offerings so we have a voice/brand and ideally capture more travel based on the town as a must-see experience for pass-through/gateway travelers.	4/19/2017 1:07 PM
9	Great Access for ALL - parking, transportation, costs, diversity	4/19/2017 9:36 AM
10	Waterfront Development project with a cultural center on premises	4/18/2017 9:31 PM
11	Interpretive displays one the waterfront	4/18/2017 8:25 PM
12	create festival with events and connections to CHT	4/18/2017 7:03 PM
13	Dodging question with concern: disassociating CULTURAL tourism from ENVIRONMENTAL EXPERIENCE tourism won;t work. Culture mut be presented in/with experience of landscape, wild, tamed and changing due to global forces. CT cannot stand on it's own without becoming phoney and disengaging tradition from the future. Stories work better with place, strong places.	4/18/2017 5:53 PM
14	Create improved & cohesive way-finding for arts and culture districts in city and county	4/12/2017 1:18 PM
15	Pioneer Park (Village) needs to be completely boosted with funds to extend the months it's open, more of a "Williamsburg" feel with activities going on that people can join in that are from the era. Making hand strewn logs for example. How the houses were made.	4/10/2017 7:53 PM
16	Cultural Core with supporting businesses providing additional draw opportunities. Galleries, restaurants, shops	4/10/2017 7:19 PM
17	Organization into an effective community that serves to keep the arts front and center with government(s) and the public.	4/10/2017 5:53 PM
18	waterfront development, developing interpretation materials like guided downtown history walk maps or interpretive podcasts	4/10/2017 5:33 PM
19	Alcan Highway history (we are a jumping off point for that route)	4/10/2017 5:06 PM
20	more marketing tools	4/10/2017 5:03 PM
21	more tours, experiential & educational activities. and strengthened partnerships between smaller groups (like the Pickett House, Whatcom County Historical Society' Territorial Courthouse, the Ferndale Heritage Society (Pioneer Park) and the Lynden Pioneer Museum	4/7/2017 11:09 AM

Q14 Please rank, in order of priority, how the success of the Cultural Heritage Tourism plan and its implementation should be measured.

Answered: 24 Skipped: 3



	1	2	3	4	5	6	Total	Score
Additional/ New funding for cultural heritage tourism	13.64% 3	9.09% 2	9.09% 2	27.27% 6	18.18% 4	22.73% 5	22	3.05
Positive quality cultural heritage visitor experiences	30.43% 7	17.39% 4	17.39% 4	17.39% 4	13.04% 3	4.35% 1	23	4.22
Increased economic impact from cultural heritage tourism	4.55% 1	18.18% 4	22.73% 5	13.64% 3	22.73% 5	18.18% 4	22	3.14
Increased resident engagement in cultural heritage tourism activities, events, programs	4.35% 1	8.70% 2	21.74% 5	21.74% 5	30.43% 7	13.04% 3	23	2.96
Increased awareness about Bellingham/Whatcom County as a cultural heritage destination	39.13% 9	30.43% 7	17.39% 4	0.00% 0	8.70% 2	4.35% 1	23	4.78
Increased public recognition for the value of cultural heritage tourism	8.70% 2	13.04% 3	8.70% 2	21.74% 5	8.70% 2	39.13% 9	23	2.74

Q15 Please provide any additional comments or suggestions to help inform the Cultural Heritage Tourism Plan and the setting of goals, objectives and desired outcomes.

Answered: 10 Skipped: 17

#	Responses	Date
1	strengthen awareness and appreciation of our local diversity	4/20/2017 7:51 PM
2	I suggest you meet with the Cultural Committee, Natural Resources Commission, and Economic Development Commission to discuss events advertised on behalf of the Lummi Nation.	4/20/2017 7:14 PM
3	Not being stingy, I just think there can be a lot of synergies explored that don't require additional funding up front?	4/19/2017 1:07 PM
4	It would be wonderful to see a more balanced attention to our fascinating history and the cultural events and sites that could arise from that attention, meaning truly engaging and inviting the indigenous and immigrant history not as shadow, separate aspects of our culture and history, but as an integral part of how our community came to be and currently exists. I also see the above rankings of measured success as so dependent upon each other that a couple of them cannot be achieved singularly (such as "increased resident engagement" and "Increased public recognition for value..."). Important and necessary elements such as increased funding and quality experiences cannot be achieved without first accomplishing value recognition and broader engagement!	4/19/2017 9:36 AM
5	Forget calling it a 'plan'. This is death knell to something that is fundamentally a mix of free enterprise services that can and must compete in a marketplace. Effort should be about IDing basic gaps/deficiencies in accommodation, transportation, marketing that are faced by a defined array potential providers.	4/18/2017 5:53 PM
6	Just be sure to keep the momentum and keep everyone informed as you go along. Let us know what you need and let us know of any progress we might not otherwise be aware of that keeps the ideas forefront and keeps us talking and helping where we can.	4/10/2017 7:53 PM
7	Difficult to range these. Increased resident engagement will result in increased awareness and recognition of the value of cultural heritage. Evidence of economic and social impact will improve funding opportunities. However, the city/county must provide some start up funds.	4/10/2017 7:19 PM
8	All organizations are now operating without any mechanism to work together. Greater strength and effectiveness would come through banding together and operating as a trade group.	4/10/2017 5:53 PM
9	Thank you for doing this!!!	4/10/2017 5:03 PM
10	i'd like to see partnerships between similar and complimentary groups form and grow as a result of the plan. for example, to see the Historic Fairhaven Association and Downtown Bellingham Partnership interact and learn from each other; to have the historical societies of Whatcom County build alliances to help care for and program their buildings and collections; to promote and educate the public and visitors on the array of maker art & performance classes and experiences available; and to improve access to WWU educational and experiential opportunities for visitors.	4/7/2017 11:09 AM

Bellingham/Whatcom Cultural Heritage Tourism Survey

Q16 Please list the names (plus affiliation, and email addresses or phone numbers, if available) of any individuals we should send this survey to for completion.

Answered: 9 Skipped: 18

Answer Choices	Responses
Name/contact info:	100.00% 9
Name/contact info:	77.78% 7
Name/contact info:	66.67% 6

#	Name/contact info:	Date
1	Michael Jones/mjones@cityofblaine.com	4/21/2017 6:52 PM
2	Linda Harkleroad LWHark@comcast.net Ferndale Heritage Society	4/20/2017 7:29 PM
3	Rita Jefferson/RitaJ@lummi-nsn.gov	4/20/2017 7:14 PM
4	Robert Muzzy - muznshell@msn.com (long time B'ham resident and arts/culture supporter)	4/19/2017 9:36 AM
5	Patricia Leach, Executive Directory, Whatcom Museum, pleach@cob.org	4/12/2017 1:18 PM
6	Julie Aamot, Ferndale Heritage Society, civilwargal@live.com	4/11/2017 9:24 AM
7	Hafthor Yngvason, Director WWU Gallery, Hafthor.Yngvason@wwu.edu	4/10/2017 7:19 PM
8	Lindsey Gerhard, Pickford Film Center, lindsey@pickfordfilmcenter.org	4/10/2017 5:53 PM
9	Mike Hogan, Port of Bellingham MikeH@portofbellinham.com	4/7/2017 11:09 AM

#	Name/contact info:	Date
1	Dave Wilbrecht/dwilbrecht@cityofblaine.com	4/21/2017 6:52 PM
2	Serena Leibrant For4Ss@aol.com Ferndale Heritage Society	4/20/2017 7:29 PM
3	Cynthia Wilson/CynthiaW@lummi-nsn.gov	4/20/2017 7:14 PM
4	Alison Terry Storms - alison.storms@mtbakertheatre.com (Mt. Baker Theatre Education/Outreach)	4/19/2017 9:36 AM
5	Kit Spicer, Dean, College of Fine and Performing Arts, WWU Kit.Spicer@wwu.edu	4/10/2017 7:19 PM
6	Barbara Matilsky, Whatcom Museum, bcmatilsky@cob.org	4/10/2017 5:53 PM
7	Rene Sherer socialfabricbham@gmail.com	4/7/2017 11:09 AM

#	Name/contact info:	Date
1	Christopher Hutsen/chutsen@semiahmoo.com	4/21/2017 6:52 PM
2	Bonnie Wiesen unzwiesen@nwshippers.com Ferndale Heritage Society	4/20/2017 7:29 PM
3	Laura Williams/LauraW@lummicdfi.org	4/20/2017 7:14 PM
4	Darrell Hillaire - Lummi Nation	4/19/2017 9:36 AM
5	Sheila Klein, Artist, sheklein@fidalgo.net	4/10/2017 5:53 PM
6	Marissa McGrath marissa@downtownbellinham.com	4/7/2017 11:09 AM