



City of Tukwila

Allan Ekberg, Mayor

Mayor's Office – David Cline, City Administrator

AGENDA

Lodging Tax Advisory Committee

3:00 PM, Wednesday, May 25, 2016,

Tukwila Community Center, Meeting Room B

12424 42nd Ave. S, Tukwila, WA 98168

1. Welcome and Introductions
Council President Joe Duffie
2. Approval of Agenda (ACTION ITEM)
Council President Joe Duffie
3. Approval of Minutes (ACTION ITEM)
Council President Joe Duffie
4. Revenue (Sales, Lodging, Parking, and Admission) Collection Update
Brandon Miles
5. Marketing Committee, Stakeholder Outreach, and Influencers
Brandon Miles
6. 2016 Lodging Tax Applications Presentations and Discussion
Brandon Miles
 - a. Seattle Southside Regional Tourism Authority (\$337,500)
 - b. Museum of Flight (\$35,000)
 - c. Starfire Sports (\$25,000)
 - d. City of Tukwila, Day Marketing (\$90,000)
7. 2016 Lodging Tax Applications Review and Decision (Action Item)
Council President Joe Duffie
 - e. Seattle Southside Regional Tourism Authority (\$337,500)
 - f. Museum of Flight (\$35,000)
 - g. Starfire Sports (\$25,000)
 - h. City of Tukwila, Day Marketing (\$90,000)
8. Standing Meetings (please bring your calendars).
Brandon Miles
9. Roundtable (*Time Permitting*)
Council President Joe Duffie
10. Adjourn
Council President Joe Duffie

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MEETING MINUTES

Lodging Tax Advisory Committee

Meeting Date: March 4, 2016

Meeting Location: Westfield Southcenter Mall Conference Room

Committee Members Present: Council President Joe Duffie, Ben Oliver, Jim Davis, Daniel Lee, Meisa Berry, Nicole Grubbs, Jamie Randall, and Christian Trujillo

Committee Members Absent: Owen Leinbach

Staff Present: Economic Development Administrator, Derek Speck; Economic Development Liaison, Brandon Miles; City Council Liaison Laurel Humphrey; Project Dev. Mgr. Joyce Trantina,

Other Attendees: Katherine Kertzman, President and CEO of SSRTA, Meagan McGuire, SSRTA, and Ashley Comar, SSRTA

Council President Duffie called the meeting to order at 12:05 p.m.

Welcome and introductions - Council President Duffie welcomed the attendees and each person introduced themselves.

Approval of Agenda – Committee members **approved the agenda with a 9-0 vote.**

Approval of Minutes – Committee members **approved the minutes from the December 14, 2015 meeting with a 9-0 vote.**

LTAC 2026 Budget Overview and Approval Process - Brandon Miles provided an overview of the 2016 City of Tukwila Lodging Tax Budget. It is anticipated that the region will see a significant increase in lodging revenues this year. As such, it is expected that there will be requests from some organizations for increased funding. Funding Applications have to be approved by the Lodging Tax Advisory Council and then City Council. The dollar amounts requested cannot be changed by Council.

Proposed Concepts for Tukwila/Southcenter Marketing Campaign. Brandon Miles shared information regarding the Southcenter Marketing Campaign kick-off meeting which was held on March 2 at Total Wine and More, and was very well attended. Everyone agreed that it is very important for our businesses to work together to bring visitors to Tukwila.

Funding Guidelines and Principles - Brandon Miles reviewed the March 3, 2016 memo regarding Guidance on Goals for Lodging Tax Funding. Three goals are proposed and input was sought so a recommendation could be taken forward to City Council. The 3 guidelines are meant to be very general that can be applied to any application and all applications have to meet at least 1 (not all 3) of the funding goals.

Funding Request, City of Tukwila (General Administration) – After review of the application and discussion by the Committee, it was moved by Ben Oliver to approve the application as submitted. Seconded by Jim Davis. **Approved with a 9-0 vote.**

Funding Request, City of Tukwila (Tukwila/Southcenter Marketing Campaign) – Brandon Miles provided an overview of the day marketing media plan which includes print media, digital and social media ideas, events, video and other outreach ideas. The proposed marketing campaign budget is \$247,000 which includes first year start-up costs. Committee members discussed concerns regarding measurements that will be used to track results. There was also concern regarding implications of Committee approval prior to review/approval of the Regional Tourism’s application for funding. Derek Speck reminded members that approval of 1 application is not contingent upon approval of another – all applications must go before the Lodging Tax Advisory Committee for approval, and then to City Council for approval. It is expected that the RTA application in the amount of \$337,500 will come before this Committee in April.

Further discussion regarding the Southcenter Marketing Partnership campaign included ideas about a media day tour, and a suggestion that the agency build tangible impacts into the campaign to address the concern of measuring outcomes. The group felt it would be highly beneficial to have the campaign rolling soon to take advantage of the spring/summer months.

A discussion followed regarding State law related to the use of lodging tax funds.

A motion was made to table this topic until the Lodging Tax Advisory Committee can meet again and gain greater clarity on the campaign, tracking mechanisms, and that it would be worthwhile to have the marketing consultants attend the meeting. **Committee members approved with a 9-0 vote**

Brandon Miles indicated he would bring the group together in the next 2 weeks for further discussions.

Roundtable – Jim Davis asked if the Committee members could receive “draft” minutes prior to meetings.

Meeting adjourned at 1:20 p.m.

DRAFT 2016 City of Tukwila Lodging Tax Budget

May, 2016 Meeting

Revenue

Source	Amount
2015 Ending Fund Balance	\$ 464,175
2016 Lodging Tax Receipts (estimated)	\$ 678,000
Total:	<u>\$ 1,142,175</u>

Expenses

Anticipated Requests for Funding	Amount
SSRTA	\$ 337,500 (application pending)
City of Tukwila, Administration	\$ 40,500 (approved by LTAC in March meeting)
City of Tukwila, Day Marketing	\$ 90,000 (application pending)
Museum of Flight	\$ 35,000 (application pending)
Starfire Sports	\$ 25,000 (application pending)
Total:	<u>\$ 528,000</u>

Estimated 2016 Ending Fund Balance: \$ 614,175

Revised May 19, 2016, B. Miles



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

Seattle Southside Regional Tourism Authority (SSRTA)

Address:

3100 S. 176th Street, STE 200, Seattle, WA 98188

Total Funds Requested:

\$337,500

About the Applicant:

SSRTA, a public development authority, formed by the City of SeaTac is a destination marketing organization providing tourism marketing for the cities of SeaTac, Tukwila, and Des Moines under the "Seattle Southside" brand. In the past destination marketing services were provided by Seattle Southside Visitor Services (SSVS), which was administered by the City of Tukwila. In 2015, services provided by SSVS transitioned to SSRTA.

SSRTA provides a variety of services, such as working with travel professionals, meeting planners, and group leaders to bring conventions and meetings to Seattle Southside; marketing the region out of area; assisting travelers or prospective travelers interested in visiting the area; booking hotels and other reservations; arranging tours for groups and individuals; providing FAM tours to prospective groups; operating a shuttle, connecting the SeaTac hotels to Westfield Southcenter; and operating two visitor kiosks, one near the airport in the City SeaTac and one inside of Westfield Southcenter in the City of Tukwila.

SSRTA funding primarily comes from the Tourism Promotion Area fee charged on hotels, with at least 90 rooms, within the Seattle Southside area. The Tourism Promotion Area was created by an interlocal agreement among the cities of Tukwila, SeaTac, and Des Moines. In 2016 the Tourism Promotion Area fee is estimated to generate \$3.57 million. SSRTA is also supported by lodging tax funds from the Southside cities (Tukwila, SeaTac, and Des Moines).

Funds Previously

Awarded:

SSRTA has not previously received lodging tax funds. SSVS, as a division of the City of Tukwila, received City lodging tax funds.

Funding Request Narrative:

SSRTA is requesting City lodging tax funds to fund general marketing, sales, and business services. Funds will be used to support a variety of activities, including ad buys, digital media, operating the visitor information service within Westfield Southcenter, production of a dining guide, conducting FAM tours in the City; and other marketing activities and sales activities.

Staff Comments:

SSRTA helps the City in its goal of creating a strong and diverse economy. SSRTA assists Tukwila hotels in generating sales leads; booking meetings and conventions; and booking room nights. In 2015, according to SSRTA, visitor spending accounted for \$364.4 million in sales in the City of Tukwila. Of the three cities (Tukwila, SeaTac, and Des Moines), Tukwila has the greatest estimated visitor spending. When SSRTA books hotel rooms and brings groups to the region, even when the rooms are in the cities of SeaTac and Des Moines, Tukwila still benefits because visitors come to the Southcenter area to dine, shop, and for entertainment. A collaborative regional approach, offered by SSRTA, is highly beneficial to the City.

SSRTA is providing an invaluable service, which in the past had been provided by SSVS, which no longer exists. SSRTA helps market the area to potential tourist helping to drive tourist customers to area businesses. SSRTA's mission supports the City's overall economic development efforts to strengthen the City's economy.

Staff Recommendation:

Approval.

Notes:

A final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney.

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Exhibit A 2016 Proposed Scope of Services \$337,500

1. Maintain a destination marketing website and toll-free phone number to attract inquiries from leisure and business travelers and meeting planners primarily outside a 50-mile radius. The website will include information and business listings for tourism related businesses located in Tukwila, that hold a Tukwila business license (list of licenses to be provided by City staff) including those business that do not pay lodging tax or TPA assessments; business listings are to be provided by the City.
2. Produce and distribute a Destination Guide that includes information and business listings for tourism related businesses that hold a Tukwila business license (list of licenses to be provided by City staff) including those business that do not pay lodging tax or TPA assessments; business listings are to be provided by the City.
3. Provide meeting planning assistance to planners looking host events in the Tukwila area. List all meeting resources in guide under development and distribute to potential clients.
4. Work with tourism related business to promote the area as a meeting and event friendly destination at trade shows and client meetings.
5. Produce and distribute a Dining Guide on a no-less-than every other year basis that includes information and business listings for area full service restaurants that includes those located in Tukwila.
6. Organize familiarization (FAM) tours that highlight local tourism related businesses to other industry affiliates, planners and media.
7. Include a reciprocal link to the City on Seattle Southside.com in the "About Us" section under "Our Cities".
8. Seattle Southside RTA will use its social media platforms such as Facebook, Twitter, blog posts, press releases, and e-newsletters as vehicles to promote the City's relevant tourism activities, events and festivals and tourism businesses happenings.
9. Support the City's efforts to attract visitors to local events by acting as a sourcing partner to help secure vendors as well as social media and PR support.
10. Staff and operate a Visitor Center kiosk at Westfield Southcenter that provides visitors and area residents with information about Tukwila merchants, activities, upcoming events, and information pertaining to the surrounding area. The Visitor Center will be open seven days a week with extended hours; closed on some major holidays.
11. Produce an Annual Seattle Southside Report and present report to the City Lodging Tax Advisory Committee, City Council, or other meetings, if requested by the City. Report will include a summary of the annual marketing initiatives implemented, measured performance outcomes and ROI.

Application to the City of Tukwila for Use of 2016 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	\$337,500
Applicant Organization:	Seattle Southside Regional Tourism Authority
Federal Tax ID Number:	47-3031480
Mailing Address:	3100 S 176 th , STE 200
Primary Contact Name:	Ashley Comar or Meagan McGuire
Primary Contact Phone:	Main # 206-575-2489
Primary Contact Email Address:	<u>Ashley@SeattleSouthside.com</u> <u>Meagan@SeattleSouthside.com</u>

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Public Agency
- For Profit Agency/Business (Washington State UBI Number: _____)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2016. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Katherine Kertzman
Signature:

April 21, 2016
Date:

Katherine Kertzman
Printed or Typed Name:

1) Describe your tourism-related activity or event.

Seattle Southside Regional Tourism Authority (RTA) is the official regional destination marketing organization (DMO) for the cities of SeaTac, Tukwila and Des Moines. Seattle Southside RTA promotes the combined communities as a destination branded "Seattle Southside" to create increased economic impact through marketing the destination's numerous travel and tourism businesses. Seattle Southside RTA is highly regarded as an effective organization and valued within our communities, region and state.

Vision Statement:

To position Seattle Southside as a destination of choice for practical travelers to Seattle while enhancing the image, confidence and economic strength of the region.

Mission Statement:

As a brand-driven and entrepreneurial destination marketing organization, Seattle Southside RTA provides advocacy and innovative services to competitively market the destination. This function helps create jobs, grow tax revenues, and improve quality of life for our businesses and residents.

See Attachment A for Scope of Services.

2) If an event, list the event name, date(s), and projected overall attendance.

Not Applicable

3) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

The RTA's primary focus is attracting overnight tourists who stay overnight in paid accommodations, eat in local restaurants, shop within area retailers, visit nearby attractions, etc. as these travels have the highest visitor spend per trip generating the greatest economic impact and return on investment.

4) Describe why visitors will travel to Tukwila to attend your event/activity/facility.

Travelers can do more when visiting Tukwila because of its central location; access to transportation including shuttles, rental cars, and tours; affordability; unique attractions; plentiful shopping and dining choices that stretch time, money and opportunities further.

Print, radio and online advertising drive business to Seattle Southside's website, toll-free telephone line and Visitor Centers for more information about Tukwila tourism related-businesses.

Positive press generated by the Seattle Southside RTA encourages visitors to travel to the area to experience everything they've read about.

The RTA produces a variety of destination guides designed to be used by visitors or locals hosting out of town visitors including complete details relating to accommodations, restaurants, transportation, activities, coupon books and maps to steer tourists to Tukwila businesses.

5) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

The RTA's primary focus is attracting regional, national and international travelers outside of a 50-mile radius, although local residents also receive benefit from RTA marketing activities that include but are not limited to visitor concierge services provided through the satellite Visitor Center at Westfield Southcenter, social media advertising and some awareness print advertising as well as media outreach efforts generating positive press about the region.

6) Describe the prior success of your event/activity/facility in attracting tourists.

2015 Seattle Southside Measurable Outcomes:

Website Conversions: 463,920 unique visits resulting in 9,929 reservations x \$952 average party spend = \$9,452,218 estimated direct spend*

Website Orbitz Bookings: 906 room nights' x \$402 per trip = \$364,212 estimated direct spend*

Group Sales: 63 booked groups in = 10,321 attendees' x Average Length of Stay (ALS) 2.4 days' x overnight day spend per attendee \$166 = \$4,111,886 estimated direct spend*

Shuttle Riders: 25,778 riders' x \$172 average spend^ = \$4,433,816 estimated direct spend

Visitor Center Inquiries: 21,210 inquires = 11,878 trips in hotel x \$1,084 per trip = \$12,875,752 estimated direct visitor*

VC Walk-in Hotel Reservations: 87 x \$402 per trip = \$34,974 estimated direct spend*

\$31,272,858 Total Estimated Director Visitor Spending

\$1,460,503 Budget

= \$1 to \$21.41 ROI

**Dean Runyan Report 2015p*

^ H2R Shuttle Conversion Study (Anyone who spent less than \$25 or anyone who spent more than \$1,000 were not included in the results.)

7) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

Not Applicable--the Seattle Southside tourism promotion program has been in existence for 16 years and is an internationally recognized destination marketing organization having received numerous marketing awards.

8) Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.

Please see Attachment B, the Interim 2016 Media Plan. Additional Media buys will be implemented once the new 6-year RTA Strategic Plan and 2016-2017 Marketing/Media Plan are approved by the RTA Board of Directors mid-2016.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.

Please see Attachment C, the Interim 2016 Major Sales and Marketing Initiatives. Additional Sales and Marketing Initiatives will be implemented once the new 6-year RTA Strategic Plan and 2016-2017 Sales and Marketing Plans are approved by the RTA Board of Directors mid-2016.

10) Is the City able to use your digital and print media for collaborative marketing?

Yes, we are very interested in learning more about the City's collaborative marketing opportunities.

11) Measurements and Metrics

The RTA is expected to exceed last year outcomes. Below is based on 2015.

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility	526,176 encounters (unique web visits, phone calls, walk-ins, group attendees)
b. Number of people who will travel fewer than 50 miles for your event/activity	26,309
c. Number of people who will travel more than 50 miles for your event/activity	499,867
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	249,934

e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	69,981
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	59,985
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	94,373

12) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?

A variety of methodologies are used to track outcomes based on the desired metric i.e.: Website analytics, direct visitor counts, and group sales RFPs.

Average estimated visitor spend per category of visitor, including day, all overnights and hotel/motel overnights and total spending at the destination were derived from the Dean Runyan Associates Seattle Southside Travel Impacts, 2003-2015p research report. Additionally, two conversion studies were conducted by H2R research to quantify Seattle Southside's inquiry conversion rate, determine how much money converted travelers spent in the area; and, quantify the average spend by each shuttle rider to Westfield Southcenter from SeaTac hotels.

13) Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?

*City of SeaTac \$715,000
City of Des Moines \$20,000*

14) Are you applying funding from Seattle Southside Regional Tourism Authority (RTA)? If so, in what amount?

Not Applicable.

15) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

\$5.2M Seattle Southside RTA's approved 2016 Budget (provided the RTA receives \$337,500 in lodging taxes from the City of Tukwila per the approved Inter-local Agreement).

\$337,500 equates to 6.5% of the total budget. The lodging taxes requested will be used for activities listed in Attachment A.

16) What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

At a minimum the RTA would consider cutting services that may include the Westfield Southcenter satellite Visitor Center.

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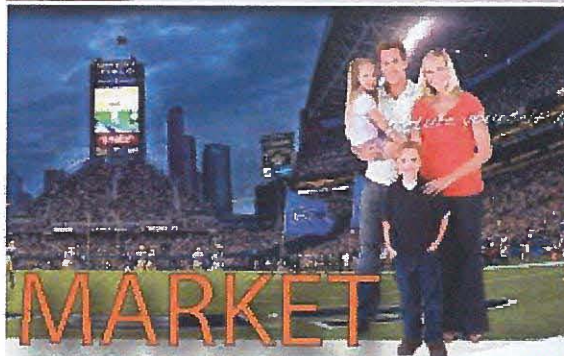
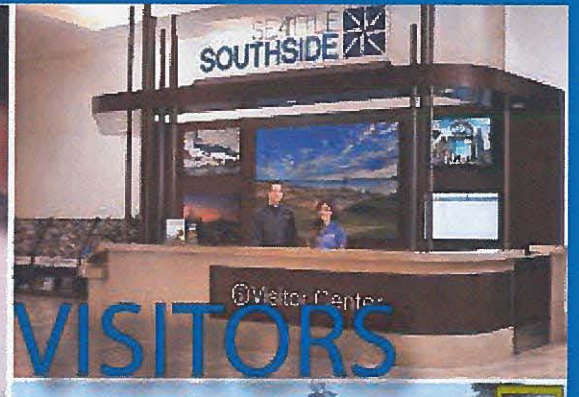
Event Management Software	2 Diamond listing, banner ads on Seattle and Tacoma's pages, copy feature	Meeting Planners	Annual	700	Conferences: Jan 31-Feb 5	Annual	\$22,000	
NTA Notebook	Full Page Tab	Tour Operators	Annual	700	Conferences: Jan 31-Feb 5	Annual	\$1,250	
Reunion Friendly Network	Full Page	Military Reunion Planners	Jan/Feb, Annual Directory, May/June, Sept/Nov	10,000	Annual Directory	Mat due: 2/8	\$9,620	
BookMyReunion.com	Listing - Top Reunion Destination	Military Reunion Planners	Annual		Mat due: 4/4		\$750	
Sport Events Magazine: Annual Planner's Listing	Listing	Sport Event Planners	Annual	15,000			\$95	
WSAE	Full Page in Membership Directory & Guides Full Page in The Washington Executive newsletter	Meeting Planners	Annual Quarterly				\$1,200	
Leisure Travel Target								
E-Newsletter	Custom Eblast	AAA opt in subs	Feb 8, Sept 14	75,000			\$10,000	
Journey (AAA Washington/Idaho)	Custom Eblast and content	Leisure Travelers Op-in	Mar, Oct, Annual for content	18,000			\$5,000	
ExperienceWA	Full Page, Inside Front Cover	Leisure Travelers	Annual	897,500			\$15,371	
Print								
Washington State Travel Planner	4.25"x11" Double Sided Card & Map	Travelers in SS and Airport	Annual	127 locations			\$3,640	
Rack Card								
Certified Folders								
GRAND TOTAL								
				45,428,000	Committed Media Subtotal		\$318,926	
				Imps.	Total Campaign		\$580,093	

Event Management Software	2 Diamond listing, banner ads on Seattle and Tacoma's pages, copy feature	Meeting Planners	Annual	700	Conferences: Jan 31-Feb 5	Annual	\$22,000
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Leisure Travel Target							
E-Newsletter	Custom Eblast	AAA opt in subs	Feb 8, Sept 14	75,000			\$10,000
Journey (AAA Washington/Idaho)	Custom Eblast and content	Leisure Travelers Op-in	Mar, Oct, Annual for content	18,000			\$5,000
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Print							
Washington State Travel Planner	4.25"x11" Double Sided Card & Map	Travelers in SS and Airport	Annual	127 locations			\$3,640
Rack Card							
Certified Folders							
GRAND TOTAL							
				45,428,000	Committed Media Subtotal		\$318,926
				Imps.	Total Campaign		\$580,093

Exhibit C

2016

Seattle Southside Regional Tourism Authority: Interim Major Initiatives



Seattle Southside

Regional Tourism Authority

3100 S. 176th Street | Seattle, WA 98188

206.575.2489 | SeattleSouthside.com

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WELCOME TO SEATTLE SOUTHSIDE

Seattle Southside features the perfect blend of urban attractions and close-by natural wonders. Centrally situated near Seattle-Tacoma International Airport, Seattle Southside provides an ideal vacation base from which to explore the Pacific Northwest.

Call us or stop by the Seattle Southside Visitor Center and we'll gladly help you plan your ideal vacation package. You won't want to miss The Museum of Flight, Family Fun Center, Westfield Southcenter Mall and some of Seattle's best entertainment, restaurants and shopping.

Every adventure needs a home base. Make Seattle Southside yours!

ABOUT SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY:

Seattle Southside Regional Tourism Authority (RTA) is the official regional destination marketing organization (DMO) for the cities of SeaTac, Tukwila and Des Moines. Seattle Southside RTA promotes the combined communities as a destination branded "Seattle Southside" to create increased economic impact through marketing the destination's numerous travel and tourism businesses. Seattle Southside RTA is highly regarded as an effective organization and valued within our communities, region and state.

VISION STATEMENT:

To position Seattle Southside as a destination of choice for practical travelers to Seattle while enhancing the image, confidence and economic strength of the region.

MISSION STATEMENT:

As a brand-driven and entrepreneurial destination marketing organization, Seattle Southside RTA provides advocacy and innovative services to competitively market the destination. This function helps create jobs, grow tax revenues, and improve quality of life for our businesses and residents.

MAJOR INITIATIVE:

The major initiative of 2016 for Seattle Southside RTA is to complete a five-year strategic plan. Development of the plan will occur in the first half of 2016, meanwhile the RTA will maintain interim marketing, communications, business development, sales and visitor services. Once the plan is complete a new major initiative plan will be developed.

MARKETING & COMMUNICATIONS

The marketing and communications department promotes Seattle Southside as the perfect destination for practical travelers through implementation of consistent, targeted, proactive, cost-effective marketing and media programs.

Key focus:

1. Continue **heightening awareness** about Seattle Southside as a destination;
2. Increase **hotel occupancy** through compelling domestic marketing programs;
3. **Enhance engagement** on Seattle Southside website and social networks;
4. Generate **positive perceptions** about the area;
5. Attract **more groups**, leisure travelers and business travelers

2016-Interim Major Initiatives

(1, 3 & 5) Online and Print Media Campaign

Reinforce brand awareness initiative through print advertising campaign to attract visitors through unique positioning, value and offerings. Purchase media placements/advertisements in both print and online travel mediums luring visitors with the value and convenience of staying in Seattle Southside and entice them with the appeal of favorite, familiar attractions in Seattle and other lesser-known attractions in the Southside area.

Target segment campaigns:

- Shopping Excursions
- Travel from Canada
- Sporting Events
- Reunions
- Local Festivals & Events
- Extend Business Travel Stay
- FIT Leisure Traveler VC
- Family Friendly Get Away (Fly Fresh)

Direct mail e-blasts (ON campaign) will be sent out in target markets promoting packages. All advertising includes a call to action for purposes of tracking, conversion and evaluation.

Increasingly evolve to stronger direct-response creative, utilizing online channels (banners, search, blogs, etc.)

Continue and enrich targeted SEM and co-op interactive banner campaign in key geographic markets to support promotional programs.

Continue progress in linking and integrating Seattle Southside products around “Home Base” campaign.

(1, 2 &4) Graphic Design & Printed Collateral Materials

Maintain quantities of printed collateral materials including Travel Planner, Dining Guide and Map.

(3 & 4) Social Media

Deepen connection between Seattle Southside audiences, leveraging the collective power of all social channels. Use multiple media outlets to launch new products and services that engage prospective visitors and encourage them to maintain a connection.

Utilize opt-in databases to reconnect with prospects, using sweepstakes and other incentives to ensure customer value is maximized.

(1 & 4) Public Relations

Ongoing media relations builds public awareness and usage of Seattle Southside services by generating positive editorial media coverage; promoting Seattle Southside to various audiences.

Work proactively and reactively with local and regional media and area tourism venues. The RTA strives to sustain a role as a helpful and dependable resource for media and travel writers, athletic tournament organizers, meeting planners, business travelers, etc.

Send out relevant news releases, recruit and host travel writers and send out quarterly story idea sheet. Educate critical stakeholders about the value and role of tourism in the local economy and in enhancing the quality of life of all residents.

(2, 3 & 5) Website Rebuild

Rebuild website to utilize customer relationship management software to maximize consumer understanding and engagement of the integrated travel products and themes available in Seattle Southside. Using multidisciplinary marketing approaches build interest and qualified traffic to the site using all forms of paid and non-paid media.

Expand communication and connection with existing and prospective visitors through development of a range of opt-in communication vehicles, maximizing automated messaging capabilities.

SALES & SERVICES

Seattle Southside RTA provides key leadership and helps build integrated marketing initiatives and resources critical in connecting and motivating key visitor segments.

Key focus:

- 1. Prospecting Opportunities & Acquiring Business** - Establish Seattle Southside as a value-driven, quality destination for groups hosting events for 10 to 200 people, with an emphasis on increasing off-peak bookings (weekends and October to May). Target segments include:
 - Military Reunions
 - Tour and Travel
 - Government and State Associations
 - Sports tournaments and conventions
 - Other groups to pursue secondarily: Social, Military, Education, Religious, Fraternal Groups, Health Care/Pharmaceuticals, Corporate, National/International Associations
- 2. Support Sales at Businesses and Hotels** - Support the marketing and sales needs of Seattle Southside tourism businesses and hotel sales teams to convert opportunities to booked business.
- 3. Build Community with Similar Organizations** - Build relationships with the regional tourism network to create awareness about the Seattle Southside RTA and take advantage of partnership opportunities.

2016-Interim Major Initiatives

(1) Military Reunion Planners

Maintain current relationships with reunion planners and attend organized conventions in order to develop new relationships. Emphasize the brand statement: "Seattle Southside: Your Home Base in the Pacific Northwest." Maintain memberships, and cooperate, network and participate in co-op marketing efforts where appropriate with the following trade organizations:

- Reunion Friendly Network (RFN)
- Your Military Reunion Connection (YMRC)
- The Alliance of Military Reunions (AMR)

Utilize mailing list to send letter of introduction to military reunion planners with memento (lapel pin) and area information.

Attend two marketplace conferences with RFN and meet with reunion planners interested in the Northwest region. Follow up with sales calls.

Assist RFN with Seattle marketplace and incorporate Southside attractions and hotels in FAM trips associated with this conference.

(1) Professional Travel Planners

Group leisure business can be developed through relationship building with professional travel planners by inviting them on familiarization tours (FAM), continuously updating them on new product offerings, maintaining current relationships with tour operators and attending organized conventions in order to develop new relationships.

Maintain memberships, and cooperate, network and participate in co-op marketing efforts where appropriate within trade organizations such as National Tour Association (NTA).

Attend NTA Convention and Go West Summit and meet with tour operators interested in the Northwest region. Follow up with sales calls.

Purchase advertisement on the tab dividers of the tour operator's convention notebook for NTA Convention 2015.

(1) Government and State Association Meeting Planners

Maintain membership, and cooperate, network and participate in co-op marketing efforts where appropriate with the following trade organizations:

- Meeting Planners International (MPI)
- Washington State Association Executives (WSAE)
- Destination Management Association International (DMAI)

Attend MPI and WSAE annual conventions and other regional meetings and events to network with decision makers and prospect for leads and marketing opportunities.

(1) SMERF Groups

Work cooperatively with teams to complete and submit request for proposals (RFP's) for hosted events at Starfire Sports Complex. Identify local partners whose organizations may host larger regional or national sporting events in partnership with Seattle Southside acting as the housing agency for events held at various Seattle Southside sporting complexes.

(2 & 3) Communication with Business Associates

Routinely communicate to hoteliers and other business associates sales efforts and outcomes in order to create awareness about what the RTA is pursuing, and take advantage of partnership opportunities that may arise because of this awareness.

Routinely meet with hoteliers and other business associates to maintain relationships and evaluate effectiveness of sales plan, making sure associates are aware of RTA services and opportunities, and leveraging Seattle Southside assets.

Continue to pursue and research cooperative marketing opportunities that focus on the group travel market.

Develop, organize, and meet regularly with a Southside Marketing/Sales Committee made up of Marketing/Sales Directors of area attractions and hotels in order to strategize how to work together

to best leverage area assets, brainstorm co-marketing/sales efforts, and support each other's sales efforts.

(2 & 3) Support Sales Efforts of Area Hoteliers and Business Associates

Provide area sales managers the tools to convert leads into booked business by:

- Offering to meet and greet during site visits
- Offering pre-meeting support including customized promotional videos and collateral, welcome video, letter or appearance by official, and/or referrals to vendors, attractions or restaurants.
- Providing planner with a connection to the region beyond the host hotel.

(1, 2 & 3) Cooperative Sales Initiatives

Emphasize the brand statement: "Seattle Southside: Your Home Base in the Pacific Northwest." Establish cooperative, cost-effective initiatives, maintain memberships and participate in co-op marketing efforts where appropriate with the following trade organizations:

- Visit Seattle
- Tacoma Regional CVB
- Washington Tourism Alliance
- Washington State Group Tour and Travel Association
- Washington State Hotel and Lodging Association
- Washington State Destination Marketing Organizations
- Western Association of CVBs
- Greater Seattle Chamber of Commerce
- Southwest King County Chamber of Commerce

Meet with DMO staffs to strategize how to work together in regards to Washington State groups that rotate meetings from the East side of the state and the West side of the state.

(1, 2 & 3) Utilize Customer Resource Management, Prospecting and Evaluation Tools

Customer resource management is vital to any sales organization. Simpleview, a CRM created for DMOs was implemented in early 2014. The RFP process has been optimized and will continue to streamline and enhance sale efforts.

Utilize EmpowerMINT, an interactive tool and cooperative research forum for DMOs around the nation to allow for prospecting leads.

Utilize Event Impact Calculator, an interactive tool used to estimate the impact booked meetings have on the community at large.

VISITOR SERVICES

Seattle Southside RTA strives to increase visitor spending through enhanced concierge services and engaging customer experience. Maintain relationships with local community and stakeholders with increased opportunities for cross promotion.

Key focus:

1. **Visitor Information Centers** – Operations of two Visitor Centers (VCs) that provide personalized concierge assistance to visitors who request the services of Seattle Southside via in person, phone or email.
2. **Local Businesses and Residents** – Work with local industry business to promote and increase tourism spending. Build awareness for the local community.
3. **Interns** – Continue to build and nurture relationships with local community through universities and community colleges.
4. **Seattle Southside Shuttle** – Manage service and partnership.
5. **Fulfillment Activities** – Fulfilling inquires and inventory management.

2016-Interim Major Initiatives

(1) Visitor Centers (VC)

The goal of both Visitor Centers is to inform influential target audiences and increase visitor volume, length of stay and tourist spending in the region by providing increased quality, complimentary full-service concierge assistance including;

- Maps, directions, brochures and sightseeing and logistical guides
- Advice on museums, theater, dance, opera and how to get tickets
- Detailed information on sports and local events
- Restaurant referrals and reservations
- Tour bookings & attraction tickets sales
- Transportation information
- Accommodation referrals & bookings

Westfield Southcenter Visitor Center

The Visitor Center located in the former concierge desk in Westfield Southcenter Mall has proven to be successful year after year and will continue to be an important part of visitor services in 2016. The VC is funded primarily by Tukwila lodging tax.

SeaTac Visitor Center

The RTA currently operates a VC at its office at 3100 S. 176th Street in the City of SeaTac and will continue to operate it. Based on feedback from travelers visiting the VC, the RTA will explore ways to enhance the visitor experience at the VC consider e.g. small gift shop; enhanced décor; three-dimensional map of the Puget Sound; etc.

(2) Local Business and Residents

Local residents have significant influence on visiting friends and family in terms of encouraging travelers to visit the destination. Highly visible VCs both in SeaTac and at Westfield Southcenter help to better inform locals and potentially their traveling friends and family as to where to stay, play, shop and dine through material distribution, social media, itinerary planning, ticket sales, restaurant recommendations, promotional coupons, etc. The RTA will continue to remain visible within this local community.

Seattle Southside RTA strives to build better partnerships with industry businesses through increased opportunities for cross-promotion i.e.: nearby attractions, hotels, restaurants and retailers. The VCs act as the main point of distribution and information of the Westfield shopper's coupon book and promotes business through viral social media efforts. FAM trips will also be organized through the VCs in order to help build awareness for the industry professionals working in the area. These FAMs are geared towards educating those front line individuals who work directly with the traveling public on the many resources within the local community.

(3) Internship Program

Continue to build on success of the internship for credit program by maintaining position on hospitality advisory committees with local colleges, outreach through quarterly job fairs and speaking engagements to build awareness for the program. The internship description will be maintained and updated on the Seattle Southside website and advertised through social media outlets. This program allows Seattle Southside RTA to give back to the local community as well as strengthen the skills of future tourism professionals.

(5) Fulfillment Activities

Fulfillment services include fulfilling inquires for both leisure and group travelers, inventory management, warehousing and shipping. Seattle Southside RTA recognizes the fulfillment services are an extension of the brand and tied to the potential travelers' first impression of the region when they receive a Seattle Southside visitor information packet, product or service. To ensure the highest standard of quality and care in all facets of fulfillment services, the RTA will continue to purchase labels and distribute materials nationally and internationally.

(4) Seattle Southside Shuttle

Seattle Southside RTA will continue to lead the Seattle Southside shuttle initiative. The shuttle runs between SeaTac hotels and Westfield Southcenter at no cost to the rider and will continue to achieve visibility for the area and increase the level of satisfaction of hotel guests and shoppers in a cost-effective manner. The drop off/pick up location is located by the VC at Westfield in order to provide tracking and an enhanced shuttle rider experience.

A shuttle ridership study conducted in 2014-2015 by an independent research firm H2R shows riders spend \$172/person on their trip to Westfield Southcenter and are very satisfied with the service. A future study will be conducted to determine the need and feasibility for additional shuttle pick up/drop off spots.

SEATTLE SOUTHSIDE
Travel Impacts, 2003-2015p

February 2016



**SEATTLE SOUTHSIDE
TRAVEL IMPACTS, 2003-2015P
TUKWILA, SEATAC, & DES MOINES**

Prepared for the

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February 2016

SEATTLE SOUTHSIDE TRAVEL IMPACTS, 2003-2015P

TUKWILA, SEATAC & DES MOINES

This study, prepared for Seattle Southside Regional Tourism Authority, documents the economic significance of the travel industry in the Seattle Southside area of King County from 2003 through 2015. The estimates for 2015 are preliminary. The separate estimates for Tukwila, SeaTac and Des Moines are reported at a summary level for 2015 only. Overnight visitor volume estimates and average spending estimates for the larger Seattle Southside are also provided in this report.

REPORT CONTENTS

The main body of this report contains five sections:

- *Seattle Southside Travel Trends* (annual estimates of economic impacts and lodging sales for the larger Seattle Southside)
- *Travel Impacts in Des Moines, SeaTac and Tukwila* (summary estimates for 2015p, only)
- *Visitor Volume* (major trends and characteristics)
- *Detailed Spending and Visitor Volume Tables*
- *Detailed Impact Tables*

The report also contains appendices that provide an overview of methodology and definitions of terms and concepts.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of the following with respect to the interpretation of these estimates:

- All monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation.
- Sub-county estimates such as contained in this report are necessarily less reliable than county and state level estimates because of data limitations. Nonetheless, these estimates were generally prepared with the same methodology used to estimate county and state level travel impacts and visitor volume.

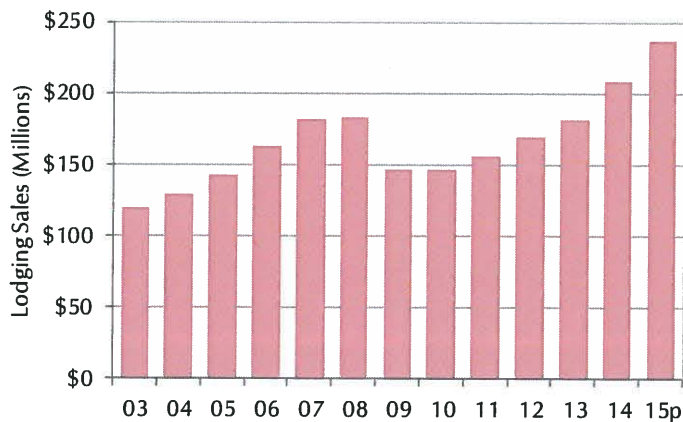
SEATTLE SOUTHSIDE TRAVEL TRENDS

Travel spending in the Seattle Southside increased by 6.8 percent from 2014 to 2015(preliminary). Earnings, employment and travel-generated tax receipts also increased. This was the fifth consecutive year of strong growth in the Seattle Southside travel industry.

Seattle Southside Travel Trends

	Spending (\$Millions)	Earnings (\$Millions)	Employment	Tax Receipts (\$Millions)		
				Local	State	Total
2003	389.8	122.3	4,410	15.2	21.2	36.4
2004	415.8	128.0	4,460	16.1	22.4	38.5
2005	454.6	139.7	4,710	17.7	24.3	41.9
2006	479.8	144.5	4,650	22.5	25.4	47.9
2007	519.8	155.1	4,800	25.0	27.4	52.4
2008	523.6	155.2	4,730	25.5	27.3	52.8
2009	456.1	146.8	4,450	22.5	24.6	47.1
2010	475.4	148.2	4,370	22.8	25.2	48.0
2011	506.8	150.4	4,360	24.0	26.5	50.5
2012	539.5	157.8	4,480	25.7	28.3	54.1
2013	566.5	169.8	4,650	27.3	29.8	57.1
2014	622.6	185.3	4,860	30.4	32.6	63.0
2015p	665.2	194.9	4,950	33.3	35.0	68.2
Annual Percentage Change						
14-15p	6.8	5.2	1.9	9.6	7.3	8.4
03-15p	4.6	4.0	1.0	6.7	4.3	5.4

Seattle Southside Lodging Sales



Lodging sales (in current dollars) were \$237 million in 2015 (preliminary).

Source: Washington State Department of Revenue. Lodging sales calculated from 1% Additional Hotel/Motel tax for Des Moines, SeaTac and Tukwila.

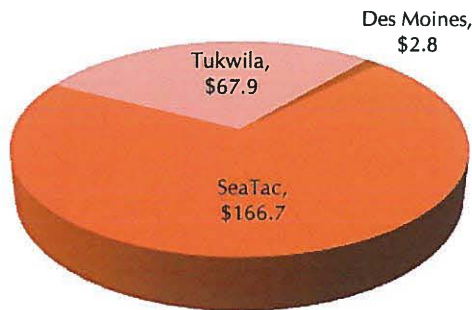
TRAVEL IMPACTS IN DES MOINES, SEATAC AND TUKWILA

The preliminary 2015 impact estimates for the three cities within the Seattle Southside are shown below. Lodging sales are shown in the pie chart. In general, these estimates are a function of lodging sales, the number of private homes for visiting friends and relatives, and the volume of sales in other types of establishments that serve visitors (e.g., restaurants, entertainment and retail). *(Note: These small area estimates are necessarily less reliable than the estimates for the larger Seattle Southside due to data limitations.)*

Travel Impacts within Seattle Southside, 2015p

	Travel			Tax Receipts		Total (\$Million)
	Spending (\$Million)	Earnings (\$Million)	Employment (jobs)	Local (\$Million)	State (\$Million)	
Des Moines	35.3	12.8	320	1.8	1.9	3.6
SeaTac	265.5	81.0	2,040	13.3	14.0	27.2
Tukwila	364.4	101.1	2,590	18.2	19.2	37.4
Seattle Southside	665.2	194.9	4,950	33.3	35.0	68.2

Lodging Sales within Seattle Southside 2015p

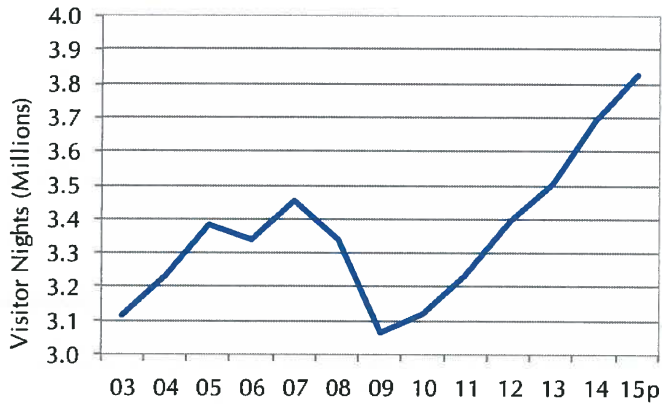


Although Tukwila has the greatest estimated visitor spending, SeaTac has 70 percent of all lodging sales. However, its share of visitor-related sales in food services, entertainment and retail is comparatively smaller.

Source: Washington State Department of Revenue.
Lodging sales calculated from 1% Additional Hotel/Motel tax for Des Moines, SeaTac and Tukwila.

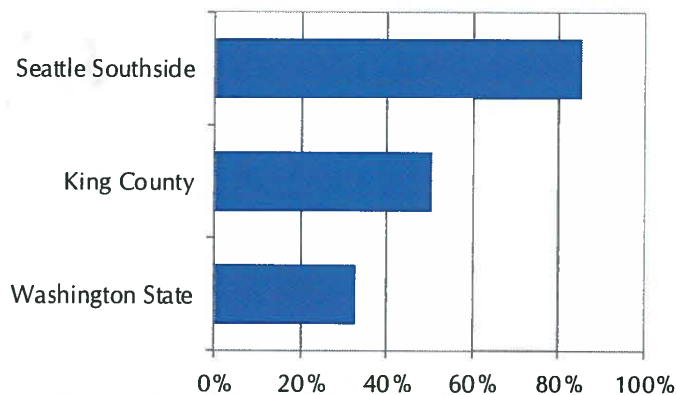
VISITOR VOLUME

All Overnight Person-Nights



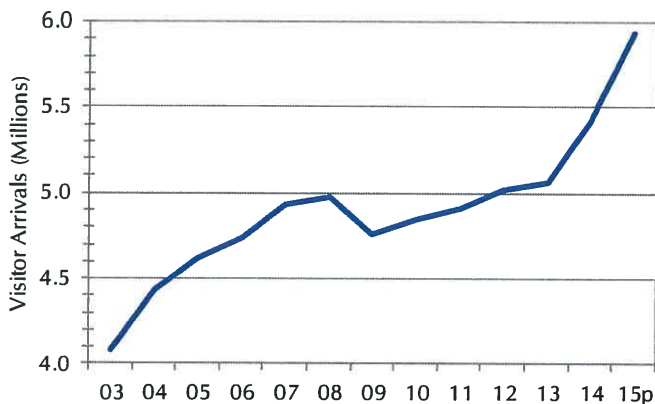
The estimate of all overnight visitor-nights (the number of nights that all individual visitors stayed in the Seattle Southside) is shown in the top line chart. The overall trend in visitor volume corresponds to the trends in travel spending and related impacts shown previously.

Hotel/Motel Visitor-Nights, 2015p (Percentage of All Overnight)



More than eighty percent of all visitor nights in the Seattle Southside are attributable to Hotel/Motel stays. This percentage is much greater than for King County and Washington State. *(See bar chart to left.)*

Visitor Air Arrivals at SeaTac International Airport Domestic Flights



Visitor air arrivals (domestic only) to SeaTac airport have also increased for the sixth year in a row. *(Note: Visitor air arrivals do not include return flights that were initiated at SeaTac, nor passengers making connecting flights.)*

Source: U.S. Department of Transportation Airline Origin and Destination survey.

DETAILED SPENDING AND VISITOR VOLUME TABLES

The following three tables are inter-related. The first, Visitor Spending by Type of Traveler Accommodation, reports the total annual spending estimates for each type of visitor. The second, Average Expenditures for Overnight Visitors, reports the average daily and average trip expenditures for each type of visitor for 2015p. The third table, Overnight Visitor Volume, reports annual visitor volume for each type of visitor. Volume is broken out in terms of trips and nights and visitors (persons) and travel parties. In general, multiplication of an average spending numbers with the appropriate volume number will yield the annual total spending number for that type of visitor. (See appendix B.)

Day travel represents less than five percent of all visitor spending in the Seattle Southside (\$24.8 million in 2015p). Due to data limitations, reliable estimates of visitor volume and average expenditures cannot be reported for day travel.

Visitor Spending by Type of Traveler Accommodation (\$Million), 2005-2015p

	2005	2007	2009	2011	2013	2014	2015p
All Overnight	429.8	491.9	431.4	477.4	535.3	590.1	634.0
Hotel, Motel	414.2	475.6	414.7	459.2	516.0	570.1	613.7
Other Overnight	15.6	16.3	16.7	18.2	19.3	20.0	20.3
Day Travel	18.8	20.1	18.3	20.5	22.5	24.1	24.8
Spending at Destination	448.6	512.0	449.7	497.9	557.8	614.2	658.8

Note: Destination spending does not include ground transportation expenditures for travel to other Washington destinations.

Average Expenditures for Overnight Visitors, 2015p

	Travel Party		Visitor (Person)		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$402	\$952	\$188	\$442	2.1	2.4
Other Overnight	\$72	\$265	\$36	\$128	2.0	3.7
All Overnight	\$350	\$879	\$166	\$409	2.1	2.5

Overnight Visitor Volume, 2013-2015p

	Visitor-Nights (000)			Party-Nights (000)		
	2013	2014	2015p	2013	2014	2015p
Hotel, Motel	2,945	3,126	3,274	1,376	1,464	1,538
Other Overnight	556	565	571	273	278	284
All Overnight	3,501	3,690	3,845	1,649	1,742	1,822

	Visitor-Trips (000)			Party-Trips (000)		
	2013	2014	2015p	2013	2014	2015p
Hotel, Motel	1,257	1,334	1,397	581	618	649
Other Overnight	155	158	159	74	75	77
All Overnight	1,412	1,491	1,556	655	693	726

DETAILED IMPACT TABLES

The following table shows spending estimates for all categories of visitors, including day travel, earnings and employment estimates by industry sector, and travel-generated tax receipts.¹

Seattle Southside Travel Impacts, 2005-2015p

	2005	2007	2009	2011	2013	2014	2015p
Total Direct Travel Spending (\$Million)							
Destination Spending	448.6	512.0	449.7	497.9	557.8	614.2	658.8
Other Travel*	6.0	7.8	6.4	8.9	8.7	8.4	6.4
Total Direct Spending	454.6	519.8	456.1	506.8	566.5	622.6	665.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	150.8	190.8	154.4	168.4	191.1	219.8	249.2
Food Service	121.7	132.5	124.8	138.7	158.4	172.1	184.4
Retail, Entertainment & Local Transport	176.1	188.7	170.4	190.8	208.3	222.2	225.1
Destination Spending	448.6	512.0	449.7	497.9	557.8	614.2	658.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	100.9	115.5	110.9	112.8	128.4	139.0	147.0
Retail, Entertainment & Local Transport	38.8	39.6	35.9	37.6	41.4	46.2	47.8
Total Direct Earnings	139.7	155.1	146.8	150.4	169.8	185.3	194.9
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,380	3,550	3,290	3,180	3,450	3,590	3,680
Retail, Entertainment & Local Transport	1,340	1,250	1,160	1,170	1,200	1,260	1,270
Total Direct Employment	4,710	4,800	4,450	4,360	4,650	4,860	4,950
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	17.7	25.0	22.5	24.0	27.3	30.4	33.3
State Tax Receipts	24.3	27.4	24.6	26.5	29.8	32.6	35.0
Total Local & State	41.9	52.4	47.1	50.5	57.1	63.0	68.2

Details may not add to totals due to rounding.

*Other Travel reflects ground transportation expenditures for travel to other Washington destinations.

¹ The economic impacts for the Seattle Southside do not include travel to and from SeaTac International Airport. This passenger air travel accounted for 10,600 jobs with earnings of \$950 million in 2014.

APPENDICES

APPENDIX A:	KEY TERMS AND DEFINITIONS
APPENDIX B:	TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS
APPENDIX C:	RELATIONSHIP BETWEEN SPENDING AND VOLUME
APPENDIX D:	REGIONAL TRAVEL IMPACT MODEL

KEY TERMS AND DEFINITIONS

ECONOMIC IMPACTS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated earnings. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: Lodging and sales taxes imposed by King county and the other local jurisdictions in the Seattle Southside region.

Other spending: See Travel spending.

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

State Taxes: Lodging, sales, motor fuel, and business and occupation tax imposed by the state of Washington.

Total Impacts: The sum of Direct and Secondary impacts.

Travel spending: The sum of visitor and other spending related to travel. Other spending includes spending by residents on ground and air transportation for the purpose of travel to other destinations and spending on travel arrangement services.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

VISITOR VOLUME

Length of Stay: The number of nights that a visitor or travel party is away from home on a trip.

Night: Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

Party-trips: The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

Party-nights: The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

Party Size: The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

Room Demand: A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold*.

Travel party: A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

Trip: A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

Visitor: An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

Visitor Air Arrival: A passenger who travels by air and initiated the trip at another location. Visitor air arrivals do not include passengers who are returning home from a trip to another destination or passengers that are making a connection to another flight.

Visitor-trips: The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits*.

Visitor-nights: The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

TRAVEL IMPACT INDUSTRIES MATCHED TO NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note**)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)

Notes: *Government enterprises (e.g., park systems) are included in this classification.

**Includes parts of industries in other sectors (e.g., accommodation, charter bus).

A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.

RELATIONSHIP BETWEEN SPENDING AND VOLUME

The Spending, Average Expenditures and Volume tables are computationally related as shown below.

- **Spending equals Average Expenditures multiplied by Volume** for comparable party/person and night/trip categories
- **Travel parties and persons** are related by division or multiplication with **Party Size**
- **Trips and nights** are related by division or multiplication with **Length of Stay**

Visitor Spending by Type of Accommodation (\$Million), YEAR

		YEAR
All Overnight	656,000 x \$79 = \$56,100,000 (calculated from person-trips)	56.1
Hotel, Motel	160,000 x \$200 = \$32,000,000 (calculated from party-nights)	32.0
Private Home	1,030,000 x \$20 = \$20,600,000 (calculated from person-nights)	20.6
Other Overnight	10,000 x \$350 = \$3,500,000 (calculated from party-trips)	3.5
Campground		3.0
Vacation Home		0.5
Day Travel		30.0
Spending at Destination		86.1

Average Expenditures for Overnight Visitors, YEAR

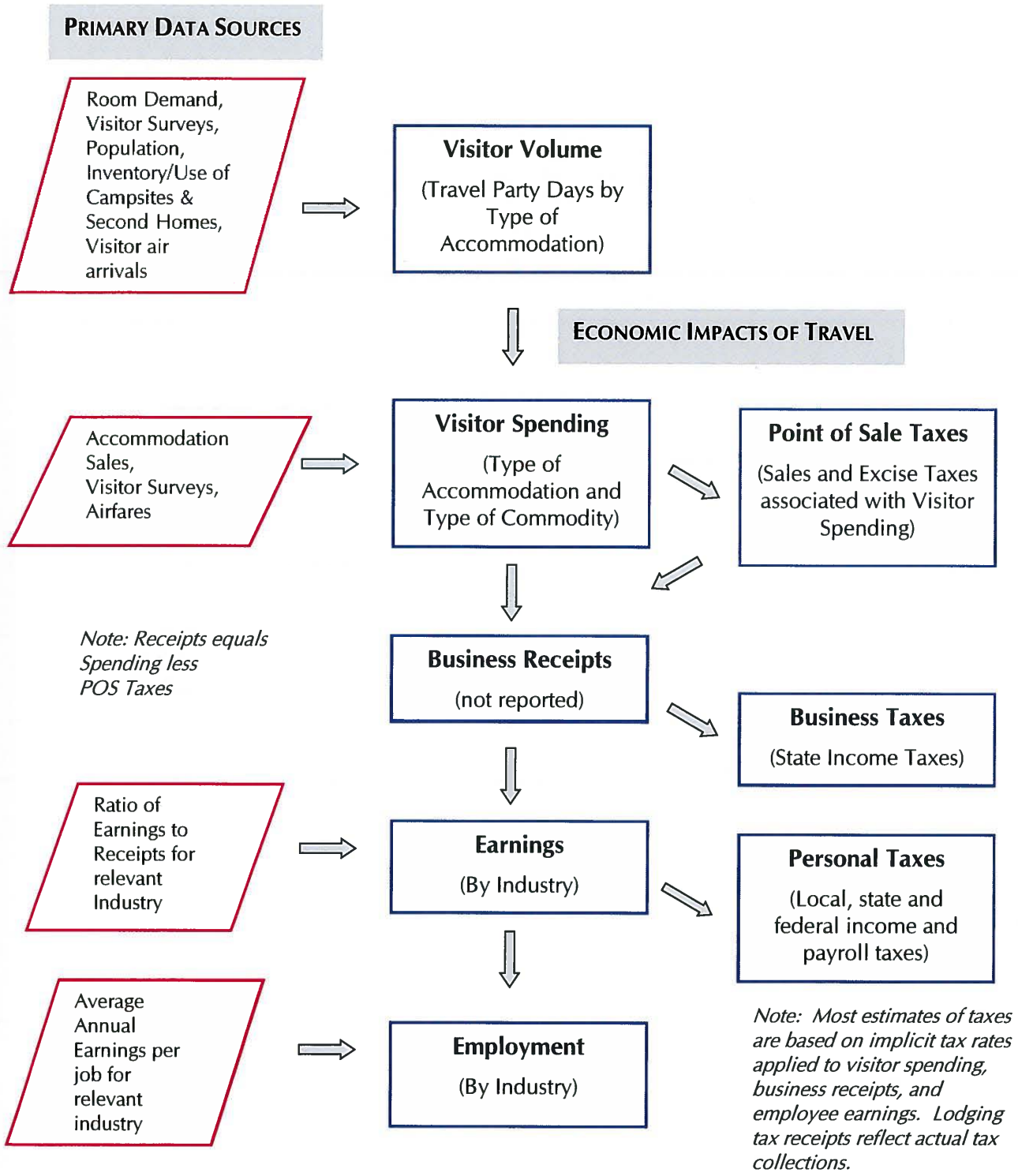
	Travel Party		Visitor (Person)		Party Size	Length of Stay (nights)
	Nights	Trip	Nights	Trip		
Hotel, Motel	\$200	\$340	\$83	\$142	2.4	1.7
Private Home	\$50	\$130	\$20	\$52	2.5	2.6
Other Overnight	\$117	\$350	\$34	\$103	3.4	3.0
All Overnight	\$494	\$214	\$197	\$86	2.5	2.3

Overnight Visitor Volume, YEAR

	Visitor-Nights (000)		Party-Nights (000)	
	YEAR		YEAR	
Hotel, Motel	160 x 2.4 =	384		160
Private Home		1,030		412
Other Overnight		102		30
All Overnight		1,516		602

	Visitor-Trips (000)		Party-Trips (000)	
	YEAR		YEAR	
Hotel, Motel		226		94
Private Home	1,030 / 2.6 =	396		158
Other Overnight		34		10
All Overnight		656		263

REGIONAL TRAVEL IMPACT MODEL





Shuttle Bus Economic Impact Study

Prepared by:



Project Overview

PURPOSE

The purpose of the Seattle Southside Shuttle Bus Economic Impact Study was to estimate shopping revenue generated from shuttle bus riders as well as provide a profile of those who used the shuttle to visit the Westfield Southcenter.

TARGET AUDIENCE

The Seattle Southside Shuttle Bus survey was conducted among those riding the Shuttle Bus for the past 9 months. The surveys were distributed by shuttle drivers and passengers were asked to fill out the surveys and return them upon departing the shuttles.

SAMPLE

A total of 1,865 respondents were interviewed for this study providing a maximum margin of error of +/-2.3% at a 95% confidence interval.

Executive Summary

Seattle Shuttlebus Offers Great Service

- Travelers to the Seattle Southside area only use a handful of hotels to catch the shuttle, and most hear about the service at the front desk of their hotel.
- Those who use the shuttle to travel to the Westfield Southcenter are primarily shopping and dining and spend around 3 hours at the shopping center.
- Shuttle riders spend around \$172/person* on their trip to the shopping center, with those visiting from outside the United States spending more (\$190 vs. \$158).
- Shuttle riders were very satisfied with their experience on the shuttle bus. More than nine in ten riders indicated they were somewhat/very satisfied with the friendliness of the driver, the cleanliness of the shuttle and the comfort of the ride. Additionally, 85% indicated they were satisfied with the timeliness of the shuttle.
- Finally, eight in ten shuttle riders would recommend the services to their friends. However, the word-of-mouth buzz is fairly low (5%). Giving visitors the tools they need to recommend the shuttle service will only help increase ridership and the amount of money spent in the area.

**Only those who spent at least \$25 were included in the calculations.*

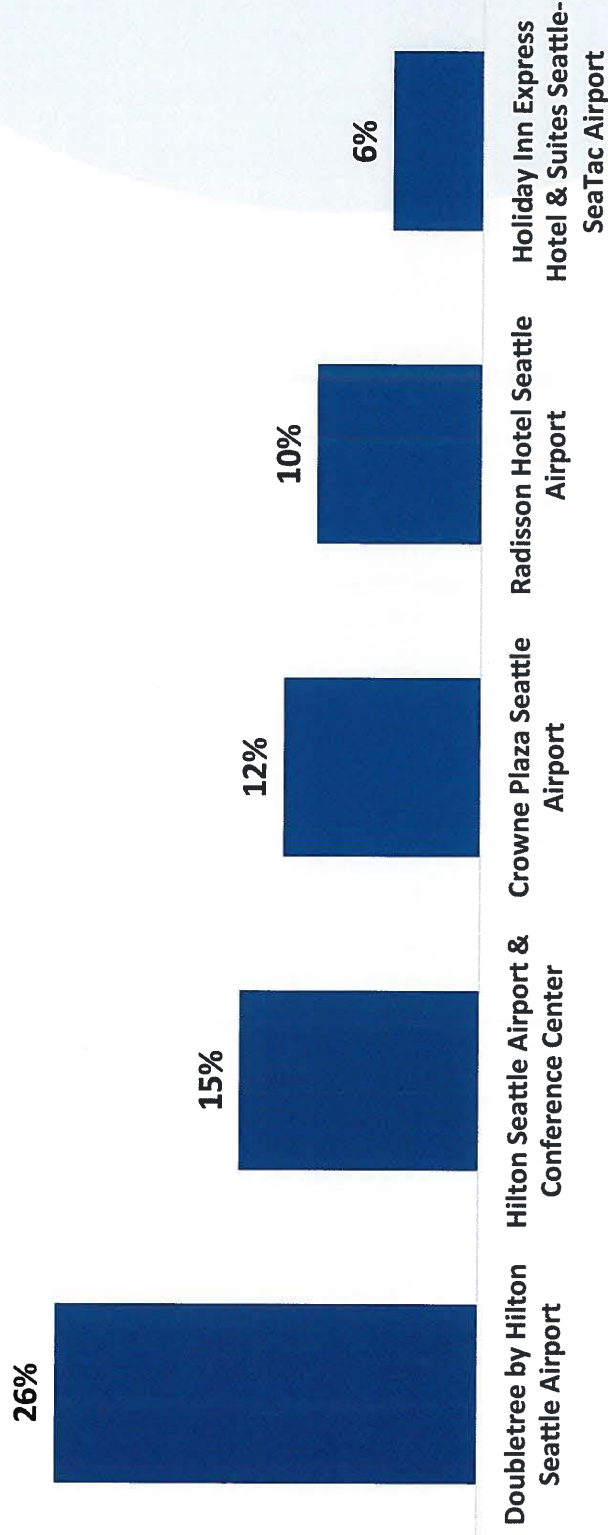


Seattle Southside Shuttle Rider Profile

01

Shuttle Pick-Up Location

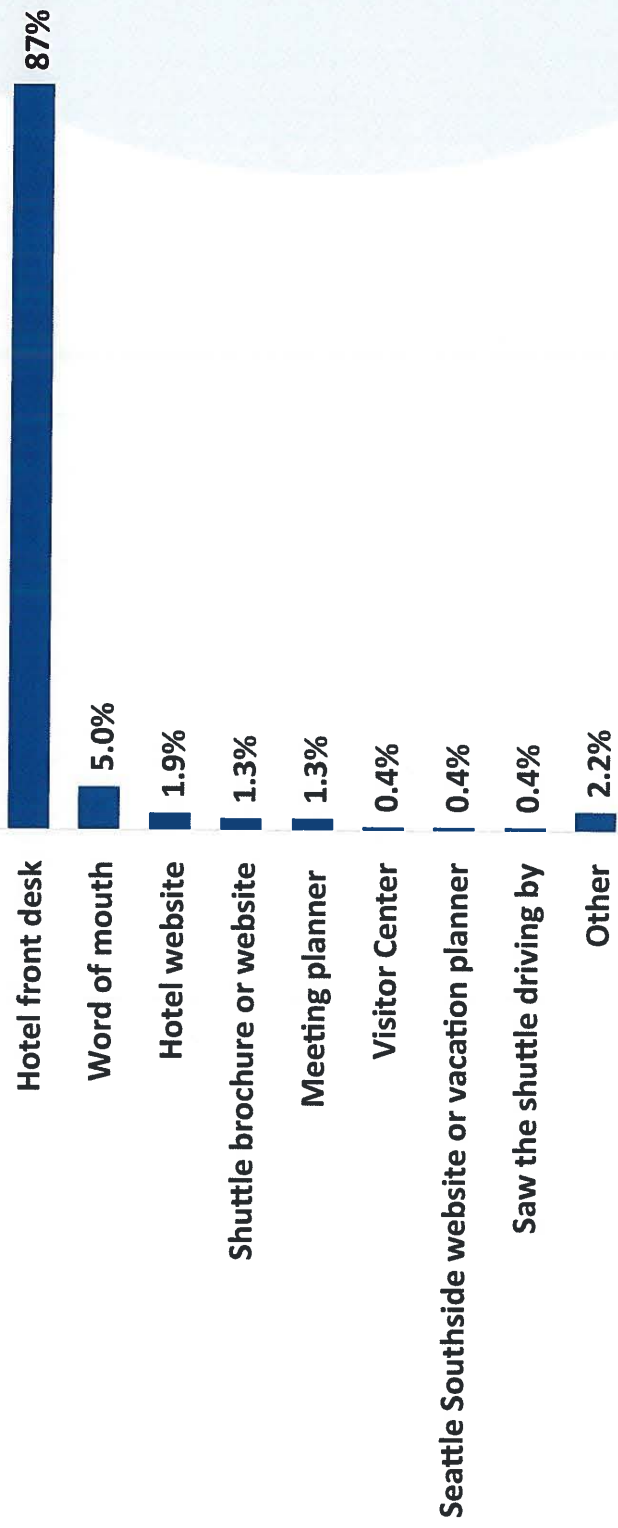
The most popular locations to catch the Seattle Southside shuttle include the Doubletree, Hilton, Crowne Plaza, Radisson and Holiday Inn Express.



Q4: From which SeaTac hotel did you catch the shuttle?

Hearing About Shuttle Services

The front desks of the hotels are the best marketing avenue for the shuttle services. Very few riders heard about it from the other sources available.



Q5: How did you find out about the shuttle service?

Primary Purpose of Trip to the Area

More people came to the Seattle Southside area for business than leisure and several were in the area on a combination leisure/business trip. Interestingly, those coming from Canada are much more likely to be visiting for leisure (56%).



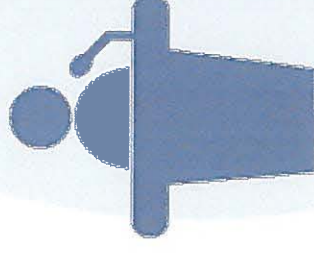
Leisure
32%



Business
42%



Mix of Leisure & Business
12%



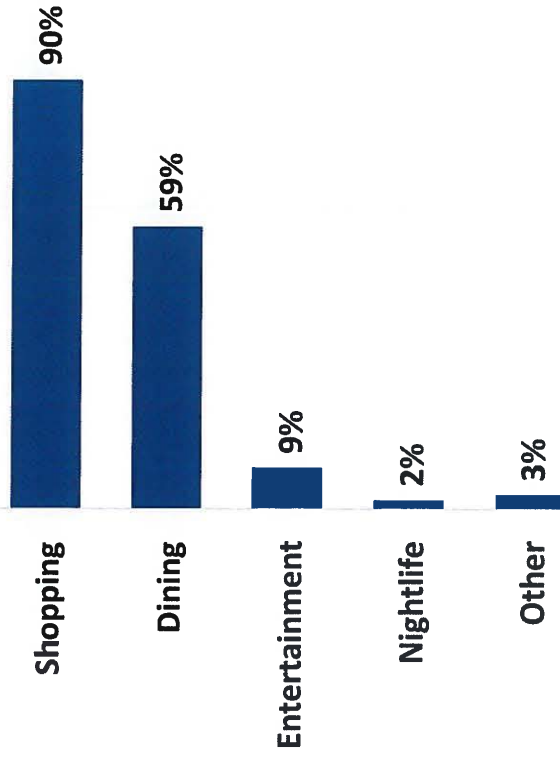
Convention
3%

Q6: What was the primary purpose of your visit to the Seattle Southside area on this particular trip?

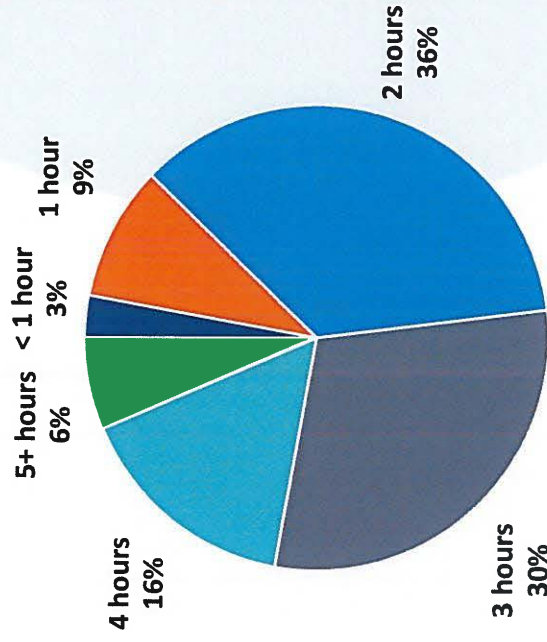
Activities and Time Spent at Westfield Southcenter

Shopping and dining were the most popular activities participated in at the Westfield Southcenter. Most visitors spent an average of just under 3 hours at the shopping center.

Activities at Westfield



Time Spent at Westfield – 2.8 Hours

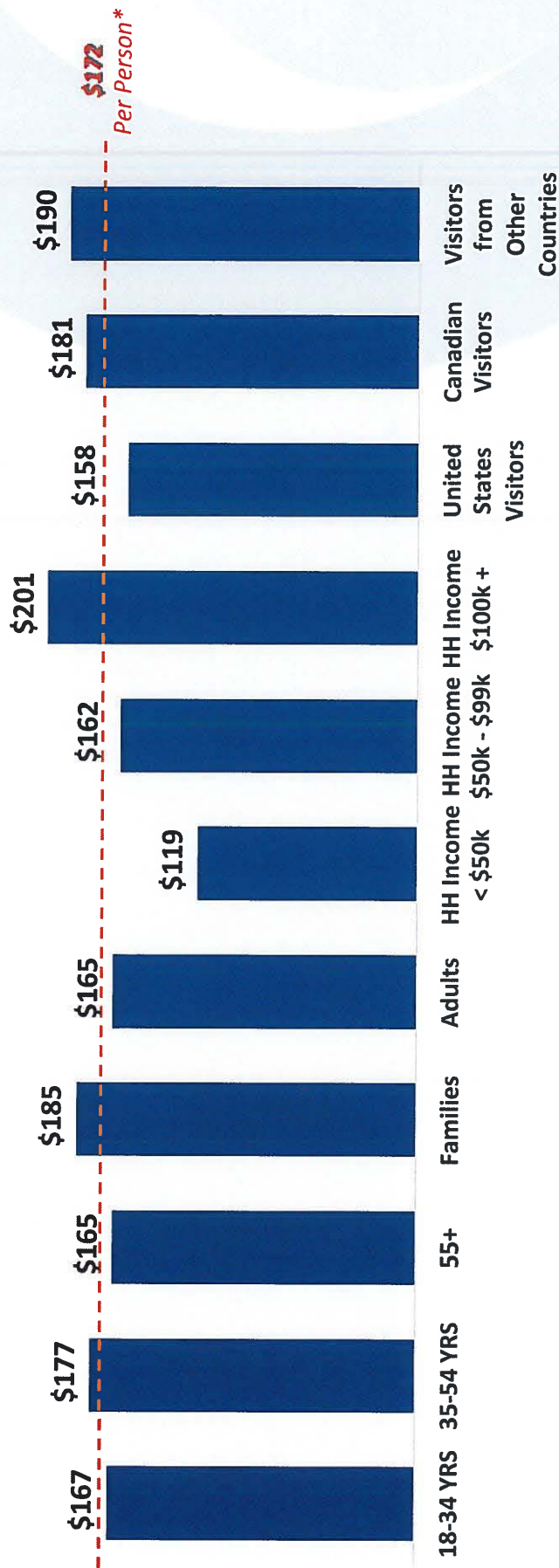


Q8: What activities did you experience at the Westfield Southcenter during your visit?

Q9: How long did you spend at the shopping center on this particular occasion?

Money Spent at the Shopping Center

The average rider spent approximately \$172 on their trip to the Westfield Southcenter. Those visiting from outside the United States and those with higher incomes spent the most on their trip.

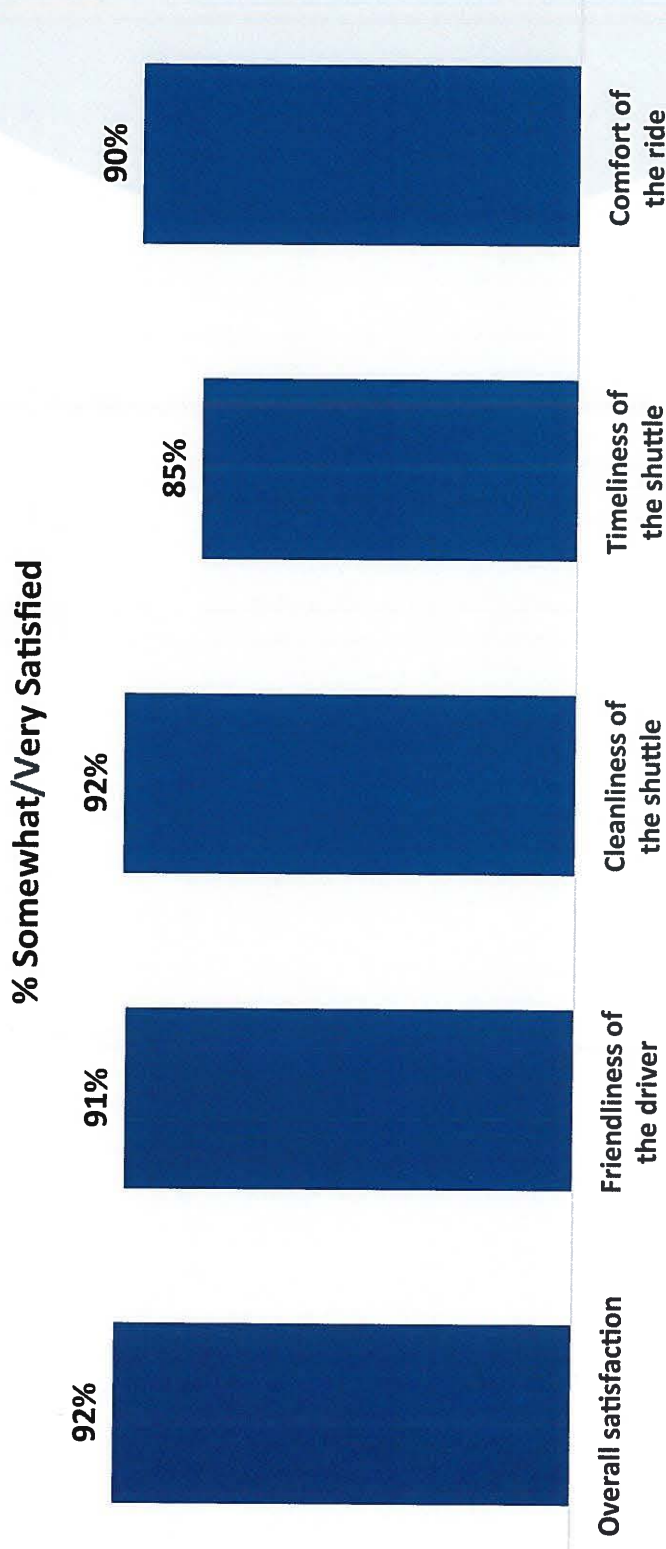


Q10: Approximately how much money did you spend on this outing to the Westfield Southcenter?

*Only those who spent at least \$25 were included in the calculations.

Satisfaction with Shuttle Services

Shuttle riders were very satisfied with the services provided. They found the drivers to be friendly and the shuttles to be clean and comfortable. Even though timeliness scored lower than the other areas, it still earned a very good score.



Q11: Using the scale provided, please rate how satisfied you were with your experience with the shuttle service you used for transportation to and from the shopping center across the following areas:

Net Promoter Score

NPS (Net Promoter Score) is a measurement tool used across industries to evaluate net consumer satisfaction using a single point of accountability. Given the importance of social media and positive word of mouth advertising, it is mission critical that brands monitor their level of brand advocacy and the Net Promoter Score is considered one of the best tools for doing so.

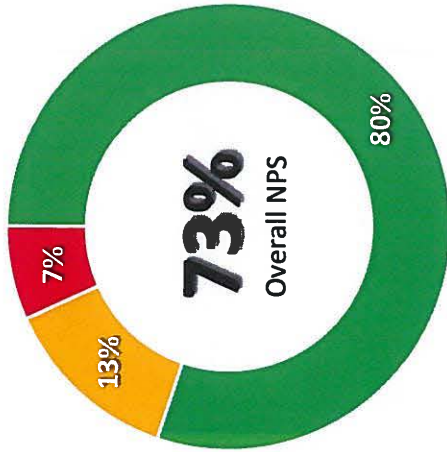
“How likely are you to recommend this shuttle service to a friend or family member?”



Net Promoter Score = (% Who are Promoters) – (% Who are Detractors)

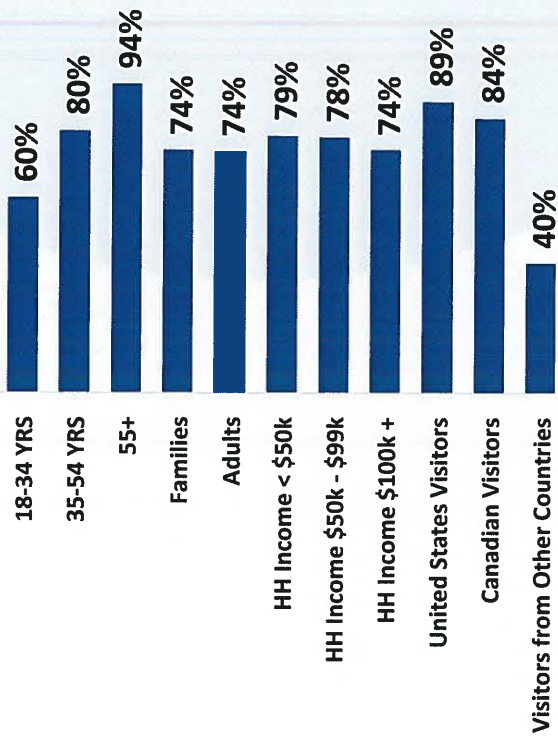
Net Promoter Score

Eight in ten shuttle riders would recommend the service to friends/family and only 7% would not—providing a net score of 73%. Those over the age of 55 and those living the closest to the area are most likely to recommend the shuttle service to others.



■ Promoters (9-10) ■ Neutrals (7-8) ■ Detractors (0-6)

Net Promoter Score by Category



Q12: Using the scale provided, please indicate how likely you would be to recommend this shuttle service to friends or family members?

Demographic Profiles

Foreign visitors had the largest party size and, along with families, had the highest income and were most likely to use the Visitor Center located in the shopping center.

	Overall	Families	Adults	United States Visitors	Canadian Visitors	Foreign Visitors
# of People in Shuttle Party	2.6	2.6	2.5	2.2	2.3	3.5
Visited Visitor Center	36%	42%	34%	32%	41%	43%
% Male	30%	40%	26%	26%	45%	36%
% Female	70%	60%	74%	74%	55%	64%
Average Adult Respondent Age	40	40	40	42	48	35
Families	29%	100%	0%	26%	43%	32%
Adults	71%	0%	100%	74%	57%	68%
HH Income	\$105k	\$125k	\$96k	\$96k	\$112k	\$128k

Thank You!



agaroutte@h2rmarketresearch.com



417.877.7808



1717 E Republic Road, Suite C
Springfield, MO 65804



[@H2RMktResearch](https://twitter.com/H2RMktResearch)



H2R MARKET RESEARCH

Know Your Customer



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

The Museum of Flight

Address:

9404 East Marginal Way South, Tukwila, WA 98108

Total Funds Requested:

\$35,000

About the Applicant:

Museum of Flight, a non-profit, is recognized as one of the premier aviation and space museums in the world. The Museum is home to over 150 air and space craft spanning all genres and time periods. Over the last year the Museum has averaged just over 520,000 visitors. With Boeing celebrating its 100th year anniversary and the opening of the new aviation pavilion, the Museum of Flight is anticipating 650,000 attendees in 2016.

Over the last few years the Museum has increased its reach into eastern Washington, British Columbia, and Oregon. Besides aviation tourist enthusiasts, the Museum is also a draw for military affinity groups, industry professionals, and engineering and technology professionals. The Museum is also recognized as one of the premier event spaces in Seattle, offering a wide variety of space and event services.

Funds Previously

Awarded:

The Museum of Flight has received lodging tax funds in the past. Last year the Museum received \$35,000.

Funding Request Narrative:

The Museum request for funding would support four high profile events at the Museum. These events include, the grand opening of the aviation pavilion (occurring over Father's Day weekend); Jet Blast Bash and Seafair Activities; the Museum of Fright; and Santa Fly In. The City will be considered as sponsor of these events and in some cases be the presenting sponsor.

Staff Comments:

The Museum of Flight is a major draw for residents of Puget Sound; tourists in the area (either staying in the Southside region, Seattle, or Bellevue); and aviation tourists. With an estimated draw of 650,000 attendees, the Museum provides an excellent opportunity to promote the City and region. Staff intends to work with the Museum to engage attendees at these events and

create a reason for the attendees to come back to the City (i.e. coupons, contests, discounts, etc.).

Finally, supporting the Museum of Flight activities helps build destination experiences in the City. Both overnight and day visitors come to the Museum, have a positive experience and then tell their friends and families.

Staff Recommendation:

Approval.

Notes:

A final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney.

Museum of Flight

Draft 2016 Scope of Services

For Discussion Purposes Only

Total Value: \$35,000

1. As needed, contractor shall refer visitors and convention planners to Seattle Southside Regional Tourism Authority (SSRTA), a destination marketing organization for the City, for assistance with lodging, restaurants, attractions, transportation companies, etc. or directly to the City.
2. Contractor will encourage 3rd party organizers holding events at the Museum to utilize Seattle Southside (Tukwila, SeaTac, and Des Moines) hotels. Contractor will, when appropriate, provide 3rd party organizers a one page promotional flyer as an attachment to its rental contracts. The content of the flyer will be mutually agreed upon by the City and the Museum.
3. The Museum will invite City staff and SSRTA staff members to present to Museum staff and/or volunteers to SSRTA guest relation program in order to ensure staff and/or volunteers help promote tourism in the City in partnership and through the City and SSRTA.
4. The Museum will work with the City's partner, SSRTA, to create vacation packages directed toward overnight guests.
5. The Museum will seek public relations opportunities to recognize the City in press releases, posters, etc.
6. The Museum will include the City in any donor listings.
7. The Museum will publish an article in a 2016 issue of *Aloft* magazine (read by over 50,000 people) about the City of Tukwila. The article could include a discussion about things to do outside of the Museum on visits to the City, dining options, and/or stories of interests as well as highlighting the Museum – Tukwila partnership. The City will have the opportunity to provide input to the content of the article.
8. The Museum shall contribute an article to one edition of the City's section of the *Tukwila Reporter* or *Hazelnut* (as deemed most appropriate by the City) about the partnership and corresponding economic impacts. The insertion shall include a redeemable Museum coupon for City residents.
9. As deemed most appropriate by the Museum, use the #Tukwila, #CityofTukwila, or the name "Tukwila" in social media posts on Facebook, Twitter, Google+ and/or Instagram.

Total Value: \$5,000

10. The City shall be listed as a sponsor for the Aviation Pavilion Grand Opening/Father's Day Event. As a sponsor the City shall have the following benefits:

- a. Dedicated booth next to the aircraft of your choice on Saturday, June 18th. The booth can feature discounts to local stores, information about things to do, information on hotels, and other collateral and products from companies located in Tukwila.
- b. City logo on schedule of events collateral for the grand opening weekend (June 25th).
- c. Signage and exposure in the Aviation Pavilion through July 13th.

Total Value \$10,000

11. The City shall be the presenting sponsor for the Jet Blast Bash/Seafair Activities on August 6th and 7th. As the presenting sponsor the City shall have the following benefits:

- a. Acknowledgment on the Museum's Jet Blast Bash webpage with linked logo.
- b. A prime dedicated 10 by 10 tent with 6' tables for giveaways, information, and/or for hospitality. Museum understands the City will use its booth to promote other businesses in the City or make the booth available to SSRTA.
- c. Photo booth opportunity at VIP viewing party with 1<3 City of Tukwila (or similar props) included and opportunity for guests to take home their photos.
- d. Minimum of five social media cross promotion posts leading up to and during the event. City can use the cross promotions to promote activities, dining, shopping, and hotels in Tukwila.
- e. Opportunity to put promotional items in VIP guest goodie bags. Promotional items could be discounts and coupons for activities, dining, shopping, and/or hotels in Tukwila.

Total Value \$10,000

12. The City shall be listed as the presenting sponsor for the "Museum of Fright Family Halloween Event." As the presenting sponsor the City shall have the following benefits:

- a. Acknowledgment on the Museum of Fright webpage with linked logo.
- b. Minimum of five social media cross promotion posts leading up to and during the event.
- c. Dedicated table space to provide information and giveaways about City Hospitality resources.

Total Value \$5,000

13. The City shall be listed as the presenting sponsor for the "Santa Fly In" on December 3rd or 10th. As the presenting sponsor the City shall have the following benefits:

- a. Acknowledgment on the Santa Fly In webpage with linked logo.
- b. Minimum of five social media cross promotion posts leading up to and during the event.
- c. Dedicated table space to provide information and giveaways about City Hospitality resources.

Total Value \$5,000

Application to the City of Tukwila for Use of 2016 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	\$35,000
Applicant Organization:	The Museum of Flight
Federal Tax ID Number:	91-0785826
Mailing Address:	9404 East Marginal Way South, Seattle, 98108
Primary Contact Name:	Jeff Bauknecht, Grant Program Manager
Primary Contact Phone:	206.768.7198
Primary Contact Email Address:	jbauknecht@museumofflight.org

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Public Agency
- For Profit Agency/Business (Washington State UBI Number: _____)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2016. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: 

Date: May 16, 2016

Matt Hayes, VP & CFO
Printed or Typed Name:

1) Describe your tourism-related activity or event.

The Museum of Flight is one of the premier educational air and space museums in the world, with a projected 2016 attendance of 650,000. Visitors come to the Museum for numerous reasons including meetings and conferences, individual and group education programs, research for historical and scholarly projects and simply for personal enjoyment.

Exhibits include restored air and space artifacts from the first century of flight and a library and archives which holds the largest book, periodicals, manuals and photographic collection on the west coast of the US. The Museum is also a Gold Standard for informal science, technology, engineering & math (STEM) education programs, and is respected as a leader and mentor for similar organizations implementing their own programs. Each year the Museum impacts more than 150,000 youth and educators through these education programs.

2) If an event, list the event name, date(s), and projected overall attendance.

The Museum proposes to use the funding from the City of Tukwila LTAC to support broad messaging for the Museum and support of the following special events which have proven to be very popular with visitors over many years or are anticipated to drive large numbers of tourists.

- Aviation Pavilion Grand Opening/Father's Day Event: Grand opening week for the Museum's new 140,000 square foot pavilion housing 19 of the Museum's iconic aircraft.
- Jet Blast Bash/Seafair Activities: This is the week the Marine's Blue Angels visit and call the Museum of Flight home. Daily training flights and then performances on Saturday and Sunday draw the largest crowds of the year.
- "Museum of Fright Family Halloween: Our Halloween special event where aviation spirits come to life and the science and mystery of flight are found throughout the Museum's entire campus.
- "Santa Fly In": This holiday-themed special event has been a Museum member favorite for many years. Santa flies in by means of airplane or helicopter and meets the families for holiday fun and activities. How does a reindeer fly?

In addition to the highlighted programs listed above, please find a listing of our 2015 public programs for a broad perspective of the diversity of programs we offer.

3) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

The Museum focuses on both overnight and day tourists. Our special weekend events and business conferences as well as our immersive education programs draw thousands of overnight clients to the region while many of our annual family-friendly weekend events draw visitors for the day from around the region.

Events such as the presentation of the Apollo Mission artifacts by Amazon's Jeff Bezos in November 2015 not only bring excited visitors to the Museum but also garner valuable coverage from National media, promoting the Museum and the region.

4) Describe why visitors will travel to Tukwila to attend your event/activity/facility.

The Museum is recognized by both its peers and the general public as one of the preeminent aerospace-museum visitor experiences in the world. The scope of the Museum's collection is virtually unmatched within the industry, showcasing more than 150 air and space craft across all genres and time periods. In addition, the Museum ranks among the top five for meeting and event capacity in the greater Seattle region. The collection, combined with easy access and free parking, makes the Museum one of the top picks for corporate and affinity group conferences such as military organizations and reunions. Finally, visitors are entertained with a nonstop airshow every day at the Museum due to the many different types of aircraft flying into and out of Boeing Field!

The summer of 2016 will be especially exciting as the Museum joins with The Boeing Company to host many of its 100th anniversary related events. Over the anniversary weekend of July 15-18, we are anticipating 60,000-100,000 visitors as the Museum of Flight becomes "Centennial Central" for Boeing Company activities.

5) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

The Museum provides an experience for almost any age, education level or culture. Our target audience is primarily young families with children, living in the Puget Sound region, along with out-of-state leisure and business tourists. As a secondary audience, we are increasing our reach to families in eastern Washington, as well as those in British Columbia and the Portland, Oregon regions. Additional audiences are military affinity groups, industry professionals, engineering and technology professionals and explorers, young and old!

One of our most important targets are K-12th grade learners and teachers. To that end we provide more than 22 different STEM based informal science programs both at the Museum campus and offsite through outreach education staff. Our staff has facilitated programs throughout the Pacific Northwest and across the country. Over the last four years the Museum has continued to expand its online presence through a growing Digital Learning Department. Several immersive education programs provide students across the state the opportunity to work in a mentored learning environment. Students first learn through online courses and then many of them travel to the Museum for culminating experiences.

6) Describe the prior success of your event/activity/facility in attracting tourists

The Museum enjoyed another successful year in 2015, welcoming 527,396 visitors and reaching 157,179 K-12th grade students and teachers with informal STEM education programs. In addition to one of the most comprehensive air and space craft collection in the world, the Museum houses the largest aerospace library and archives on the west coast, serving researchers and scholars. Historians, engineers, high school and college students, as well as film

production teams, use this vast collection to support research, aid in design concepts and even create accurate and exciting visual images on the small and big screen.

Over the last three years the Museum has hosted the National Association of Rocketry Conference and the Space Elevator Conference several years in a row. As mentioned above, special announcements such as Jeff Bezos' presentation of the Apollo Mission artifacts, also draw national attention to the Museum and the region.

7) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

Does not apply.

8) Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.

The Museum of Flight will use local area media; radio, print and billboards, to target overnight and/or day tourists to our newest events and attractions. This summer, the emphasis is on the opening of a new exhibit, Above and Beyond, on May 28 and the opening Aviation Pavilion on June 25. Media specifically targeting these tourists include Metro busses (routes include airport and hotels around International Blvd) and mobile advertising and rack cards inside the hotels. Social media, along with geo-fencing, will be used heavily to reach day tourists.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.

The Museum promotes the businesses in the Tukwila region through placement of the Seattle Southside Visitor Services Visitor Guide in our Museum lobby kiosk. We also promote Seattle Southside through placement of their tourism "widget" on our website in an effort to drive website traffic to the myriad lodging and other tourism businesses.

10) Is the City able to use your digital and print media for collaborative marketing?

When appropriate (not creating mixed messaging) the Museum is willing to collaborate with the City on cross-marketing promotions.

11) Measurements and Metrics

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility	650,000
b. Number of people who will travel fewer than 50 miles for your event/activity	370,000
c. Number of people who will travel more than 50 miles for your event/activity	280,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	250,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	25,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	12,000
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (<i>for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights</i>)	14,000

12) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?

These estimates are calculated by combining the number of room nights known or estimated to be used by:

- Washington Aerospace Scholars summer residency program,
- Out-of-town Public Program guest speakers,
- Special events related to public programs and private events surrounding The Boeing Company's 100th Anniversary activities in 2016,
- 2016 Hops & Props attendees, and
- An estimate of the overnight visitors from general admission.

Attendance and admission is tracked across all Museum events.

13) Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?

Yes. City of SeaTac for \$50,000

14) Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount?

Not in 2016

15) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

The overall 2016 operations budget for the Museum of Flight is \$20,976,123

The 2016 Museum marketing budget is \$1,124,505. The requested \$35,000 represents 3% of the marketing budget.

16) What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

No events will be eliminated, but our marketing efforts and special event budgets would be adjusted to meet available revenue.



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

Starfire Sports

Address:

14800 Starfire Way, Tukwila, WA 98188

Total Funds Requested:

\$25,000

About the Applicant:

Starfire Sports, a non-profit entity, has grown into one of the premier soccer complexes in the United States. Over 1.3 million people visit the complex annually to take part in soccer tournaments; play in indoor and outdoor soccer leagues; to engage in sport specific training, soccer viewing, and attending professional soccer matches. Starfire is also the training home of the Seattle Sounders FC, which play in the Western Conference of Major League Soccer.

Opening in 2003, Starfire Sports complex has 12 outdoor fields and two indoor fields. The complex is located at Fort Dent Park, which is owned by the City of Tukwila. Also located at the Park is a small children's play area and regional trail system. The City has maintenance responsibility for the play area, trails, and parking area.

Starfire Sports regularly hosts multiday, weekend soccer tournaments, which brings in soccer teams from throughout North America. Teams stay in hotels throughout the Seattle Southside region, with a 70/30 split between Tukwila and SeaTac hotels. Players and their families can also be seen throughout Tukwila, at Westfield Southcenter, the Family Fun Center, and area restaurants.

Besides soccer, Starfire Sports has been used to host a variety of other sports and activities, including rugby, lacrosse, and quidditch.

Funds Previously

Awarded:

In the past Starfire Sports has not requested direct funding from the City of Tukwila's lodging funds. Previously, funding was provided directly by Seattle Southside Visitor Services (operated by the City of Tukwila) through a joint account with the City of SeaTac. This means that past funding was split between the cities of SeaTac and Tukwila.

Funding Request Narrative:

Starfire Sports is requesting 2016 lodging tax funds to assist in the promotion and facilitation of leagues, events and tournaments. The goal is to attract visitors to create 10,000 hotel room nights and bring 1.3 million annual visitors (not unique) to the complex and Tukwila. Starfire will promote its events through email and online marketing, with regional soccer organizations and social media.

Staff Comments:

After Westfield Southcenter, Starfire Sports is the largest draw of visitors in the City and perhaps the largest draw of overnight guests in the City. Additionally, the tournaments and leagues at Starfire bring in people throughout the Puget Sound region on day visits to the City. Participants at tournaments and leagues at Starfire can easily be identified, while at restaurants and retailers throughout the City.

National demographic data indicates that while most soccer participants are under the age of 18. While most participants might be kids, the sport reaches well beyond the kids, with parents being spectators, referees, coaches and/or administrators. These parents tend to be influential, educated, and technically savvy. Over half of households with youth soccer parents in them have a household income about \$75,000, with 35% of household having an income above \$100,000. Starfire brings these high income households the City everyday with their soccer tournaments and leagues.

One of the goals of staff is to work with Starfire to identify ways to encourage visitors of Starfire to come back to the City, even when they are not visiting for a soccer related activity.

Since its opening in 2013, Starfire has also help created positive branding for the "Tukwila" name. Starfire and its tenants, including the Seattle Sounders FC, identify their physical location as being "Tukwila." Each visitor who comes to the facility leaves with a positive experience in Tukwila.

Staff Recommendation:

Approval.

Notes:

A final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney.

DRAFT, May 18, 2016

Starfire

Draft 2016 Scope of Services

For Discussion Purposes Only

General:

Contractor shall organize and promote and facilitate tournaments, leagues and events at Starfire Sports Complex with the goal of attracting over 10,000 room nights and 1.3 million annual visitors (not unique visitors) in a collaborative working relationship with the City of Tukwila. The purpose of this agreement is for the tracking of hotel bookings, promotions and marketing.

1. As needed, contractor shall refer teams and event directors directly to Seattle Southside Regional Tourism Authority (SSRTA), a destination marketing organization for the City, for assistance with lodging, restaurants, attractions, transportation companies, etc. or directly to the City.
2. Contractor will encourage and where possible, require, other 3rd party organizers holding tournaments and events at Starfire to utilize Seattle Southside (Tukwila, SeaTac, and Des Moines) hotels. Contractor will provide 3rd party organizers a one page promotional flyer as an attachment (to be provided by the City) to its rental contracts.
3. Contractor shall provide a prominently placed City of Tukwila logo the sponsor section of the landing page of starfiresports.com website.
4. Contractor will promote things to do in the City of Tukwila through its marketing department, league information, and tournament relations via links in email signatures and information in event documents. Information may be regarding non-city activities.
5. Contractor and City shall work on providing content in the regular e-newsletters from Starfire Sports about things to do in Tukwila.
6. In all collateral, press releases, medias, etc. where a location is mentioned, contractor shall always identify the location of Starfire as being "Tukwila."
7. Provide a minimum of one social media post per month promoting activities, dining, shopping, and/or hotels in the City. Content to be provided by the City and approved by Contractor.
8. As deemed most appropriate by Contractor, use the #Tukwila or the name "Tukwila" in social media posts on Facebook, Twitter, Google+ and/or Instagram.

Application to the City of Tukwila for Use of 2016 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	\$25,000
Applicant Organization:	Starfire Sports
Federal Tax ID Number:	47-0887811
Mailing Address:	14800 Starfire Way, Tukwila, 98188 WA
Primary Contact Name:	Ben Oliver
Primary Contact Phone:	(206) 267-7417
Primary Contact Email Address:	beno@starfiresports.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

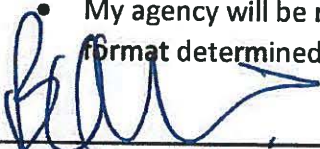
Check which one of the following applies to your agency:

- Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Public Agency
- For Profit Agency/Business (Washington State UBI Number: _____)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2016. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.

- My agency will be required to submit a report documenting economic impact results in a format determined by the City.



Signature:

05/13/2016

Date:

Ben Oliver

Printed or Typed Name:

1) Describe your tourism-related activity or event.

Starfire Sports: projected 2016 attendance is 1,200,000 visits

2) If an event, list the event name, date(s), and projected overall attendance.

3) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Starfire Sports focus is on both. Majority of our weekday business is day tourists while our weekend tournaments and events attract overnight tourists.

4) Describe why visitors will travel to Tukwila to attend your event/activity/facility.

Starfire Sports is the epicenter of soccer not only here in the Pacific Northwest but nationwide. As not only the home of our Seattle Sounders FC we are host to over 40 annual events ranging from the recreational youth players to professional players. Starfire's own tournaments bring over 100 teams in annually from Canada alone while our leagues and youth programs bring hundreds of day visitors to Tukwila every day of the week.

5) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

Starfire offers programs and events for people from all geographical areas with teams traveling from Brazil to participate in our youth tournaments, the local community kids who just want to come down and kick a ball to the professional athletes from National Teams and Major League Soccer who are here for trainings, to the players who participate in any one of our youth or adult programs.

6) Describe the prior success of your event/activity/facility in attracting tourists

Starfire Sports generates over 110,000 unique visitors and 1,100,000 visits annually. Of these visitors, roughly 5% travel more than 50 miles and stay in the area approximately 2-4 nights at a time. An average Starfire ran tournament will use between 200 and 500 room nights over one weekend.

7) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

Starfire Sports has been operating for over 10 years and we have continued to see growth YOY. 2015 saw us have our most successful year yet with one Starfire tournament having over 200 teams, record numbers in our youth academy and hosting a record number of events at Starfire Sports.

8) Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.

Starfire will promote our events through email and online marketing/advertising/social media. Our events will be listed on regional soccer organization websites, including Washington Youth Soccer, BC Soccer, and Washington State Adult Soccer Association. We will also promote through email marketing to the Starfire database and those of local and regional soccer organizations, including statewide organizations and local soccer clubs.

Events such as the US Open Cup Tournament, Seattle Sounders FC S2 matches, Seattle Sounders Women matches and Starfire’s own 8 youth tournaments attracts visitors from all over Washington State as well as Alaska, Oregon, Idaho, Montana, California, Nevada and Canada to name a few. Most visitors, if not all, lodge and shop within approximately a 5 mile radius of Starfire Sports. Starfire works with local business’ to help promote their products and services’ ensuring the visiting dollar stays within the nearby community.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.

We partner with local hotels and businesses, promote SSRTA’s complimentary planning services and also have a Hotels and Area Attractions page on our website, also through the use of Social Media.

10) Is the City able to use your digital and print media for collaborative marketing?

Yes

11) Measurements and Metrics

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility	1,200,000
b. Number of people who will travel fewer than 50 miles for your event/activity	104,500
c. Number of people who will travel more than 50 miles for your event/activity	5,500+
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	12%
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	3,850+
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	3,850+

g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	10,000
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12) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?

These estimates are calculated on actual team registrations/reservations, where we account for an average of 16 players per team, one coach, and one manager. Spectator attendance adds to the overall visitor number, and is calculated using a formula of average number of spectators per player based on our market research (survey) which includes questions on spend, hotel room etc.

13) Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?

No

14) Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount?

Yes \$TBD

15) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

Starfire’s operating budget for 2016 is forecasted to be \$3,600,000 so the request is for less than 1% of budget.

16) What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

If funding was to be cut we would do less paid advertising and travel promotions.



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Office of Economic Development

Address:

6200 Southcenter Blvd, Tukwila, WA 98188

Total Funds Requested:

\$90,000

About the Applicant:

The City of Tukwila is a non-charter City organized under the laws of the State of Washington. Founded in 1908, Tukwila is one of the oldest cities in King County. Since its founding Tukwila has always been a community at the "crossroads." Tukwila lies at one of the busiest freeway interchanges in Washington State. The City has a small bedtime population of just under 20,000. During the day the City's population swells to over 150,000 people, with people coming to the City to work, shop, dine, stay in hotels, and to visit once in a life time experiences, such as the Museum of Flight or iFly.

The City is one of the most diverse cities in the country. Over 70 languages are spoken in the Tukwila School District. Many well-known businesses are based in Tukwila, such as BECU, Westfield Southcenter, Seattle Sounders FC, Top Pot Donuts, Pop Gourmet, and the Sabey Corporation. The City has over 2,000 hotel rooms and over 100 restaurants.

Major projects in the City include a new 19-story hotel/condo building in the heart of Southcenter; a new library and the construction of multi-family housing at the Tukwila Village property; demolition of four hotels along Tukwila International Blvd; and the construction of a pedestrian bridge, linking the Sounder Station to the Southcenter business core.

In 2012 the City adopted a Strategic Plan that outlined five goals:

1. A community of inviting neighborhoods and vibrant business districts;
2. A solid foundation for all Tukwila residents;
3. A diverse and regional competitive economy;
4. A high performing and effective organization; and
5. A positive community Identify and Image.

Funds Previously

Awarded:

The City's Economic Development has not previously received direct LTAC funding. It should be noted that in the past Seattle Southside, a division of economic development did receive lodging tax funds.

Funding Request Narrative:

The City of Tukwila is requesting funding to research and organize a day marketing campaign focused on bringing more families and parents to the City. This funding will only be used for research and development of the specific marketing plan. No funding is being requested for ad buys, sponsorships, or other marketing efforts.

The City has divided its work into two phases, a *Research Phase* intended to gain an understanding of potential consumers and to hire an ad agency; and a *Brand Development and Marketing Plan phase*, which will work on the development of a marketing plan. To help with both phases the City is proposing the creation of a marketing committee comprised of business stakeholders in the City. The marketing committee will assist in identifying research needs; drafting questions for surveys; participating in discovery sessions; generating marketing ideas; and making recommendations to be included in the final marketing plan. The marketing committee will also assist in business outreach.

Staff Comments:

The funding requested is consistent with the City of Tukwila's Strategic Plan, specifically building a positive community identity and image and creating a diverse and regional economy. The marketing plan, developed with business input, will help to drive more revenue to Tukwila restaurants, hotels, retailers, and entertainment establishments; while at the same time improving the "Tukwila" image in the Puget Sound region.

Staff Recommendation:

Approval.

Notes:

None.

City of Tukwila, Economic Development

Day Marketing Initiative

DRAFT

SCOPE OF WORK

\$90,000

Phase 1, Research Phase

The Research Phase is intended to gain information regarding the target audience; create a marketing committee of Tukwila area businesses; hire an ad agency; conduct research, including business and consumer surveys; and hold discovery sessions with the ad agency and marketing committee. Small ad buys in local media might be needed for completion of the consumer survey.

Total estimated cost: \$45,000.

Phase 2, Brand Development and Marketing Plan Phase

During this phase additional discovery sessions with the ad agency will be completed; a presentation by the ad agency on the research completed and recommendations; development and completion of a marketing plan and approach (developed with the ad agency and marketing committee); explore event, sponsorships and activities to support; development collateral (guides, maps, etc.); identify, if needed, better way finding, signage, banners, or physical destinations in the City; development of a media plan and development of the campaign brand and theme.

Total estimate cost: \$45,000

Estimated Completion Date: November 1, 2016

Phase 3, Implementation Phase (no funding requested at this time)

After "Brand Development and Marketing Plan Phase" we will launch the specific media strategy identified. The specifics of this phase will be identified in the marketing plan and could include, but are not limited to, the development of a website, social media posts, ad buys (both digital and/or print) in select medias; development of identified collateral (maps, guides, etc.); development of short digital pieces; and sponsorships and partnerships for events.

Total Estimated Cost: \$50,000-\$150,000, based on developed marketing plan.

Application to the City of Tukwila for Use of 2016 Lodging Tax Funds

REVISED APPLICATION, MAY, 2016

Event or Activity Name (if applicable):	Day Visitor Marketing Campaign (REVISED)
Amount of Lodging Tax Requested:	\$247,000 \$90,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon J. Miles
Primary Contact Phone:	(206) 431-3684
Primary Contact Email Address:	Brandon.Miles@Tukwilawa.gov

Check all the service categories that apply to this application:


- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Public Agency
- For Profit Agency/Business (Washington State UBI Number: _____)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2016. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.



 Signature:



 Date:



 Printed or Typed Name:

Note: City staff has updated the application that was submitted to the Lodging Tax Advisory Committee meeting in March. Language that has been removed is shown as ~~strikethrough~~ and new language is shown in red.

1) Describe your tourism-related activity or event.

The City of Tukwila’s Office of Economic Development requests funding ~~for 2016~~ to complete the initial development of a marketing campaign to attract families to make day visits to Tukwila’s Southcenter District.

The primary goal for this campaign is to increase revenue for restaurants, retailers, hotels, and attractions in the Southcenter area. Secondary goals are to improve the public perception of the Tukwila/Southcenter area and to indirectly generate additional revenue for Tukwila hotels by creating positive word of mouth for locals to tell their out of town friends and family.

To provide background, last year Economic Development staff met with over two dozen businesses in the Tukwila/Southcenter area to discuss ways to bring more day visitors to the area. A “day visitor” is generally defined as someone who lives within 50 miles of the City. As a result of these discussions, staff generated six possible marketing campaigns to bring more day visitors to the City. In December of 2015 the City’s Lodging Tax Advisory Committee (LTAC) discussed the six possible marketing campaigns and suggested that in 2016 the City implement a marketing campaign focused on attracting families to visit.

Following the December 2015 LTAC meeting, Economic Development staff explored options for promoting Tukwila/Southcenter as a great place for families, to shop, dine, spend time together, and just have fun. ~~Staff identified several media outlets that would be ideal for promoting Tukwila/Southcenter to parents. These media outlets include, but are not limited to, Red Tricycle, ParentMap, Seattle Child, and Macaroni Kid. Additionally, staff also identified possible opportunities with the Seattle Sounders, WIAA, and other organizations to promote Tukwila/Southcenter as a great place for families to visit.~~

LTAC considered the City’s initial application on March 4, 2016. At the meeting LTAC decided not to act on the City’s request. Following the meeting, City staff met with LTAC members and other stakeholders to refine and clarify the City’s day marketing campaign. A matrix of comments received is attached with this application. Based upon these conversations, staff is revising its application and is proposing a phased approach to the day marketing campaign:

Phase 1, Research Phase

The Research Phase is intended to gain information regarding the target audience; create a marketing committee of Tukwila area businesses; hire an ad agency; conduct research, including business and consumer surveys and hold discovery sessions with the ad agency and marketing committee. Small ad buys in local media might be needed for completion of the consumer survey.

Key tasks:

- Obtain Council approval for funding.
- Advertise and form marketing committee.
- Initial Discovery Sessions with ad agency.
- Draft business survey and promote.
- Draft consumer survey, promote, and work with research company to complete survey.
- In-depth Discovery Session.
- On Going Business Outreach.

Deliverables:

- Execute contract with ad agency.
- Execute contract with survey firm.
- Complete surveys for businesses and consumers.
- Report on findings of research.

Funding Needed to Complete: \$45,000

Funding will be used for the assistance of an ad agency and for research and data needs and to have a firm help with the completion of analytical research. As part of the research, the City will complete surveys of businesses and consumers and may need to make small ad buys to promote the consumer survey.

Phase 2, Brand Development and Marketing Plan Phase

During this phase additional discovery sessions with the ad agency will be completed; a presentation by the ad agency on the research completed and recommendations; development and completion of a marketing plan and approach (developed with the ad agency and marketing committee); explore event, sponsorships and activities to support; development collateral (guides, maps, etc.); identify, if needed, better way finding, signage, banners, or physical destinations in the City; development of a media plan and development of the campaign brand and theme.

Key tasks:

- Additional discovery sessions with ad agency and marketing committee
- Theme Development
- Logo Development
- Development of Style Guide
- Research non-traditional media and advertising options
 - Blogs
 - Influencers (word of mouth marketing)
- Research traditional media and advertising options
 - Print

- Digital
- Social Media
- Billboards
- Other Research
 - Explore development of better maps and other collateral.
 - Explore place making and physical improvements.
 - Work with SSRTA and other partners to ensure strategic integration of the day marketing campaign with other campaigns (avoid duplication of efforts and identify opportunities for collaboration).
 - Obtain an understanding of third party advertising occurring by businesses in the City.
 - Understand future opportunities for earned media.
 - Other
 - Explore events and sponsorships.
- Research free media and community publications to utilize.
- Identify metrics to be used to track success of the campaign.
- On Going Business Outreach.

Deliverables:

- Marketing Plan and Approach
- Recommendations of the Marketing Committee
- Development of Style Guide
- Final Logo
- Final Brand Vision
- Style Guide
- Brand Platform

Funding needed: \$45,000

Funding will be used for ad agency work and additional research into specific marketing strategies.

Phase 3, Implementation Phase (STAFF IS NOT REQUEST FUNDING FOR PHASE 3 OF THIS TIME).

After “Brand Development and Marketing Strategy Phase” we will launch the specific media strategy identified. As part of this phase we will also review our progress and make adjustments as necessarily. The marketing committee will continue to meet to discuss outcomes and other opportunities to build the brand and opportunities for collaborative marketing.

Key tasks:

- Execute media buys based on developed marketing plan.
 - Reevaluate and refine marketing plan as needed. Review adopted metrics.
- Continue to identify other opportunities to build the brand.
- Develop print and/or digital ads (if included in the marketing plan).

- Execute other recommendations of the marketing plan.
- Develop any collaterals, if needed.
- On Going Business Outreach.

Deliverables:

TBD

Funding needed: Estimated, \$50,000-\$150,000, final number will be based on marketing plan.

Funding will be used for ad buys and other strategies identified in the marketing plan.

Note: At time staff is not requesting funding for phase 3.

Total requested funding for day marketing campaign: \$90,000 (phases 1 and 2 only).

2) If an event, list the event name, date(s), and projected overall attendance.

This request is not for a specific event.

3) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Our focus is solely on day visitors.

While the marketing campaign is focused on day tourists, the campaign can have secondary benefits to Tukwila hotels. Many travelers rely on friends and family for suggestions on where to stay when visiting new areas. By creating good experiences and improving the image of Tukwila/Southcenter, residents in the area may referral their friends and families to hotels in the area.

As part of phase 1 and 2 staff would like to also explore the creation of “staycation” and overnight stays for locals. Ideally, this would be targeted during the winter months, when occupancy is Tukwila hotels is low. These staycations could be marketed in association with activities in the area, as well as holiday shopping.

4) Describe why visitors will travel to Tukwila to attend your event/activity/facility.

Over 54 million visitors already visit the Tukwila/Southcenter area annually. In 2014, the City of Tukwila generated approximately \$1.9 billion in taxable retail sales, with 90% of those sales occurring in the area commonly referred to as “Southcenter.” People are and will continue to come to the Tukwila/Southcenter area for wide range of activities.

Tukwila/Southcenter has many great businesses and activities for families. Westfield Southcenter is the largest mall in the Pacific Northwest; I-Fly Seattle offers patrons the ability to experience flight; Museum of Flight is one of the largest privately funded air and space museum in the world; the Seattle Sounders 2nd team, S2 plays all of its home games at Starfire Sports.

We have bowling, games, rides, go-carts, and indoor virtual reality gaming. Our biggest draw continues to be the range of shopping available in the area. Shopping in Southcenter/Tukwila includes a variety of price points from Nordstrom to Value Village and target audiences, such as families to young adults. We have over 159 restaurants (data from Department of Revenue, Third Quarter, 2015), within the City, with most being in the Southcenter area. Many of these restaurants offer family friendly and kid friendly dining.

There are over 2,000 hotel rooms in the City of Tukwila, with most of the rooms located in the Southcenter area (over 450 hotel rooms are currently in the pipeline in the Southcenter area to be completed within the next two years).

The family focused campaign will promote all of the great businesses and activities already occurring in Tukwila/Southcenter. ~~By targeting our campaign on print and digital publications we will reinforce Tukwila/Southcenter as being a great place to visit for families.~~

In addition to attracting new people to the Tukwila/Southcenter area the goal also is to encourage those who have been to the area to come again and those that are already here to stay longer and spend more money.

5) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

~~The family focused campaign will target families within one hour drive of Tukwila/Southcenter, generally within 50 miles. Our target demographic are households of all incomes, languages, and ethnicity that have children under the age of 12.~~

The goal is to bring more day visitors to the City by focusing on families in the area. The specific geographic target and demographic targets will be determined during phase 1 and 2 of the day marketing initiative.

6) Describe the prior success of your event/activity/facility in attracting tourists

This will be the first year for a day visitor marketing campaign targeted to families.

7) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

It will be successful because staff has visited over 200 businesses and received feedback from over 60 of them. They have expressed strong support for this approach. Additionally, Tukwila's Southcenter District is already a great place for families and our campaign will leverage our strengths and promote what we have.

Additionally, the media strategy is unique in that we are promoting a geographic region to parents in digital and print publications targeted to families. Tukwila/Southcenter will be the only geographic area being promoted in these family friendly publications.

Finally, a marketing committee of area stakeholders will be formed to assist in the research, creation, and implementation of the day marketing campaign. The City will use an ad agency to assist in the development of the marketing plan.

8) Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.

~~Given the limited budget, the marketing campaign will focus on frequency versus reach. The goal is for parents to be exposed to multiple ads and media promoting Tukwila/Southcenter as a great family friendly destination.~~

~~The marketing strategy will include:~~

- ~~● Ad buys, both digital and print, in family publications such as Red Tricycle, Parentmap, Seattle Child, and/or Macaroni Kid. With these publications the campaign will have spreads to promote the Tukwila/Southcenter brand; newsletters with 100% voice; editorial content, promoting family friendly activities; the development of a micro-website on an existing family friendly website; third party social media; production of a video showing the family friendly amenities in Tukwila/Southcenter and other activities deemed necessary to promote Tukwila/Southcenter.~~
- ~~● As part of the campaign an ad agency will be brought in for brand development, development of digital and print ads, video development, and strategy.~~
- ~~● An engagement agreement with the Seattle Sounders, WIAA, and other similar groups to help promote Tukwila/Southcenter. This would include access to their digital and social media.~~
- ~~● Building relationships with traditional news media to provide ideas on news stories about Tukwila/Southcenter.~~
- ~~● Non-traditional media and non-traditional marketing, such as creating relationships with local bloggers, supporting unique activities/events by third parties, etc.~~
- ~~● Possible website development.~~
- ~~● Possible events.~~
- ~~● Working with partners that have their own media presence and/or newsletters and website to promote Tukwila/Southcenter.~~

During phase 2 of the project, as outlined above, the marketing committee, city staff, and ad agency will develop a specific marketing plan, which could include, but is not limited to, print, digital, social media, event sponsorships, blogs, event development, a possible website, etc. Staff is not requesting funding for implementation of the marketing plan at this time.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.

With permission of businesses, the City hopes to promote selected businesses in the City's various media buys. For example, a print ad for great family dining could feature the logos of several Tukwila/Southcenter area restaurants. A video for family friendly activities could show a variety of businesses in the area such as Round 1, Family Fun Center, Virtual Sports, and/or I-Fly.

The City is considering the development of a basic website, which could also be used to promote local businesses.

A final determination will be made during phase 2 of the development of the day marketing campaign.

10) Is the City able to use your digital and print media for collaborative marketing?

Not applicable, since this application is for the City.

11) Measurements and Metrics

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility	0
b. Number of people who will travel fewer than 50 miles for your event/activity	0
c. Number of people who will travel more than 50 miles for your event/activity	0
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	0
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	0
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	0
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	0

These numbers can better be estimated once we have completed the development of the marketing plan.

12) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?

Given that this is the first year of the campaign, it is difficult to estimate metrics.

~~As discussed above, the City is considering media buys with family focused publications, such as Parentmap and Red Tricycle. The target audience for our media buys are parents within a one hour drive of Tukwila/ Southcenter.~~

~~Parentmap produces three print editions, Seattle, Eastside, and South Sound. Total readership of the print edition is 207,000 readers. Additionally, there are 83,000 readers for both print and digital. Finally, 33,000 readers receive Parentmap's digital editions.~~

~~Red Tricycle is digital media only, with nearly 500,000 page views per month of its website and 50,000 subscribers for its monthly newsletter (we would get one per month). Red Tricycle readers tend to be located in the Seattle metro area.~~

~~One way we will track outcomes of this marketing campaign is to conduct a baseline surveys of both businesses and consumers in the Tukwila/Southcenter area. These surveys can help us evaluate the effectiveness of the campaign. Additionally, the consumer survey will be conducted to help us determine if we are making gains in improving the public's perception of Tukwila/Southcenter.~~

~~Other possible metrics:~~

- ~~• Click through rates on emails and electronic newsletters~~
- ~~• Number of views on the microsite~~
- ~~• Generation of redemption rate on coupons at businesses promoted by the campaign~~
- ~~• Contests to track participation by viewers of print and digital ads.~~

The metrics to be used will be determined by the marketing committee, staff, and ad agency as part of phase 2 of the day marketing initiative.

13) Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?

No.

14) Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount?

No.

15) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

For phases 1 and 2 the day marketing initiative the City is requested \$90,000. Phase 3 could have a cost range of \$50,000-\$150,000, with the final cost being determined by the marketing plan created. Staff is not requesting funding for phase 3 at this time.

Total request: \$90,000

~~Total budget is \$247,000, with 100% coming from the City's lodging tax funds. The City would contribute staff time to coordinate the campaign.~~

~~The following is the proposed budget for the campaign:~~

<i>Budget Item</i>	<i>Cost</i>	<i>Notes</i>
<p>Content Development and Media Ad Buys</p> <p><i>Phase 1, Research Phase</i></p>	<p>\$185,000</p> <p><i>\$45,000</i></p>	<p><i>The Research Phase is intended to gain information regarding the target audience; create a marketing committee of Tukwila area businesses; hire an ad agency; conduct research, including business and consumer surveys and hold discovery sessions with the ad agency and marketing committee. Small ad buys in local media might be needed for completion of the consumer survey.</i></p> <p>This could include, but is not limited to, Parentmap, Red Tricycle, Seattle Child, and Marconi Kid.</p> <p>Also includes hiring an ad agency to help with development of high quality ads.</p>
<p>Events, Sponsorships, and Non-Traditional Media</p> <p><i>Phase 2, Brand Development and Marketing Plan Phase</i></p>	<p>\$72,000</p> <p><i>\$45,000</i></p>	<p>This could include agreements with the Seattle Sounders, WIAA, Washington Youth Soccer, Seattle Times (Restaurant Week), etc.</p>

		<p><i>During this phase additional discovery sessions with the ad agency will be completed; a presentation by the ad agency on the research completed and recommendations; development and completion of a marketing plan and approach (developed with the ad agency and marketing committee); explore event, sponsorships and activities to support; development collateral (guides, maps, etc.); identify, if needed, better way finding, signage, banners, or physical destinations in the City; development of a media plan and development of the campaign brand and theme.</i></p>
<p><i>Lodging Tax Total:</i></p>	<p><i>\$247,000 \$90,000</i></p>	<p><i>Funds between phases 1 and 2 could shift based upon actual costs.</i></p>

16) What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

If no funding is provided, the City will not do any day marketing in 2016. ~~If funding is reduced the City will likely reduce the ad buys in the various publications or events, sponsorships and non-traditional media listed above.~~

Outreach on Day Marketing

Feedback

Following the March 2, 2016 “Southcenter Coffee Break” event at Total Wine and More staff reached out to the nearly 70 stakeholders who attended the event. Additionally, staff also reached out to LTAC members and other stakeholder in the community that staff felt would have a strong interest in day marketing. Staff provided a document entitled, “DRAFT 2016 Tukwila Marketing Campaign” that outlined the City’s proposed marketing strategy and media plan for day marketing. Staff asked for feedback on the draft document. Feedback came either in email or, in most cases, staff had sit downs with stakeholders to discuss their feedback on the marketing plan and to discuss additional concepts and ideas. The matrix below highlights the main takeaways from the meetings and is not intended as a verbatim account of the meetings. Staff intends additional outreach throughout the development of the day marketing campaign.

<i>Business/Organization</i>	<i>Suggestions/Comments</i>	<i>Staff Response and Follow-Up Needed</i>
Stacy Slade, Seattle Sounders FC	Player appearances are great for driving businesses if advertised and promoted. Suggestion on working with Washington Lottery on doing a joint promotion to bring people to the kiosk inside of Westfield Southcenter.	Working with multiple businesses on collaborative marketing is one of the goals of the day marketing campaign. The lottery put on several well attended drawings for Seahawks. This could be expanded to include multiple entities, the City, Seahawks, Sounders FC, SSRTA, etc. Additionally, these events provide an opportunity to engage with the public and create a reason for them to come back (coupons, etc.).
Miesa Berry, Homewood Suites	Discussed the concept of identifying “influencers,” people who could go back to their circle of friends and promote Tukwila and things to do. “Influencers” would be parents in PTAs, bloggers, etc.	Great, low cost way to promote the area. Should be explored with the marketing committee. Will be time intensive, but doable. Need to identify groups that might have influencers and figured out a plan to engage them. This can be an ongoing effort.
Christian Trujillo, Stanford’s Restaurant.	Advertising in AMC theaters to promote family friendly activities in Tukwila. Would allow us to promote dining and activities to after movies.	Staff has inquired about advertising in AMC theaters. This could be expanded to include advertising in theaters within the 50 mile target area. Many theater ads now are videos. The initial plan includes the production of videos and theaters could be another vehicle to view the videos.

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Owen Leinbach, Residence Inn	One option would be to increase the contract with the ad agency in order to help create the media plan.	This is a viable option. Staff does believe that the plan provided is specific, well designed and doable; however, staff would support increasing the contract for the ad agency to work with the interested parties to develop a media strategy. This will take additional time.
Dan Lee, Odin Brewery	Work with businesses in the area to create an internal, master calendar of events. This would help reduce overlap of events and so businesses know what is going on in area. Use Odin Brewery as case study in the marketing plan. Just need to start somewhere.	Staff supports both ideas. The creation of a master calendar could help with planning. Besides Odin, staff would likely to identify other businesses interested in being case studies for the marketing plan. Get business specific data would help in tracking the metrics of the plan.
Nicole Grubbs, Westfield Southcenter	Consideration about advertising within Westfield Southcenter, given the amount of foot traffic at Westfield. Also, utilizing billboards throughout the area. Suggestion about having an ad agency help with development before committing to ad buys. Discussed the limitations with advertising in theaters (i.e. when the ad runs and when viewers actually show up).	Staff is going to reach out to Westfield to learn more about advertising at the Mall. This could be considered by the marketing committee. Another idea is to advertise on the parking garage signs. A kiosk could also be used for advertising. The City of Lacey did this at Capital Mall in Olympia. With regards to bring in an ad agency to assist in developing the marketing plan, staff is supportive of moving at a pace the LTAC supports.
Jim Davis, Doubletree	Creation of a marketing sub-committee. Would include some members of LTAC and other interested in businesses in the Tukwila area. Each member of the committee could have a responsibility for coordinating with a certain number of businesses near them. Would help reduce staff load.	Staff supports the creation of a marketing committee. SSRTA uses a marketing committee and it seems to be very beneficial.
Ben Oliver and Chanie Sandman, Starfire Sports	Overall supportive of the campaign. Starfire happy to give the City access to its digital and social media presence. Discussion on how the strong American dollar is impacting Canadians participating in tournaments at Starfire	Great ideas. Staff would like to explore these with the marketing committee. Staff has heard other businesses and entities express concern with how the strong dollar is impacting Canadian visitors.
Ashley Comar, SSRTA	Various comments. Good comments regarding integration, partnership, and collaboration between	Staff agrees that working with SSRTA will be beneficial to avoid duplication of efforts. For

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	the City and SSRTA. Suggestion about social media presence.	example a common, coupon book to be used for both overnight and day visitors. SSRTA would also be the third party the City uses for staycation packages. Specifics can be explored as part of the work of the marketing committee.
Todd Pieztch, BECU	Consider a digital campaign, Facebook, Pandora, etc. Look for opportunities for earned (free) media. Consider adding costs for a PR agency to assist with earned media. Events, like having the Sounders come to Westfield, take them out of their element. "Kick the ball with the Sounders."	Great ideas. Staff would like to explore these with the marketing committee.
Tae Lee, Olympus Spa	Supportive of the City's efforts to partner to grow the economy and improve the perception of the City. Three specific questions to consider: 1) What about improving the monument signage and street directories in the City? 2) Creation of a fun, animated directory showing areas of interests; 3) Do we have a visitor center in the City?	Great ideas. Staff would like to explore these with the marketing committee.
Tommy Mann, commercial property owner along Southcenter Parkway	Consider included a holiday event with media buys to support. Develop a "stay and shop" package. Gift card could be provided to guests for each night they stay.	Great ideas. Staff would like to explore these with the marketing committee.

* The order is generally based upon timing of the sit-downs meetings. Emailed Responses were added at the end.

Construction Update

Project	Description	Status
Washington Place 223 Andover Park East (Former Circuit City site)	19-story high rise, with 370 condo/apartment units and 185 hotels rooms. Also, includes 5,000 feet of a full service restaurant.	Construction underway, estimated completion date, December 2017.
Holiday Inn Select 90 Andover Park East	Construction of 92 hotel rooms, along Green River.	Construction underway.
Woodspring Hotel 15643 West Valley Hwy	Construction of 110 hotel rooms, along West Valley Hwy.	Design review approved. Building permit submitted on April 28, 2016 and pending.
Twin Peaks Restaurant 17850 Southcenter Parkway (Former Newport Bay)	Full service restaurant, with bar.	Construction underway, estimated completion date fall of 2016.
Habit Burger Grill 17025 Southcenter Parkway (located near Bevmo)	New hamburger restaurant.	Construction underway, estimated completion date summer/fall of 2016.
Box Lunch Westfield Southcenter	New restaurant within Westfield	Building permit submitted on May 9, 2016 and pending.
Burlington Coat Factory 17480 Southcenter Parkway	30,000 square foot retail store at Parkway Supercenter.	Building permit issued. Construction estimated to be completed in fall of 2016.
Corner Bakery 393 Strander Blvd	Full service restaurant, serving breakfast, lunch, and dinner.	Open!
Pizza Studio 17250 Southcenter Parkway	Build your own pizzas.	Open!
City of Tukwila Pedestrian Bridge Southcenter District of City	Pedestrian bridge extending over Green River. Bridge will provide direct pedestrian linkage between Sounder station and Westfield Southcenter.	Project out to bid now.

**This is not intended to be an exhaustive list of projects in the City.*