



## AGENDA

*Lodging Tax Advisory Committee*

*1:00 p.m., Tuesday, May 23, 2017*

***Tukwila City Hall, Hazelnut Conference Room***  
*(6200 Southcenter Blvd; Tukwila, WA; 98188)*

1. Welcome and Introductions  
*Councilmember Kathy Hougardy*
2. Approval of Agenda (ACTION ITEM)  
*Councilmember Kathy Hougardy*
3. Approval of Minutes (ACTION ITEM)
  - a. April 25, 2017
4. Tukwila Public Safety Plan (INFORMATION) (5 Minutes)  
*Mia Navarro, Community Engagement Manager*
5. "Dangerous Tukwila" Update (DISCUSSION AND INFORMATION) (10 Minutes)  
*Brandon Miles, Business Relations Manager*
6. Tukwila Visitor Experience (DISCUSSION AND BRAINSTORMING) (45 minutes)  
*LTAC Members and City Staff*
7. Seattle Southside Regional Tourism Authority Update (10 minutes)  
*SSRTA Staff*
8. Roundtable  
*All*
9. Adjourn  
*Councilmember Kathy Hougardy*

*Next Scheduled Meeting: Tuesday, June 27, 2017; 1:00 p.m.*  
*Location: TBD*





**DRAFT  
MEETING MINUTES**

*1:00 p.m., Tuesday, April 25, 2017  
Hazelnut Conference Room – Tukwila City Hall  
6200 Southcenter Boulevard, Tukwila, WA 98188*

**Committee Members Present**

Councilmember Kathy Hougardy (Chair), Miesa Berry, Jim Davis, Daniel Lee (arrived 1:07), Owen Leinbach, Ashley Messmer, Jamie Randall, Ben Oliver

**Committee Members Absent**

Becky Smith

**City Staff**

Council Analyst Laurel Humphrey, Business Relations Manager Brandon Miles, Economic Development Administrator Derek Speck

**Other Attendees**

Ashley Comar and Meagan McGuire, Seattle Southside Regional Tourism Authority

---

Councilmember Hougardy called the meeting to order at 1:01 p.m.

**Welcome and Introductions**

Councilmember Hougardy welcomed attendees and each committee member introduced themselves.

**Approval of Agenda** – Agenda was approved by a 7-0 vote

**Approval of Minutes** – Minutes of the March 28, 2017 meeting were approved by a 7-0 vote

**Day Marketing Update**

Brandon Miles gave an update on the project. He summarized Bill Baker's visit to Tukwila including presentation to the City Council and meeting with the Brand Advisory Committee. Mr. Miles distributed copies of the destination report and spoke about next steps.

**Continued Discussion: Funding Requests**

- a. Mr. Miles gave an overview of the lodging tax application process and distributed a handout showing anticipated revenues and expenditures for 2017.
- b. Museum of Flight request for \$50,000.

Mr. Miles gave an overview of the application. The committee members discussed the application which included the following questions and comments: what is the science behind the return on investment (ROI), what is the timing of the events and do they fit in the “shoulder season”, can the Museum of Flight make a stronger publicly visible connection to Tukwila, is Tukwila the lead sponsor for the funded events, are there ways to promote packages connected to hotel stays, since it is hard to prove a direct ROI are there other measurements and benchmarks.

- c. Seattle Southside Regional Tourism Authority (SSRTA) requests:
  - Application #1: (\$270,000 for 2017 and \$202,500 for 2018 general operations)
  - Application #2: (\$170,000 for 2017 and \$170,000 for 2018 to operate the Visitor Information Center (VIC) at Westfield Southcenter mall)

Mr. Miles gave an overview of the applications. The committee members discussed the applications which included the following questions and comments: is the City already committed to the \$270,000, should the VIC be included in the work funded by the \$270,000 application, the costs seem high for the number of people actually engaged in visitor inquiries at the VIC, if the City does not fund the VIC will the SSRTA cease operating the VIC, there is value in having a VIC since it shows the “face of Tukwila”, could the LTAC approve partial funding to give the SSRTA time to create a better business model for the VIC, it appears the VIC may have high labor costs, if the VIC promotes businesses outside of Tukwila, why does Tukwila lodging tax pay all of the VIC costs, what regions is the VIC booking, the SSRTA promotes all rooms in the area, \$170,000 is a big number for something that doesn’t drive hotel room nights, can LTAC approve the funding with conditions, how much should the LTAC committee rely on staff’s recommendation, the SSRTA has other programs that may benefit Tukwila such as the hotel shuttle, the SSRTA’s 2016 application was for \$337,500 and included the VIC, do hotels see value in the VIC, concerns that adding the VIC to the scope for the first application could reduce other work including sales positions.

- d. Starfire Sports request for \$42,000.

Mr. Miles gave an overview of the application. The committee members discussed the application which included the following questions and comments: enhancement of a one pager listing hotels, adding Tukwila name to Starfire website, Washington COPA tournament coming in late July, this application doesn’t include Sounders branding related to Tukwila, Starfire hopes to bring major league rugby (MLR) in January through March

2018.

- e. City of Tukwila application #1: \$55,800 for general operations

Mr. Miles gave an overview of the application. The committee members discussed the application which included the following questions and comments: the unused funds will remain in the lodging tax fund, the operations would include city memberships in various professional organizations such as the Seattle Chamber of Commerce, Seattle Sports Commission which would enable Tukwila stakeholders such as LTAC members to attend, and staff will provide a year end report.

- f. City of Tukwila application #2: \$50,000 for Southcenter 50<sup>th</sup>

Mr. Miles gave an overview of the application. The committee members discussed the application which included the following questions and comments: the expected output for the project is a plan, video, website and more to be determined by the plan, and who will manage the project.

### **Action on Funding Requests**

Chair Hougardy led the Committee through the voting on each application. The results are summarized as follows:

- a. *Museum of Flight application for \$50,000:*  
Motion to approve for \$50,000 was moved by Mr. Lee and seconded by Mr. Oliver. Motion passed 7-0 with one abstention (Ms. Messmer).
- b. *SSRTA Application #1 for \$270,000 for 2017 and \$202,500 for 2018:*  
Motion to approve for \$270,000 in 2017 and \$202,500 for 2018 was moved by Mr. Davis and seconded by Mr. Lee. Motion passed 8-0.
- c. *SSRTA Application #2 for \$170,000 for 2017 and \$170,000 for 2018.*  
Motion to approve for \$170,000 for 2017 and \$170,000 for 2018 was moved by Ms. Hougardy and seconded by Mr. Lee. Motion failed 0-8.
- d. *Starfire Sports request for \$42,000.*  
Motion to approve for \$42,000 was moved by Mr. Lienbach and seconded by Ms. Messmer. Motion passed 7-0 with one abstention (Mr. Oliver).
- e. *City of Tukwila requests #1 for \$55,800 for general operations:*  
Motion to approve for \$55,800 was moved by Mr. Lee and seconded by Mr. Oliver. Motion

passed 7-0 with one abstention (Ms. Hougardy).

- f. *City of Tukwila requests #2 for \$50,000 for Southcenter 50th:*  
Motion to approve for \$50,000 was moved by Mr. Lienbach and seconded by Mr. Davis.  
Motion passed 7-0 with one abstention (Ms. Hougardy).

### **Roundtable**

Boiling Point restaurant is coming to the Regency shopping center. Watershed FC Restaurant has opened in Starfire in the former Mad Pizza space. The Apollo exhibit opens at the Museum of Flight on May 20. Odin is celebrating the one year anniversary of brewing operations at the Tukwila location on April 28. Homewood Suites is holding a 25<sup>th</sup> anniversary on May 10.

Meeting adjourned at 2:32 p.m.



# Tukwila Brand Fieldwork Report

## Part A



March 2017

# Tukwila Brand Audit

## Fieldwork Summary Part A

### Contents

Introduction .....	2
1. Destination Assessment .....	3
2. Stakeholder Interviews .....	13
3. Focus Group Meetings .....	27
4. Brand Advisory Committee Meeting .....	32
5. Pre-Interview Survey .....	36

Bill Baker, Team Leader  
Total Destination Marketing  
20212 SW 86<sup>th</sup> Ave.  
Tualatin, OR 97062  
Phone: (503) 692-4603  
Email: [billb@DestinationBranding.com](mailto:billb@DestinationBranding.com)  
Website: [DestinationBranding.com](http://DestinationBranding.com)



## **Introduction**

This Fieldwork Report Part A provides background material and records from the research, competitor review and community consultation conducted by Total Destination Marketing during the Tukwila Brand Strategy research phase during January – February 2017.

The review comprised extensive research and consultation involving stakeholders inside and outside of the city.

The brand research to date has included:

- Destination Assessment
- Face to face interviews.
- Stakeholder focus groups.

Part B will include the responses to the Tukwila Community Online Survey and the Competitor Profiles.

# 1. Tukwila-Southcenter Destination Assessment

The actions identified in this assessment were created after reviewing Tukwila’s online presence, site visits, consultation with local stakeholders through interviews and workshops, and examining user-generated content. The focus of the assessment is on key aspects of the city where improvements can be made. However, in many cases actions may involve further feasibility work.

## Assessment Categories:

---

Excellent:	High quality.
Adequate:	Satisfactory, but could be strengthened.
Minor improvement:	Could be tweaked to improve performance.
Major improvement:	Needs investment to significantly enhance performance.

---

## First-time Observations

- As a first-time visitor, Tukwila-Southcenter presents as an industrial city, with confusing masses of shopping and dining establishments. It’s impersonal and cold. It’s easy to get lost driving around the shopping district. At night, lighting is inadequate and adds to the feeling of uncomfortableness.
- There are cars everywhere and no perceivable housing.
- Whatever sense of place or warmth is tied to the familiar, brand-name retailers and restaurants. With no downtown per se, Tukwila’s identity is likely driven by these establishments.
- Tukwila has a lot going for it in terms of activities that may be missed by a visitor’s initial observations. Many of the family-friendly places are outside of the core shopping area.
- It’s easy to see why the name “Tukwila” has an identity problem. The freeway signage alternatively lists “Tukwila” or “Southcenter.” It really wasn’t clear if you were entering or visiting Tukwila as a city or whether Southcenter itself is a city, let alone a major shopping district.
- Given the scale and complexity of options within the area, there is a lack of signage and well-designed maps and directories. This problem holds particularly true for accessing the Southcenter shopping precinct itself, as well as navigating in and around the key Westfield Mall which lacks sufficient directories, readily understandable and functional maps, and related navigational aids. As web feedback states, ‘it is easy to get lost’.

## Planning a Visit

This includes the early points of contact that influence whether a prospective visitor visits Tukwila. Commonly, these points of contact include advertising, articles in newspapers and magazines, brochures, web sites, guidebooks, word of mouth, emails and past experiences.

---

	Assessment	Comments
Seattle Southside Website	Minor & Major Improvements	The DMO’s website provides an excellent overview of what to see and do in Seattle Metro. This is achieved by positioning Southside as ‘Seattle’s Backyard’. The presentation of attractions and services is in alphabetical

---

		<p>order and not according to what is within Southside. The site does clearly show or describe what comprises Seattle Southside. The site does not provide a readily visible map that identifies Tukwila (or Southcenter). These maps can be found a found several clicks away and are not readily visible. Tukwila and Southcenter experiences do seem to be well represented, they are buried long with other Seattle region attractions.</p>
City of Tukwila Website	Major Improvement	<p>It was somewhat difficult to gain an immediate overview of the strengths of the city with the introductory copy or images. The information via links to other sites is somewhat limited and require multiple clicks to reach them.</p>
Westfield Southcenter Website	Excellent	<p>The Westfield Southcenter website provides some of the best structured information in relation to the Southcenter shopping and entertainment experience. It also provides menu access to a set of potentially helpful and much needed maps. But is limited to Westfield Mall tenants only.</p>
Search	Major Improvements	<p>A Google search using the word 'Tukwila' brought the City website up first, a wiki listing second and third a May 2016 link to a KOMO news story mentioning Tukwila in the context of the city no longer being one of the "most dangerous in America" - even though the heading being used suggested the opposite. A search under 'Tukwila tourism' or 'Tukwila visit' does see top listing provided to the 'Seattle Southside' page listings on the 'Tukwila attractions'. The TripAdvisor listing provides some reasonably insights into Tukwila's activity options. There is the need to improve search for Tukwila under "family fun", "Seattle shopping" and other activity related terms.</p>
Maps	Major Improvements	<p>There is the need for increased access to maps beyond mobile phones. Hard copy paper/brochure maps are needed for distribution and maps integrated into kiosks and displays are needed throughout Southcenter. A map of Tukwila in relation to SeaTac and Seattle is also required.</p> <p>Westfield has apparently stopped printing and supplying maps – instead rely on a download from an available app. Some hotels have resorted to producing and supplying some form of map themselves. Better integration is needed.</p>

Tukwila Brochure	Major Improvement	There is no Tukwila-Southcenter brochure. Westfield Southcenter does publish a limited content, single page rack brochure titled 'Seattle's Best Shopping'.
Seattle Southside Travel Planner Brochure	Excellent	The structure, editorial focus and content of this planner is well conceived and executed (including the maps). Along with the other three places defining the Seattle Southside area, Tukwila is thoughtfully given all the attention and prominence it warrants for its key attractions and services.

## Transportation

The cost, quality, and ease of access and transport have a strong influence on the selection of destinations.

### By Road

Freeways	Excellent	With north/south and east/west freeway access (I-5 and 405), the Mall and Tukwila are easily accessed from many key Northeast locations. A real advantage in traffic congested Seattle.
Metro Transit buses (Rapidride)	Excellent	Regular/frequent services running useful and relevant local routes. Covering most attractions.

### By Rail

Amtrak - Sounder commuter rail service	Excellent	Regular/frequent long distance service.
Amtrak – Cascades (from PDX and more)	Excellent	Regular services.
Southcenter and local connectivity	Excellent	The railway interchange (trains to buses and vice versa) provides fairly timely, regular services. The many local hotels also provide a good standard of shuttle bus availability to station/SeaTac.

### By Air

SeaTac International Airport	Excellent	Good connectivity by light rail from Seattle and links to local/regional transit buses (Rapidride) – many to Southcenter and back. The multiple regional hotels also provide good shuttle bus services to and from SeaTac.
Boeing Field/King County International Airport	Excellent	The City of Tukwila also has good proximity and access to Boeing Field/King County International Airport.

## Navigation, Wayfinding and Signage

First impressions start at the entrances to the city, and appearances really count when it comes to enticing visitors and the economic well-being they can bring to places. Visitors are attracted to, and spend more time in, places that are attractive, clean, welcoming, and well maintained.

Signage and navigation systems serve vital roles. They inform, guide, and motivate travelers. They are also important in shaping the identity of a place through their style, design, colors, lettering, content and placement. Access to visitor information in the form of brochures, maps and personal advice is critical to visitor satisfaction, extending a visitor's length of stay in the community and whether or not they return.

	Assessment	Comments
Main Freeway Signage	Adequate	WSDOT signs are adequate. Improvements will be identified in a detailed wayfinding assessment.
City Gateways	Major Improvement	Tukwila and Southcenter gateways do not stand out and do not provide a welcoming sense of "place" for visitors.
Vehicular Directional	Major Improvement	Directional signs that guide visitors through Southcenter are inadequate and dated.
Pedestrian Directional	Major Improvement	Integrated pedestrian level signage across the district does not exist and would be beneficial in several areas.
Business Signage	Minor Improvement	Businesses feel that people can't find them because of signage restrictions. The team did notice that at times some business signs were hard to see due to their design or size, and others were partially obscured. A coordinated, integrated approach here – where possible would help.
Map Displays/ Kiosks	Major Improvement	Display map kiosks/ directories featuring all of Southcenter do not exist and would be very useful at key points in the district.
Southside Seattle Visitor Information Center/Desk	Excellent / Minor Improvement	Excellent tourist information and booking service, with friendly and helpful staffing. It is located near one mall entrance only and without more prominent promotion throughout the mall could easily be missed.
Hotel Guest Information Racks	Major Improvement	Hotel tourism brochure racks seem to only include material on Renton and Bellevue but nothing on Tukwila, except a Westfield Southcenter, limited content, double-sided page promoting 'Seattle's Best Shopping'.

Rail Station Connectivity	Minor to Major Improvements	Southcenter is not quite within walking distance from the station, but there are frequent bus connections. The addition of an integrated map at the station exit that brings together the various transport options and their relationship to key attractions and facilities would be useful.
---------------------------	-----------------------------	---

## Attractions/Activities

These are the features and attributes that motivate people to visit a place and in turn encourage them to extend their stay. They may be physical sites, events, and places that people experience.

	Assessment	Comments
<b>Shopping</b>		
Southcenter Shopping District	Excellent	<p>The vast Southcenter Shopping District has well over 550 brand name stores and presents great diversity and choice in retail venues. It is relatively compact and offers the type of ‘one stop’ shopping that is unique in WA.</p> <p>Southcenter has the largest concentration of value-oriented shopping and dining in the Seattle Metro. Comparatively, costs for leasing spaces are good however business fees with the city are considered high, leading to comments that businesses don’t want to contribute additional funding to support city-wide efforts to market or support infrastructure.</p>
Westfield Southcenter Mall	Excellent	<p>The Westfield Southcenter mall is the largest indoor shopping center in the Pacific Northwest. Families are a primary target. Strength of the mall is that many facilities remain open late as well as the variety of food and dining outlets throughout. Westfield mall is frequently reviewed favorably in social media and on review sites like Yelp.</p>
<b>Cultural Attractions</b>		
The Museum of Flight	Excellent	<p>Largest private air and space museum in the world. Quickly accessed by freeway and main roads and definitely located within the Tukwila city boundaries. Incredible array of exhibits and heritage planes and café, museum store. Conveys</p>

		at all times a sense of an extremely well managed and well-conceived/curated attraction. Also has a high brand awareness of its own, which Tukwila can lay claim to, as part of its wider profile. Good parking availability. And well signed upon arrival.
Community-based Market	Minor to Major Improvement	Web searches indicate no Tukwila community market, farmers market or craft market. Local residents interviewed were also unaware of any, even though adjacent cities (like Renton) do possess some. Although not a community market, the Westfield Mall's <i>Seafood City Marketplace</i> - though basically a supermarket - certainly generates a lot of atmosphere around its live and other seafood stands and food market. Possesses great appeal for Asian visitors.
Public Event Venues	Minor to Major Improvement	The Mall at present functions as a public gathering and event area for Tukwila - given no other central public area has been created to serve such a purpose for events, entertainment and more. The City's Tukwila Village development appears to be intended to help fill this gap.
Festivals and Events	Major Improvement	An online search reveals very few significant events. Judging from the popularity of 'Touch a Truck', the city could more actively promote and continue to develop the calendar of events – providing organizers, volunteers and funding can be secured. Consideration should be given to events that focus on the city's ethnic diversity.
Racial and Ethnic Diversity	Major Improvement	This is a minority/majority city with representation of cultures from around the world. This diversity should be considered an asset and help the image of Tukwila. Conduct a cultural audit with the view to ascertaining the arts and culture assets advantages, and opportunities that exist in the community and how these can be mobilized as strengths for tourism, economic and community development.
Arts	Major Improvements	During interviews, participants expressed the need for more opportunities enabling the community's artists to exhibit their skills and products. It was suggested that Tukwila may present opportunities as an artist colony and incubators given high rent

---

for artists in Seattle.

---

### **Indoor Recreation**

---

iFLY Indoor Skydiving	Excellent	A unique and exhilarating activity within Seattle metro area and WA State. Excellent experience with many satisfied customers present. Center's source markets include Canadians and Seattle metro area.
GolfTek Southcenter	Excellent	Indoor golf training and coaching/instruction facility using computerized aids. Equipment supplied. Walk-ins and bookings possible. Attracting business clientele and visitors. Very helpful, friendly, welcoming and knowledgeable staff.
Acme Bowl	Excellent	Bowling center with licensed bar and restaurant. Pool tables too. Near indoor skydiving facility and relatively easy walk from Mall. Encourages event hire as well.
Round 1 @ Westfield Southcenter	Excellent	One of two bowling venues, closely located to each other in Southcenter. This one being more young adult and child focused. Major facility with huge and in-demand arcade style games. Good opening hours. We heard that the venue may be a focus for some late night minor crime and safety issues involving youth from outside of the city.

---

### **Family Entertainment**

---

Family Fun Center (& Bullwinkle's Restaurant)	Excellent	Located in close proximity to Southcenter, but best accessed by car. Large center with broad range of appealing indoor and outdoor activities, such as slingshot, bumper boats, go karts, mini golf, laser tag, arcade games, etc. Good parking and access. However, could be more prominently signed. Some mixed online reviews concerning available games and restaurant opening days, but overall very favorable. Good operating hours.
---	-----------	--

---

### **Outdoor Recreation**

---

Starfire Sports	Excellent	Major public access, indoor and outdoor soccer facility with gym, pizza outlet, café and more. Regular youth and adult soccer programs. Training home to the Seattle Sounders FC. Very close by car to Southcenter, but very poorly signed (even the arrival entry sign is hard to read). Reasonable good
-----------------	-----------	---

---



		and accessible hours of operation. Also an immediate access point to the trail running alongside the adjacent Green River. Picnic facilities and play areas available.
Fort Dent Park	Minor Improvement	Fort Dent (but not Starfire) is signed with brown tourist attraction signs, but to a visitor this would mean nothing without the addition of at least the word 'Park', and possibly the words Starfire Sports as well.
Southcenter Parks	Major Improvement	No significant green area exists in Southcenter. Increased park space, may result in less car parking spaces. Consider pocket parks and redevelopment of The Pond.
Other City Parks	Adequate	A range of other well maintained parks (big and small) operated by the City are spread across Tukwila and these provide a good range of civic amenities and recreational options.
Foster Golf Links	Excellent	A highly rated public facility established and run by the City with an excellent restaurant, store and a very attractive natural location and fairways. Good parking. Excellent operating hours for the dining/drinking venues. High quality design with harmonious signage, but these could be more prominent. Not immediately close or adjacent to Southcenter, but with a good map, logically navigated to and found from the mall by car. Given the levels of business visitors to Tukwila, presumably a good recreational option.
Trails/bikeways – Green River Trail	Minor Improvement	The trail with the closest connectivity to Southcenter and the mall area. It connects further north to Foster Golf Links. Tree lined, the trail passes by some riverside 'industrial' sites as well as broader green areas like those surrounding the Starfire site. Security and safety concerns could arise. Many signs prominently advise to safeguard possessions. One local resident advised they did not use the trail because of its serial killer history and associations.
<b>Entertainment</b>		
Cinemas (AMC & Regal)	Excellent	The Mall provides the leading, popular facility of this kind. Complemented by an additional rival complex to the south in Southcenter. Each

		presumably draws a wider than Tukwila-only audience.
Tukwila Community Center	Excellent	The award-winning Tukwila Community Center provides diverse amenities. Easy freeway access, plenty of free on-site parking, and a convenient location, just a short drive by car from Southcenter. Kids activities facilitated (including spray zone and skateboard ramps). Overall, not a guaranteed 'arrive at any time' experience for a visitor. More a community opportunity. The planned Tukwila Village development should further enhance the provision of community based services and gathering places. The Tukwila Pool is an added recreational option.
Casinos	Minor to Major Improvement	The three casino sites are a short drive from Southcenter. However their seemingly tired, external appearance and range of available services do not position them as tourism draws.
<b>Heritage</b>		
Historic sites	Minor Improvements	The Tukwila Historical Society website doesn't specify exactly what visitor experiences they offer, and of interest. Their brown 'tourism attraction' sign, ambiguously appears to be pointing away from their direction. The city on its website also provides a menu option on heritage features, but it constitutes mainly mounted heritage signs and few others involving truly enticing visitor experiences.

**Placemaking**

Placemaking describes the practice of creating, administering and managing the public environment so that it provides attractive and rewarding experiences for residents and visitors. The provision of attractive, vibrant, and safe locations offers a distinctive sense of place to complement the brand strengths and main attractors of the city. Where attention has been paid to the aesthetics of a place, including preserving or enhancing its natural qualities and environments, it gains the reputation as a "special place" or a "fun place to hangout", and this goes a long way toward supporting the brand.

	<b>Assessment</b>	<b>Comments</b>
Architecture	Adequate	Southcenter is dominated by big box, mall, and other disparate stand-alone buildings. The area conveys an industrial image, both from the I-5 and

		when driving around.
Street Vibrancy	Major Improvement	The addition of flowers baskets, shade and screen trees, landscaped medians, street furniture, etc. will ‘soften’ the appearance and add to vibrancy and a welcoming sense of place.
Sidewalks	Adequate	Sidewalks seem to be in good condition.
Street Banners	Major Improvement	Colorful, seasonal branded street banners would provide an opportunity to express the new brand visually, and provide a livelier atmosphere. It can also aid promotion of events and programs.
Public Art	Major Improvement	Public art (including larger scale imaginative sculptures) adds to the ambiance of a place. Little, if any, public art exists in Tukwila.
Gathering Places	Major Improvement	Outside of malls there are very few public gathering areas. A central location for community and public events, such as a small well-landscaped amphitheater is worth considering.
Pedestrian-friendly Streets	Major Improvement	The team received consistent feedback that there is the need for at least one street dedicated to forming a pedestrian precinct to provide outdoor dining, bars, entertainment, events, playgrounds and a central gathering place. It should be designed in such a way to provide a “go to” night experience for regional residents and visitors.
Street Lighting	Major Improvement	At night some streets, car parks and areas are not well illuminated. In fact, some are dark and given the crime perceptions may feed into a stereotype of the city. An increase of residential living in Southcenter goes hand-in-hand with developing a colorful pedestrian-friendly environment, including bridges, green spaces, playground and public art.

### Visitor Amenities and Services

	Assessment	Comments
Public restrooms	Adequate	Public restrooms are available in Malls and other businesses.
Parking	Adequate	Substantial parking are available adjacent to all shopping venues and facilities throughout Southcenter. Undoubtedly pressured at peak

		times, but good capacity all the same. Better landscaping needed.
Wi-Fi Access	Needs improvement	Available only at selected lodging, dining and retail outlets.
Local Transport	Major Improvement	This is not a pedestrian-friendly city, nor are there specialist shuttles (e.g. free hop-on, hop-off) or similar services within the Shopping District that could facilitate travel between shopping and attractions, reduce traffic and potentially help extend day visits.

### Lodging, Restaurants and Hospitality

	Assessment	Comments
Hotels & Lodging	Adequate	An excellent range of lodging options is available within Tukwila. A variety of standards, however most are designed to cater to business market. Many offering shuttle bus services.
Corner Bakery Café	Assessment: Good	A chain operated outlet, freshly prepared food that many visitors are increasingly looking for. Not quite as atmospheric as the boutique cafes found in Seattle areas.
Seattle Chocolates & Seattle Chocolates Indulgence Tour	Assessment: Good	This great value, regularly available tour possesses real visitor potential. The standard of not only the chocolates sampled, but also the center's facilities and overall presentation and learning experience is excellent.
'Lupine Walk' @ The Mall	Minor Improvements	This dining precinct features high quality, chain-based dining and drinking venues. It is a popular destination for business, local and other visitors. Excellent happy hours, well-trained, friendly and good customer service.  The outlook however is somewhat of a 'sea of cars' in the parking lot. Some sidewalk features like bench seating, sidewalk banners, lighting poles, warming fires, large scale urn plantings, enhance the area. But more use of vegetation to minimize the visual impacts of the parking lot and enhance this valuable walk area.
Odin Brewing Co	Excellent	The only full function brewpub in Tukwila with beers brewed onsite. House smoked and homemade foods available. Not quite as

---

atmospheric inside as many of the competitor brewpubs found throughout the Northwest.

---

Independent Restaurants	Major Improvement	Local, independent and ethnic dining options are limited. Dining options are mainly chain focused and do not reflect the ethnic diversity of the city and the many enticing cuisines they could present.
-------------------------	-------------------	--

---

## 2. Stakeholder Interviews

Face-to-face interviews were conducted with forty individuals. These comprised people with an interest within Tukwila or were located outside of the city and could provide an objective and specific perspective on Tukwila’s competitive identity and image.

### Participants

Kemper Freeman	Bellevue Collection
Aaron Boothe	California Pizza Kitchen
Susie Detmer	CBRE
Mike Villa	City of Tukwila, Chief of Police
Dennis Robertson	City of Tukwila, Council President
Joe Duffie	City of Tukwila, Councilmember
Tom McLeod	City of Tukwila, Councilmember
Verna Seal	City of Tukwila, Councilmember
Kathy Hougardy	City of Tukwila, Councilmember
De’Sean Quinn	City of Tukwila, Councilmember
Kate Kruller	City of Tukwila, Councilmember
Jim Haggerton	City of Tukwila, Former Mayor
Allan Ekberg	City of Tukwila, Mayor
Tommy Leoung	Commercial property owner
Owen Leinbach	Courtyard by Marriott
Jim Davis	Doubletree Southcenter
Steve Mullet	Former Mayor, City of Tukwila
J. Paul Blake	Former resident
Nicole Grubbs	Former Westfield marketing director
Jamie Randall	Home2Suites
Miesa Berry	Homewood Suites
Darren Dos Santos	i-Fly
Ashely Messmer	Museum of Flight
Rick Still	Parks & Recreation, City of Tukwila
Steve Annette	Pizza Studio
Vanessa Zapital	Resident
Joan Hernandez	Resident
Louise Strander	Resident
Jenifer Castillo	Resident & freelance writer
Mikel Hansen	Sabey Corp
Jean Thompson	Seattle Chocolates
Maya Mendoza	Seattle Sounders
Andrea Reay	Seattle Southcenter Chamber
Ashley Comar	SSRTA

Katherine Kertman	SSRTA
Ben Oliver	Starfire Sports
Carlos Morrow	Target
Pat Brodin	Tukwila Historical Society
Charles Perry	UPS
Omar Lee	Washington Place
Becky Smith	Westfield

**1. What do you consider to be Tukwila-Southcenter's greatest STRENGTH as a place to visit?**

- Shopping variety / The Mall (15)
- Everything is here/something for everyone / Lots to do /Something for the entire family/attractive to families (10)
- Accessibility (7)
- Convenient (6)
- Centrally located (5)
- Restaurants/options for dining (4)
- The Mall (4)
- Diverse / multi-cultural community (3)
- Starfire/Sounders (3)
- Lots to do (2)
- Light rail / Transit (2)
- Close to airport (2)
- Affordable
- Clean and orderly
- Easiest city to get in and out of near Seattle
- Easy to get around
- Fun for 1-2 days
- Going to mall is like an event
- Golf course
- I-5/405 corridor
- Lots of places to stay
- More things to do in close proximity
- Museum of flight
- One of largest sources of value-oriented retail
- Opportunity to get everything done in one trip
- Parking – no worries and free
- Retail corridor
- Southcenter: 4<sup>th</sup> largest retail center in the state
- Strong daytime population for retail, restaurants

**2. What do you consider to be Tukwila-Southcenter's greatest STRENGTH as a place to live?**

- Centrally located / Location at I-5, 405 junction / Close to Seattle (9)
- Affordable (4)
- Effective city government / Police / Schools (4)

- Convenient (3)
- Friendly (2)
- Small town feel with large town amenities (2)
- Cultural diversity (2)
- Accessibility
- Building of Washington Place positive for the area.
- Connectivity
- Diversity and ethnic cultures
- Light rail
- Proximity to airport
- Raise kids, good schools
- Sense of community
- Shopping
- Transport modes

**3. What do you consider to be Tukwila-Southcenter's greatest WEAKNESS as a place to visit?**

- Perception of crime / crime (15)
- Lack of public transport (4)
- Lack of awareness or identity (3)
- No downtown (3)
- Traffic (3)
- Driving from Seattle (2)
- Doesn't feel residential (2)
- Big box stores and chains (2)
- Car-oriented (2)
- Hard to navigate business to business (2)
- Tukwila pond in the middle of 5 hotels, no green space, no parking (2)
- Getting in and out on all roads at peak times (2)
- Walkability / No outdoor pedestrian walking areas (2)
- Doesn't feel homey or inviting
- Few authentic local, independent restaurants
- Green River killer/dangerous
- Industrial part of city is off-putting
- Lack of entertainment
- Lights should be coordinated
- Looks unkempt, unclean
- Mall and Southcenter is too spread out
- Needs a residential core (3)
- No excitement
- No major attractions, except shopping
- No natural beauty attraction
- Not enough hotels
- Not tourist-friendly
- Nothing but commercial stores
- People have to dig deeper to find true gems
- Perception far away from Seattle & Eastside



- Run-down residential attracts crime
- Shop or see a movie and go home
- Southcenter stigma – surrounded by middle class neighborhoods
- Streets roll up after dinner
- Transient
- Visually unappealing freeway access areas with trash, litter, overgrown shrubbery

**4. Why do they think people visit Tukwila-Southcenter to visit? Why do they choose Tukwila-Southcenter??**

- Shopping – variety, scale / The Mall / Affordable variety of shopping (16)
- Accessible (5)
- Airport accessibility (4)
- Dining / Quality shopping and dining (3)
- Free parking (2)
- Good ½ way point for people to meet (2)
- More options (2)
- Retail: something for every member of family (2)
- Starfire (2)
- Airport layovers
- Business travel
- Casinos
- Closest city with most amenities to airport
- Convenient to/from work
- Destination restaurants
- Gambling/casinos
- I-Fly
- Meeting place
- Middle class needs satisfied
- Number of hotels
- Proximity of shopping and freeway access
- Sounders natural stop on way to airport

**5. What do think the current Tukwila-Southcenter brand is? Why?**

- Shopping and dining / The Mall / Variety of retailers (11)
- Convenience and ease: everything is easy to get in and out of / I-5 and 405 and close to airport / The transport hub (8)
- Everything is here (4)
- Affordable dining, shopping and activities (3)
- Diverse community (2)
- Highest crime per capita (2)
- Industrial/commercial (2)
- Perception of crime (2)
- Stressful, busy (2)
- Approachable manufacturing area
- Cater to the middle-class

- Easy to get to
- Family-friendly community in Puget Sound
- Go for a day to go shopping
- It's a meeting place
- Lots of choices
- Lower-income
- No brand
- Old-school and dated. Not inspirational
- One of the most accessible and easy areas to shop
- Small community with amazing amenities
- Suburban over urban – no downtown
- Transient
- Tukwila is warm and cozy – you don't have to go downtown Seattle
- Value-driven, affordable, mid-range
- What's Tukwila – strengths are not promoted
- Working-class

**6. What is the ONE thing that is so much a part of Tukwila-Southcenter that if it disappeared, the place would no longer be the same?**

- The mall / shopping (21)
- Accessibility to nature
- History associated with the name of Tukwila
- Prospect of losing major retailers
- Revenue brought in by the shopping
- The central business district
- The sense of community
- Zoned residential neighborhoods

**7. What is really distinctive (or unique) about Tukwila-Southcenter and helps it stand apart from other communities in Seattle Metro. Please complete this statement. “Only in Tukwila-Southcenter can you or will you find \_\_\_\_\_?”**

- Retail mix / one-stop shopping / largest Mall in the state(5)
- Variety of restaurants and shopping (4)
- An entertainment district with so many family and kids activities (4)
- There's more to do here: dinner, shopping, family activities (3)
- A diverse community (2)
- A professional sports team woven into the community
- Accessible
- An enormous amount of jobs
- Boutique customized food and beverage manufacturers e.g. coffee, chocolates
- Easy access to freeways
- Everything with exception of groceries
- Family-friendly fun
- For size of town, no community offers as much
- Great spaces/trails/parks

- Harmonious multi-cultural community
- iFly
- Kitschy things to do
- Live, work and play in one area
- Market niche for chain restaurants
- Mix of freeways and highways connecting here
- More furniture stores than anywhere else in WA
- Museum of flight
- No identity
- Places to eat
- Proximity to airport, hotels, restaurants, shopping
- Shop with people speaking 80 languages
- True ethnicity and diversity through Seafood City
- Where space meets city

**8. In addition to shopping, does Tukwila-Southcenter have attributes that you consider could be developed as potential visitor attractions?**

- Green River trail/inter-urban trail (7)
- Tukwila pond (5)
- Sports facilities i.e. Starfire (4)
- Golf course (3)
- More entertainment (2)
- More family-oriented restaurants / restaurants & bars (2)
- Festivals (2)
- After dark activities especially in Summer
- All services you need located in the mall
- Amphitheatre
- Arts and cultural offerings
- Children's play area in mall
- Culture
- Develop river area to add breweries/distilleries
- Encourage ethnic, independent restaurants e.g. African, Far East
- Establish an artist colony due to high rental costs in Seattle
- Events at Starfire and other venues
- Expand food manufacturing tours (Krusteaz, etc.)
- Family Fun Center – enlarge amusement park
- Finish The Boulevard
- Food trucks that embrace cultural heritage
- Heritage and Cultural Center
- Light rail with stops in shopping district, near Museum of Flight
- Movie theatre
- Museum of Flight
- Parks and trails
- Pedestrian area with concerts, dining, drink and entertainment
- Restaurants/bars
- River developments

- Shuttle bus in shopping district
- Signage
- Specialty wine and beer venue featuring WA beverages
- Tukwila community center

**9. If you could add or change anything to strengthen the attractions or experiences for visitors in Tukwila-Southcenter, what would you add or change?**

- Better public transport to all parts of the city (6)
- More parking (3)
- Change perception of crime / Fix crime / Greater security presence / police visibility (7)
- Pedestrian street for dining, bars and entertainment / develop mainstreet downtown (3)
- Signage is dated / Signs / Signage to know you've entered Tukwila from freeway (3)
- Festivals (2)
- Increase/update signage (2)
- Arena to draw people in / Create a venue for small concerts and events (2)
- Better information and signage to help navigate the area / Mobile apps, especially for families (2)
- Ability to park and walk to destinations / Pedestrian access (2)
- Add a light rail station at the north end
- Add Great Wheel
- Awareness of events
- Better traffic infrastructure
- Develop beer/wine scene: brewery tour, tasting rooms
- Emphasis on cultural diversity
- Farmers Market
- Golf course driving range
- Make it easier to find accessible parks
- More city events to bring families in / More family-friendly activities, such as the addition of Laser Tag.
- More nightlife
- More visible police resource center at mall
- Move beyond blue collar image
- On/off ramp into the heart of the city
- Open the mall to make it lifestyle-oriented
- Partner with outside organizations to bring cultural opportunities/festivals here
- Small pocket parks with playgrounds and places to sit outdoors to eat/picnic
- Soften the industrial feel with more natural buffers and more trees + banners, flowers
- Street 'color' with banners, flower baskets and trees
- Town center
- Washington Sports Hall of Fame

**10. What actions do you consider may encourage day visitors to stay longer and explore more of the city?**

- Brochures and maps / information / better online presence / Better SEO, website and social media (8)
- Better system of transportation / shuttle (4)
- Better signage (3)
- Build awareness of what is here (3)

- More family-oriented activities (2)
- More hotel rooms (2)
- Clean up waterway as tourist attraction – paddle boating, farmer’s market, street fair, food trucks, put-in places for canoes etc. (2)
- Public transport (2)
- A more attractive sense of place / Spruce up city: dull, unattractive, bland colors, not vibrant
- Better dining
- Build night business and activities
- Bundle packages
- Create a scene for different times of day
- Day care model: drop and shop
- Decorate/market for seasons
- Develop multi-day itineraries for visitors
- Encourage SeaTac long stayovers to visit Tukwila
- Events
- Flowers in city baskets
- Free shuttle in shopping district
- Furniture Capital of WA
- Host an international festival to celebrate diversity
- i-Fly in morning, got to mall, fly in after
- Market retailers together – furniture stores, home stores
- Mix of residential/hotel in the heart of city
- More attractions
- More community involvement
- More entertainment options
- More marketing with the mall
- Museums
- Need to vision Southcenter without cars
- Pedestrian bridges
- Point-to-point shuttle services
- Promote the Sounders
- Summer events
- Touchpoints at hotels/restaurants – front-line advocates for the area
- Tours of food manufacturers
- Use warehouses to host music at night
- Utilize unused railroad tracks for dinner train
- Walk and roll plan

**11. What is the most commonly held misperception or negative comment that you have heard people from outside of the area say about Tukwila-Southcenter. How do you feel about this?**

- Crime perception / not safe / Crime at the mall not being committed by residents (15)
- Far away (3)
- People don’t know where Tukwila is (3)
- Christmas traffic is horrendous
- It’s not a walking community
- Middle-class place i.e. down-market

- Not progressive – they're wrong

**12. What is the ONE thing about Tukwila-Southcenter that you consider has the greatest influence on the perceptions of the greatest number of Seattle Metro residents? Is this a positive or negative influence?**

- Crime (2)
- Media in Seattle
- No downtown feeling
- Once south of Seattle, all communities blend together until you get to Tacoma
- People don't realize we have residential communities
- Southcenter shopping

**13. Is there an existing event, attribute or attraction in Tukwila-Southcenter that you would like to see further developed to attract more visitors to the city?**

- "Touch a Truck" (2)
- Starfire/Sounders and their connection to the community / Sounders and ability to claim "Home of the Sounders" (2)
- Event to celebrate the World. Local residents speak 80 languages.
- Expand golf course
- Nothing much happening
- Re-establish Salmon Days
- Starfire for big festivals

**14. What does Tukwila-Southcenter add to the attractiveness of Seattle Metro?**

- Crossroads of I-5 and 405 / Great location – freeways and light rail (4)
- Convenience (2)
- Affordability (2)
- Adds a balance of affordable real estate and a place for business expansion
- Diversity of activities
- Ethnic diversity
- Everything is here
- Family location
- Feels practical
- Largest group of hotels outside of Seattle
- Largest retail options in the Pacific Northwest
- Less expensive hotel rooms
- Light rail – no car needed
- Parking is easy and free
- Shopping
- Starfire

**15. How would you strengthen how Tukwila-Southcenter presents itself to outsiders?**

- Signage (4)
- Mark boundaries to city through better gateways (2)
- Banners and flags on International Blvd / Seasonal banner program (2)

- Address perceptions of crime
- Amphitheatre
- City should lead in promoting the city to outsiders
- Develop places along the river
- Emphasize great family destination (although just 1/3 of Seattle residents have kids)
- Encourage entertainment businesses to combine and market externally
- Expand perceptions beyond the Mall
- Improve the sense of safety by having “Ambassadors” walking areas of perceived crime problems
- Improved availability of up to date information and maps
- It looks tired
- More attractive gateways to the city
- Need to be a cohesive unit in promoting the area. For business owners group to promote the area.
- Offer more
- Play up on diversity, translated materials for tourists
- Pride in the city. Need to foster unity.
- Retail is plain

**16. If you hear a complaint or negative comment from people visiting Tukwila-Southcenter or Southcenter, what is it most likely to be about?**

- Crime perception / security (4)
- Congestion and traffic (2)
- Car break-ins
- Freeway traffic
- Getting around
- Not enough high end shops e.g. Bloomingdales, Neiman Marcus
- Unkept and untidy with trash on sidewalk in some areas

**17. What is the one influence that you consider has the greatest impact on the perceptions of Tukwila-Southcenter among the greatest number of Seattle Metro residents??**

- Dated and inaccurate image depicted by regional and State media
- Seattle media is a negative influence
- Shopping center
- Sounders have a very positive impact

**18. In your opinion, are there attitudes, systems, regulations, laws or particular challenges that are limiting Tukwila-Southcenter’s tourism performance?**

- Update/better signage (4)
- Faster permit process (2)
- Willingness of city to work with SSRTA. Focused on city, not region which benefits all. (2)
- Better lighting at night
- Bus terminals near mall bring in crime
- Business signage bureaucracy
- Cannabis shops not allowed
- City staff is risk averse
- Confusing mix of location signage: Tukwila, Southcenter

- Curb appeal for businesses
- Dark parking lot and lighting at night
- Faster law enforcement response
- Get Westfield more involved in community
- Inclined toward spot development vs. overall vision
- Lack of a destination marketing plan
- More embracing of diversity/cultures
- More residential tax incentives to support infrastructure and build downtown
- No directional signage
- No one knows where light rail station is: out of the way
- Perception that I-5 divides the haves from the have-nots
- Smoke-friendly places

**19. What do you consider to be the greatest challenge to success in this project to brand Tukwila-Southcenter? How can we overcome it?**

- Business support (3)
- Crime / City needs to educate visitors that it's safe here (7)
- Need more good press – good stories exposed – to alter perception (3)
- Doing the same thing for so long, people are too conservative to change. Old-school thinking. (2)
- Being more coherent as a place to visit
- Capitalize on the Seattle Southside brand.
- Finding the money to execute the brand-building
- Gaining consensus on what makes us unique
- Get out of the shopping-only stigma
- Naming of Southcenter as Downtown
- Need greater collaboration to get onboard to increase the amount of publicity
- Primary players have allegiance to themselves and Head Office, not their neighbors
- Promote your strengths/achievements and attack your weaknesses.
- Touch a Truck example
- Utilize social media, blogs to get Tukwila in on the conversation

**20. What are your target audiences? (Note: For Southcenter, Air Museum etc)**

- Starfire Sports: Daytime visitors: Anyone who plays soccer or is a fan/family member. People within a 30 minute radius. Weekend during team play: Parents/grandparents who travel with teams. BC, Alberta, Utah, Oregon.
- Park district: local community first. Surrounding area: Burien, Seatac, Kent, Renton, S. Seattle
- I-Fly: Visitors within 15-mile radius: burien, Mercer Island, Renton, Kirkland, Auburn
- Museum of Flight: #2 tourist attraction in Seattle. International visitors.
- Seattle Chocolate: Airport visitors and employees
- Mall: 10-mile radius (W. Seattle, Renton, Newcastle, south to Tacoma, Federal Way). Weekday audiences: daytime workers, young families (moms with strollers). Weekend: parents, family-oriented. Ethnically diverse. Value-oriented shoppers.
- Media rep: Families a huge market for Tukwila especially young families with children



- Multi-generational 20-30 with kids, from within 20 miles
- Shopping: Ten mile radius; typical customer young family, meet for social environment
- Canadian shoppers – women
- Family reunions

## 21. Name choice discussion

- Tukwila: People don't know name (4)
- Locals call it Southcenter (3)
- Means the mall (2)
- Capitalize on proximity to Seattle
- Crime
- Everything south of Seattle and north of Tacoma is south Seattle – people don't distinguish communities
- Further away you go, people say South Seattle
- History
- Lots of crime associated with Tukwila and Southcenter
- Negative image
- People don't recognize Tukwila
- Positive image
- Seattle Southside: People think of Southcenter mall before they think of Tukwila
- Southcenter is where everything is happening and it's in Tukwila
- Southcenter: People associate it as an area
- Southcenter-Tukwila:
- That's what everyone knows it as
- Tukwila-Southcenter: People who work in mall don't know they're in Tukwila

## 22. How does history tie-in to today?

- Chief Seattle and battle at Fort Dent
- Green River. Transportation corridor for the Indians. Riverboat landings. Canoeing. Salmon runs.

### 3. Focus Group Meetings

Focus groups were conducted in Tukwila on January 11 and 12.

#### Participants:

Aaron Boothe	California Pizza Kitchen
Susie Detmer	CBRE
Tommy Leong	Commercial property owner
Miesa Berry	Homewood Suites
Darren Dos Santos	i-Fly
Dan Matthews	Kidder Matthews
Wes Peterson	Odin Brewery
Sharon Mann	Real Estate Agent
Louise Strander	Resident
Randy Coplen	Retired businessman
Alesha Shemwall	Rouse Properties
Katherine Kertzman	SSRTA
Ashley Comar	SSRTA
Chanie Sandman	Starfire Sports
Charles Perry	UPS store
Christine Lee	Washington Place

#### Q1. A. What do you consider to be Tukwila-Southcenter's greatest STRENGTH as a place to visit?

- 5 million square feet shopping through whole district
- City council pro development, incentives
- Cost-effective
- Crossroads of commerce
- Destination shopping: Macy's etc.
- Easy to find
- Entertainment for young families
- Free parking
- Furniture
- Location/crossroads (2)
- Lots of available property for development (500 acres)
- Places to eat / food choices (2)
- Public transportation: Rapid Ride, Light Rail, Bus
- Southcenter mall
- Starfire
- Transportation: train, bus/bridge in Tukwila

**Q1 B. What about strengths for attracting day visitors?**

- Corporate events for team building
- Dining
- Entertainment all ages
- Family Fun
- Golf course
- Imax
- Laser Tag
- Lunch and business workers
- Round One
- Sounders
- Starfire
- Variety

**Q1. C. Which do you consider is the most potent?**

- Easy to get to anything
- Corridor
- I-5 location
- Retail
- Entertainment
- Car friendly

**Q2. What do you consider to be Tukwila-Southcenter's greatest WEAKNESS from a visitor's perspective?**

- Perceived unsafe image
- Mixed name messages
- Traffic certain times: rush, Saturday, back to school, holidays
- Transportation within shopping district
- Not walkable
- Signage: commercial regulations too tight. Needs revision
- Convention center
- Concert venue
- Lack of awareness
- Perceptions: diversity, largest capacity to grow, narrow view of city
- Negative publicity re: image
- Needs to work on image that it's safe
- Little green space: pond needs beautification and better link to streets
- No main street
- Walkability: connection with traffic
- No sense of community
- No major festival to bring all together
- Traffic: busy, circulation

**Q3. What are day visitors looking for when they come to visit Tukwila-Southcenter i.e. what is motivating them?**

- Shopping and eating
- Soccer
- Golfing
- SeaTac stopovers
- Comfortable
- Shopping
- Soccer tournaments – kids to adults
- Convenient to SeaTac

**Q4. What is really distinctive (or unique) about Tukwila-Southcenter as a visitor destination and helps it stand apart from other choices within Seattle Metro. Please complete this statement.**

- Affordability and familiarity with brands here
- Diverse pop.
- Free parking
- IFly
- Lot to do in concentrated area
- Most affordable home furnishings
- Most affordable retail and choices
- Most amenities near SeaTac
- Small town atmosphere large shopping opportunities
- Variety of what can do in one place: food, entertainment, shopping

**Q5. What does Tukwila-Southcenter add to the attractiveness of Seattle Metro?**

- Anchors south King County – I-5
- Central
- Each access to Seattle and vice versa

**Q7. In five years, what is it about Tukwila-Southcenter that you would most like to speak about with greatest pride?**

- Addition of residential in shopping district – pedestrians
- Walkability
- Extension of Strander Blvd.
- Connectivity with SeaTac
- Diversity of things to do
- More mixed housing
- More high tech organizations move in
- Hotels and condos
- More affordable housing for workers in the city
- More residential in core for day/night business

**Q8. What is the most commonly held misperception or negative comment that you have heard people outside of the area say about Tukwila-Southcenter?**

- Crime
- Crime, shootings at mall
- Dangerous
- Far away from heart of city
- Hwy 00 problems linger long: rename TIB “the boulevard
- Nobody lives in Tukwila
- Think maybe across road from SeaTac = noise

**Q9. If you hear of a complaint or negative comment from visitors to Tukwila-Southcenter, what is it most likely to be about?**

- Lack of unity
- Safety concerns
- So divided/infighting
- Us vs. them
- We haven’t become proactive together

**Q10. If ‘hope’ is the emotional benefit or reward for Revlon customers, what is the emotional benefit, personal reward or feeling that you want day visitors to get from Tukwila-Southcenter?**

- Buy things
- Choices = happy = less stress
- Escape from stresses/problems
- Feel good
- Fulfilling a need
- Fun for families
- Good value = “smart” shoppers
- Happy experience
- Many choices=save time=family
- Satisfaction
- Save time = accomplishment
- Status

**Q11. If you could add or change anything to strengthen the attractions and experiences for visitors in Tukwila-Southcenter, what would you add or change?**

- Develop pond
- Ethnicity: more food opportunities, festivals, art
- Gateway to state: center for experiences/festivals
- More greenspace/walkability
- Unique opportunities: new options coming in that ren’t chains

**Q14. In your opinion, are there attitudes, systems, regulations, laws or particular challenges that are limiting Tukwila-Southcenter's tourism performance?**

- Regionally lots of little organizations: partner together
- Broaden exposure or culture
- Dated signage; should be digitized
- Antiquated bylaws: brewery, distillery
- Planning department piece of crap
- Fly tunnel is the only one of its kind with entertainment tax
- Light rail doesn't come here

**Q15. If you could add anything to strengthen Tukwila-Southcenter's tourism marketing or how the place presents itself to outsiders, what would you add or change?**

- Advertise: digital
- Build awareness
- Cross-market for visitors
- Don't see a lot of Tukwila marketing
- Event place development facility
- Get the word out: mall programs
- Hire marketing director at city level
- Visitor discounts

**Q16. What do you consider is the most appropriate tourism destination name for the area?**

- Southcenter (3)
- Tukwila-Southcenter (3)
- Southcenter-Tukwila (2)
- Seattle Southside (3)
- Tukwila (2)

## 4. Brand Advisory Committee Meeting January 12, 2017

### Participants:

Todd Pietzsch	BECU
Laurel Humphrey	City of Tukwila
Brandon Miles	City of Tukwila
Derek Speck	City of Tukwila
Owen Leinbach	Courtyard by Marriott, Lodging Tax Advisory Committee Member
Ashley Messmer	Museum of Flight, Lodging Tax Advisory Committee Member
Dan Lee	Odin Brewery, Lodging Tax Advisory Committee Member
Alesha Shemwall	Rouse Properties
Mikel Hansen	Sabey, Inc
Stacy Slade	Seattle Sounders FC
Andrea Reay	Seattle Southside Chamber of Commerce
Ben Oliver	Starfire Sports Complex
Vanessa Zaputil	Tukwila resident, Board President, Tukwila Metropolitan Pool District
Omar Lee	Washington Place
David Krueger	Wig Properties

### Q1. What would you like to see come from this project?

- Getting key stakeholders in community to start talking a common language.
- To surface some of the concerns/challenges so we can own it and move forward.
- Roping Tukwila into one unified aspect. Including attractions and shopping facilities that are not the mall. How to communicate things that people don't know.
- Better communication outside this area of what we have to offer.
- Come out with a single vision.
- Southcenter and Tukwila are completely linked. Find out how to embrace that. Capture the shoppers and residents to spend more time here.
- Focus and find that one thing that can lift the whole boat.
- Find a way to realize that the whole is better than the sum of the parts. Be a place with improved image.

### Q2: A. What do you consider to be Tukwila-Southcenter's greatest STRENGTH as a place to visit?

- **Proximity:**
  - Don't have to drive bar between areas
  - Compact
  - I-5
  - SeaTac
  - Lightrail

- **Location / Access:**
  - Easy to get to
- **Access**
- **Convenience:**
  - Free parking
- **Variety/diversity:**
  - All pricepoints
  - Different “flavors”
  - Nordstrom to small
  - Food options: chains (national brands, destination), individual
- **Entertainment**
- **Affordability:**
  - Living, do stuff
- **Natural environment: river, pond, lad, trails**
- **Shopping/mall**
- **Hub: shop, food, entertainment, freeways**

**Q3. What do you consider to be Tukwila-Southcenter’s greatest WEAKNESS from a visitor’s perspective?**

- Walkability: need cars, long blocks
- Crime/safety concern/perception
- Nobody visits “Tukwila” – they are going to IFly etc.
- Lack of aware of what Tukwila has

**Q4. Why do day visitors choose to visit Tukwila-Southside over other choices in Seattle Metro?**

- Indoor mall
- Convenient: from the south, free parking
- Proximity
- Unique shopping opportunities
- Unique family fun entertainment
- Affordability
- Amount of time you can do it
- Things that are only here: Starfire



**Q5. What is really distinctive (or unique) about Tukwila-Southcenter as a visitor destination and helps it stand apart from other choices within Seattle Metro. Please complete this statement.**

**“Only in Tukwila-Southcenter can you do this ..... or will you find ..... or will you feel ... this?”**

- Wide variety shops
- I Fly, Starfire
- Welcome to kids better than SEA downtown
- Kid-friendly: clothes, etc.
- Satisfy better here
- Get everything except groceries
- ID with working class; people feel like they belong
- Sense of belonging
- More furniture stores than in WA.

**Q6. What is the most commonly held misperception or negative comment that you have heard people outside of the area say about Tukwila-Southcenter?**

- Known for blue collar/working class
- Some think ethnic diversity is negative
- Crime/safety
- Far away
- Attributing Tukwila assets to Renton
- Negative media attention for Tukwila

**Q7. Why do visitors prefer Tukwila-Southcenter? What is important?**

- Convenience. Time is important. Gives you more ability to do priority things. Gives permission to relieve mom guilt.
- Affordability. Meet those needs. Things go further here.
- Proximity. The less you spend of time and money on the things you have to do, the more you have to do the things you want to do.

**Q8. If you could add or change anything to strengthen the attractions and experiences for visitors in Tukwila-Southcenter, what would you add or change?**

- Family value.
- Diversify retail with unique offerings.

**Q9. How would you describe Tukwila-Southcenter’s sense of place (or ambience)?**

- Stale.
- Busy, buzzing.
- Industrial
- Lack of connectivity with parking

**Q10. During our interviews and workshops, arts and culture have rarely been mentioned. Is there a reason for that?**

- Typically it comes from the community and people live here. Fewer residents equates to less opportunity.
- Physical separation between the community and the South Central area.
- Transient population. Long-term residents lead to arts and culture.
- Culture of creating things.

**Q11. Can the city's multi culturalism be developed as an attractor for Tukwila-Southcenter?**

- It's hard to do.
- It takes time and commitment.
- Cultures have to own it.

**Q12. What do you consider to be the greatest challenge to success in this project to brand Tukwila-Southcenter? How can we overcome it?**

- Desire to hear the message from outside.
- Hard to get a collective group to work on this and have ownership. Influence of national chains.
- All the segments that make up this community to agree.

## 5. Tukwila Pre-Interview Survey

This brief survey was completed by many interviewees prior to their face-to-face interviews.

### 1. What one word comes first to mind when you think of each of the following places in WA?

---

- Downtown Seattle
- Vibrant / happening / hip / activity (6)
  - Pikes Place Market (4)
  - Traffic / congestion (4)
  - Lots to do / myriad activities / fun (3)
  - Space Needle (3)
  - Central business district
  - Entertainment
  - Nationally known
  - Parking problems
  - Robust
  - Shopping
  - Sports
  - Touristy
  - Trendy
  - Urban
- 

- Renton
- Seahawks (4)
  - Lake / lakeside / waterfront (4)
  - Shopping / The Landing (4)
  - Boeing / industrial (5)
  - Residential (2)
  - Blue collar / working class (2)
  - Close
  - Competitive
  - Family
  - IKEA
  - One-way streets
  - ShoWare center
  - Up and coming
  - Vibrant
  - Walkable
- 

- Bellevue
- Shopping / Bellevue Collection / Bellevue Square (8)
  - Posh / Snooty / classy / rich / stuffy (6)
  - Expensive (3)
  - Congested / inaccessible / traffic (3)
  - Microsoft (2)
  - Light
  - Lincoln Square
-

- 
- Rich
  - Spacious
  - Tall city
  - Wants to be Seattle
- 

Burien

- Old Burien / Old town / Walkable downtown (6)
  - Airport (2)
  - Waterfront (2)
  - Violent / crime (2)
  - Business
  - Central
  - Clean
  - Diverse
  - Food, groceries
  - Historic
  - In need & confused
  - Industrial
  - Loud
  - Nail salon
  - Outside
  - Residential
  - Rural
  - Seahurst Park
  - Services
  - Small town
  - Suburban
- 

Kirkland

- Waterfront (5)
  - Microsoft / Costco (2)
  - Uppity / posh (2)
  - Hip / artsy (2)
  - Great place to live / residential (2)
  - Carillion Point (2)
  - Aggressive
  - Expensive
  - Far
  - Fun
  - Google
  - I-90
  - Inaccessible
  - Marina
  - Residential
  - Sausalito
  - Scenic
-

- Trails
- Upscale
- Urban

Federal Way

- Shopping / Commons Shopping Center (4)
- Community/aquatics center (2)
- Growing / growing pains (2)
- Be aware
- Between Seattle/Tacoma
- Commons
- Convenient
- Disjointed
- Down-trodden
- Family housing
- Highway
- Industrial
- Neighborhoods
- Nothing
- Opportunity
- Out of the way
- Outdated
- Restaurants
- Shootings
- South
- Sprawl
- Traffic
- Unimpressive

**2. From a visitor’s perspective, what is the main strength and weakness of these places?**

	Strengths	Weaknesses
Downtown Seattle	<ul style="list-style-type: none"> <li>▪ Lots to do / everything available / variety (20)</li> <li>▪ Waterfront (3)</li> <li>▪ Transit (2)</li> <li>▪ Dynamic / action (2)</li>   <li>▪ Amazon, REI, Expedia</li> <li>▪ Attractions</li> <li>▪ Beautiful city</li> <li>▪ Clean</li> <li>▪ Close to venues</li> <li>▪ Crowds</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traffic / congestion / access (15)</li> <li>▪ Parking (7)</li> <li>▪ Expensive / high rents (5)</li> <li>▪ Homeless (3)</li> <li>▪ Unsafe/crime (3)</li> <li>▪ Public transit (2)</li>   <li>▪ Walkability</li> <li>▪ Crowded</li> <li>▪ Bureaucratic</li> <li>▪ Neighborhood-centric/myopic</li> <li>▪ Trash</li> </ul>

	<ul style="list-style-type: none"> <li>▪ High culture</li> <li>▪ Office space</li> </ul>	
Renton	<ul style="list-style-type: none"> <li>▪ The Landing (5)</li> <li>▪ Lake Washington / Lakeside (4)</li> <li>▪ Accessible (4)</li> <li>▪ Restaurants and bars (2)</li> <li>▪ Less expensive real estate (2)</li> <li>▪ Central (2)</li> <li>▪ Boeing/Paccar (2)</li> <li>▪ Close to everything (2)</li> <li>▪ Small town feel (2)</li> <li>▪ Good place to go</li> <li>▪ Industry</li> <li>▪ Lots to choose from</li> <li>▪ McClendons</li> <li>▪ Nice town center</li> <li>▪ Parking</li> <li>▪ Parks</li> <li>▪ People live and work there</li> <li>▪ Shopping</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traffic (11)</li> <li>▪ Crime / dangerous areas (2)</li> <li>▪ Everything's spread out (2)</li> <li>▪ No downtown (2)</li> <li>▪ Chain stores</li> <li>▪ Downtown deterioration</li> <li>▪ Industrial</li> <li>▪ Limited restaurants</li> <li>▪ Limited shopping</li> <li>▪ No access via public transport</li> <li>▪ No light rail</li> <li>▪ No name recognition</li> <li>▪ Old</li> <li>▪ One-way streets</li> <li>▪ Parking</li> <li>▪ Rundown</li> <li>▪ Tough to compete with Seattle, Bellevue</li> <li>▪ Transient</li> </ul>
Bellevue	<ul style="list-style-type: none"> <li>▪ Shopping / Upper end shopping (13)</li> <li>▪ Clean (4)</li> <li>▪ Affluence (3)</li> <li>▪ Restaurants (2)</li> <li>▪ Quality of life (2)</li> <li>▪ Variety (2)</li> <li>▪ High-end homes / rich people (2)</li> <li>▪ Attractions</li> <li>▪ Business mix</li> <li>▪ Compact</li> <li>▪ Covered parking</li> <li>▪ Downtown walkability</li> <li>▪ Easy to navigate</li> <li>▪ Exciting</li> <li>▪ Freeway access</li> <li>▪ Modern</li> <li>▪ Office space</li> <li>▪ Parking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traffic (12)</li> <li>▪ Expensive (11)</li> <li>▪ Public transit (3)</li> <li>▪ Congestion (2)</li> <li>▪ Construction</li> <li>▪ Homogenous</li> <li>▪ Lots of people</li> <li>▪ No small businesses</li> <li>▪ Not a lot of character</li> <li>▪ Parking</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Residential</li> <li>▪ Services</li> <li>▪ Very competitive</li> <li>▪ Wide streets</li> </ul>	
Burien	<ul style="list-style-type: none"> <li>▪ Food (restaurants &amp; grocery) (3)</li> <li>▪ Central location (3)</li> <li>▪ Easy to get around / easy (3)</li> <li>▪ Small town feel (3)</li> <li>▪ Walkable (2)</li> <li>▪ History / historic (2)</li> <li>▪ Close to airport (2)</li> </ul>	<ul style="list-style-type: none"> <li>▪ No real draw to the area/identity (5)</li> <li>▪ Nothing to do (5)</li> <li>▪ Crime/perception (3)</li> <li>▪ Spread out / fragmented (2)</li> <li>▪ Lower economy (2)</li> <li>▪ Limited shopping (2)</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Accessible</li> <li>▪ Farmers Market</li> <li>▪ Old Burien</li> <li>▪ Outside busy core</li> <li>▪ Reasonable housing rates</li> <li>▪ Relatively inexpensive</li> <li>▪ Relaxing</li> <li>▪ Waterfront</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of business</li> <li>▪ No hotels</li> <li>▪ Off the beaten track</li> <li>▪ Old</li> <li>▪ Parking</li> <li>▪ Under-developed</li> </ul>
Kirkland	<ul style="list-style-type: none"> <li>▪ Waterfront (11)</li> <li>▪ Ambiance / beautiful / views / attractive (4)</li> <li>▪ Restaurants (3)</li> <li>▪ Walkable (2)</li> <li>▪ Parks/open spaces (2)</li> <li>▪ Modern/trendsetting (2)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traffic / access (9)</li> <li>▪ Expensive (7)</li> <li>▪ Parking (5)</li> <li>▪ Too far from freeway/amenities(3)</li> <li>▪ Not much to do (2)</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Big small town flavor</li> <li>▪ Downtown</li> <li>▪ Galleries</li> <li>▪ High-end homes</li> <li>▪ Nice hotels</li> <li>▪ Organized &amp; growing</li> <li>▪ Residential</li> <li>▪ Safe</li> <li>▪ Scenery</li> </ul>	<ul style="list-style-type: none"> <li>▪ Available land</li> <li>▪ Distance</li> <li>▪ Lack of business</li> <li>▪ No identity</li> <li>▪ No mall</li> <li>▪ Spread out</li> <li>▪ Transit</li> </ul>
Federal Way	<ul style="list-style-type: none"> <li>▪ Less expensive real estate (2)</li> <li>▪ Between Tacoma/Seattle (2)</li> <li>▪ Shopping &amp; services (2)</li> <li>▪ Inexpensive / cheap (2)</li> <li>▪ Easy to get to / close by (2)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Location – further south (5)</li> <li>▪ Traffic (5)</li> <li>▪ Nothing to do/few choices (4)</li> <li>▪ Crime (4)</li> <li>▪ Lack of identity / No pzazz (2)</li> </ul>

- 
- Public parks and waterways (2)
  - Convenient to I-5 (2)
  - Room for development (2)
  - Aquatic center
  - Chain stores
  - Lots of potential Malls
  - Parks
  - Plenty of parking
  - Up and coming
  - Wide range of communities to live
  - Wild waves
  - Low-end
  - Poor signage
  - Public transit
  - Not organized
  - Not walkable
  - Mall is crowded
  - Mall not satisfying
  - Transit
  - Not desirable
- 

**3. Which name do you think is most appropriate for the tourism or destination marketing of the area? (Check one name only).**

- Tukwila (3)
- Southcenter (5)
- Southcenter–Tukwila (8)
- Tukwila–Southcenter (5)
- Seattle Southside (7)

**4. Which of the following words best describe Tukwila? (Check only four words)**

- |  |   |
|--|---|
| <input type="checkbox"/> Accessible (19)     | <input type="checkbox"/> Comfortable (2)  |
| <input type="checkbox"/> Convenient (19)     | <input type="checkbox"/> Cosmopolitan (2) |
| <input type="checkbox"/> Affordable (11)     | <input type="checkbox"/> Fun (2)          |
| <input type="checkbox"/> Welcoming (10)      | <input type="checkbox"/> Eclectic (1)     |
| <input type="checkbox"/> Busy / crowded (10) | <input type="checkbox"/> Freedom (1)      |
| <input type="checkbox"/> Friendly (8)        | <input type="checkbox"/> Authentic (1)    |
| <input type="checkbox"/> Cultured (6)        | <input type="checkbox"/> Colorful (1)     |
| <input type="checkbox"/> Diverse (4)         | <input type="checkbox"/> Imaginative (1)  |
| <input type="checkbox"/> Active (4)          | <input type="checkbox"/> Natural (1)      |
| <input type="checkbox"/> Touristy (3)        | <input type="checkbox"/> Quirky (1)       |
| <input type="checkbox"/> Vibrant (3)         | <input type="checkbox"/> Trendy (1)       |
| <input type="checkbox"/> Spirited (2)        | <input type="checkbox"/> Wholesome (1)    |
| <input type="checkbox"/> Traditional (2)     |   |