



Olympic CULINARY LOOP



MEMBERSHIP Q & A

OUR MISSION is to define, promote and celebrate the many culinary assets unique to Washington's Olympic Peninsula. We're a 501(c)6 non-profit organization representing the four counties across the Olympic Peninsula— **Jefferson, Clallam, Grays Harbor and Mason**— with our Board of Directors comprised of four representatives from each county. We're funded through lodging tax revenues and industry memberships, representing restaurants, wineries/ cideries/distilleries, farmers, food producers and Destination Marketing Organizations.

CONTACT TO LEARN MORE:

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The Olympic Culinary Loop advocates and celebrates our rich region's fisheries, aquaculture, farmers, value-added producers, restaurants, suppliers and families.

We are culinary professionals, but more importantly, we are advocates for quality, experiential opportunities for members, consumers and the communities comprised within our four county Olympic Peninsula bounty.

Branding & Celebrating Olympic Coast Cuisine:

Through our marketing committee, we determine effective placement of advertising in culinary-related publications and online opportunities. We also promote Olympic Coast Cuisine through public relations efforts, hosting "Familiarization Tours," resulting in excellent media coverage. In our partnership with our regional Destination Marketing Organizations, our branding and marketing reach is expanded to an even broader audience.

Members ROI:

Website: www.olympicculinaryloop.com In 2014, we welcomed nearly 125,000 page views, almost 36,500 visits and 25,000 unique visitors. Every member is listed on the site with a searchable directory and a link to their website.

Social media: We promote our members on Facebook, Twitter and Pinterest with engaging content and news.

Culinary Adventure Map: This annual brochure/map is a membership directory with 50,000 maps distributed through regional publications and to each of the visitor information centers across the Olympic Peninsula, as well as to the members' place of business. A print-at-home PDF version constantly updated on the OCL website along with a Mobile App.

Monthly Fresh Sheet: Members promote events and what's fresh and timely for visitors to purchase. This is distributed as an e-news to over 8,500 hungry "Taste Tourists".

Support for Events: OCL promotes a number of culinary events throughout the year in our four counties through the various marketing opportunities mentioned above.

Education: From partnering with Peninsula College to hosting regular members "Lunch & Learns", to on-line / self-paced Professional Development offerings, OCL seeks to bring a culinary twist to life-long Ag, Hospitality & Ecotourism education for our members and the guests they serve.

Partnership: OCL is "at the table" with fellow regional, national and international stakeholders helping promote local food that celebrates: seasonal, sustainable and authentic sourcing and preparation. OCL represents members on numerous tourism, policy and economic development fronts.