

Fluor-supported tourism campaign boosts Tri-Cities economy

The Tri-Cities Visitor and Convention Bureau and Fluor Hanford have announced first-year results of the “Bring Your Meeting Home” campaign, which focuses on economic development through tourism. Fluor Hanford President Keith Thomson and Visitor and Convention Bureau President Kris Watkins declared the campaign a resounding success, citing 55 all-new event bookings worth \$6.2 million.

Another \$7.5 million resulted from repeat business assisted by the campaign. In total, the economic impact is nearly \$14 million that will be spent with local businesses, helping sustain 257 jobs in the region.

The campaign encouraged Tri-Citians who were members of statewide, regional or national associations to contact the Visitor and Convention Bureau. The bureau helped them promote the community for their associations’ meetings by preparing formal bids and offering convention planning services.

People who responded during the campaign were recognized as “Hometown Heroes” for their roles in helping diversify the economy through tourism. They include Hanford employees Dru Hammond of Fluor Hanford (for bringing in Pacific Northwest Amateur Hockey Association tournaments), John Umbarger of Fluor Hanford (for a Coast Guard Auxiliary meeting) and Gordon Beecher of Fluor Federal Services (for the 2001 DOE Human Resources Conference).

Fluor Hanford led the “Bring Your Meeting Home” campaign as part of its ongoing economic development initiatives. Thomson said the company supports tourism because it sustains existing jobs, improves the quality of life and creates new jobs and entrepreneurial opportunities.

Fluor Hanford also presented the Visitor and Convention Bureau with a check for \$50,000 to support the 2001 campaign. The donation will go toward advertising, direct mail to targeted association members and support of the convention sales staff.

“Together, we turned a \$50,000 contribution into \$13.7 million in direct economic impact,” said Watkins. “By partnering with the bureau, Fluor Hanford is helping to create new jobs and is stimulating our economy through tourism.” ♦



Fluor Hanford President and Chief Executive Officer Keith Thomson addresses reporters and others to celebrate the success of last year’s “Bring Your Meeting Home” campaign. The company donated an additional \$50,000, matching last year’s contribution, to continue supporting the program through 2001.