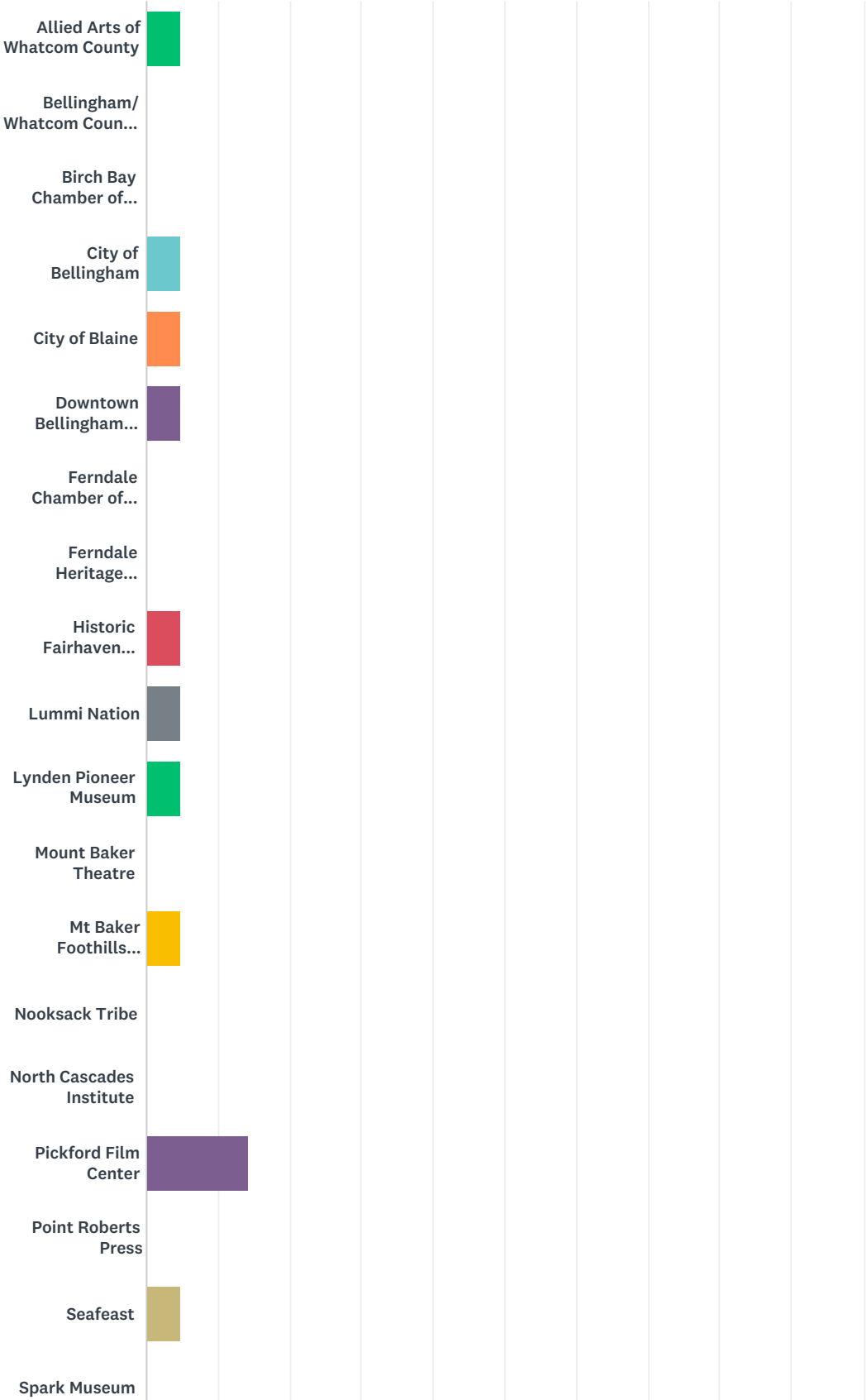
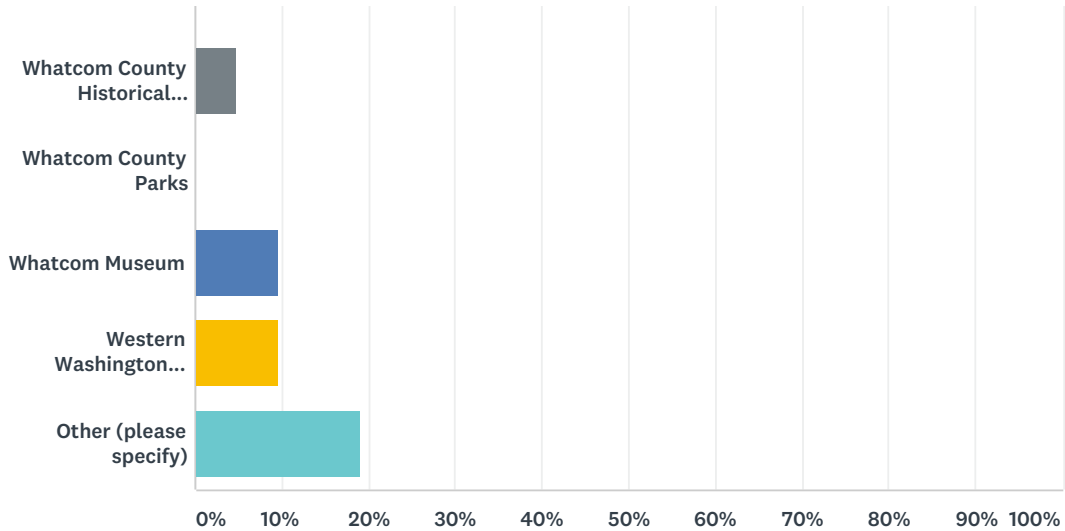


Q1 What is the name of your organization, agency or business?

Answered: 21 Skipped: 0



Bellingham/Whatcom Cultural Heritage Tourism - Goals, Strategies, Criteria for Strategy Screen



ANSWER CHOICES	RESPONSES	
Allied Arts of Whatcom County	4.76%	1
Bellingham/ Whatcom County Tourism	0.00%	0
Birch Bay Chamber of Commerce	0.00%	0
City of Bellingham	4.76%	1
City of Blaine	4.76%	1
Downtown Bellingham Partnership	4.76%	1
Ferndale Chamber of Commerce	0.00%	0
Ferndale Heritage Society	0.00%	0
Historic Fairhaven Association	4.76%	1
Lummi Nation	4.76%	1
Lynden Pioneer Museum	4.76%	1
Mount Baker Theatre	0.00%	0
Mt Baker Foothills Chamber of Commerce	4.76%	1
Nooksack Tribe	0.00%	0
North Cascades Institute	0.00%	0
Pickford Film Center	14.29%	3
Point Roberts Press	0.00%	0
Seafeast	4.76%	1
Spark Museum	0.00%	0
Whatcom County Historical Society	4.76%	1
Whatcom County Parks	0.00%	0
Whatcom Museum	9.52%	2
Western Washington University	9.52%	2

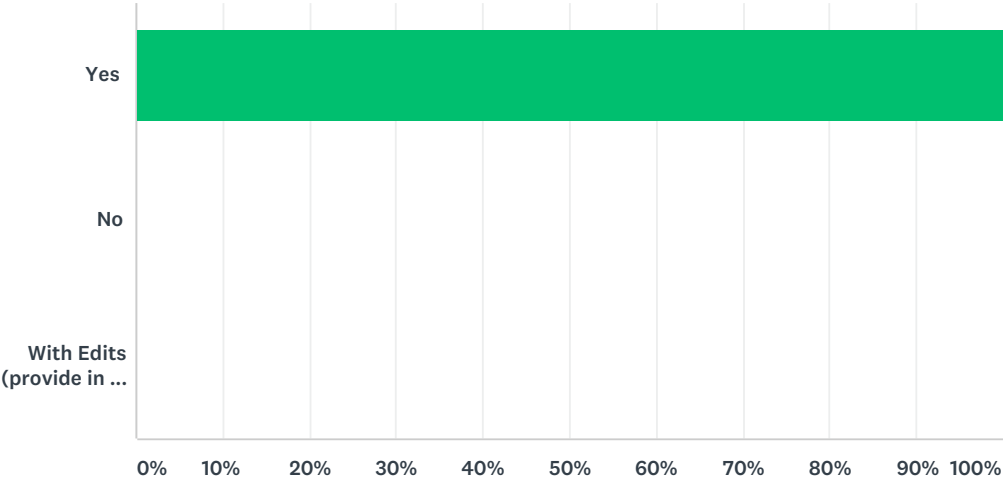
Bellingham/Whatcom Cultural Heritage Tourism - Goals, Strategies, Criteria for Strategy Screen

Other (please specify)	19.05%	4
TOTAL		21

#	OTHER (PLEASE SPECIFY)	DATE
1	Sylvia Center for the Arts	8/24/2017 1:55 PM
2	Bellingham Whatcom County Tourism	8/17/2017 6:48 PM
3	Sylvia Center for the Arts	8/17/2017 5:54 PM
4	WhTCOM MARITIME ASSOCIATION	8/17/2017 4:19 PM

Q2 Do you agree with draft Goal 1: Improve Collaboration and communication among all cultural heritage tourism stakeholders?

Answered: 19 Skipped: 2

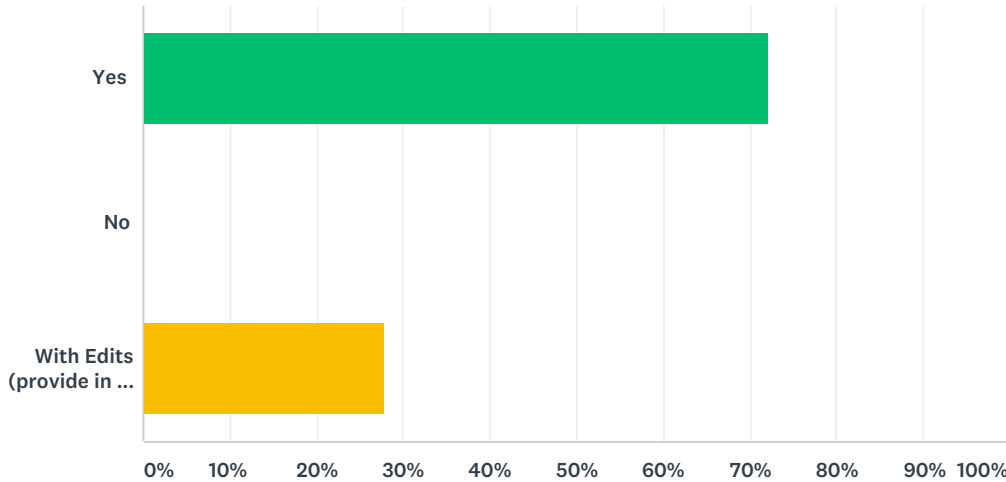


ANSWER CHOICES	RESPONSES
Yes	100.00% 19
No	0.00% 0
With Edits (provide in the Comment section below)	0.00% 0
TOTAL	19

#	SPECIFIC COMMENTS/EDITS"	DATE
1	(Question: whose will be the responsibility and what will be the criteria for determining who is considered a CHT stakeholder, in terms of new or growing organizations being added in the future?)	8/17/2017 6:00 PM
2	Lower case C in collaboration	8/14/2017 2:19 PM

Q3 Do you agree with draft Goal 2: Strengthen partnerships with historic preservation groups such as the Whatcom Historical Society, Daughters of the Pioneers, and the Ferndale Heritage Society?

Answered: 18 Skipped: 3

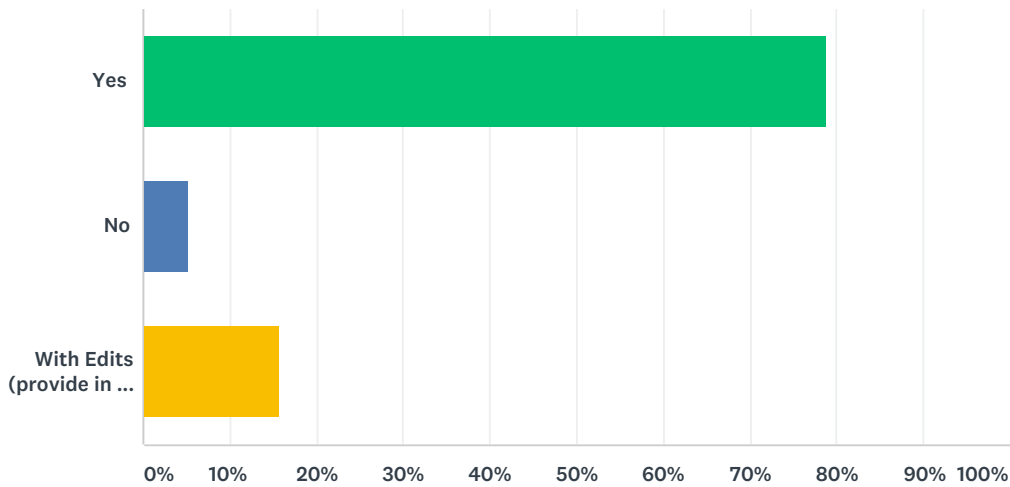


ANSWER CHOICES	RESPONSES
Yes	72.22% 13
No	0.00% 0
With Edits (provide in the Comment section below)	27.78% 5
TOTAL	18

#	SPECIFIC COMMENTS/EDITS"	DATE
1	I would also include the various Historic Preservation Commissions in Whatcom County such as Bellingham and Lynden.	8/28/2017 2:26 PM
2	Strengthening should not be limited to historic preservation groups. Edit to: "Strengthen partnerships among all cultural heritage tourism stakeholders".	8/25/2017 3:05 PM
3	I'm guessing these organizations are simply listed as examples, as there are other organizations that could be included in this list. Does listing examples sound too limiting?	8/22/2017 7:52 PM
4	I think we're missing some key partnerships here - or at least the mention of some effort to strengthen partnerships with our Native history/historians. I see that Goal 3 is geared toward Lummi and Nooksack, but there is no overt and intentional drive to communicate our native history - which is different than Goal 3.	8/21/2017 9:36 AM
5	I am assuming that not all Whatcom County historic preservation groups need to be listed here in order to be included.	8/18/2017 5:51 PM
6	Add: The Whatcom Maritime Association	8/17/2017 4:24 PM
7	Need more detail here.	8/11/2017 1:02 PM

Q4 Do you agree with draft Goal 3: Engage with the Lummi Nation and Nooksack Tribe to create partnership opportunities.

Answered: 19 Skipped: 2

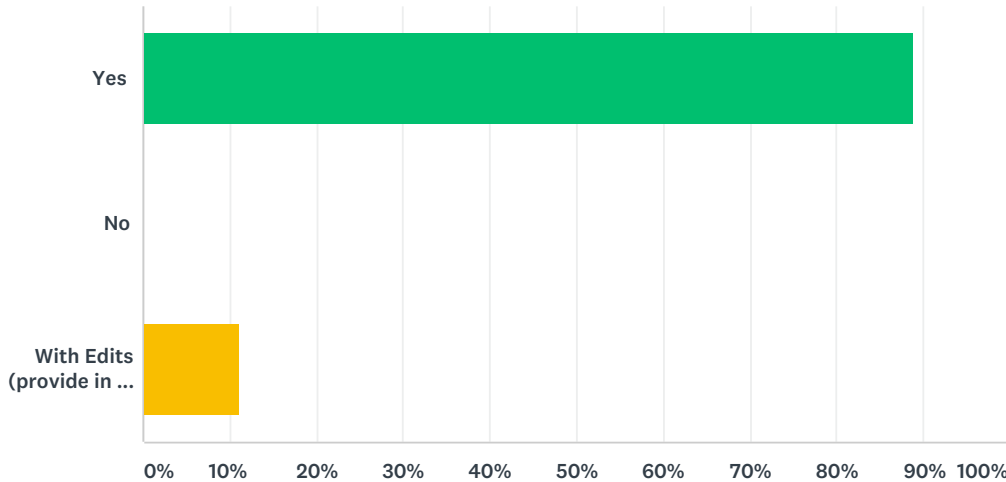


ANSWER CHOICES	RESPONSES
Yes	78.95% 15
No	5.26% 1
With Edits (provide in the Comment section below)	15.79% 3
TOTAL	19

#	SPECIFIC COMMENTS/EDITS"	DATE
1	Comments I would include the Whatcom Museum's new Salish gallery and accompanying programs since involvement with the Lummi Nation is on-going and involves schools and students.	8/28/2017 2:26 PM
2	Comments Not certain they should be singled out instead of being included as cultural heritage tourism stakeholders.	8/25/2017 3:05 PM
3	Comments It seems like the text should include for the reason in this case to create the partnership is to develop cultural heritage tourism.	8/18/2017 5:51 PM
4	Comments I don't recall to what extent this outreach has already occurred, but this goal as drafted assumes that Lummi/Nooksack *want* partnership opportunities—if this dialogue has not already been initiated, perhaps it should be more like "engage ... to identify potential partnership opportunities"?	8/17/2017 6:00 PM
5	Comments There is some cultural sensitivity, amongst some tribal members, on what can be shared.	8/11/2017 5:12 PM

Q5 Do you agree with draft Goal 4: Strengthen connections between Whatcom County colleges/universities and local communities, businesses, attractions and lodging to offer more experiences for students, their families and other visitors

Answered: 18 Skipped: 3

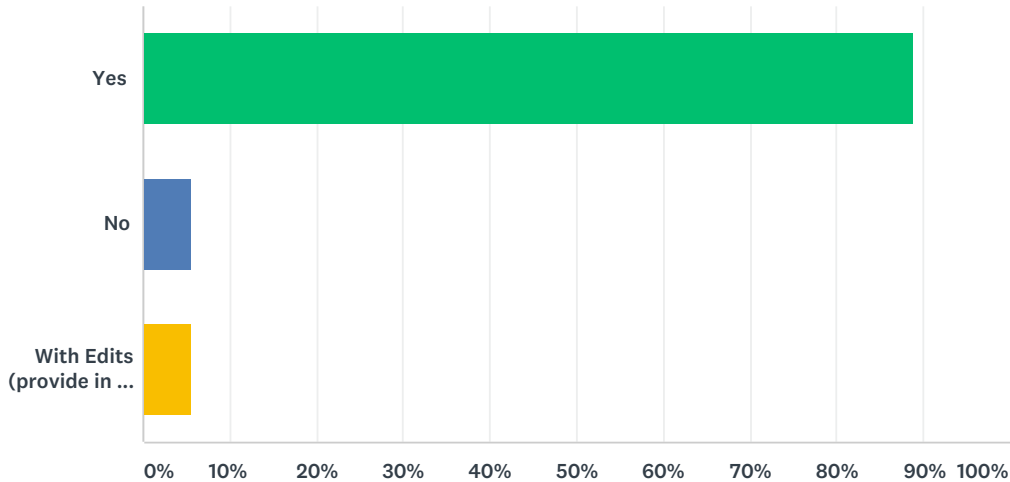


ANSWER CHOICES	RESPONSES
Yes	88.89% 16
No	0.00% 0
With Edits (provide in the Comment section below)	11.11% 2
TOTAL	18

#	SPECIFIC COMMENTS/EDITS"	DATE
1	We already offer plenty of experiences for students, their families and other visitors. We want to engage more students, families and visitors.	8/22/2017 5:17 PM
2	I think "visitors" should come first - "students" and "families" can be covered under the term "visitors." The way it is written now, it comes across a little student-centric, and I think we should be building language around "visitors." Students and parents ARE visitors, but not all visitors are students and parents..	8/21/2017 9:36 AM
3	Add: historic preservation groups	8/17/2017 4:24 PM
4	Be sure to include the Northwest Indian College and Silver Reef Casino, Hotel and Spa.	8/11/2017 5:12 PM

Q6 Do you agree with draft Goal 5. Encourage collaborations between Main Street and economic development organizations such as the Downtown Bellingham Partnership, Historic Fairhaven Association and similar groups in other cities

Answered: 18 Skipped: 3

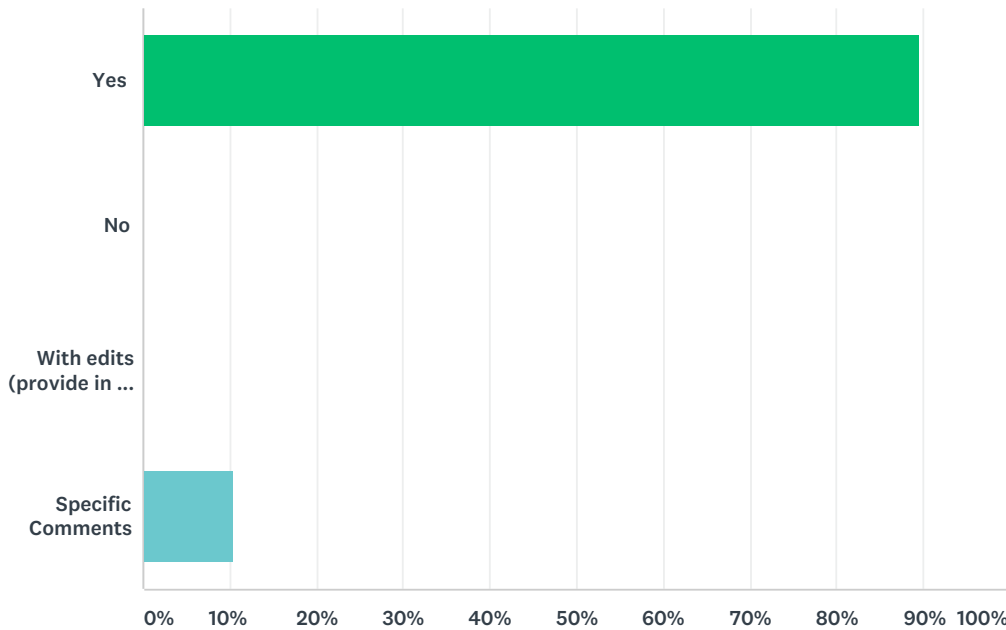


ANSWER CHOICES	RESPONSES	
Yes	88.89%	16
No	5.56%	1
With Edits (provide in the Comment section below)	5.56%	1
TOTAL		18

#	SPECIFIC COMMENTS/EDITS"	DATE
1	What is Main Street?	8/17/2017 6:00 PM
2	Include working with Team Whatcom, organized by the Port of Bellingham, a collaboration of organizations and agencies working together to ensure that investment, development and innovation has a strong platform.	8/11/2017 5:12 PM

Q7 Do you agree with Draft Goal 6: Encourage providers to expand existing or create new cultural heritage tourism experiences (could be products or services) to increase shoulder and off-season visitation and spending in Whatcom County

Answered: 19 Skipped: 2

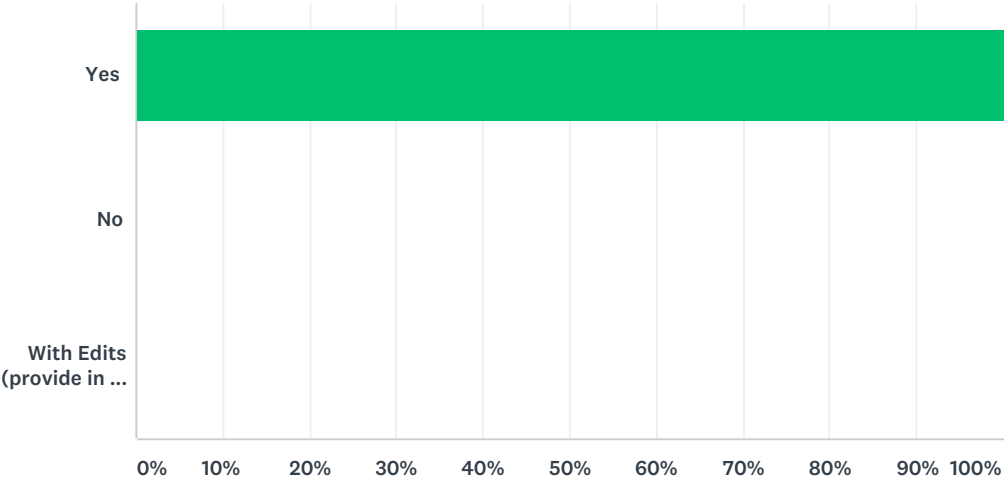


ANSWER CHOICES	RESPONSES	
Yes	89.47%	17
No	0.00%	0
With edits (provide in the Comment Section)	0.00%	0
Specific Comments	10.53%	2
TOTAL		19

#	SPECIFIC COMMENTS	DATE
1	Again, there are resources at the Whatcom Museum many do not know about: the Maritime History gallery, Hall of Birds, and Salish galleries that could be resources for many other groups.	8/28/2017 2:28 PM
2	Goals that align with each of the draft benchmarks for success (page 44) need to be inserted. For example, enhanced sense of place, and increased community value and pride are not mentioned anywhere but in the Measurement section.	8/25/2017 3:10 PM

Q8 Do you agree with draft Goal 7. Develop county-wide interpretive products to share the history of its people, industry, and heritage

Answered: 18 Skipped: 3

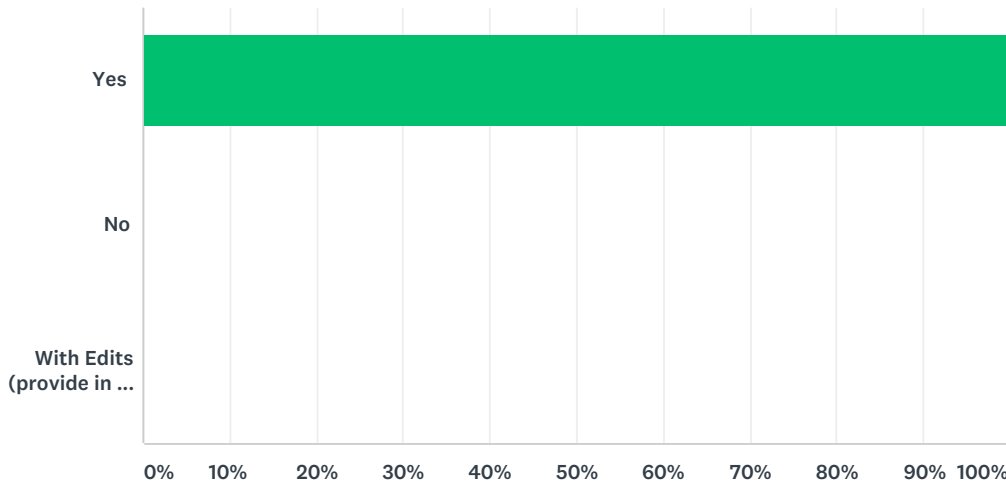


ANSWER CHOICES	RESPONSES
Yes	100.00% 18
No	0.00% 0
With Edits (provide in the Comment section below)	0.00% 0
TOTAL	18

#	SPECIFIC COMMENTS/EDITS"	DATE
	There are no responses.	

Q9 Do you agree with draft Goal 8. Increase funding availability for cultural heritage tourism capital projects, programs, activities and products

Answered: 19 Skipped: 2

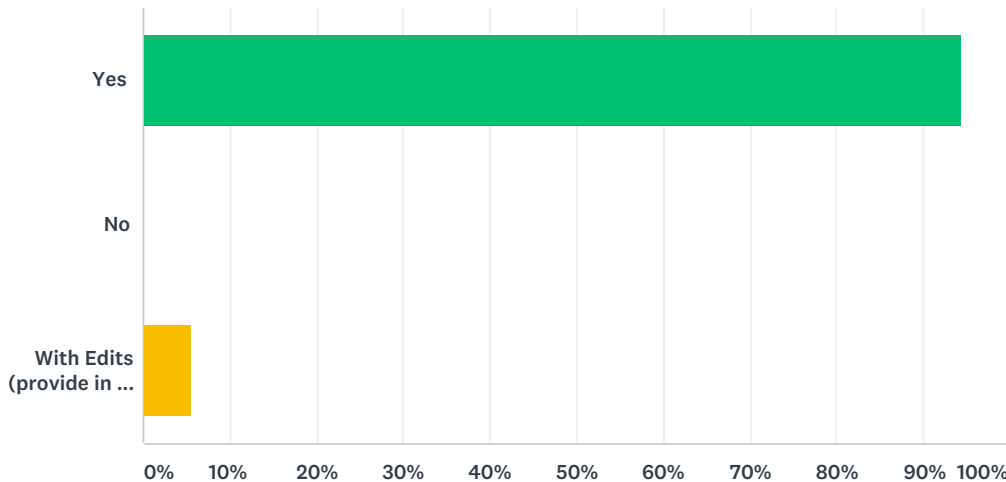


ANSWER CHOICES	RESPONSES	
Yes	100.00%	19
No	0.00%	0
With Edits (provide in the Comment section below)	0.00%	0
TOTAL		19

#	SPECIFIC COMMENTS/EDITS"	DATE
1	An additional goal should be to "preserve, protect and enhance historic and cultural sites." Accomplishing this goes beyond funding, to include encouraging policies and building public stewardship.	8/25/2017 3:10 PM
2	And plain old operating funds would probably benefit many local cultural nonprofits allowing them to increase capacity to provide more programs.	8/22/2017 5:19 PM
3	This funding would include helping many non-profit organizations working towards promoting such.	8/11/2017 5:14 PM

Q10 Do you agree with Draft Goal 9: Establish unified messaging and marketing platform to promote all of Whatcom County's cultural heritage experiences

Answered: 18 Skipped: 3

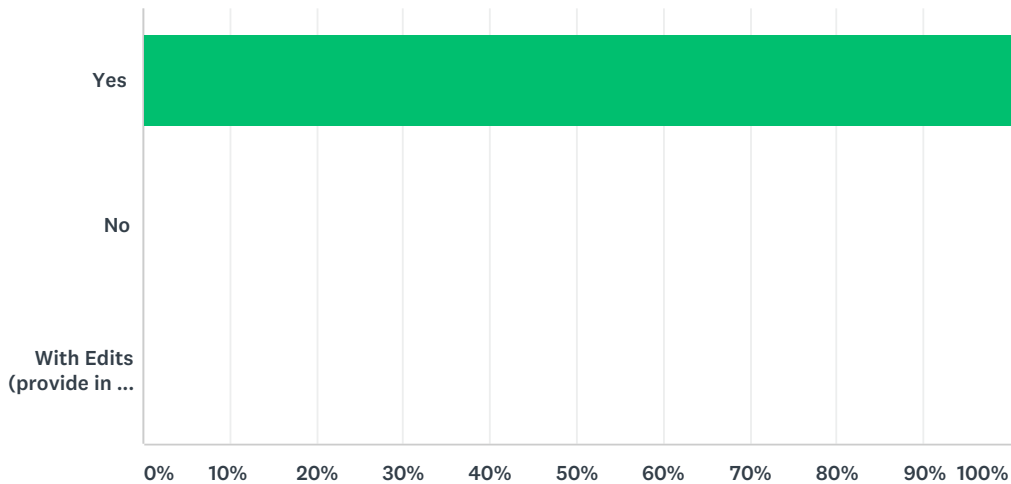


ANSWER CHOICES	RESPONSES	
Yes	94.44%	17
No	0.00%	0
With Edits (provide in the Comment section)	5.56%	1
TOTAL		18

#	SPECIFIC EDITS/COMMENTS	DATE
1	What I am hearing so far (in the introductory paragraphs above) is mixing/equating the outdoorsy, recreational draw with cultural heritage, and they are vastly different things (it seems?). People who come to ski, kayak, bike and hike the trails are not necessarily "cultural heritage" tourists - but they could be. I would like to see more effort put in to the actual cultural heritage of Whatcom Co., and not try to equate it with outdoor sports and rec. It would be great to somehow capitalize on the sports and rec activities to dovetail with actual cultural heritage activities (Goals10 and 11). It just seems important to separate the language around these things and ensure the money and effort is going to the correct places.	8/21/2017 9:46 AM
2	This seems logical for interpretive signage and wayfinding that the county is currently pursuing. How to do this with interpretive programs already in progress or in place.	8/18/2017 5:58 PM
3	Not sure if everyone is unified on the messaging and marketing...probably need to work on this. Biking on the Lummi Indian Reservation is not encouraged. Kayaking over to Portage Island is not encouraged. These reservation lands were set aside for the Lummi people and not there for everyone's recreation. It's called a reservation for a reason. It should be a unified effort that all support this. This is one of those sensitive areas I was talking about.	8/11/2017 5:26 PM

Q11 Do you agree with Draft Goal 10: Cross-market cultural heritage activities and attractions with other like venues (i.e. museums promote each other's exhibits) to encourage county-wide visitation to multiple destinations

Answered: 19 Skipped: 2

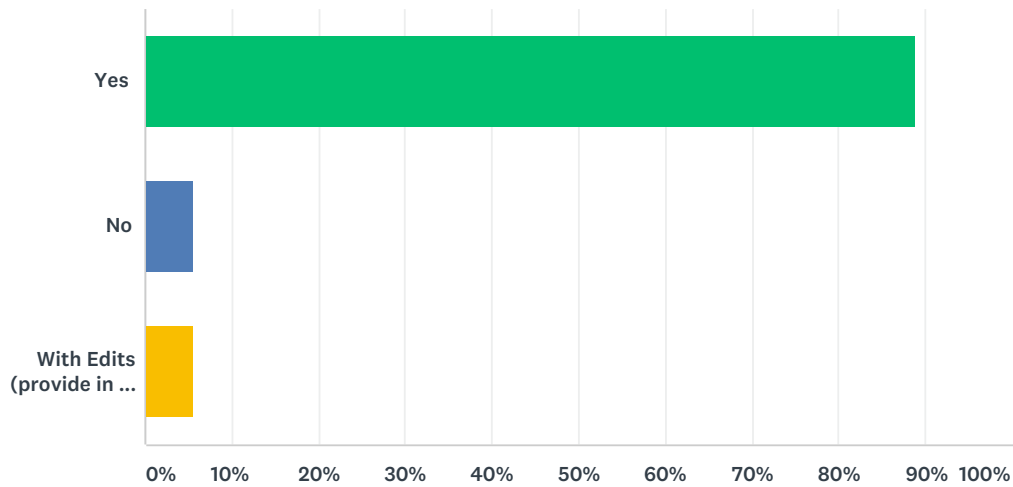


ANSWER CHOICES	RESPONSES	
Yes	100.00%	19
No	0.00%	0
With Edits (provide in the Comment section)	0.00%	0
TOTAL		19

#	SPECIFIC EDITS/COMMENTS	DATE
	There are no responses.	

Q12 Do you agree with Draft Goal 11: Cross-market cultural heritage activities with recreation-based experiences

Answered: 18 Skipped: 3

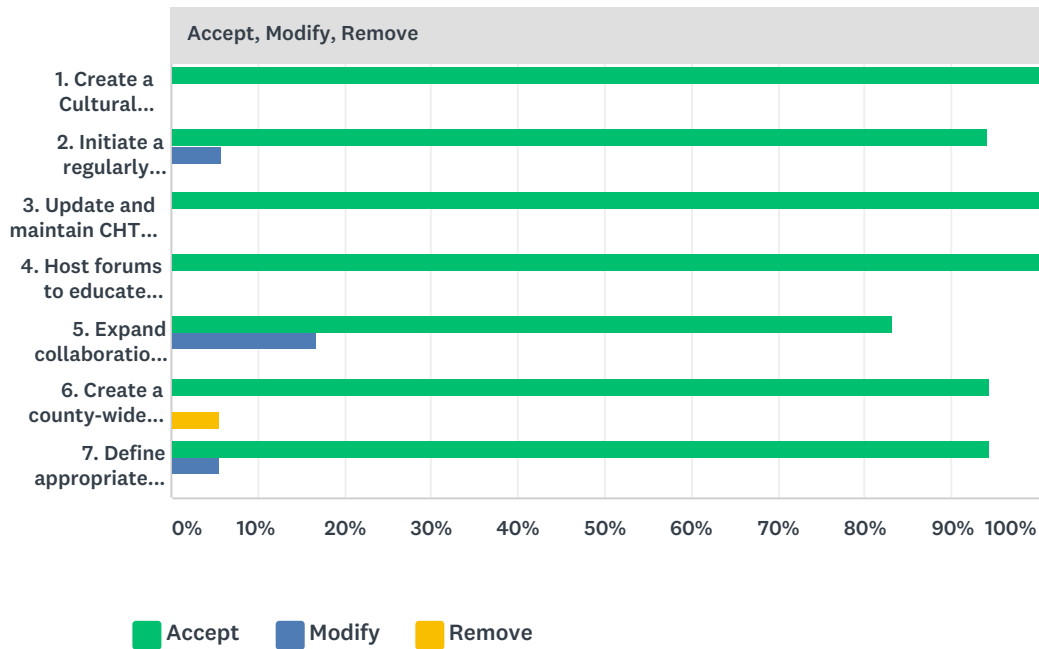


ANSWER CHOICES	RESPONSES
Yes	88.89% 16
No	5.56% 1
With Edits (provide in the Comment section)	5.56% 1
TOTAL	18

#	SPECIFIC EDITS/COMMENTS	DATE
1	Cross-market cultural heritage experiences with recreational based activities.	8/18/2017 5:58 PM
2	Not sure if everyone is unified on the messaging and marketing...probably need to work on this. Biking on the Lummi Indian Reservation is not encouraged. Kayaking over to Portage Island is not encouraged. These reservation lands were set aside for the Lummi people and not there for everyone's recreation. It's called a reservation for a reason. It should be a unified effort that all support this. This is one of those sensitive areas I was talking about.	8/11/2017 5:26 PM

Q13 The following strategies have been drafted for PARTNERSHIPS & COLLABORATION. Please rate these strategies to determine if they are acceptable for finalization or whether they need more work.

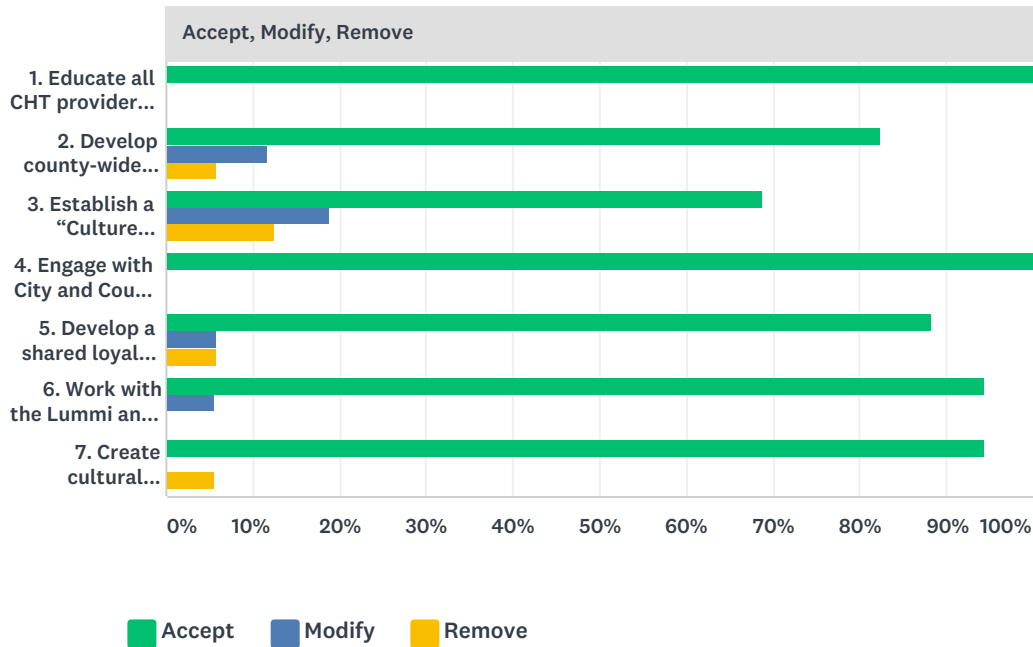
Answered: 18 Skipped: 3



Accept, Modify, Remove				
	ACCEPT	MODIFY	REMOVE	TOTAL
1. Create a Cultural Heritage Tourism Steering Committee through BWCT to advise on implementation of the Plan	100.00% 18	0.00% 0	0.00% 0	18
2. Initiate a regularly scheduled forum for information exchange among cultural heritage tourism stakeholders	94.12% 16	5.88% 1	0.00% 0	17
3. Update and maintain CHT Asset Inventory and evaluate "visitor ready" standards	100.00% 16	0.00% 0	0.00% 0	16
4. Host forums to educate stakeholders, elected officials, tourism leaders and front-line tourism personnel on value of cultural heritage tourism to county, and showcase available cultural heritage experiences (local familiarization tour)	100.00% 17	0.00% 0	0.00% 0	17
5. Expand collaboration beyond original stakeholder group to include all cultural heritage providers county-wide	83.33% 15	16.67% 3	0.00% 0	18
6. Create a county-wide collision calendar of complimentary activities, festival days, and "open and available" days for planning new events or activities	94.44% 17	0.00% 0	5.56% 1	18
7. Define appropriate ways to educate visitors about Lummi and Nooksack culture and heritage	94.44% 17	5.56% 1	0.00% 0	18

Q14 The following strategies have been drafted for PRODUCT DEVELOPMENT/ENHANCEMENT Goals. Please rate these strategies to determine if they are acceptable for finalization or whether they need more work.

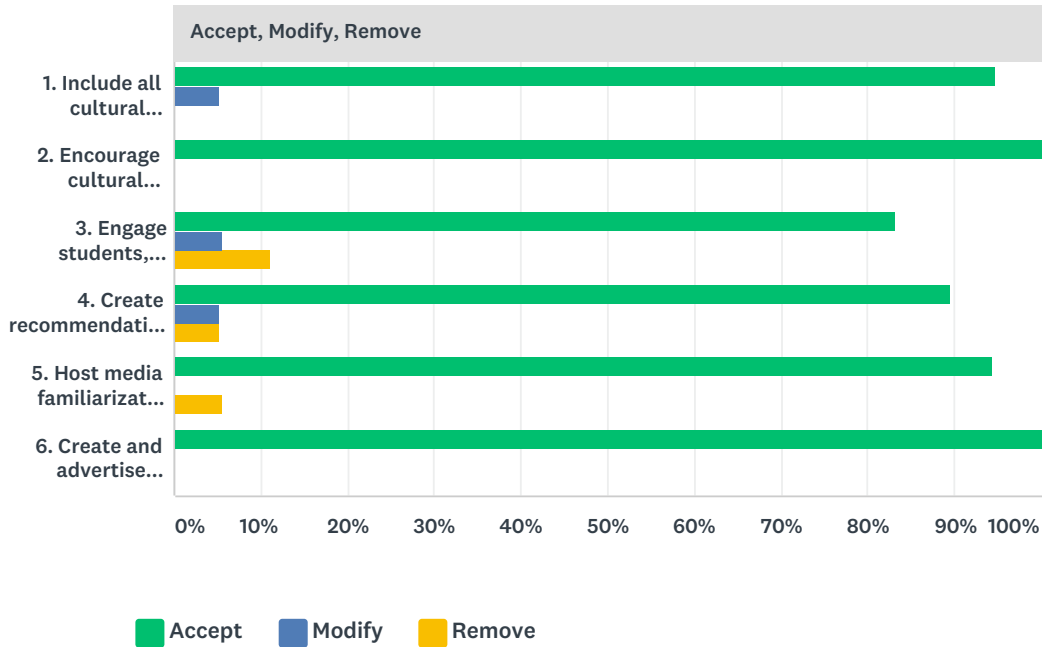
Answered: 19 Skipped: 2



Accept, Modify, Remove				
	ACCEPT	MODIFY	REMOVE	TOTAL
1. Educate all CHT providers about all Tourism Promotion Grant funding opportunities.	100.00% 18	0.00% 0	0.00% 0	18
2. Develop county-wide maritime interpretation products to connect waterfront cities of Bellingham, Blaine, Birch Bay and Semiahmoo and increase visitation	82.35% 14	11.76% 2	5.88% 1	17
3. Establish a "Culture Shuttle" to move visitors around the county (from hotels, to downtown Bellingham, to Fairhaven, to Lynden, etc.)	68.75% 11	18.75% 3	12.50% 2	16
4. Engage with City and County Parks' Department to help build capacity, develop targeted programs, etc.	100.00% 19	0.00% 0	0.00% 0	19
5. Develop a shared loyalty program, or "Cultural Heritage" passport	88.24% 15	5.88% 1	5.88% 1	17
6. Work with the Lummi and Nooksack to identify, map and enhance interpretation of story poles located around the county	94.44% 17	5.56% 1	0.00% 0	18
7. Create cultural heritage itineraries for specific target audiences (Millennials, Regional/Seattle-Vancouver, Recreation-based travelers, etc)	94.44% 17	0.00% 0	5.56% 1	18

Q15 The following strategies have been drafted for MARKETING Goals. Please rate these strategies to determine if they are acceptable for finalization or whether they need more work.

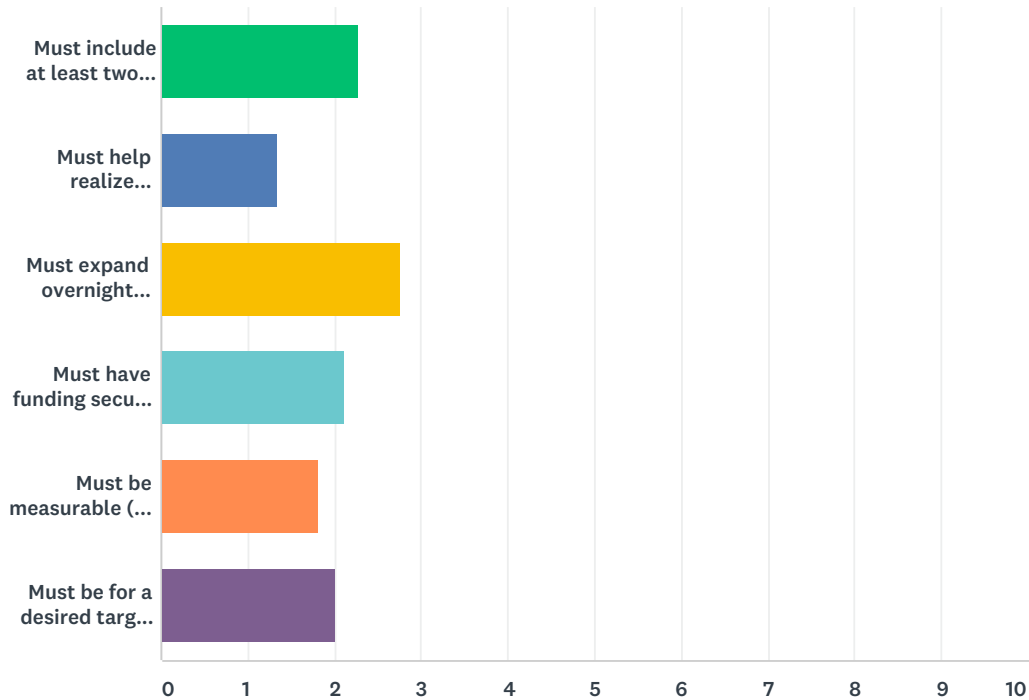
Answered: 19 Skipped: 2



Accept, Modify, Remove				
	ACCEPT	MODIFY	REMOVE	TOTAL
1. Include all cultural heritage attractions, activities and events on various digital platforms	94.74% 18	5.26% 1	0.00% 0	19
2. Encourage cultural heritage organizations and attractions to utilize and link to Bellingham Whatcom County Tourism digital and social media platforms	100.00% 19	0.00% 0	0.00% 0	19
3. Engage students, tourists and the general public to create videos about their positive CHT experiences in Bellingham/Whatcom county to encourage viral promotion of experiences	83.33% 15	5.56% 1	11.11% 2	18
4. Create recommendation lists for visitors (i.e. "If you enjoyed this, then visit XYZ") to help cross-market attractions and activities around the county	89.47% 17	5.26% 1	5.26% 1	19
5. Host media familiarization tour to showcase cultural heritage assets, experiences in tandem with culinary and nature-based activities	94.44% 17	0.00% 0	5.56% 1	18
6. Create and advertise packages between existing venues, events, hotels, etc. to promote specific CHT experiences, especially in the off-season	100.00% 19	0.00% 0	0.00% 0	19

Q16 Please rate the importance of the following criteria for inclusion in the Strategy Screen.

Answered: 18 Skipped: 3



	5 - STRONGLY AGREE	4 - SOMEWHAT AGREE	3 -	2- SOMEWHAT DISAGREE	1- STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
Must include at least two partners	27.78% 5	38.89% 7	16.67% 3	11.11% 2	5.56% 1	18	2.28
Must help realize cultural heritage tourism vision	83.33% 15	5.56% 1	5.56% 1	5.56% 1	0.00% 0	18	1.33
Must expand overnight visitation	11.76% 2	41.18% 7	11.76% 2	29.41% 5	5.88% 1	17	2.76
Must have funding secured or identified	23.53% 4	47.06% 8	23.53% 4	5.88% 1	0.00% 0	17	2.12
Must be measurable (in terms of increased attendance, economic impact, positive awareness)	41.18% 7	41.18% 7	11.76% 2	5.88% 1	0.00% 0	17	1.82
Must be for a desired target audience	25.00% 4	50.00% 8	25.00% 4	0.00% 0	0.00% 0	16	2.00

#	OTHER (PLEASE SPECIFY)	DATE
1	Must have a high degree of visitor readiness.	8/25/2017 3:10 PM