



AGENDA

Lodging Tax Advisory Committee

1:00 p.m., Tuesday, June 25, 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. Lodging Tax Collection (INFORMATION) (5 minutes)
Brandon Miles, Business Relations Manager
4. Recent Social Media Posts by the City (INFORMATION) (5 minutes)
 - a. US Open Cup
 - b. Tukwila Police, Apollo*Brandon Miles, Business Relations Manager*
5. "Dangerous Tukwila" Response (DISCUSSION AND INFORMATION) (10 Minutes)
Brandon Miles, Business Relations Manager
6. World Cup 2018 Opportunities (INFORMATION AND DISCUSSION) (10 minutes)
Ben Oliver, Starfire Sports and LTAC Member
7. Lodging Tax Application (DISCUSSION AND POSSIBLE ACTION) (15 minutes)
 - a. Family Night at S2, presented by the City of Tukwila (Not to exceed \$25,000)*Brandon Miles, Business Relations Manager*
8. Destination Assessment Follow Up (30 minutes)
 - a. Map Needs
 - b. Small Grant Program*All*
9. Seattle Southside Regional Tourism Authority Update (INFORMATION) (10 minutes)
Meagan McGuire, SSRTA
10. Adjourn
Councilmember Kathy Hougardy

Next Scheduled Meeting: Tuesday, July 25, 2017; 1:00 p.m.
Location: TBD



MEDIA & SOCIAL MEDIA CLIPS

News of interest for the
City of Tukwila

Date range:

5 / 15 / 17 to 6 / 04 / 17

Tukwila Police Department in Tukwila, Washington.
May 22 at 8:55am · 🌐

We would like to introduce you to our newest K-9 Apollo!

Apollo did not come to us through the normal route that most police K-9's do. Apollo was abandoned and sent to a shelter within the state. He stayed at the shelter for six months and was deemed to have too much energy to be considered for adoption and was about to be euthanized. Before doing so, the shelter called a Washington State narcotics K-9 trainer and asked her to take a look at Apollo to see if he was possibly ... See More

Like Comment Share

👍👍👍 Len Ornel, Janet Chase and 35K others

23,053 shares

Notice the number of shares.
Tukwila received unprecedented
coverage on social media thanks
to the great work of Apollo and
his human colleagues.



MEDIA & SOCIAL MEDIA CLIPS

News of interest for the
City of Tukwila

Date range:

5 / 15 / 17 to 6 / 04 / 17

A screenshot of a Twitter browser window. The address bar shows the URL <https://twitter.com/SoundersFC/>. The page title is "Seattle Sounders FC on Twitter...". The navigation bar includes Home, Moments, Notifications, and Messages. The main content is a tweet from Seattle Sounders FC (@SoundersFC) with a "Follow" button. The tweet text reads: "Permit goes into effect at exactly 7:30PM sharp. Get one of the last few tickets: sndrs.com/n7nv". Below the text is a retweeted tweet from City of Tukwila (@CityofTukwila) dated 12:53 PM - 13 Jun 2017. The retweeted tweet includes a photo of a yellow Ryan's log skidder and text: "@SoundersFC your permit to clear cut Portland Timbers tonight at @StarfireSports has been approved. @opencup". The retweet statistics show 21 Retweets and 125 Likes. The Windows taskbar at the bottom shows the time as 3:19 PM on 6/23/2017.

A screenshot of a Twitter browser window showing the profile page for City of Tukwila (@CityofTukwila). The address bar shows the URL <https://twitter.com/CityofTukwila/>. The page title is "City of Tukwila (@CityofTukwila...)". The navigation bar includes Home, Moments, Notifications, and Messages. The main content is a list of tweets. The top tweet is from Jun 13: "@SoundersFC your permit to clear cut Portland Timbers tonight at @StarfireSports has been approved. @opencup". Below the text is a photo of a yellow Ryan's log skidder. The tweet has 7 replies, 102 retweets, and 282 likes. Below this is a tweet from Jun 9: "Join us for a Council Chat with Councilmember Hougardy on June 10, from 10am to 12pm at Confetti Confections - 654 Strander Blvd." with 1 like. The bottom tweet is from Jun 5: "Severe accident at Strander Blvd. & West Valley Highway. Please find alternate routes while accident is cleared and investigation is done." The Windows taskbar at the bottom shows the time as 3:20 PM on 6/23/2017.

Application to the City of Tukwila for Use of 2017 Lodging Tax Funds

Event or Activity Name (if applicable):	City of Tukwila, "Family Night at S2"
Amount of Lodging Tax Requested:	\$25,000 (<i>not to exceed</i>)
Applicant Organization:	City of Tukwila, Economic Development
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 (*501(c)(3) or 501 (c)(6)*) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

- ✓ **Municipality (City, Town, or County of Washington State)**

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

- I am proposing a tourism-related service for 2017. 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:

Brandon J. Miles, Business Relations Manager

Date:

1) Describe your tourism-related activity or event.

On September 9th, the Seattle Sounders 2nd team S2, will be playing a home game against Reno 1868 FC. The City is proposing to sponsor the game under the current working title, “Family Night at S2, presented by the City of Tukwila.”

This “Family Night” will be more than just a soccer game, but will be an entire evening of family entertainment. Currently, the City and the Seattle Sounders FC are considering the following activities before and during the game:

1. Bouncy House;
2. Face Painting;
3. Giant Jenga;
4. Tukwila Fire Truck and Equipment, with personal.
5. City Police Equipment, with personal.
6. Soccer hexagon, presented by CHI Franciscan
7. Grab bag, with goodies.
8. Music

The following are the goals of the sponsorship of the game:

1. Attendance. Increase the attendance at the game. Higher attendance means more revenue for area businesses. The City also wants to add a stay and play component to the game. Encourage people to make a night of it and stay in a Tukwila hotel.
2. Branding. Sponsorship of the branding is consistent with the family focused brand we have been discussing. The branding would not just be for those individuals who attend the game, but also for those that view the advertising campaign for the game.
3. Return Visits. Attendees of the event will also be provided a grab bag with goodies and discounts at Tukwila businesses. The goal is to bring these soccer fans back to the City on multiple occasions.
4. Partner Development. The game provides an opportunity for the City and businesses in the City, to build relationships with Seattle Sounders FC.

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

Right now the average attendance for S2 games, is just under 1,000 fans. With this event, we hope to bring in an additional 1,000 fans, so the total estimated attendance would be around 2,000.

Beside attendance, we also hope to get repeat visitors with people who redeem the vouchers at Tukwila businesses. Assuming a 10% redemption rate, we would see 200 of the fans returning to the City.

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

S2 games are typically attended by fans within a one-hour drive of the City. As part of this game, we will establish a host hotel and promote staying and making a weekend out of it.

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

As discussed above, just under 1,000 fans have been attending S2 games this year. During its first year of play, S2 was averaging around 2,000 fans. Fan attendance has dropped over the last few years due to a variety of factors, such as the scheduling of games and conflict with MLS games on the same weekend. Adding a family focused game experience will help to drive up attendance and is consistent with what minor league baseball teams do to drive attendance.

We know S2 can draw fans and the proposed family friendly event will help to bring more fans to the games by providing a unique experience to soccer fans and non-soccer fans. Approximately 2 million people live within a 30-minute drive of the City of Tukwila. Starfire's convenient location will provide a great family getaway on a weekend.

The game date is also deliberate to maximize participation. This will be the first week of school for most school districts in the area, including Seattle. Most families will be home during this week and the games provides an opportunity for one last evening of summer fun.

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

The geographic target for the event are people within a one-hour drive of the Starfire Sports Campus. However, the reach of the advertising campaign will be regional.

- Seattle Sounders FC will promote the game on their digital platforms. Seattle Sounders FC are geographically dispersed around the Puget Sound and Pacific NW.
- The City will also do its own advertising campaign in local, family friendly publications. The reach for this advertising will be within a one-hour drive.

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

Starfire Sports, Seattle Sounders FC, and the City each have a history of organizing a putting on events catered to children and families.

Last year the City of Tukwila and Seattle Sounders collaborated on a sendoff event for the first team heading to Toronto to win the MLS Cup. The event was organized on short notice, but received great media coverage, social media coverage and positive reactions from fans.

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

This is the third year of S2 matches being played at Starfire Sports. Starfire and Seattle Sounders FC have the operations of the game well organized. This event will build off the standard S2 game and include more family friendly elements.

It will be successful because the game will focus on a segmentation of the soccer community, families with children by offering a value and convenient activity. For a small nominal charge, a family can get an evening of family activities. Families will also be provided coupons for reasons to come back to Tukwila, such as a discount to iFly, Family Fun Center and/or other activities. A hotel voucher could also be tied into the grab bag to encourage people to stay and shop during the holiday season.

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.

There will be a two prong media strategy to promote the game:

Seattle Sounders

The Seattle Sounders will promote the game, and the family friendly aspects of the game, through its digital media, including Facebook and an electronic newsletter. Additionally, the game will also be promoted in PA announcements at S2 games prior to the family friendly night. The Sounders will also promote the game in radio broadcasts of MLS games on 97.3 KIRO. The Sounder advertising will focus on soccer enthusiasts in the region. All advertising will note that the family friendly game is "...presented by the City of Tukwila." This is the current plan by Sounders FC and maybe refined as we move ahead.

City of Tukwila

The City will run a separate advertising campaign in family friendly medias, both print and digital in the region. These medias could include Parentmap, Red Tri, Seattle Child and/or South Sound Magazine. Additionally, the City will work to get earned media for the event and take advantage of free directories for things to do in the region. The City's campaign is broader than just soccer fans, and will focus on families in general. The goal is to have over 400,000 media impressions.

Besides the family friendly publication, the City will also ask our partners to promote the game through cross promotion.

A minor social media campaign will also be used to help promote the game, but more importantly to promote the City while attendees are at the game.

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

The overall objective with this game sponsorship is to help position Tukwila as a family friendly destination. Besides the Seattle Sounders, other individual businesses may not be promoted in the ads.

Some ads might feature sponsors, business that contribute vouchers for giveaways. Tukwila businesses will be promoted in the grab bags handed out at the game. These businesses could include iFly, Family Fun Center, dining establishments, Acme Bowl, etc.

The City is also hoping to establish a stay and play as part of the campaign. The City will work with a hotel to be the event hotel for families that might want to stay the night and not drive home.

Hopefully people who have never been to a soccer game before will attend and make attending future soccer games in the City a regular occurrence.

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

N/A. This is a City event.

11) Describe how you will use the name, “Tukwila” in publications, promotions, and for your event?

The current working title of the game is “Family Night, presented by the City of Tukwila.” This is a Tukwila event and Tukwila’s name will be used prominently in the advertising campaign.

12) Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	2,000 direct attendees at the game. Another 200 repeat visitors to redeem vouchers, total 2,200.
b. Number of people who will travel fewer than 50 miles for your event/activity.	2,200
c. Number of people who will travel more than 50 miles for your event/activity.	< 1%

d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	None.
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	50
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	50
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>	20 The room nights include direct only and do not include any room nights that might be generated with discounts to come back during the holiday season.

13) 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 are best guess estimates. S2 is currently averaging under 1,000 per game. We are assuming that an additional 1,000 people will come to the Family Fun night game. Most of the attendees will be within a one-hour drive of the City. We are assuming a small number will choose to stay the night and not drive home. We will track fan attendance at the game and voucher redemption for the businesses in the grab bag to track success of the event.

Besides the metrics listed above, the following will also be used to track the outcomes of the sponsorship:

1. Total attendees at the match. Our goal is to have a significant higher attendance than the average attendance for S2 games this season.
2. Coupon redemption. We will ask businesses that provide goodies and coupons for the event to track redemption so we can estimate the total redemption rate.
3. Digital Metrics. We will track the click through rate of our digital ads.

4. Social Media. We will also track likes, shares, views, and comments of social media posts.

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

No.

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

No.

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

The budget below only includes the additional costs associated with “Family Night at S2.” It should be noted that the Seattle Sounders have costs associated with putting on the S2 matches, those costs are not reflected in the budget below.

Budget

Item	Amount	Notes
Seattle Sounders advertising and cost reimbursement for additional activities at the game.	\$10,000	The Sounders will assume the costs of the bouncy house, face painting, Jenga, and soccer hexagon.
Ad designs (Digital and Print)	\$5,000	
Ad (digital and print) placements.	\$5,000	Focus is on family friendly publications.
Operations	\$4,000	Possible staff time for fire, parks, and police personal at the game.
Subtotal:	\$24,000	
Contingency Funds:	\$1,000	
Total:	\$25,000	

Note: Costs could be moved between the various categories. The City is only paying the actual costs. Any funds not used for this event will remain in the lodging tax fund for use by other activities in the future.

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

If no funds were provided the game would still take place, but the additional activities would not take place. If reduced funds were provided the City would likely reduce or eliminate its own ad buy.

Seattle Sounders FC has a very strong brand that the City can essentially piggyback on to build awareness about the City, bring people to the City, and to create a positive brand experience about the City. Staff has heard a desire from many in the community for the City to do more with the Sounders. This provides sponsorship provides an opportunity for the City to do a test run with the Sounders. After the game we can access if and how the City might want to provide forward with future sponsorship and advertising with Seattle Sounders FC.

Additionally, the sponsorship provides an opportunity for the City to test running ads with a family focused publication and tracking impressions.

Applications are considered on a rolling basis. Please contact staff to discuss the process for having the application reviewed by the City's Lodging Tax Advisory Committee.

Completed applications should be submitted to:

Lodging Tax Advisory Committee
c/o Brandon Miles
City of Tukwila
6200 Southcenter Blvd
Tukwila, WA 98188

Or,

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles
(206) 431-3684

Brandon.Miles@Tukwilawa.gov.