

FOR IMMEDIATE RELEASE

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**TOURISM ADVERTISING CAMPAIGN
APPROVED BY COMMISSIONERS**

(Davenport, WA, March 15, 2010.) An agreement between Lincoln County and the Lincoln County Economic Development Council (LCEDC) has paved the way for an advertising campaign to promote the County's events and recreation opportunities. A proposal submitted by the LCEDC had requested permission to administer \$8,000.00 in County Lodging Tax dollars. The goal of the proposal was to help local governments, organizations and recreational outlets promote their events and activities through a united advertising campaign. The Lincoln County Board of Commissioners agreed to the proposal at their regular meeting on March 15.

Under the agreement, the LCEDC will produce a Lincoln County Event Calendar that will run in The Inlander, a weekly paper that reaches 180,000 readers throughout the Inland Empire. A corresponding campaign will run locally. According to Margie Hall, Executive Director of the LCEDC, the overall campaign will promote as many Lincoln County events and recreational opportunities as possible to appeal to as broad a range of readers as possible. The ads will encourage readers to learn more about the calendar events by visiting www.VisitLincolnCountyWashington.com , a website maintained by the LCEDC for the sole purpose of promoting tourism.

The LCEDC's Executive Director applied for use of Lodging Tax revenue on behalf of and for the Lincoln County Visitors & Convention Bureau, a subcommittee of the LCEDC's Board of Directors. The Lodging Tax is collected as a sales and use tax by hotels, motels, rooming houses, private campgrounds, RV parks and similar facilities in the County and is paid by the customer. Lodging Tax revenue may be used for activities and expenditures designed to increase tourism. The funds requested by the LCEDC do not include Lodging Tax collected within Lincoln County's cities and towns.

If your city, town, community or recreational facility has an event or activity scheduled this summer, please send your event and contact information to the LCEDC office for consideration either by email to edcinfo@centurylink.net , phone at (509) 725-1172 or mail to P.O. Box 1304, Davenport, WA 99122.