

RESOLUTION NO. 59-87

A G R E E M E N T

COUNTY OF MASON AND PENINSULA TOURISM COUNCIL (REGION 8)

This Agreement between the County of Mason, hereinafter referred to as "COUNTY", and the Peninsula Tourism Council (Region 8), hereinafter referred to as "COUNCIL".

WHEREAS, the County is a municipal corporation interested in the enhancement of tourism and the further development of the tourism industry within the corporate bounds of the municipal corporation; now, therefore,

In consideration of the mutual covenants and agreements herein, it is agreed by the parties as follows:

1. PERFORMANCE BY COUNCIL:

A. Council shall use its capabilities to perform the following specific services:

1. As a regional agency representing the Olympic Peninsula with specific intent to aid the individual municipal entities through the attraction of additional tourism into those areas and entities of the Peninsula. This will be done in the following ways:

a. The Council will respond the inquiries addressed to the State of Washington, Division of Tourism, requesting information on vacation and recreation opportunities on the Olympic Peninsula. During the first half of 1987, the Council mailed approximately 7,000 promotional replies to such inquiries.

b. The Council will coordinate with the State Tourism Division on behalf of the five counties of the Olympic Peninsula for the purpose of organizing and hosting familiarization tours for members of the foreign and domestic travel press and travel industry. In the first half of 1987, the Council hosted the author of a major publication on the National Parks of Europe who was in the United States collecting information for a book on the National Parks of the United States for distribution in Europe.

c. The Council will perform as a central clearing agency for the distribution of funds provided by the State of Washington and collected from the various public agencies to assure the proper distribution and expenditure of the funds to support tourism activities and enhancement of the tourism industry on the Olympic Peninsula. In 1987, the matching funds available to the

Council will total approximately \$13,897.00, assuming an equivalent amount of money can be raised at the local level.

d. Council will undertake a generic advertising campaign promoting the attractions of the entire Peninsula. This campaign will focus specifically on the theme, "The Olympic Peninsula - It's a Natural." Media buys in the first half of 1987 have resulted in over 850,000 reader impressions, distributed among Destination Washington, Washington Magazine, Peninsula Magazine, Olympic Magazine, Pacific Northwest Magazine, and the Olympic Peninsula Travel Association Directory.

e. Council will provide a status report on a periodic basis which will, in summary form, provide the municipal corporation with a listing of accomplishments, intended programs, and budgetary review.

2. PERFORMANCE BY THE MUNICIPAL CORPORATION:

A. For the services rendered by the Council, the County will provide, by payment in cash, the amount of Five Hundred dollars (\$500.00).

3. TERM:

A. This Agreement shall be in effect for Calendar Year 1987.

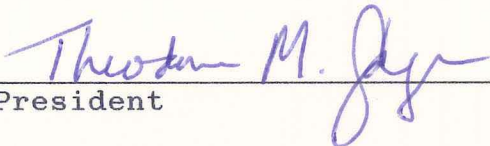
4. ASSIGNMENTS:

A. This contract may not be assigned by either party to the agreement, except by signed amendment.

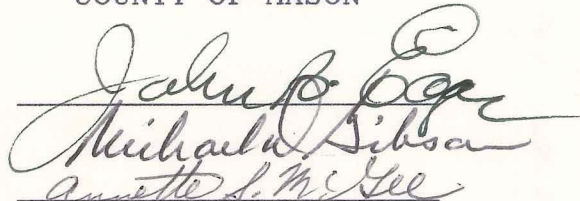
5. This Agreement may be terminated, upon sixty (60) days' notice for any material breach of any of the terms of this Agreement by either party. After receipt of notice and before termination, the party in default may cure the defect, in which case this Agreement shall continue in force for the full term.

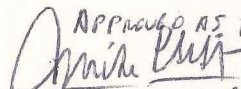
PENINSULA TOURISM COUNCIL (REGION 8)

COUNTY OF MASON



President



APPROVED AS TO FORM.

D.C.P. PROS. ATTY