

Iowa city launches bilingual campaign

The city of Marshalltown, Iowa, has launched a new tourism initiative in celebration of the city's diversity.

This new tourism identity— “Meet In Marshalltown” or “Nos Vemos en Marshalltown”— is a bilingual campaign, with materials in English and Spanish.

The goal of the campaign is to be inclusive of more Marshalltown residents and making sure Spanish speakers feel represented.

The Marshalltown Area Chamber of Commerce and other residents who worked on the re-brand hope all people feel seen and included by the campaign.

“I want to accurately tell the story of Marshalltown and often times, we’ve been reactive or allowed other people to say who we are,” said Dylan Does, the tourism director for the Marshalltown Area Chamber of Commerce. “Often, I’d say 90% is inaccurate and 10% is exaggerated. Really, who we are is something quite unique.”

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The design evokes a piñata or traditional cut paper folk art.



Photo: Kylie Cooper/The Seattle Times

San Juan Islands consider tourism fees

San Juan County, Wash., is among many destinations considering a tourism tax to curb over-tourism and fund development of the San Juan Islands.

This comes as travel has rebounded since the ebbing of the pandemic.

San Juan County sought public feedback through October on a proposal to implement an annual fee of \$10-\$15 for bikes, boats and cars.

Residents and visitors would be required to purchase the passes, which would fund management and infrastructure improvements needed to address the impacts of more people on the islands, the county said.

If approved, residents and visitors would be required to purchase the pass — similar to the Discover Pass — to display on their bikes, boats and cars.

When San Juan County first addressed tourism on the islands in 1985 there were 17,000 annual visitors, equal to today's full-time resident population.

The island population has since been on a steady rise with each passing decade, just over 1% per year in the last 10 years, according to the San Juan Islands Visitors Bureau. Seasonal visitation has also steadily increased, the bureau said.

Since 2018, there has been an average of 650,000 visitors per year to the islands, with most visits concentrated on San Juan, Orcas and Lopez islands. In summer, the county experiences a surge of travelers, with the majority of tourists visiting between June and September, according to county data.

Tourism is a top economic driver, second only to construction in terms of tax revenue generation and local job creation, and the community has identified the need for balance between the environmental, social and economic costs and benefits of growth, the county said.

The draft plan aims to address the challenges tourism brings to the

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MEET IN
MARSHALLTOWN

NOS VEMOS EN
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The tourism identity includes a new website, social media channels, marketing efforts, along with other endeavors moving forward.

America Zaragoza is a long-time Marshalltown resident. Her parents are small business owners in the city, and she said she feels honored she was asked to help advise on this campaign. Does said Zaragoza was a crucial partner for the project.

“It’s been an honor to see our culture represented and spoken about,” Zaragoza said. “We always know it’s there, but it’s not always acknowledged and to see that we’re now being acknowledged, it’s an

amazing feeling.”

Marshalltown’s tourism logo resembles a piñata or papel picado, traditional cut paper folk art found throughout Mexico. The black lines reflect the central location of Marshalltown from Midwestern cities and major highways. The palette includes nine colors representing its manufacturing heritage, education, veterans, agriculture, art, indigenous and immigrant populations, rivers and trails.

The updated websites – www.meetinmarshalltown.com and www.nosvemosenmarshalltown.com – debuted Oct. 15.

– weareiowa.com, timesrepublican.com

Entertainment complex to be built in Kentucky

A \$33.8 million entertainment complex and hotel will be built along I-65 between Nashville, Tenn., and Bowling Green, Ky.

The 45,000-square-foot facility in Franklin, Ky., will include a bowling alley, an arcade, mini golf, axe throwing, and indoor and outdoor social game areas complete with ping pong, billiards, rentable event space and a restaurant.

The Dine and Play Social House will create 163 jobs, 13 full-time and 150 part-time, said Kentucky Gov. Andy Beshear.

A TIF district was approved for the complex, which is expected to open by 2026.

– wbko.com

San Juan Islands consider annual tourism fee for residents, visitors

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islands’ sensitive natural and cultural resources, its limited public infrastructure and people seeking consistent employment and affordable housing, the county said.

The plan is built on community feedback received through surveys, research and public engagement events since 2016. It includes 29 infrastructure projects totaling an estimated \$10.7 million and 58 management actions totaling an estimated \$2.3 million that address accommodations, hiking and recreation trails, mobility and more.

For example, the county wants to expand trails, enhance road safety, create additional camping locations and establish an electric shuttle

boat service between all islands.

The pass proposal received “low to medium” support from residents on the three main islands during the public meeting process in 2022, according to county data.

There is a widespread local perception that it is visitors, not residents, who are overwhelming the islands, with 94% of residents and 79% of businesses indicating the islands are at or over capacity, according to a 2017 survey.

This proposal is “the ultimate balancing act,” said Kendra Smith, a project manager for the plan, as the county tries to figure out how to “support both the residents and the visitors and their experiences, too.”

Despite broad support from

residents, businesses and visitors for actions outlined in the draft plan, there is limited funding to implement the improvements, according to county officials.

The proposed tourism fee would “certainly generate the most revenue,” said Angela Broderick, another project manager for the plan, although case studies, legal review, economic consultation and implementation feasibility for collecting funds have not yet been explored.

As most of Washington is trying to increase tourism and bring in more tourist revenue, “we’re at a very different place,” Broderick said.

– seattletimes.com