



INFORMATIONAL MEMORANDUM

TO: Community Development and Neighborhoods

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: January 23, 2019

SUBJECT: 2019 Lodging Tax Funding Requests

ISSUE

Approval of lodging tax funding request from Seattle Southside Regional Tourism Authority (SSRTA), Museum of Flight, City of Tukwila, and Starfire Sports.

BACKGROUND

The City collects a 1% lodging tax on certain qualifying overnight stays in paid accommodations (hotels/motels/Airbnb) in the City. State law limits the use of these funds to tourism promotion¹. There is currently just over \$1 million in lodging tax funds available for use.

The City's Lodging Tax Advisory Committee (LTAC) reviews all requests, even by the City, for use of lodging tax funds. LTAC then forwards a list of recommended applications to the City Council for its review and consideration. If LTAC does not recommend an application be funded, that application is not forwarded to the City Council. The City Council may approve or deny any of the applications recommended by the LTAC. The City Council may also approve an application and increase or decrease the dollar amount awarded².

The City accepts applications on a rolling basis, with the LTAC reviewing requests monthly. All the requests attached were reviewed by the LTAC at either its November or January meetings.

¹ RCW 67.28.080 (6) defines "tourism promotion" as "...activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

² On August 17, 2016, the Washington State Attorney General's Office issued an informal opinion regarding whether a municipality could change the dollar amounts recommended by the local lodging tax advisory committee. Specifically, the informal opinion states:

"When awarding lodging tax revenues pursuant to RCW 67.28.1816(2)(b)(ii), a municipality may award amounts different from the local lodging tax advisory committee's recommended amounts, but only after satisfying the procedural requirements of RCW 67.28.1817(2), according to which the municipality must submit its proposed change to the advisory committee for review and comment at least forty-five days before final action on the proposal."

Pending Applications

The LTAC has forwarded applications from SSRTA, Museum of Flight, City of Tukwila, and Starfire Sports for 2019 LTAC funding. The total funds requested is \$676,545. Funding requests are reviewed on a rolling basis so additional funding requests could be submitted to the City.

1. Seattle Southside Regional Tourism Authority (\$202,500 2019 and \$202,500 2020).

SSRTA has requested \$405,000 over two years to support tourism promotion, marketing and sales activities. SSRTA jointly markets the Cities of Tukwila, SeaTac, and Des Moines under the “Seattle Southside” brand. SSRTA is responsible for tourism promotion outside the 50-mile radius of the City and is the City’s primary Destination Management Organization (DMO). SSRTA provides a valuable service to the City by helping to drive “heads in beds” to local hotels.

The funds provided will help support basic operations and activities at SSRTA. The exact funds requested are consistent with the interlocal agreement (ILA) with the cities listed above that created the Tourism Promotion Area for the cities. Under that ILA the cities outlined a recommended funding allocation for lodging tax funds to SSRTA.

LTAC reviewed the request at its November 20, 2018 meeting and recommends providing funding as requested.

2. Museum of Flight, Destination Moon, (\$100,000)

Museum of Flight, a non-profit, is recognized as one of the premier aviation and space museums in the world. The Museum is home to over 150 air and space craft spanning all genres and time periods. Over the last year the Museum has averaged just over 630,000 visitors.

Funding for 2019 is requested to support marketing and event activities for the Smithsonian’s traveling exhibit “**Destination Moon - The Apollo 11 Mission.**” The Apollo 11 command module **Columbia**—the only portion of the historic spacecraft to complete the first moon-landing and safely return to Earth—along with more than 20 other mission artifacts will be exhibited at The Museum of Flight from April 13 – September 2, 2019, including the 50th anniversary of the Moon landing – July 20. This iconic capsule left the Smithsonian’s National Air and Space Museum for the first time in 46 years, in April 2018, for a two-year traveling exhibition. This exhibit will be in Tukwila on the 50th Anniversary of Neil Armstrong’s famous first step.

The Museum of Flight is one of only four stops for Destination Moon during its national tour, and the only West Coast destination—of the tour. This event is expected to attract visitors from the entire west coast and across the country.

LTAC reviewed the request at its January 22, 2019 meeting and recommends providing funding as requested.

3. City of Tukwila (\$127,045)

The City of Tukwila is requesting funding for administrative costs associated with the lodging tax fund. This is a regular funding request staff makes to support marketing efforts for the City. Funds are requested for training, travel, professional services, indirect cost reimbursement, and membership to several business and tourism organizations. These opportunities are available to

all elected officials, employees and LTAC members if applicable. Staff is requesting additional funds for professional services to create and print collateral reflecting the adopted City's tourist brand.

Funds are also being requested to support .5 FTE within economic development. This is not a new position. Staff costs for the existing Business Relations Manager position will be split 50/50 between lodging tax and the general fund.

Also, funds have been allocated to a small grants program that staff can administrator for small activities within the City. The goal is to help build the overall tourism environment of the City with these funds.

LTAC did remove a request from the application for the City to develop website and social media. This amount was for \$100,000. This will be reviewed under a separate application.

LTAC reviewed the request at its January 22, 2019 meeting and recommends providing funding as requested.

4. Starfire Sports (\$44,500)

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 reasonability 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 Sports is requesting 2019 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.

LTAC reviewed the request at its January 22, 2019 meeting and recommends providing funding as requested.

FINANCIAL IMPACT

The total amount of funding requested from the lodging tax fund is \$676,545. As discussed above, the City has budgeted the collection of \$755,000 in lodging tax revenue in 2018.

RECOMMENDATION

Staff recommends that the City Council approve the funding request, as recommended by LTAC. Staff suggests that the application be placed on the February 4 consent agenda.

ATTACHMENTS

- A. SSRTA Application and Materials.
- B. Museum of Flight Application and Materials.
- C. City of Tukwila Application and Materials.
- D. Starfire Sports Application and Materials.



Staff Memorandum

Lodging Tax Funding Request

Name of Applicant:

Seattle Southside Regional Tourism Authority (SSRTA)

Event/Activity:

SSRTA operations. Funds provided as outlined in Interlocal Agreement (ILA) with the cities of Tukwila, SeaTac, and Des Moines.

Address:

3100 S. 176th Street; Seattle, WA 98188

Total Funds Requested:

\$405,000 (\$202,500 for 2019 and \$202,500 for 2020 for operations).

About the Applicant:

SSRTA, is a destination marketing organization providing tourism marketing for the cities of SeaTac, Tukwila, and Des Moines under the "Seattle Southside" brand. In the past destination marketing services were provided by Seattle Southside Visitor Services (SSVS), which was administrated by the City of Tukwila. On January 1, 2016 services provided by SSVS transitioned to SSRTA.

Funds Previously

Awarded:

In 2017 and 2018, as outlined in the TPA Interlocal Agreement, the City provided \$472,500 to SSRTA. The amount awarded were outlined in the (ILA) with the cities of Tukwila, SeaTac, and Des Moines.

Funding Request Narrative:

SSRTA is requesting City lodging tax funds for general operations to be used to fund general marketing, sales, and business services. Funds will be used to support a variety of activities, including sales and FAM tours and social media promotions. The proposed scope of services is identical to the scope of services for 2017 and 2018.

SSRTA has requested two years of funding. The amounts are consistent with the TPA Interlocal Agreement.

Staff Comments:

SSRTA helps the city in its goal of creating a strong and diverse economy. SSRTA assists Tukwila hotels in generating sales leads, booking meetings and conventions, and booking room nights. Of three cities that makes up Seattle Southside, Tukwila has the greatest estimated visitor spending, even though we only account for 27% of the total lodging rooms in Seattle Southside. When SSRTA books hotel rooms and bring group to the region, even when the rooms are in the cities of SeaTac or Des Moines, Tukwila still benefits because visitors come to the Southcenter are to dine, shop, and for entertainment. A collaborative regional approach, offered by SSRTA, is highly beneficial to the City.

SSRTA is providing an invaluable service, which in the past had been provided by SSVS. SSRTA helps market the area to potential tourist helping to drive tourist customers to area businesses. SSRTA's mission supports the City's overall economic development efforts to strengthen the City's economy.

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 into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney. Because this contract will be over \$40,000 the City Council will need to authorize the Mayor to execute the agreement

Application to the City of Tukwila for Use of 2019-2020 Lodging Tax Funds

Event or Activity Name (if applicable):	Destination Marketing Organization
Amount of Lodging Tax Requested:	\$405,000 = (\$202,500) each year
Applicant Organization:	Seattle Southside RTA
Federal Tax ID Number:	47-3031480
Mailing Address:	3100 S 176 th St #200, Seattle WA 98188
Primary Contact Name:	Lisa Schwartz
Primary Contact Phone:	206-686-7264
Primary Contact Email Address:	Lisa@SeattleSouthside.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 municipal (PDA) or a public facilities district.

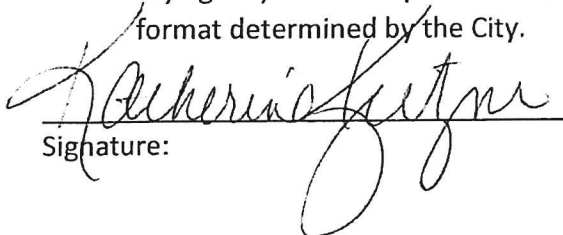
Check which one of the following applies to your agency:

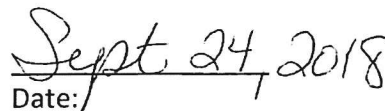
Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

*Public Agency

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

- I am proposing a tourism-related service for 2019 - 2020. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.


Signature:


Date:

Printed or Typed Name: Katherine Kertzman, President & CEO

Application to the City of Tukwila for Use of 2019-2020 Lodging Tax Funds

Seattle Southside Regional Tourism Authority

1) Describe your tourism-related activity or event.

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

Vision Statement:

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

Mission Statement:

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

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

Not Applicable

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

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

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

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

Print, radio and online advertising drive business to Seattle Southside's website and Visitor Center for more information about area tourism related-activities.

Positive press generated by the Seattle Southside RTA encourages visitors to travel to the area to experience everything they've read about. The RTA produces a variety of destination guides designed to be used by visitors or locals hosting out of town visitors

including complete details relating to accommodations, restaurants, transportation, activities, and maps to steer tourists to Tukwila businesses.

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

The RTA's primary focus is attracting regional, national and international travelers outside of a 50-mile radius who stay overnight in paid accommodations, although local residents also receive benefit from RTA marketing activities that include but are not limited to visitor concierge, social media advertising and some awareness print advertising as well as media outreach efforts generating positive press about the region.

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

Please refer to question 12.

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

Not Applicable--the Seattle Southside tourism promotion program has been in existence for 19 years and is an internationally recognized destination marketing organization having received numerous marketing awards.

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

Please see 2016-2021 Strategic Plan and 2018 Business Plan

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

Website, printed materials, advertising, PR & social media, sales outreach, etc.

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

Yes, and we currently partner on the Port of Seattle "spotlight" program at the Airport.

- 11) Describe how you will use the name, "Tukwila" in publications, promotions, and for your event?**

The City of Tukwila is included throughout Seattle Southside's marketing materials. All Seattle Southside advertising utilizes a logo that identifies the City by name. The Dining Guide identifies and lists all full-service Tukwila restaurants and their addresses, the Travel Planner lists all Tukwila hotels and their addresses. We produce a regional map that identifies Tukwila.

Our website identifies Tukwila on all businesses with that address and features countless attractions, retail, lodging properties and more all located in Tukwila.

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:	
<p>a. Overall attendance at your proposed event/activity/facility. <i>459,325 website, 11,528 meeting delegates, 20,906 VC inquires/mailers, 24,913 shuttle riders and 24,790 Ad attributed hotel sales not through website. RTA tracked encounters. Does not include advertising impressions, social media exposure, PR, or other marketing outcomes.</i></p>	<p>541,462 <i>Actual</i></p>
<p>b. Number of people who will travel fewer than 50 miles for your event/activity. <i>Dean Runyan <5% of A</i></p>	<p>27,073 <i>Estimated</i></p>
<p>c. Number of people who will travel more than 50 miles for your event/activity. <i>Dean Runyan > 95% of A</i></p>	<p>514,389 <i>Estimated</i></p>
<p>d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state. <i>(50% based on Google Analytics)</i></p>	<p>257,194 <i>Estimated</i></p>
<p>e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila. <i>(RTA does not track "Family & Friends" overnight stays based on distance. 85% from DR) 85% of C</i></p>	<p>437,230 <i>Estimated</i></p>
<p>f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila. <i>(567,025 actual RTA generated room nights' x 2.3 party size from Dean Runyan) x 27% of SS hotel room supply—Tukwila = 27%.</i></p>	<p>352,123 <i>Actual</i></p>
<p>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) <i>567,025 tracked actual room nights' x 27% of SS hotel room supply — Tukwila = 27%.</i></p>	<p>153,097 <i>Actual</i></p>

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?

Seattle Southside RTA utilizes 3rd party metrics obtained from Google Analytics, H2R Research conversion studies, and Dean Runyan Travel Impact research in addition to the actual data collected from bookings and foot traffic and tracked through the RTA based on international standards as identified by the Destination International (DI).

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

City of SeaTac \$830,000 (2019) and \$830,000 (2020)

City of Des Moines 100% of Lodging taxes estimated to be \$111,000

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

Not Applicable.

- 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 RTA 2018 annual budget is \$5.2 million Tukwila's contribution is 3.9%

The estimated 2019 revenues are projected to be \$4.9M

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

The RTA would consider a reduction of services and/or staffing.



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

The Museum of Flight

Address:

9404 East Marginal Way South, Tukwila, WA 98108

Total Funds Requested:

\$100,000

About the Applicant:

Museum of Flight, a non-profit, is recognized as one of the premier aviation and space museums in the world. The Museum is home to over 150 air and space craft spanning all genres and time periods. Over the last year the Museum has averaged just over 630,000 visitors.

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

Funds Previously

Awarded:

The Museum of Flight has received lodging tax funds in the past. For 2018 the Museum received \$30,000.

Funding Request Narrative:

Per the application:

*Funding for 2019 is requested to support marketing and event activities for the Smithsonian's traveling exhibit "Destination Moon - The Apollo 11 Mission." The Apollo 11 command module **Columbia**—the only portion of the historic spacecraft to complete the first moon-landing and safely return to Earth—along with more than 20 other mission artifacts will be exhibited at The Museum of Flight from April 13 – September 2, 2019, including the 50th anniversary of the Moon landing – July 20.*

City of Tukwila
6200 Southcenter Blvd.
Tukwila, WA 98188



This iconic capsule left the Smithsonian’s National Air and Space Museum for the first time in 46 years, in April 2018, for a two-year traveling exhibition.

The Museum of Flight is one of only four stops for Destination Moon during its national tour, and the only West Coast destination—of the tour. This event is expected to attract visitors from the entire west coast and across the country.

Staff Comments:

In evaluating proposals for funding, staff looks at three specific aspects;

1. Heads in Beds

Per the application submitted, MoF has estimated that it generates 6,700 room nights on an annual basis within the City of Tukwila, of which 6,000 will occur during the “Destination Moon” celebration. MoF hosts the Seattle Southside Regional Tourism Authority booking widget on its website. MoF also has relations with downtown Seattle hotels and with Visit Seattle.

As part of the 2019 funding, staff would like to work with the MoF to gain a better of understanding of the room nights generated within the City of Tukwila. This would include surveys and follow up with patrons to better understand where they stayed.

2. Feet on the Streets

The applicant estimates that 650,000 people will visit the MoF in 2019, with an estimated 309,656 coming during the timeframe of the “Destination Moon” exhibit. These estimates are likely very accurate given they can easily be tracked with admission data to the MoF.

While MoF generates a significant amount of foot traffic it is still unclear how many of these visitors will venture to other businesses within the City, specifically businesses in the Southcenter District.

3. Branding

The application’s greatest strength for Tukwila is the opportunity to help with the City’s overall branding efforts in the region. The activity will include a very robust and aggressive marketing campaign in the Seattle Metro region. The City of Tukwila will have the Apollo 11 command module in the City--50 years to the day that Neil Armstrong took is famous first step on the moon. This will likely generate significant international media attention.



However, this branding opportunity can only be realized if the Tukwila name is used. As part of the scope of services, staff has placed requirements to hopefully ensure the Tukwila name is used in relations to "Destination Moon."

It should be noted that the MoF does not use "Tukwila" in its address and instead uses "Seattle."

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes:

Should LTAC and the City Council approval the application, a final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney. Because this contract will be over \$40,000 the City Council will need to authorize the Mayor to execute the agreement.



DRAFT

Museum of Flight Destination Moon 2019 Scope of Services

- Inspire level logo recognition on “title wall” of exhibit entrance: **March 15, 2019 deadline**
- Logo recognition in promotional spots:
 - Billboards (Puget Sound, Portland, Spokane, and Vancouver BC regions)
 - Transit (Puget Sound area)
 - South Lake Union Trolley wrap
 - Banner on the south exterior wall of Great Gallery (**tentative as of 1/16/19**)
- Logo in Destination Moon visitor guide. **March 1, 2019 deadline**
- Logo recognition at events directly related to the exhibit, such as Opening Weekend and Preview events.
- Acknowledgment in Aloft, the Museum member magazine circulation 19,000. Included issues would be based on proposal approval date.
- Social Media posts to recognize sponsorship
- Complimentary tickets for up to 10 guests to select special events held in conjunction with Destination Moon: The Apollo 11 Mission.
- Special group-sales rate for timed tickets to Destination Moon

Tukwila specific:

- Link on Destination Moon web page to other Tukwila tourism opportunities
- Opportunity for Tukwila to use custom logo with tagline ***“Proud home of The Museum of Flight”***
- All regional/local radio spots produced by the Museum of Flight promoting “Destination Moon” will be scripted to state the location of the exhibit is in “Tukwila” if a location is mentioned.
- All press releases produced by the Museum and issued after execution of this contract promoting “Destination Moon” will use the dateline “Tukwila” or “City of Tukwila.” Seattle will not be used. The press releases will also feature a section about the City of Tukwila, prepared by City staff and approved by the Museum.
- Cross promotion of other tourism related activities within the City, including but not limited to Seattle Seawolves games, Westfield Southcenter, Seattle Chocolates, and Family Fun Center.

City of Tukwila
6200 Southcenter Blvd.
Tukwila, WA 98188

Application to the City of Tukwila for Use of 2019 Lodging Tax Funds

Event or Activity Name (if applicable):	Marketing & Event Support For Destination Moon "The Apollo 11 Mission"
Amount of Lodging Tax Requested:	\$100,000
Applicant Organization:	The Museum of Flight
Federal Tax ID Number:	91-0785826
Mailing Address:	9404 East Marginal Way South, Tukwila, WA
Primary Contact Name:	Jeff Bauknecht
Primary Contact Phone:	206.768.7198
Primary Contact Email Address:	jbauknecht@museumofflight.org

Check all the service categories that apply to this application:

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

Check which one of the following applies to your agency:

- 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 2019. 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: _____

12/4/18

Date: _____

1) Describe your tourism-related activity or event.

The Museum of Flight is one of the premier educational air and space museums in the world, with a projected attendance of 650,000 in 2019. Visitors come to the Museum for numerous reasons including meetings and conferences, individual and group education programs, research for historical and scholarly projects and simply for personal enjoyment of the exhibits and many special events held throughout the year.

Today the independent, non-profit Museum of Flight is the largest private air and space museum in the world, with a projected 2018 final attendance of 600,000 visitors. Our collections include more than 160 air and spacecraft, tens of thousands of small artifacts, more than 3 million rare photographic images, and a world-class library housing more than 34,000 books, 66,000 periodicals, and 14,000 technical manuals.

2019 Request

Funding for 2019 is requested to support marketing and event activities for the Smithsonian’s traveling exhibit ***“Destination Moon - The Apollo 11 Mission.”*** The Apollo 11 command module ***Columbia***—the only portion of the historic spacecraft to complete the first moon-landing and safely return to Earth—along with more than 20 other mission artifacts will be exhibited at The Museum of Flight from April 13 – September 2, 2019, including the 50th anniversary of the Moon landing – July 20. This iconic capsule left the Smithsonian’s National Air and Space Museum for the first time in 46 years, in April 2018, for a two-year traveling exhibition.

The Museum of Flight is one of only four stops for *Destination Moon* during its national tour, and the only West Coast destination—of the tour. This event is expected to attract visitors from the entire west coast and across the country.

Sponsor Benefits

The City of Tukwila would be recognized as an “Inspire” level (2nd level) sponsor with the following benefits:

- Inspire level logo recognition on “title wall” of exhibit entrance: **March 15, 2019 deadline**
- Logo recognition in promotional spots:
 - Billboards (Puget Sound, Portland, Spokane, and Vancouver BC regions)
 - Transit (Puget Sound area)
 - South Lake Union Trolley wrap
 - Rack cards throughout region: **January 18, 2019 deadline**
 - Banner on the south exterior wall of Great Gallery (**tentative as of 1/16/19**)
- Logo in Destination Moon visitor guide. **March 1, 2019 deadline**
- Logo recognition at events directly related to the exhibit, such as Opening Weekend and Preview events.
- Acknowledgment in Aloft, the Museum member magazine circulation 19,000. Included issues would be based on proposal approval date.
- Social Media posts to recognize sponsorship
- Complimentary tickets for up to 10 guests to select special events held in conjunction with Destination Moon: The Apollo 11 Mission.

- Special group-sales rate for timed tickets to Destination Moon

Tukwila specific:

- Link on Destination Moon web page to other Tukwila tourism opportunities
- Link on Destination Moon web page to Tukwila lodging and dining opportunities (SSRTA)
- Opportunity for Tukwila to use custom logo with tagline ***“Proud home of The Museum of Flight”***

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

- ***Family Entertainment***
 - As mentioned in #6 below, our primary audience is families with young children. Our education programming and exhibits are all designed in a manner that encourages interaction between grandparents, parents and children.
 - Monthly Member Movie Nights and Free First Thursdays also encourage a family friendly experience.
- ***Shopping***
 - Your Museum experience is supported through a Museum store, Wings Café and simulators throughout the facility; all which generate additional revenue.
- ***Fun with Friends***
 - The Museum holds events each year such as Hops & Props and Yuri’s Night which promote activities for *“friend networks.”* Several times during the year, the Museum also hosts vintage and military aircraft fly-ins which provide for exciting viewing and flying opportunities.

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

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

Destination Moon - The Apollo 11 Mission: April 13 – September 2, 2019: Estimated attendance over this time period is 309,653.

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

The Museum focuses on attracting overnight and day tourists. Our special weekend events and business conferences, as well as our immersive education programs, draw thousands of overnight clients to the region. Our annual family-friendly weekend events draw day visitors from King, Pierce, Snohomish, Kitsap & Skagit counties.

Destination Moon is expected to draw visitors from across the region and the entire US West Coast.

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

Events such as the grand opening of our Apollo exhibit in April of 2017 attracted visitors and media coverage from across the region and country. The Destination Moon exhibit and related activities are anticipated to draw an even larger number of visitors from this same audience of space flight enthusiasts. Since The Museum of Flight is the only stop on the US west coast, or for that matter west of Houston, it is anticipated that the exhibit will draw from across the entire west coast. A related media buy in British Columbia, Spokane, Portland, San Francisco, and Los Angeles will further boost the west coast reach. An associated national promotional campaign will also drive visitors from across the country for the 50th anniversary weekend events.

The Museum is recognized by our peers, and flight enthusiasts in general, as one of the premier aerospace museums in the world. Six distinct galleries display and curate the many stories of flight. The comprehensive nature of the Museum's collection is virtually unmatched within the industry. In addition, the Museum ranks among the top five venues for meeting and event capacity in the greater King County region.

The collection, combined with free parking and easy access from I5 and SeaTac Airport makes the Museum one of the top picks for corporate and affinity group conferences such as military organizations and reunions. Visitors are entertained with a nonstop airshow every day at the Museum due to the many different types of aircraft flying in and out of Boeing Field! Directly or indirectly, visitors come to the Museum for the fun and excitement that is flight.

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

The Museum provides an experience for almost any age, education level or cultural background. Our primary target audience is young families with children, living in the Puget Sound region, along with out-of-state leisure and business tourists. A secondary audience we continue to expand are the outlying areas of Eastern Washington, British Columbia and Southwest Washington and Portland, Oregon. We anticipate this secondary audience will be more represented than normal due to the content and historic nature of this exhibit.

The Museum will continue to focus on its strengths of attracting visitors from across the greater Puget Sound region. The subject matter of the Destination Moon exhibit, and the Museum being the only stop on the west coast, will strengthen our success in attracting space flight aficionados from across the west coast. With the Museum hosting the exhibit during the 50th anniversary of the moon landing, we also anticipate attracting visitors from around the country.

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

2018 has once again been a strong year for the Museum, and we anticipate finishing the year by welcoming 600,000 visitors from across the region and representing every state in the country. In addition to one of the most comprehensive air and space craft collections in the world, the Museum houses the largest aerospace library and archives on the west coast, serving researchers

and scholars. Historians, engineers, high school and college students, as well as film production teams, use this vast collection to support research, aid in design concepts and even create accurate and exciting visual images on the small and big screen.

In addition to our industry-leading education programming and exhibits, our Public Programs team facilitates more than 60 weekend and special event programs on virtually every topic imaginable related to flight. Our 2017 Public Program Calendar is included to illustrate the vast array of topics covered by these programs.

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

Although this will be the first time hosting the Destination Moon exhibit, the Museum has decades of experience in hosting large special events and exhibits on an annual basis. Examples include our annual Blue Angels weekend where 17,000-21,000 visitors come to the Museum over the three-day weekend, and the 2016 Boeing Company Centennial event when nearly 100,000 guests were treated to dawn-to-dusk activity over three days.

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

The Museum promotes businesses in the Tukwila region through placement of the Seattle Southside Regional Tourism Authority (SSRTA) Visitor Guide in our Museum lobby kiosk. We also promote SSRTA through placement of their tourism “widget” on our website in an effort to drive website traffic to the myriad lodging and other tourism businesses in the South Seattle region.

The Destination Moon exhibit will provide an opportunity for community-wide partnerships with other tourism-related business around the region.

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”).

Historically, the Museum has associated itself with Seattle as its geographic reference. In specific instances we also use Seattle Southside and Tukwila as geographical references.

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

Yes, but some conditions will apply depending on who creates and controls the messaging. As an Inspire level sponsor of Destination Moon, the City of Tukwila would secure the benefits as outlined in **Item #1 2019 Request** of this proposal. Recognition on materials produced by the Smithsonian Institute Traveling Exhibit Services (SITES) will

require their collaboration. [SITES is the owner and managing entity of the exhibit and national advertising campaign.]

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.

In addition to the benefits outlined in **Item #1 2019 Request**, Tukwila will be highlighted as shown below.

- Social network marketing including Facebook, Twitter, Instagram, etc. will include a combination of both Tukwila and Seattle references.
- All onsite program materials created by the Museum will reference Tukwila as the location.
- Advertising with out-of-area audiences will reference Seattle as the location.

**** NOTE!** The Museum encourages the City of Tukwila to create a special-use logo with the tagline “Home of The Museum of Flight” to be used on all materials.

Current online and social media metrics

Current Social Network Stats as of September 2018

Instagram:	17,600
Facebook:	77,000 follows
Twitter:	18,100

Museum of Flight Website Stats

Pageviews:	4.6 Million
Visits:	1 Million
Unique Visitors:	728 K

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: Total 2019 / Duration of Exhibit	
a. Overall attendance at your proposed event/activity/facility.	650,000/309,653
b. Number of people who will travel fewer than 50 miles for your event/activity.	370,000/173,400
c. Number of people who will travel more than 50 miles for your event/activity.	280,000/136,253
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	128,600/79,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	12,500/8,175
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	5,750/4,000
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)	6,700/6,000

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.?

Total numbers in the chart above are estimated by combining the number of known room nights or estimated room nights used for:

- a. Washington Aerospace Scholars summer residency program,
- b. Out-of-town Public Program guest speakers and related visitors,
- c. Special events related to annual public programs such as Memorial Day and Blue Angels,
- d. Public and private events surrounding the Destination Moon exhibit and the opening of the Vietnam Veterans Memorial Park also scheduled for completion in 2019,
- e. 2019 Hops & Props, and Hanger Fest attendees, and
- f. An estimate of the overnight visitors from general admission.

Individual program numbers come from admissions tracking. Estimates for general admission visitors comes from zip code data collected at our admissions desks.

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

We have applied to the City of SeaTac and been approved for \$75,000 in 2019.

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

The Museum is in conversation with SSRTA regarding funding for 2019, but has not submitted a request at this time.

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

- a. The Museum of Flight's overall 2018 operations budget is \$23,918,896. Our 2019 budget will increase by approximately 3-5%. 2018 operations budget detail included for reference.
- b. Our overall marketing budget for 2018 is \$700,978. Our 2019 marketing budget will be approximately \$1.4 million with the primary increases affecting regional and national media efforts related to the Destination Moon Exhibit and the opening of the Vietnam Veterans Memorial Park.
 - * This \$100,000 request for 2019 represents 7% of the Museum's proposed 2019 marketing budget.

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



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Office of Economic Development

Address:

6200 Southcenter Blvd, Tukwila, WA 98188

Total Funds Requested:

~~\$227,045~~ \$127,045

About the Applicant:

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

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

Funds Previously

Awarded:

Last year the City was awarded \$59,164 for its general administration costs.

Funding Request Narrative:

The requested funds are to provide funding for certain administrative costs incurred for operations related to operations and administration of the lodging tax fund. Funds will be used for office supplies, .5 FTE (wages and benefits) professional services, training and education, memberships, indirect costs, and other incidental costs,

City of Tukwila
6200 Southcenter Blvd.
Tukwila, WA 98188



Additionally, this request includes funding to develop and launch a tourism related website and social media platforms, including content development and creation.

Staff Comments:

These funds help the City administrator the lodging tax funds, including managing and overseeing contracts with third parties. Development of a website consistent with the adopted City brand is overdue. There does not exist a website or social media platforms promoting the Tukwila brand. This will provide that opportunity.

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes:

None.

Application to the City of Tukwila for Use of 2019 Lodging Tax Funds

Event or Activity Name (if applicable):	General Administration, Small Marketing and Sponsorship, Website Development, and Social Media Platform Development, including content creation.
Amount of Lodging Tax Requested:	\$227,045
Applicant Organization:	City of Tukwila, Mayor's Office
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon J. Miles
Primary Contact Phone:	(206) 431-3684
Primary Contact Email Address:	Brandon.Miles@Tukwilawa.gov

Check all the service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

- ✓ **Municipality**

Note: January 26, 2018: Application updated following Lodging Tax Advisory Committee meeting on January 23, 2018. Changes are shown and reflect the approved request from the Committee.

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:
Printed Name

Date:

1) Describe your tourism-related activity or event.

The City of Tukwila requests funding for 2019 for administration of the City's lodging tax fund, basic marketing activities, website creation and operations, and developing the City's brand social media.

Funds for this application are used for general administration, staff time (half FTE), and related costs incurred by the City in managing its lodging tax program. In the past the funds for this application were used for the following activities intended to support the entire tourism program:

- Office Supplies;
- Professional Services;
- Training and Education;
- Membership, Registration, and Subscriptions;
- LTAC Meetings;
- Parking, Travel, and Meals; and
- Indirect Cost Allocation.

Last year LTAC approved @ for the City's Administration application and the City is requesting for these items.

In addition to the items listed above staff is also requesting funds to support labor and benefits for .5 FTE. This is not a new position. The City's Business Relations Manager is the lead on lodging tax and tourism issues. The position has historically been funded using 100% of general fund dollars. The City is requesting that the staff time for this position be split 50/50 between the lodging tax and general fund.

The City is also requesting a charge for the City's indirect cost allocation. The requested amount is significantly lower than previous years. The lodging tax fund is one of several special revenue funds managed by the City of Tukwila. Under State Law, the City is permitted to charge special revenue funds for the indirect costs that are incurred by the general fund to support and maintain these special revenue funds. These costs include, but are not limited to, legal support, accounting, insurance, technology services, human services, and office administration. Activities that are needed to support the lodging fund.

The City is also requesting small amount \$8,000 for small sponsorship opportunities throughout the year that could help build the Tukwila brand and help enhance the tourist destination.

In 2018, the City of Tukwila, Mayor's Office oversaw nearly \$400,000 in lodging tax funds awarded to outside groups. Each award requires a contract and ongoing oversight by City staff.

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

This request is not for a specific event. However, the application helps support the City's ability to use funds to support third parties and for the City to use lodging tax for possible events.

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

Both, the City uses its lodging tax funds to support marketing activities for both day and overnight visitors. These are for activities either done by the City or by third parties.

In the past the City has used its lodging tax funds to support Seattle Southside Regional Tourism Authority; events such as the Rock 'N' Roll Marathon; the Backyard Wildlife Fair; and marketing activities at the Museum of Flight and Starfire Sports. Providing funding for outside organizations requires administrative support from several departments, including Finance, City Attorney, Technology Services, City Clerk, and Economic Development.

Additionally, there are tourism related trainings, events, and memberships that the City would like to be part of. These activities help support the City's ongoing tourism efforts.

Funds in this application will also be used to develop a website and social media to promote the City in the region.

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

N/A

The request is for funding to help support City's costs incurred by the City to administer the lodging tax fund and for expenses that are related to tourism. As discussed above, the lodging tax fund is used to support a variety of activities in the region, which bring both day and overnight visitors to the City. Costs associated, such as offices supplies, travel, parking, and education related to tourism and marketing should be charged to lodging tax and not the City's general fund.

The new website and social media platforms will be used to tell the "Tukwila" story, consistent with he adopted brand.

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

N/A.

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

The City has a long history of success in using lodging tax funds to support a wide range of activities, including Seattle Southside Regional Tourism Authority, the Museum of Flight, Starfire Sports, and the Southwest King County Chamber of Commerce (now known as Seattle Southside Chamber of Commerce).

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

N/A

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.

N/A

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

N/A

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

N/A

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

N/A

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.	0
b. Number of people who will travel fewer than 50 miles for your event/activity.	0
c. Number of people who will travel more than 50 miles for your event/activity.	0
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	0
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	0
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	0

g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	0
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Special Note: The numbers provided above are direct estimates for this application. This application helps supports the City’s efforts in funding activities by third parties. Combined, these third parties marketed the City to nearly 2 million people. For example, in 2017 Starfire Sports received \$42,000 in lodging tax funds and nearly 1.2 million people visited the Starfire Sports campus. The ability to provide funding to these third parties could not occur without the City’s ability to process contracts and provide payment, which is supported by this application.

Once the City launches the website and social media platforms the city will be able to get a better understanding of target demographics.

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?

As discussed above, the City uses its lodging tax funds to support a wide range of activities. In 2019, the City anticipates funding the City of Tukwila, SSRTA, the Museum of Flight, Starfire Sports, and other smaller activities. These funded activities have metrics, which the City will use for reporting purposes for this funding request.

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?

Total requested funding is \$

The following is the proposed budget for the campaign (note funds in rows 1-7 might be moved between budget rows, but won’t exceed the total amount requested).

Column	Budget Item	2018 Approved Budget	2019 Proposed Budget	Notes
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1.	Office Supplies	\$750	\$750	This is for general offices supplies and for domain names holds the City has purchased.
2.	Professional Services	\$8,000	\$11,000	<p>For 2017 these funds were used for an additional visit from Bill Baker, the City's branding consultant. Funds were also used for the creation of some collateral for the new brand.</p> <p>For 2018, staff would like to use some funds to get additional collateral made reflect the new brand and have funds available for small projects that help with the City's marketing, branding, and tourism attraction efforts.</p>
3.	Training and Education	\$6,000	\$6,000	These funds are intended for staff and elected officials who might desire or need education or training for tourism related activities.
4.	Memberships, Registrations, and subscriptions.	\$7,000	\$8,000	<p>Memberships to:</p> <ul style="list-style-type: none"> • Seattle Chamber of Commerce • Seattle Sports Commission

				<ul style="list-style-type: none"> • Washington Tourism Alliance • WFEA • Others
5.	LTAC Meetings	0.00	\$250	Staff tries to minimize expenses for LTAC meetings; however, in some cases we need to rent a room and/or provide food for meetings.
6.	Parking, Travel and Meals	\$1,000	\$1,000	This is for staff, City Councilmembers, and LTAC members who might want to attend tourism related meetings in the region. Last year this expense was charged to the general fund.
7.	Indirect Cost Allocation	\$36,414	\$18,741	Reimbursement of the City's general fund for activities such as legal support, accounting, insurance, technology services, public records, and office administration needed to support the lodging fund. This funding supports all the indirect charges with administration of the lodging tax funding and is based on the citywide overhead analysis used to charge overhead to special revenues funds.

8.	Sub Total:	\$59,164	\$45,741	
New Items				
9.	Labor (wages)	\$0.00	\$55,547	This is not a new position. Funding for the Business Relations Manager will be split 50/50 between the general fund and lodging tax fund.
10.	Labor (benefits)		\$17,847	This is not a new position. Funding for the Business Relations Manager will be split 50/50 between the general fund and lodging tax fund.
11.	Website design, operations, content creation, and social media development.	\$0.00	(\$100,000)	Creation of a tourism and activity website for Tukwila, including content creation. Social media development as well.
12.	Small Event Sponsorship	\$0.00	\$8,000	
13.	Subtotal:	\$0.00	\$181,304	
14.	Total:	\$59,164	\$227,045 127,243	All activities.
It may be necessary to move funds between rows 1-13; however, the total expenditure will not exceed the total listed in row 14.				

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

Without funding it would jeopardize the City's ability to process third party requests for lodging tax funding. Additionally, the City might choose to require the lodging tax fund to "pay as it goes" for support provided by the City. This could result in higher charges being imposed to the lodging fund.

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.

Updated: March 21, 2017

DRAFT

City of Tukwila
General Administration
2019 Scope of Services

As outlined the budget above, funds will be used for the following activities intended to support the operations of the lodging tax fund:

1. Purchase of office supplies;
2. Hiring of professional services, as needed (not project specific);
3. Training and Education for City staff, City elected officials, and LTAC members;
4. Membership, Registrations, and Subscriptions for the City;
5. Costs associated with the LTAC meetings;
6. Parking, Travel, and Meals
7. Indirect Cost Allocation
8. Staff costs (wages and labor)
9. Development a Tukwila tourism website, including content development.
- ~~10. Social Media development and operations.~~

Note, funds may be moved between the categories, but the total expenditure will not exceed \$181,304



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.

Funds Previously

Awarded:

Last year Starfire Sports received \$44,500 in lodging tax funds from the City.



Funding Request Narrative:

Starfire Sports is requesting 2019 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.

In addition to the scope of services from last year, the following will also be included:

- Allow the City to have free meeting space for events and activities;
- Promote activities and events occurring in the City, both by the City itself and third parties.
- The City will be a sponsor for all Starfire tournaments.

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 Sports has also helped the City with event production, including the Seattle Sounders FC MLS Cup send off.

City of Tukwila Staff

Recommendation to LTAC:

Approval.

City of Tukwila
6200 Southcenter Blvd.
Tukwila, WA 98188



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.



DRAFT

**Starfire
2019 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 business interest 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 four 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.

City of Tukwila
6200 Southcenter Blvd.
Tukwila, WA 98188



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.
11. The City of Tukwila shall also be considered a tournament partner for 2019. As a tournament partner the City shall be receive the following benefits:
 - a. City included as part of the Tournament /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

Application to the City of Tukwila for Use of 2019 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:

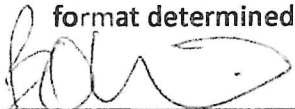
- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization. Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities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

Check which one of the following applies to your agency:

- Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
 - Municipality
 - For Profit Company

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

- I am proposing a tourism-related service for 2019. 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:

___01/17/2019___
 Date:

Printed or Typed Name: Ben Oliver

1) Describe your tourism-related activity or event.

Starfire directly manages 11 soccer tournaments and over 30 third party events including 10 Seawolves games. These events draw people from all over the county, Canada and further aboard. Starfire Sports projected 2019 total attendance is over 1,300,000 visits.

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

See attached

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

Both

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

Starfire Sports is the epicenter of soccer not only here in the Pacific Northwest but nationwide. As not only the home of our Seattle Sounders FC 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.

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

Starfire offers programs and events for people from all geographical areas with teams traveling from Germany to participate in our youth tournaments, the local community of 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.

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

Starfire Sports generates over 117,000 unique visitors and about 1,300,000 visits annually. Of these visitors, roughly 7% travel more than 50 miles and stay in the area approximately 2-4 nights at a time. Starfire run tournaments averaged 23% of participating teams traveled more than 50 miles.

7) 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 events with increased growth due to marketing efforts for over 14 years.

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

Starfire will promote our events through email and online marketing/advertising/social media 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 11 tournaments attracts visitors from all over Washington State as well as Alaska, Oregon, Idaho, Montana, California, Nevada and Canada to name a few. Most visitors, if not all, lodge and shop within approximately a 5 mile radius of Starfire Sports. Starfire works with local business’ to help promote their products and services’ ensuring the visiting dollar stays within the nearby community.

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

We partner with the City, SSRTA and local business providing web space, and opportunities for handouts, emails etc. that is distributed to all tournament teams.

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

Yes

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

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.

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.	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.	23%

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 (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	10,000+

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?

Team surveys and SSRTA Event Impact Calculator

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?

Room rebate on actual rooms tracked for Starfire tournaments in Meeting Max and as reported from Hotels.

16) 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 traveling teams, attend team/marketing conferences for tournaments and event recruiting.

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

Outside marketing would be limited to free opportunity's that have had very limited success in the past and travel to team/marketing conferences would not be possible.

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.

Updated: January 16, 2019

2019 Starfire Events

Event Name	Dates	Youth/Adult
PacNW Winter Classic	Jan 11-13	Youth
PacNW Winter Classic	Jan 18-21	Youth
PSPL ID Camp	Jan 26-27	Youth
Seawolves Rugby	27-Jan	Adult
WA Youth Founders Cup	Feb 2-3	Youth
WA Youth Presidents and Champs Cup	Feb 8-10	Youth
Seawolves Rugby	17-Feb	Adult
Sounders Mid Winter Break Camp	Feb 18-22	Youth
Saracens Rugby	23-Feb	Adult
Seawolves Rugby	24-Feb	Adult
USA vs Uruguay Rugby	2-Mar	Adult
USA vs Canada Rugby	8-Mar	Adult
Seawolves Rugby	10-Mar	Adult
Saracens Rugby	16-Mar	Adult
Evergreen Cup	March 29-31	Adult
Seawolves Rugby	31-Mar	Adult
PSPL WA Cup Qualifier - HS Girls	April 5-7	Youth
Sounders Spring Break Camp	April 8-12	Youth
PSPL WA Cup Qualifier	April 12-14	Youth
Diego Moreno Fundraiser Event	20-Apr	Adult
Seawolves Rugby	21-Apr	Adult
WA Youth Presidents & Champs	April 26-28	Youth
Special Olympics	May??	Youth
WA Youth Presidents & Champs	May 3-5	Youth
WA Youth Presidents & Champs	May 10-12	Youth
Wa HS Girls Semi Finals	14-May	Youth
Wa HS Girls Finals	17-May	Youth
Wa HS Boys Finals	25-May	Youth
Seawolves Rugby	26-May	Adult
America Scores Jamboree	June??	Youth
WA G LAX Jamboree	1-Jun	Youth
PSPL Coaching Summit	1-Jun	Adult
Rain City	1-Jun	Adult
Seawolves Rugby	2-Jun	Adult
WALAX Summer Solstice	June 7-9	Youth
Spring Classic	June 14-16	Youth
Mount Rainier FC (Managed)	June 21-23	Youth
Souder Summer Camp	June 24-28	Youth

Zakuani & Friends	30-Jun	Adult
COPA Cup	July 5-7	Adult
PacNW College ID Camp	July 8-9	Youth
Seattle United (Managed)	July 12-14	Youth
Sounders FC Cup	July 19-21	Youth
Barcelona Camp	July 22-26	Youth
WSASA All Nations Cup	July 26-28	Adult
Souder Summer Camp	July 29-Aug 2	Youth
Seahawks Flag Football	Aug??	Youth
WSASA All Nations Cup	Aug 2-4	Adult
Elite 80 LAX Camp	Aug 6-8	Youth
Eastside FC (Managed)	Aug 9-11	Youth
Xtreme Cup	Aug 16-18	Youth
NWAC Friendlies	Aug 22-23	Youth
Kent City (Managed)	Aug 23-25	Youth
Souder Summer Camp	Aug 26-30	Youth
Labor Day Cup	Aug 30-Sept 2	Youth
Saracens Rugby	7-Sep	Adult
Saracens Rugby	14-Sep	Adult
Seattle Academy Soccer Mania	27-Sep	Youth
Saracens Rugby	12-Oct	Adult
Saracens Rugby	19-Oct	Adult
Adrenaline LAX	Oct 26-27	Youth
BooFest	27-Oct	Youth
NWAC Semis and Finals	Nov 15-17	Youth
PacNW Fall Festival	Nov 22-24	Youth
Starfire Collegiate Showcase	Nov 29-Dec 1	Youth
Sounders Winter Break Camp	Dec??	Youth
Candy Cane Challenge	Dec??	Youth
Winter Warmer	Dec??	Adult
Turkey Shoot	1-Dec	Youth
WALAX Space Needle Shootout	Dec 6-8	Youth
Wa Youth Soccer Rec Cup	Dec 13-15	Youth