

AGENDA

Lodging Tax Advisory Committee

11:30 A.M. Friday, June 11

Virtual Meeting

THE MEETING WILL NOT BE CONDUCTED IN PERSON, BASED ON THE GOVERNOR'S PROCLAMATION 20-28 ADOPTED MARCH 24, 2020 WHICH SAYS IN PART:

ANY PUBLIC AGENCY, SUBJECT TO RCW 42.30, IS PROHIBITED FROM CONDUCTING ANY MEETING, SUBJECT TO RCW 42.30 UNLESS (A) THE MEETING IS NOT CONDUCTED IN-PERSON AND INSTEAD PROVIDES AN OPTION(S) FOR THE PUBLIC TO ATTEND THE PROCEEDINGS THROUGH, AT MINIMUM, TELEPHONIC ACCESS, . . ."

CALL IN NUMBER, 1 (253) 292-9750 Meeting Code: 626 369 586#

For assistance during the meeting, please call (206) 731-9071.

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes (ACTION ITEM)
 - a. May 14, 2021
4. Pending Funding Requests
 - a. City of Tukwila, Parks and Recreation, Southcenter Arts Phase 2 (\$75,000)
5. Special Presentations (None)
6. General Business
 - a. Introduction of Mark Everton, President/CEO, Seattle Southside Regional Tourism Authority
7. Announcements
 - a. Upcoming LTAC Meetings
 - b. Sound Transit Realignment
8. Roundtable
9. Adjourn

Next Scheduled Meeting: *When:* *11:30 A.M. July 9, 2021*
Location: *TBD*

DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | May 14, 2021

Virtual

PURSUANT TO GOVERNOR’S PROCLAMATION 20-28 ADOPTED MARCH 24, 2020 THIS MEETING WAS NOT CONDUCTED IN PERSON. AS NOTED IN THE PROCLAMATION:

ANY PUBLIC AGENCY, SUBJECT TO RCW 42.30, IS PROHIBITED FROM CONDUCTING ANY MEETING, SUBJECT TO RCW 42.30 UNLESS (A) THE MEETING IS NOT CONDUCTED IN-PERSON AND INSTEAD PROVIDES AN OPTION(S) FOR THE PUBLIC TO ATTEND THE PROCEEDINGS THROUGH, AT MINIMUM, TELEPHONIC ACCESS, . . .”

THE CITY PROVIDED A TELEPHONE CALL IN NUMBER FOR MEMBERS AND THE PUBLIC TO CALL.

- Members Present: Chair Kruller, Miesa Berry (partial), Jim Davis, Ben Oliver, Jean Thompson, Asia Wen-Augert
- Members Absent: Dan Lee
- City Staff Present: Tracy Gallaway, Brandon Miles, Derek Speck
- Others Present: Beth Gahan, Elizabeth Gahan Studio
Meagan McGuire, Seattle Southside Regional Tourism Authority

Agenda Item	Notes	Follow-Up
Welcome and Introductions	Chair Kruller called the meeting to order at 11:30 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed.	None

Approval of Minutes of April 8, 2021	Jean moved approval. Asia seconded. Motion passed unanimously.	None
Special Presentations <ul style="list-style-type: none"> • Southside Scenes • Southcenter Art • Tukwila Pond Master Plan 	<p>Meagan McGuire presented an overview of Seattle Southside Scenes, a new program SSRTA recently launched.</p> <p>The committee expressed support, asked questions, and offered suggestions.</p> <p>Tracy Gallaway introduced Beth Gahan who presented on the results of the Southcenter Art project which includes the thermoplastic art already completed plus proposed future art installations.</p> <p>The committee expressed support, asked questions, and offered suggestions.</p> <p>Tracy Gallaway presented a status update on creating a new master plan for Tukwila Pond Park.</p> <p>Committee members asked questions and shared thoughts.</p>	<p>Contact Meagan if you have art, culture, or history stories that would be good candidates to be included.</p> <p>The City may return with an application for funding future art installations.</p> <p>Brandon will email a link to the survey so Committee members can submit questions and recommendations.</p>
Pending Funding Requests		

<ul style="list-style-type: none"> Rugby 7 National Tournament 	<p>Brandon Miles presented an application from the City of Tukwila seeking \$10,000 of lodging tax to sponsor the Rugby 7 tournament. Jean moved approval. Ben seconded. The committee asked questions and discussed. Motion passed unanimously.</p>	<p>None</p>
<p>General Business</p> <ul style="list-style-type: none"> None 	<p>None</p>	<p>None</p>
<p>Announcements</p>	<p>Brandon announced that Legacy Gaming opened and would like to connect with hotels.</p>	<p>Brandon will introduce Legacy Gaming to the hotels.</p>
<p>Roundtable</p>	<p>None</p>	<p>None</p>
<p>Adjourn</p>	<p>The meeting adjourned at 12:57 PM.</p>	

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Parks and Recreation

Address:

6200 Southcenter Blvd.
Tukwila, WA 98188

Total Funds Requested:

\$75,000

About the Applicant:

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

The City is one of the most diverse cities in the country. Over 70 languages are spoken in the Tukwila School District. Many well-known businesses are based in Tukwila, such as BECU, Westfield Southcenter, Seattle 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:

\$40,000 in 2019 for art installation along Baker Blvd.

Funding Request Narrative:

The City of Tukwila, Parks and Recreation Department is requesting funding for a phase 2 of art installation along Baker Blvd. This art will build from the artwork installed in 2020 by the City’s Park and Recreation Department. There are two specific art works to be installed as part of this phase:

Project # 1 - Thermoplastic Intersection Ground Mural at Baker Boulevard and Christensen Road

Project #2 – Additional Thermoplastic Sidewalk Murals to Extend the “Walking Path” from Christenson to the Southcenter Pedestrian Bridge.

Staff Comments:

The proposed art builds off the art that was installed by Parks and Recreation in 2020 the Baker Blvd spine. This spine connects the Sounder Station to the Southcenter residential core and Southcenter Mall. The goal with the art is to create a better experience for the user and to help build a better environment for visitors. The art is also being installed along Baker Blvd which the City has identified as a festival street in the Southcenter District.

Consistency with Six Year Financial Model:

For 2021, the Six Year Financial Plan shows \$75,000 for Southcenter Art. There will be sufficient funds remaining in the budget for other 2021 sponsorships.

Southcenter Art Funds Provided in Six Year Financial Plan (2021):	\$75,000
<u>City of Tukwila, Parks and Recreation (pending)</u>	<u>(\$75,000)</u>
Remaining Funds:	\$0.00

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes:

This is a project specific request. The goal is to have all the art installed by 2021, but this project could extend into 2022.

Application to the City of Tukwila for Use of 2021 Lodging Tax Funds

Event or Activity Name (if applicable):	City of Tukwila, Parks and Recreation
Amount of Lodging Tax Requested:	\$75,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	12424 42 nd Ave S, Tukwila WA 98168
Primary Contact Name:	Tracy Gallaway
Primary Contact Phone:	206-767-2305
Primary Contact Email Address:	Tracy.gallaway@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**
- 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 2021. If awarded, my organization intends to enter 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.

Tracy L Gallaway

Signature:

June 7, 2021

Date:

Printed or Typed Name: Tracy Gallaway

1) Describe your tourism-related activity or event.

The Southcenter District is primarily a commercial hub and a regional destination for shopping, entertainment, and travel. At the north end of the Southcenter District there is some office space and new residential uses. This area is continuing to evolve, moving from the past model of automobile dominance to a vibrant urban core that is pedestrian and transit friendly. The Southcenter District also includes the City's largest concentration of hotel rooms, with nearly 2,000 rooms in the District.

The artistic vision for this area is to develop a unique and iconic visual experience that will be specific to the Southcenter District. Baker Boulevard between Andover Park West and Christensen Road was identified as a location for a "Festival Street" concept. This includes using public art to define a space for outdoor events and festivals, support future Arts & Culture programs, and create additional points of interest for visitors. The implementation of public art is intended to stimulate pedestrian traffic, tourism, and generally raise the profile of the area as a hub for Arts & Culture locally, regionally, and nationally.

The art projects are designed to continue to enhancing Baker Boulevard and support the "Festival Street" concept, as well as establish a "walking path" of artwork that will connect amenities throughout the Southcenter District.

Project # 1 - Thermoplastic Intersection Ground Mural at Baker Boulevard and Christensen Road

Location: This intersection has been identified by the city as an outdoor venue site for events.

Goal: A colorful intersection mural will create a vibrant focal point for drivers and pedestrians, as well as an iconic decorative backdrop for events. The design, at **52' x 34'**, complements the existing sidewalk mural design and is intended to be an extension of the ground art already implemented on Baker Boulevard.

Points for consideration:

- As with the sidewalk ground murals, the City of Tukwila Parks and Recreation Department would provide the equipment and staff to do the Thermoplastic installs. Staff time would be supported by the 1% Arts Fund.
- The intersection art is fully designed, and with funding, the project could be implemented this summer, weather dependent.

Timeframe for completion: Summer 2021



Project #2 – Additional Thermoplastic Sidewalk Murals to Extend the “Walking Path”

Location: Along Christensen Road and the east side of the Green River

Goal: The sidewalk art is a decorative wayfinding strategy to highlight a walkable route through Southcenter and support a more pedestrian friendly experience. Currently the sidewalk art runs along Baker Boulevard between the Southcenter Mall and Christensen Road. The proposal to place additional sidewalk murals would expand the art "walking path" along Christensen Road to an existing entrance to the Green River Trail. From there the Green River Trail runs east and hooks up to the Tukwila Urban Center Pedestrian and Cyclist Bridge. The ground murals would pick up again on the sidewalks on the east side of the river (exact locations pending approval). The ground mural expansion would include **13 waves total, each 4' wide x 16' long**, as well as **52 dots with either 18" or 24" diameters**. The placement of the sidewalk murals will take into consideration broader plans for a connected pedestrian corridor. As additional works of art are added, this will be a dynamic art walk for visitors and Tukwila residents to enjoy.

Points for consideration:

- As with the sidewalk ground murals, the City of Tukwila Parks and Recreation Department would provide the equipment and staff to do the Thermoplastic installs. Staff time would be supported by the 1% Arts Fund.
- The sidewalk ground mural design is fully designed, and, with funding, the project could be implemented this summer, weather dependent.
- The “wave” design is accompanied by “dot” details that can be used in combination or placed on their own to activate multiple locations on the "walking path". The repetition of colors and forms will build visual recognition becoming a memorable feature for visitors and will target a walking route that links amenities throughout the area.

Timeframe for completion: Summer 2021



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

NA, however, we are aware that the Seattle Sounders are interested in coordinating their annual 5K fun run and the gathering location is the same as noted for the intersection mural. In addition, this art is an investment in the City's Baker Blvd Festival street. As we recover from COVID-19 the City hopes to have more events and activities on the street. The art improves the overall visitor experience while in the City.

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

This project will create opportunities for attracting both day and overnight tourists. The art could also be something to be featured on <https://www.seattlesouthside.com/scenes/>.

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

The purpose of the project is to develop a unique, iconic, artistic visual experience that will be specific to the Southcenter District. This collaboration between Elizabeth Gahan and the City of Tukwila will create an outdoor venue for events, festivals, temporary art exhibitions and other public activities.

The District is home to nearly 2,000 hotel rooms. This art helps to improve the quality of the experience for visitors.

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

There is potential for this venue to attract visitors of all types – local, regional, national, and international.

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

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

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.

When completed the artwork provides opportunities for people to take photo of the art for posting on social media. The City will promote the art work on the Experience Tukwila digital platforms. The art could also be included on <https://www.seattlesouthside.com/scenes/>

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

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

11) Describe how you will use the name, “Tukwila” in publications, promotions, and for your event? Any time we can promote the project, through media or print materials, we will recognize the City of Tukwila and LTAC for the funding support of this project. We have a section on the City’s website listed under Parks & Recreation Department Projects which has videos of the project and recognition of contributions made by LTAC/City.

<https://www.tukwilawa.gov/departments/parks-and-recreation/projects-plans-and-documents/>

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.) NA

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 (<i>for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights</i>)	0

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.? NA

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

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

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 overall project budget is \$79,200. If fully funded, the remaining balance will be paid for out of the city's 1% for arts fund.

17) What will you cut from your proposal or do differently if full funding for your request is not available or recommended? If the project isn't fully funded, we will scale back the project – choosing to do only one of the proposed art interventions.

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.

Tourism Funding, Six Year Financial Plan

DRAFT - Updated March 3, 2021

	Adopted Budget 2020	Estimate								
		2020		2021	2022	2023	2024	2025	Totals	
		COVID Estimate	Preliminary Actuals							
Tourism Revenue										
Lodging Tax	\$ 800,000	\$ 400,000	\$ 292,358	\$ 400,000	\$ 450,000	\$ 600,000	\$ 700,000	\$ 800,000	\$	3,642,358
Promotion Area (TPA) Fee Generated in Tukwila	\$ 1,131,000	\$ 563,632	\$ 608,190	\$ 574,672	\$ 650,000	\$ 700,000	\$ 800,000	\$ 900,000	\$	4,796,494
Cares Act Reimbursement:		\$ 30,878	\$ 30,878							
Total Revenues:	\$ 1,931,000	\$ 994,510	\$ 931,426	\$ 974,672	\$ 1,100,000	\$ 1,300,000	\$ 1,500,000	\$ 1,700,000	\$	8,500,608
Tourism Expenses										
Marketing, Sales, and Sponsorships										
TPA Funded DMO Services (SSRTA)	\$ 1,131,000	\$ 563,632	\$ 608,190	\$ 574,672	\$ 650,000	\$ 700,000	\$ 800,000	\$ 900,000	\$	4,796,494
Lodging Tax Funded DMO Services (SSRTA)	\$ 202,500	\$ 202,500	\$ 202,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$	405,000
Sponsorships	\$ 150,000	\$ 10,000	\$ -	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$	610,000
Small Events	\$ 15,000	\$ 5,000	\$ -	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$	65,000
ience Tukwila, Branding and Marketing, Visitors	\$ 88,375	\$ 88,375	\$ 88,375	\$ 100,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$	501,750
World Cup Planning and Activation	\$ -	\$ -	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$	150,000
COVID-19 Response										
SavingLocalKC.com	\$ 154,170	\$ 154,170	\$ 123,539	\$ 30,631					\$	308,340
SSRTA Emergency Funding	\$ -	\$ -	\$ -	\$ 75,000					\$	75,000
Showare Sponsorship			\$ -	\$ -	\$ 15,000				\$	15,000
Seattle Southside Chamber of Commerce	\$ -	\$ 20,000	\$ 20,000	\$ 30,000					\$	70,000
Destination Development										
Wayfinding Plan Development and Installation	\$ 50,000	\$ -	\$ -	\$ 100,000	\$ 150,000	\$ 100,000	\$ 100,000	\$ 100,000	\$	450,000
Southcenter Art Investments	\$ 39,400	\$ 39,400	\$ 39,400	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$	378,800
Tukwila Pond	\$ 125,000	\$ 25,000	\$ 9,572	\$ 115,428	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$	750,000
General Administration										
Salary and Benefits	\$ 74,997	\$ 72,281	\$ -	\$ 78,802	\$ 79,978	\$ 82,377	\$ 84,849	\$ 87,394	\$	398,287
City Overhead Charge	\$ 19,416	\$ 19,416	\$ 18,540	\$ 24,008	\$ 25,231	\$ 25,988	\$ 26,768	\$ 27,571	\$	139,951
Administrative	\$ 30,000	\$ 20,000	\$ -	\$ 23,350	\$ 28,750	\$ 30,000	\$ 30,000	\$ 30,000	\$	132,100
Total Expenditures:	\$ 2,079,858	\$ 1,219,774	\$ 1,110,116	\$ 1,391,891	\$ 1,513,959	\$ 1,503,365	\$ 1,606,616	\$ 1,709,965	\$	9,245,721
Beginning Fund Balance:	\$ 1,931,000	\$ 1,931,000	\$ 1,931,000	\$ 1,752,310	\$ 1,335,091	\$ 921,132	\$ 717,767	\$ 611,151		
Ending Fund Balance:	\$ 651,142	\$ 1,705,736	\$ 1,752,310	\$ 1,335,091	\$ 921,132	\$ 717,767	\$ 611,151	\$ 601,186		

Notes

This document does not bind the City to provide funds nor does it authorize any funding. All use of lodging tax funds must be approved by LTAC and the City Council through an application process.

The shaded cells indicate approved applications.

The lodging tax revenues are estimated as of May 7, 2020 and reflect staff's prediction based on COVID-19.

TPA revenue estimate assumes 29% of the fees collected within the three city Tourism Promotion Area were collected by Tukwila hotels. TPA revenue for 2020 and 2021 is based on the SSRTA's revised, adopted budget. After 2021 revenues are staff estimates.

Salary/Benefits for Business Relations Manager is split 50/50 between general fund and lodging tax and is estimated to increase 3% annually after 2022.

The City overhead charge is charged to all special funds. It recoups the cost to the general fund to support the lodging tax fund. It includes facilities, technology, legal, accounting, and record keeping services and is estimated to increase 3% annually after 2022.

Because 100% (less 1% Department of Revenue Fee) of all TPA revenue is estimated to be passed through to the SSRTA, the Ending Fund Balance is only lodging tax funds.

CARES Act Funds provided as reimbursement for staff time associated with emergency response.

For 2020, preliminary actuals are provided, but are not yet confirmed.