

AGENDA

Lodging Tax Advisory Committee

1:00:PM P.M., Tuesday, May 22, 2018

***Location: Hotel Interurban, 223 Andover Park East,
Tukwila, WA, 98188: Olympic Room, 2nd Floor***

1. Welcome and Introductions
Councilmember Kathy Hougardy
2. Approval of Agenda (ACTION ITEM)
Councilmember Kathy Hougardy
3. Approval of Minutes (ACTION ITEM)
 - a. *May 1, 2018 Meeting*
4. Special Presentations
 - a. Seattle Sports Commission
Ralph Morton, Executive Director, Seattle Sports Commission
5. Pending Funding Requests
 - a. RenCon, Renton Chamber of Commerce: \$10,000
Ben Andrews, RenCon and Renton Chamber of Commerce
Brian Morris, RenCon
Emilio Morales, RenCon
 - b. Starfire Sports: \$44,500
Ben Oliver, Starfire Sports
6. Other
 - a. Tukwila Strategic Plan Update
Mia Navarro, Community Engagement Manager
 - b. 2018 Lodging Tax Appointments
Brandon Miles, Business Relations Manager
7. Roundtable
All
8. Adjourn

Next Scheduled Meeting: When: 1:00 p.m. Tuesday, June 26, 2018
Location: TBD



MEETING MINUTES

Lodging Tax Advisory Committee

11:00 A.M., Tuesday, May 1, 2018

Westfield Southcenter Management Offices

(2800 Southcenter Mall, 2nd Floor; Tukwila, WA; 98188)

DRAFT

Minutes Approved at @

COMMITTEE MEMBERS PRESENT

Mayor Allan Ekberg, Pro Tem Chair, Becky Smith, Ben Oliver, Dan Lee, and Miesa Berry

COMMITTEE MEMBERS ABSENT

Kathy Hougardy, Chair, and Jim Davis.

Note: There are currently two vacant positions on the LTAC

CITY STAFF

Brandon Miles, Business Relations Manager

Chair Hougardy was unable to attend the meeting. Prior to the meeting, Council President Seal asked Mayor Allan Ekberg to serve as Pro Tem Chair for the meeting.

Chair Pro Tem Allan Ekberg called the meeting to order at 11:01 a.m.

Welcome and Introductions – Pro Tem Ekberg asked for everyone to give a quick introduction.

Approval of Agenda-- Chair Pro Tem asked for a motion on approving the agenda. Motion made and seconded. Motion approved 5-0.

Approval of Minutes – Chair Pro Tem asked for a motion on the approving the January 25, 2017 LTAC minutes. Motion made by Mr. Davis with a second from Ms. Smith. Motion approved 5-0.

Southcenter 50 Celebration-Mr. Miles provided an overview of the planning to date on the Southcenter 50 celebration. The celebration is being done by the City, Seattle Southside Chamber of Commerce, and Westfield Southcenter. Mr. Miles noted that the while the impetuous for the celebration is the 50th anniversary of Southcenter Mall, opening in 1968, the celebration will be for the entire District. He noted the timing, specifically, the opening of the new pedestrian bridge and Washington Place let's us really promote the "New Southcenter." Mr. Miles outlined some of the activities planned:

- Enhancing Touch a Truck with more events and promotions.
- City evening event.
- 5K Run.
- General marketing and promotion.

Mr. Miles asked if Becky Smith, District GM for Westfield Southcenter and Stephanie Ringey, Senior Marketing Manager for Westfield Southcenter had anything they wanted to share. Ms. Smith and Ringey discussed items Westfield was planning on doing.

Southcenter 50 Funding Request—Mr. Miles noted that the previous items agenda items rolls into this new one. The City is requesting \$90,500 in lodging tax funds. Unused funds from the first Southcenter 50 application from last year will be rolled into this one. The funds will go to support area wide events, marketing, promotion, and staffing. Mr. Miles noted that a draft budget is attached and that funds may be moved between items as needed, but that total amount spent will not exceed \$90,500. Ms. Smith indicated that the mall would be funding almost fully an event on July 31st and also provide in-kind contribution, such as giving the City space for signage, etc. LTAC members asked questions regarding dates and promotions and also provide some suggestions for things to consider to celebrate the Southcenter 50.

Motion made and seconded to approve the funding request, LTAC voted 5-0 in favor to fund application request.

RenCon Con Comic Con -- Brian Morris and Emilo Morales provided an overview of an overview of RenCon, scheduled for September 15th and September 16th. RenCon will be at Hotel Interurban and also have a presences at Westfield Southcenter. This is the third year of Rencon, which had been hled in the City of Renton the last two years. Every year has seen growth in attendance and RenCon is hoping for about 5,000 people to attend this year. Mr. Morris and Mr. Morales discussed how they try to schedule events to encourage more overnight stays, such as late VIP parties and then early event sin the morning. Mr. Miles indicated that a funding request for RenCon will likely be coming at the next meeting.

2018 Lodging Tax Appointments– Mr. Miles discussed the two vacation positions on LTAC and that the Council will be considering new appointments and reappointments in the next month.

Roundtable. Members were asked if there was anything of interest happening at their businesses or if they knew anything going on that would be good for the group. Mr. Miles passed around the new “Tukwila Hazelnut” bar from Seattle Chocolates.

Meeting adjourned at Noon.

Prepared By: BJM



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

Renton Chamber of Commerce

Address:

625 S. 4th St; Renton, WA; 98507

Total Funds Requested:

\$10,000

About the Applicant:

The Renton Chamber of Commerce serves businesses primarily within the City of Renton; however, many Tukwila businesses are also members of the Renton Chamber.

Two years ago, the Renton of Chamber of Commerce launched the Renton Comic Con (RenCon) and has been growing the event for the last two years. For 2018, RenCon will be calling the Southcenter District of the Tukwila home, utilizing event space at the new Hotel Interurban and Westfield Southcenter.

Funds Previously Awarded:

None. First year requesting funding.

Funding Request Narrative:

The Renton Chamber of Commerce is requesting \$10,000 from the City's lodging tax funds to support RenCon in the City of Tukwila on September 15 and September 16. RenCon is a regional convention that focuses on the nerd and geek culture of comic books, super heroes, science, cosplay, movies, celebrities and other related areas. RenCon will be held at the new Hotel Interurban and Westfield Southcenter. This will be the third year of RenCon, which has continued to grow year over year in attendance. Forecast for this year 4,000 attendees, including 550 estimated room nights.

The City will be considered a presenting sponsor for the event. A draft scope of work is attached.

Staff Comments:

Bringing RenCon to Tukwila allows the City to help develop and support a growing regional event. In its first two years of existence RenCon attendance has continued to grow. Besides the event weekend itself, Rencon has an existing and robust digital presence that the City can use to promote the City and build our overall brand. The event is consistent with the brand

pillars established in our adopted brand from last year, specifically “family entertainment and “fun with friends.”

City of Tukwila Staff

Recommendation to LTAC:

Approval.

Notes:

Should LTAC and the City Council approve the request, a final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter a services contract with the City.

Application to the City of Tukwila for Use of 2018 Lodging Tax Funds

Event or Activity Name (if applicable):	Renton City Comicon
Amount of Lodging Tax Requested:	\$10,000
Applicant Organization:	Renton Chamber of Commerce
Federal Tax ID Number:	91-0495211
Mailing Address:	625 S. 4 th St. Renton, WA, 98057
Primary Contact Name:	Ben Andrews
Primary Contact Phone:	253-861-7755
Primary Contact Email Address:	bandrews@gorenton.com

Check all the service categories that apply to this application:

Tourism promotion or marketing.

Operation of a special event or festival designed to attract tourists.

- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.

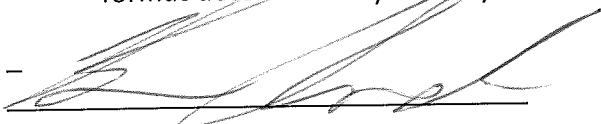
Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

- 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 2018. 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.



5/18/2018

1) **Describe your tourism-related activity or event.** RenCon is a regional convention that focuses on the Nerd and Geek culture of comic books, super heroes, science, cosplay, movies, celebrities and related areas.

2) **Tukwila's brand signature experience is built on the following themes:**

- Family Entertainment**
- Shopping**
- Fun with Friends**

Describe how your event, activity, or festival builds on one or all the themes listed above:

RenCon is a family centric event that has activities and events for the family no matter the age, size or ethnicity. There are activities and events for both kids as well as adults such as starters themes booths and activities for the kids and panels on science for the adults. As far as shopping, RenCon hosts over 50 vendors and artists who cater to the needs and wants of those looking to purchase their favorite comic book, geek tee shirt, drawing from the best artists and many more. A weekend filled with fun for friends and family is the foundational element of the event. Our cosplay events and community brings friends together from all parts of the region, state and across the country.

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

RenCon is slated to happen September 15th - 16th, 2018.

2016 Attendance: 1,500

2017 Attendance: 2,800

2018 Projected : 4,000

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

We have both attendees and tourists that attend for just one day and for the entire weekend. Many of the guest and attendees come for the two-day event. But we also get occupied room nights for the VIP party the night before on the 14th.

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

The event has been held in Renton for the last two years. We've found there is a hold subsection of this culture that find ECCC (Emerald City Comicon) too large and expensive. The geographic location of our attendees from 2017 is located below.

Renton	37.22%
Seattle	28.29%
Tukwila	18.44%
Kent	3.09%
Tacoma	2.06%

Federal Way	1.60%
Issaquah	1.48%
Covington	1.37%
Bellevue	1.14%
Maple Valley	1.14%
Auburn	0.91%
Olympia	0.91%
Fife	0.68%
Everett	0.45%
Marysville	0.45%
Bremerton	0.34%
Edmonds	0.34%

- 6) **Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).** Our target attendees are mostly between the ages of 16 - 45 but also extend outside those age brackets. They are those involved with the Geek and nerd Culture of science fiction, comic books, movies and the like.
- 7) **Describe the prior success of your event/activity/facility in attracting tourists.**
This is our third year running Rencon and in the last two years we have doubled our attendance. Our first year we had 1,500 attendees. Last year we had over 3,000. We are hoping to hit between 5,000 to 6,000 attendees this year.
- 8) **If this your first time holding the event/activity/facility provide background on why you think it will be successful.** See above.
- 9) **Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.**
Part of the fun of RenCon is the natural partnerships with local businesses. Our marketing team will reach out and procure hotel deals from Tukwila partners and post these on our website for registrants. The same will be done with partnering restaurants and retailers. Our program will have a list of partners and their discounts. Attendees will have the opportunity to take advantage of these deals outside of convention hours.
- 10) **As part of the City's branding process, the City committed to using the "Tukwila" name above other names often used to describe the City (or parts of the City), such as "Southcenter" or "Seattle."**
- a) **If you are existing entity currently operating in the City does your entity list its physical location as being in Tukwila? If not, why? (Note: This question is only with the city being used to describe your location, it does not apply to out of area marketing, which may say**

“Seattle”).

RenCon’s physical “office’ location is located in the city of Renton. RenCon was developed in Renton and our roots are in Renton. We are investigating this year of surrounding areas such as Tukwila to expand our reach, find the best venues and engage a larger audience.

b) If you are proposing a new activity, festival, or event will it be described as occurring in “Tukwila?”

Yes it will be advertised as being held in Tukwila and hold to all branding requirements that the city may request.

c) If you are proposing a marketing program please outline how the “Tukwila” name will be used, promoted, used in promotional materials and used in social media.

11) 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.	6,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	4,000
c. Number of people who will travel more than 50 miles for your event/activity.	1,500
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	200
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	800
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	700
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	550

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

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

We are also applying to Renton and the SSRTA for \$10,000 apiece.

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

\$10,000

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

The over-all estimated budget will be \$100,000. Out of that we are requesting \$10,000 or 10%

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.

DRAFT
Rencon
2018 Scope of Services

General:

Rencon is a third-year event with a 2018 goal of bringing 5,000 attendees and creating 400+ hotel room nights for the weekend of its convention. This event will work in collaboration with Seattle Southside Chamber of Commerce, Seattle Southside Regional Tourism Authority, and the City of Tukwila. This scope of works lays out tracking, promotion, and marketing plans of the applying contractor.

1. Contractor will co-brand City of Tukwila as a presenting sponsor and will be included on all marketing and event promotion.
2. Contractor will use #Tukwila or equivalent name or tagging on all social media platforms no less than 6 times a month, leading up to event.
3. Contractor shall provide largest co-branded footprint of all sponsors on website, press kits, and posters/flyers.
4. Contractor will promote City of Tukwila in all community events leading up to event. This currently includes Renton River Days, Renton River Days Parade, Auburn City Parade, Stormtroopers Clean Up, Lake City Days Parade.
5. Contractor agrees to work with City of Tukwila and provide resources for any geek themed community events or publicity stunts. This could include police dance offs, cleanups, or any original promotion the city comes up with.
6. Contractor shall include City of Tukwila's brand in all Rencon related eblast and newsletters. This will include Renton Chamber of Commerce, Seattle South Side Chamber of Commerce, and any other Chambers that join this regional project.
7. In all collateral, press releases, medias (including tv and radio), etc. where a location is mentioned, contractor shall identify Rencon as being in "Tukwila."
8. Contractor shall provide the City of Tukwila a booth (if desired) at both event footprints. This would include the inline store at the mall and Hotel Interurban.
9. Contractor shall provide the City of Tukwila (if desired) 2 minute 'spot' before the premiere of Rencon's film at AMC theatre screening.
10. Contractor shall provide 'a sponsored by' panel to the City of Tukwila. This panel will be of the cities choice.
11. If any VIP bags or bags for RenCon attendees Contractor shall allow the City of Tukwila to place an item in the bags.
12. No later than December 31, 2018 Contractor shall deliver to the City a report outlining the following metrics for the event:
 - a. Total Number of Attendees.
 - b. Total Number of Paid Attendees

- c. Social Media Engagement
- d. Number of press mentions and articles for the event.
- e. The information outlined the table below, which is required to be collected under Washington State Law:

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

*Methodology (Descriptions below from the Lodging Tax Expenditure Reporting System Website):

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, on jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

Starfire Sports

Address:

14800 Starfire Way, Tukwila, WA 98188

Total Funds Requested:

\$44,500

About the Applicant:

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

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

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

Besides soccer, Starfire Sports has been used to host a variety of other sports and activities, including rugby, lacrosse, and quidditch. Starfire is now also home to the Seattle Seawolves, Seattle's professional rugby team. All home games this year have been soldout.

Funds Previously

Awarded:

Last year Starfire Sports received \$42,000 in lodging tax funds from the City.

Funding Request Narrative:

Starfire Sports is requesting 2018 lodging tax funds to assist in the promotion and facilitation of leagues, events, and tournaments. The goal is to attract visitors to create 10,000 hotel room nights and bring 1.3 million annual visitors (not unique) to the complex and Tukwila. Starfire will promote its events through email and online marketing, with regional soccer organizations and social media. The 10,000 room nights is from Starfire's own tournaments and does not include room nights generated by third parties that rent fields for their own tournaments.

A draft scope of work is attached. It is the same scope of work from last years contract.

Staff Comments:

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

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

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

Since its opening in 2013, Starfire has also help created positive branding for the "Tukwila" name. Starfire and its tenants, including Seattle Sounders FC, identify their physical location as being "Tukwila." Each visitor who comes to the facility leaves with a positive experience in Tukwila. Starfire has put Tukwila on the map for soccer. Many soccer fans in the northwest know of Tukwila because of attending soccer matches and playing at Starfire.

Starfire Sports has also helped the City with event production, including the Seattle Sounders FC MLS Cup send offs (2016 and 2017).

City of Tukwila Staff

Recommendation to LTAC: Approval.

Notes:

Should LTAC and the City Council approve the request, a final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter a services contract with the City. Since this contract will be over \$40,000, the City Council must authorize the Mayor to sign the contract.

Application to the City of Tukwila for Use of 2018 Lodging Tax Funds

Event or Activity Name (if applicable):	Starfire Sports Tournament Season
Amount of Lodging Tax Requested:	\$44,500
Applicant Organization:	Starfire Sports
Federal Tax ID Number:	47-0887811
Mailing Address:	14800 Starfire Way, Tukwila WA 98188
Primary Contact Name:	Ben Oliver
Primary Contact Phone:	(206) 267-7417
Primary Contact Email Address:	beno@starfiresports.com

Check all the service categories that apply to this application:

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

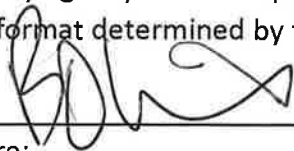
Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- 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 2018. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: _____



____05/14/2018_____

Date:

1) Describe your tourism-related activity or event.

Starfire directly manages 13 soccer tournaments up from 11 in 2017 and over 30 third party events. These events draw people from all over the county, Canada and further aboard. Starfire Sports projected 2018 total attendance is over 1,300,000 visits.

2) Tukwila's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Shopping*
- *Fun with Friends*

Describe how your event, activity, or festival builds on one or all the themes listed above:

Starfire Sports soccer tournaments embody everything that is the Tukwila signature experience. Nothing bring friends and family together like team sports, and Starfire Sports is the epicenter of soccer in the Pacific Northwest. Each year, Starfire tournaments draw tens of thousands of players and spectators to the area. Players bond with their friends and teammates as they celebrate the big wins and support each other through the tough losses--all while their family members cheer them on. Many of our attendees are attracted to our events due to our convenient location close to a variety of restaurants and shopping--especially at Southcenter Mall, where a lot of time is spent enjoying the area between matches!

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

2018 Starfire Tournaments and third party events. Projected to be in excess of 1,300,000

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

Both

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

Starfire Sports is the epicenter of soccer not only here in the Pacific Northwest but nationwide. As not only the home of our Seattle Sounders FC and the Seattle Seawolves we are host to over 42 annual events ranging from the recreational youth players to professional players. Starfire's own tournaments bring over 110 teams in annually from Canada alone while our leagues and youth programs bring hundreds of day visitors to Tukwila every day of the week.

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

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

2018 will see an increase in marketing to Canadian, California and Hawaiian team for our tournaments.

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

Starfire Sports generates over 115,000 unique visitors and 1,250,000 visits annually. Of these visitors, roughly 7% travel more than 50 miles and stay in the area approximately 2-4 nights at a time. An average Starfire ran tournament will use between 350 and 500 room nights over one weekend.

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

No we have been running these event with increased growth due to marketing efforts for over 14 years.

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

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

Events such as the US Open Cup, Seattle Seawolves matches, Seattle Sounders Women matches and Starfire's own 13 tournaments attracts visitors from all over Washington State as well as Alaska, Oregon, Idaho, Montana, California, Nevada and Canada to name a few. Most visitors, if not all, lodge and shop within approximately a 5 mile radius of Starfire Sports. Starfire works with local business' to help promote their products and services' ensuring the visiting dollar stays within the nearby community.

10) As part of the City's branding process, the City committed to using the "Tukwila" name above other names often used to describe the City (or parts of the City), such as "Southcenter" or "Seattle."

- a) **If you are existing entity currently operating in the City does your entity list its physical location as being in Tukwila? If not, why? (Note: This question is only with the city being used to describe your location, it does not apply to out of area marketing, which may say "Seattle").**

Yes we are very proud to call Tukwila home.

- b) **If you are proposing a new activity, festival, or event will it be described as occurring in "Tukwila?"**

N/A

- c) **If you are proposing a marketing program please outline how the "Tukwila" name will be used, promoted, used in promotional materials and used in social media.**

Tukwila will not only be integrated into publications, promotions and the appropriate use of "Tukwila" #hashtags when using social media but also on all tournament branded materials including clothing.

In the past this integration has seen the media talk more about Tukwila with regards to soccer, Starfire, the Sounders and now the Seawolves also.

11) 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.	1,300,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	150,000
c. Number of people who will travel more than 50 miles for your event/activity.	10,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	18%
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	5,000+/-
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	4,750+/-
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>	10,000+

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

Team surveys and SSRTA Event Impact Calculator

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

No

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

No agreement has been met at this time but in the past, we received a room rebate

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

Our annual marketing budget is just under \$24,000 without the support of LTAC funding that allows us to market to out of State teams any abroad.

Please see attached the Event Impact Calculator information for a couple of our tournaments last year.

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.



Event Impact Calculator Detail - Starfire Spring Classic 2017 - 08/02/2017

Event Summary

Key Parameters		Key Metrics	
Event Name:	Starfire Spring Classic 2017	Business Sales (Direct):	\$1,114,656
Organization:	Starfire Sports	Business Sales (Indirect):	\$638,434
Event Type:	Sports: Youth Amateur	Business Sales (Total):	\$1,753,089
Start Date:	06/15/2017	Jobs Supported (Direct):	317
End Date:	06/19/2017	Jobs Supported (Indirect):	40
Overnight Attendees:	1225	Jobs Supported (Total):	357
Day Attendees:	3885	Local Tax:	\$43,938
:		Net Direct Local Tax ROI:	\$37,598
:		Est. Room Nights Demand:	1,663

Direct Business Sales

Sales by Source

Attendees Spending:	\$1,004,061	Exhibitor Spending:	\$305
Organizer Spending:	\$110,289	Total Event Spending:	\$1,114,656

Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$249,390	\$0*	\$0	\$249,390
Transportation	\$125,850	\$3,550*	\$195	\$129,595
Food & Beverage	\$318,965	\$48,371*	\$0	\$367,336
Retail	\$205,026	\$0	\$0	\$205,026
Recreation	\$104,830	\$0	\$0	\$104,830
Space Rental	\$0	\$24,729*	\$0	\$24,729
Business Services	\$0	\$33,640*	\$110	\$33,750
Totals	\$1,004,061	\$110,289	\$305	\$1,114,656

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,114,656	\$638,434	\$1,753,089
Personal Income	\$397,340	\$201,352	\$598,693
Jobs Supported			
Persons	317	40	357
Annual FTEs	12	2	13
Taxes And Assessments			
<u>Federal Total</u>	<u>\$103,593</u>	<u>\$56,344</u>	<u>\$159,938</u>
<u>State Total</u>	<u>\$68,521</u>	<u>\$13,547</u>	<u>\$82,067</u>

Sales	\$62,982	\$10,375	\$73,357
Income	\$0	\$0	\$0
Bed	\$0		\$0
Other	\$5,538	\$3,172	\$8,711
<u>Local Total</u>	<u>\$37,598</u>	<u>\$6,340</u>	<u>\$43,938</u>
Sales	\$29,069	\$4,788	\$33,857
Income	\$0	\$0	\$0
Bed	\$2,494		\$2,494
Per Room Charge	\$3,325		\$3,325
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$2,710	\$1,552	\$4,262
Property Tax	\$12,772	\$5,083	\$17,855

Event Return On Investment (ROI)

Direct

Direct Tax Receipts	\$37,598
DMO Hosting Costs	\$0
Direct ROI	\$37,598
Net Present Value	\$37,598
Direct ROI (%)	0

Total

Total Local Tax Receipts	\$43,938
Total ROI	\$43,938
Net Present Value	\$43,938
Total ROI (%)	0

Estimated Room Demand Metrics

Room Nights Sold:	1,663	:
Room Pickup (block only):	400	:
Peak Room Nights:	454	:
Total Visitor Days:	7,403	:



Event Impact Calculator Detail - Xtreme Cup - 10/17/2017

Event Summary

Key Parameters

Event Name:	Xtreme Cup
Organization:	Starfire Sports
Event Type:	Sports: Youth Amateur
Start Date:	08/17/2017
End Date:	08/21/2017
Overnight Attendees:	810
Day Attendees:	7390
:	
:	

Key Metrics

Business Sales (Direct):	\$1,160,557
Business Sales (Indirect):	\$674,607
Business Sales (Total):	\$1,835,164
Jobs Supported (Direct):	337
Jobs Supported (Indirect):	41
Jobs Supported (Total):	378
Local Tax:	\$43,734
Net Direct Local Tax ROI:	\$37,034
Est. Room Nights Demand:	1,099

Direct Business Sales

Sales by Source

Attendees Spending:	\$1,031,913	Exhibitor Spending:	\$349
Organizer Spending:	\$128,296	Total Event Spending:	\$1,160,557

Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$207,778	\$0*	\$0	\$207,778
Transportation	\$144,075	\$5,697*	\$223	\$149,995
Food & Beverage	\$344,313	\$55,281*	\$0	\$399,594
Retail	\$216,661	\$0	\$0	\$216,661
Recreation	\$119,087	\$0	\$0	\$119,087
Space Rental	\$0	\$28,261*	\$0	\$28,261
Business Services	\$0	\$39,056*	\$126	\$39,182
Totals	\$1,031,913	\$128,296	\$349	\$1,160,557

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,160,557	\$674,607	\$1,835,164
Personal Income	\$417,918	\$210,366	\$628,284
Jobs Supported			
Persons	337	41	378
Annual FTEs	13	2	14
Taxes And Assessments			
<u>Federal Total</u>	<u>\$108,340</u>	<u>\$59,264</u>	<u>\$167,604</u>
<u>State Total</u>	<u>\$70,629</u>	<u>\$14,314</u>	<u>\$84,943</u>

Sales	\$64,862	\$10,962	\$75,825
Income	\$0	\$0	\$0
Bed	\$0		\$0
Other	\$5,766	\$3,352	\$9,118
Local Total	<u>\$37,034</u>	<u>\$6,700</u>	<u>\$43,734</u>
Sales	\$29,936	\$5,060	\$34,996
Income	\$0	\$0	\$0
Bed	\$2,078		\$2,078
Per Room Charge	\$2,199		\$2,199
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$2,821	\$1,640	\$4,462
Property Tax	\$13,298	\$5,393	\$18,691

Event Return On Investment (ROI)

Direct

Direct Tax Receipts		\$37,034
DMO Hosting Costs		\$0
Direct ROI		\$37,034
Net Present Value		\$37,034
Direct ROI (%)		0

Total

Total Local Tax Receipts		\$43,734
Total ROI		\$43,734
Net Present Value		\$43,734
Total ROI (%)		0

Estimated Room Demand Metrics

Room Nights Sold:	1,099	:
Room Pickup (block only):	907	:
Peak Room Nights:	300	:
Total Visitor Days:	8,511	:



Event Impact Calculator Detail - Labor Day Cup - 10/17/2017

Event Summary

Key Parameters		Key Metrics	
Event Name:	Labor Day Cup	Business Sales (Direct):	\$2,028,990
Organization:	Starfire Sports	Business Sales (Indirect):	\$1,152,511
Event Type:	Sports: Youth Amateur	Business Sales (Total):	\$3,181,501
Start Date:	08/31/2017	Jobs Supported (Direct):	513
End Date:	09/05/2017	Jobs Supported (Indirect):	67
Overnight Attendees:	1575	Jobs Supported (Total):	580
Day Attendees:	7925	Local Tax:	\$79,882
:		Net Direct Local Tax ROI:	\$68,436
:		Est. Room Nights Demand:	2,679

Direct Business Sales

Sales by Source

Attendees Spending:	\$1,834,610	Exhibitor Spending:	\$530
Organizer Spending:	\$193,849	Total Event Spending:	\$2,028,990

Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$506,320	\$0*	\$0	\$506,320
Transportation	\$223,801	\$7,920*	\$339	\$232,060
Food & Beverage	\$560,022	\$83,960*	\$0	\$643,983
Retail	\$358,365	\$0	\$0	\$358,365
Recreation	\$186,103	\$0	\$0	\$186,103
Space Rental	\$0	\$42,923*	\$0	\$42,923
Business Services	\$0	\$59,045*	\$191	\$59,237
Totals	\$1,834,610	\$193,849	\$530	\$2,028,990

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$2,028,990	\$1,152,511	\$3,181,501
Personal Income	\$719,550	\$366,549	\$1,086,099
Jobs Supported			
Persons	513	67	580
Annual FTEs	21	3	24
Taxes And Assessments			
<u>Federal Total</u>	<u>\$188,145</u>	<u>\$102,063</u>	<u>\$290,208</u>
<u>State Total</u>	<u>\$125,094</u>	<u>\$24,455</u>	<u>\$149,548</u>

Sales	\$115,012	\$18,728	\$133,741
Income	\$0	\$0	\$0
Bed	\$0		\$0
Other	\$10,081	\$5,726	\$15,808
Local Total	\$68,436	\$11,446	\$79,882
Sales	\$53,083	\$8,644	\$61,726
Income	\$0	\$0	\$0
Bed	\$5,063		\$5,063
Per Room Charge	\$5,358		\$5,358
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$4,933	\$2,802	\$7,735
Property Tax	\$23,249	\$9,155	\$32,404

Event Return On Investment (ROI)

Direct

Direct Tax Receipts	\$68,436
DMO Hosting Costs	\$0
Direct ROI	\$68,436
Net Present Value	\$68,436
Direct ROI (%)	0

Total

Total Local Tax Receipts	\$79,882
Total ROI	\$79,882
Net Present Value	\$79,882
Total ROI (%)	0

Estimated Room Demand Metrics

Room Nights Sold:	2,679	:
Room Pickup (block only):	1,133	:
Peak Room Nights:	583	:
Total Visitor Days:	13,177	:



Event Impact Calculator Detail - Sounders FC Cup 2017 - 08/02/2017

Event Summary

Key Parameters

Event Name:	Sounders FC Cup 2017
Organization:	Starfire Sports
Event Type:	Sports: Youth Amateur
Start Date:	07/20/2017
End Date:	07/24/2017
Overnight Attendees:	1500
Day Attendees:	1500
:	
:	

Key Metrics

Business Sales (Direct):	\$1,166,762
Business Sales (Indirect):	\$650,155
Business Sales (Total):	\$1,816,917
Jobs Supported (Direct):	318
Jobs Supported (Indirect):	45
Jobs Supported (Total):	362
Local Tax:	\$47,872
Net Direct Local Tax ROI:	\$41,416
Est. Room Nights Demand:	2,036

Direct Business Sales

Sales by Source

Attendees Spending:	\$1,068,847	Exhibitor Spending:	\$275
Organizer Spending:	\$97,641	Total Event Spending:	\$1,166,762

Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$364,415	\$0*	\$0	\$364,415
Transportation	\$112,985	\$2,084*	\$176	\$115,245
Food & Beverage	\$300,441	\$43,490*	\$0	\$343,932
Retail	\$196,266	\$0	\$0	\$196,266
Recreation	\$94,739	\$0	\$0	\$94,739
Space Rental	\$0	\$22,234*	\$0	\$22,234
Business Services	\$0	\$29,832*	\$99	\$29,931
Totals	\$1,068,847	\$97,641	\$275	\$1,166,762

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,166,762	\$650,155	\$1,816,917
Personal Income	\$408,113	\$210,270	\$618,383
Jobs Supported			
Persons	318	45	362
Annual FTEs	12	2	14
Taxes And Assessments			
<u>Federal Total</u>	<u>\$107,547</u>	<u>\$57,974</u>	<u>\$165,520</u>
<u>State Total</u>	<u>\$72,668</u>	<u>\$13,795</u>	<u>\$86,463</u>

Sales	\$66,870	\$10,565	\$77,435
Income	\$0	\$0	\$0
Bed	\$0		\$0
Other	\$5,797	\$3,230	\$9,028
<u>Local Total</u>	<u>\$41,416</u>	<u>\$6,457</u>	<u>\$47,872</u>
Sales	\$30,863	\$4,876	\$35,739
Income	\$0	\$0	\$0
Bed	\$3,644		\$3,644
Per Room Charge	\$4,072		\$4,072
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$2,837	\$1,581	\$4,417
Property Tax	\$13,369	\$5,137	\$18,506

Event Return On Investment (ROI)

Direct

Direct Tax Receipts		\$41,416
DMO Hosting Costs		\$0
Direct ROI		\$41,416
Net Present Value		\$41,416
Direct ROI (%)		0

Total

Total Local Tax Receipts		\$47,872
Total ROI		\$47,872
Net Present Value		\$47,872
Total ROI (%)		0

Estimated Room Demand Metrics

Room Nights Sold:	2,036	:
Room Pickup (block only):	192	:
Peak Room Nights:	556	:
Total Visitor Days:	6,622	:

Exhibit "A"
Starfire
2018 Scope of Services

General:

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

1. As needed, contractor shall refer teams and event directors directly to Seattle Southside Regional Tourism Authority (SSRTA), a destination marketing organization for the City, for assistance with lodging, restaurants, attractions, transportation companies, etc. or directly to the City.
2. Contractor will encourage and, where possible, require other 3rd party organizers holding tournaments and events at Starfire to utilize Seattle Southside (Tukwila, SeaTac, and Des Moines) lodging businesses. Contractor will provide 3rd party organizers a one page promotional flyer as an attachment (to be provided by the City) to its rental agreements.
3. Contractor shall provide a prominently placed City of Tukwila logo to the sponsor section of the landing page of www.starfiresports.com website.
4. Contractor will promote City of Tukwila attractions and activities through its marketing department, league information, and tournament relations via links in email signatures and information in event documents. Information may be regarding non-city activities. Attractions and events promoted by the City, with the contractor, cannot be in conflict with the business interests of Starfire Sports.
5. Contractor and City shall work in conjunction to provide content in the regular e-newsletters from Starfire Sports about Tukwila attractions and activities. Attractions and events promoted by the City, with the contractor, cannot be in conflict with the business interests of Starfire Sports.
6. In all collateral, press releases, medias, etc. where a location is mentioned, contractor shall always identify the location of Starfire as being located in "Tukwila." Contractor shall encourage third parties operating at or hosting events at Starfire to also list the location as "Tukwila."

7. Provide a minimum of two social media post per month promoting activities, dining, shopping, and/or hotels in the City. Content to be provided by the City and approved by Contractor.
8. As deemed most appropriate by Contractor, use the #Tukwila or the name "Tukwila" in social media posts on Facebook, Twitter, Google+ and/or Instagram.
9. Contractor shall make available free meeting space, during regular operating hours by the Contractor, for the City, provided City events do not conflict with paid meeting reservations.
10. Contractor shall work with the City to promote events in the City, including but not limited to City sponsored events, events sponsored by third parties, and grand openings of businesses within the City. Events promoted by the City, with the contractor, cannot be in conflict with the business interests of Starfire Sports and its tenants.
11. The City of Tukwila shall also be considered a tournament partner for 2018. As a tournament partner the City shall be receive the following benefits:
 - a. City included as part of the Tournament naming/logo (e.g. The Starfire AstroTurf® Cup, Tukwila, WA).
 - b. Visibility on www.starfiresports.com homepage, youth tournaments landing page, tournament event page, and drop-down navigation menu
 - c. 300px by 300px placement on the tournament event page and tournament landing page of starfiresports.com
 - d. 300px by 300px placement in all registration and announcement emails related to the tournaments
 - e. (6) Banners displayed during each day of the tournaments; banners to be provided by City
 - f. (1) 10' x 10' booth during each day of the sponsored tournaments
 - g. (1) PA Announcement mention every 4 hours during each day of the tournaments
 - h. (1) 8.5" x 11" promotional flyer in all sponsored tournament(s) coach's packets
 - i. (1) 100px by 75px placement in two Starfire newsletters
 - j. (1) Marketing email sent to all tournament participants
 - k. (1) Rotating placement in the Starfire Media Center during the tournament season
 - l. Mentions via Starfire's social media platforms
 - m. Opportunities for City officials to participate in Tournament award presentations