

AGENDA

Lodging Tax Advisory Committee

11:30 A.M. Friday, July 9

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: 724 444 639#

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. June 11, 2021
4. Pending Funding Requests
 - a. Rave Green Run, City of Tukwila (\$10,000)
5. Special Presentations
 - a. Southside Promise, Andrea Reay, Seattle Southside Chamber of Commerce
6. General Business
 - a. None.
7. Announcements
 - a. Sound Transit Realignment Update
8. Roundtable
9. Adjourn

Next Scheduled Meeting: *When:* *11:30 A.M. August 13, 2021*
Location: *TBD*

DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | June 11, 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, Jim Davis, Ben Oliver (until 11:41), Jean Thompson
- Members Absent: Asia Wen-Augert and Dan Lee
- City Staff Present: Brandon Miles, Derek Speck
- Others Present: Caitlyn Shearer, Seattle Southside Regional Tourism Authority
Mark Everton, Seattle Southside Regional Tourism Authority

Agenda Item	Notes	Follow-Up
Welcome and Introductions	Chair Kruller called the meeting to order at 11:36 AM. Committee members and Mark Everton introduced themselves.	None
Review of Agenda	Reviewed.	None

Approval of Minutes of May 14, 2021	Jean moved approval. Jim seconded. Motion passed.	None
Special Presentations <ul style="list-style-type: none"> None 	None	None
Pending Funding Requests <ul style="list-style-type: none"> Southcenter Art Phase 2 	<p>Brandon Miles presented an application from the City of Tukwila’s Parks and Recreation Department requesting \$75,000 to fund phase 2 of Southcenter arts.</p> <p>Jim moved approval. Jean seconded. Motion passed.</p>	None
Special Presentations <ul style="list-style-type: none"> None 	None	None
General Business <ul style="list-style-type: none"> In Person LTAC Meetings Introduction of Mark Everton, President/CEO of Seattle Southside Regional Tourism Authority 	<p>Brandon asked the members if they will be comfortable meeting in person in future meetings. Jean recommended future meetings to be a hybrid for both remote and in-person.</p> <p>Mark spoke about his new role at the RTA including meeting with stakeholders, team building, working on a new strategic plan, and the current</p>	None

	<p>challenges for tourism businesses during recovery. Mark invited everyone to attend Katherine’s retirement celebration on June 17.</p>	
<p>Announcements</p> <p>Sound Transit Realignment</p>	<p>Brandon gave an update on Sound Transit’s “realignment” reprioritization due to funding. It could affect the future light rail station at Boeing Access Road and the bus rapid transit on I-405.</p>	<p>Brandon will send a coalition letter to LTAC members in case they want to sign on.</p>
<p>Roundtable</p>	<p>Jim Davis expressed appreciation to Brandon for help contacting the Police Department due to a recent night when 19 car windows were broken.</p>	<p>None</p>
<p>Adjourn</p>	<p>The meeting adjourned at 12:00 PM.</p>	

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:

\$10,000

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:

Lodging tax funds were awarded in the amount of \$10,000 in 2018 and 2019 for the Rave Green Run. In 2020 the event was virtual due to COVID-19 and the City provided \$750 of sponsorship funding.

Funding Request Narrative:

Sponsorship of the 2021 Rave Green Run hosted by the Seattle Sounders FC in the City of Tukwila.

In 2018 the Seattle Sounders moved their 5k fun run from Redmond to Tukwila. In 2018 and 2019 the run attracted around 700 runners each year. In 2020 the event was transitioned to a virtual run due to COVID-19. With the easing of COVID-19 the run is scheduled to return in 2021.

Staff Comments:

As we emerge from COVID-19 the City is looking for ways to bring people to the City and to reintroduce them to the City and to remind them of the activities in the City. This event will bring between 600 and 800 people to the City. This will be the first time the event will occur since the City launched the Experience Tukwila digital initiative. The City’s Experience Tukwila social media provides an opportunity for the City to cross promote the run and other businesses in the City. It also provides an opportunity for the City to continue to grow its social media platforms.

In 2019 the City and Westfield Southcenter partnered on a food truck event to occur on the same day of the fun. Staff is working with Westfield to hopefully plan a similar event for 2021.

Consistency with Six Year Financial Model:

For 2021, the Six Year Financial Plan shows \$150,000 for sponsorships. There are sufficient funds in the budget for other 2021 sponsorships.

Total Funds Allocated in Six Year Financial Plan:	\$150,000
Global to Local (Spice Bridge):	(\$5,000)
Juneteenth:	(\$1,500) ¹
Seawolves:	(\$20,000)
City of Tukwila, Rugby 7s	(\$10,000)
City of Tukwila, Rave Green Run (Pending):	(\$10,000)
Remaining Funds:	\$103,500

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.

¹ \$This reflects the estimated actual expenditures of the \$5,000 in funding approved.

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

Event or Activity Name (if applicable):	2021 Rave Green Run
Amount of Lodging Tax Requested:	Not to Exceed \$10,000
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**

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

- I am proposing a tourism-related service for 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:

Brandon J. Miles

Date:

1) Describe your tourism-related activity or event.

Sponsorship of the 2021 Rave Green Run hosted by the Seattle Sounders FC in the City of Tukwila.

In 2018 the Seattle Sounders moved their 5k fun run from Redmond to Tukwila. In 2018 and 2019 the run attracted around 700 runners each year. In 2020 the event was transitioned to a virtual run due to COVID-19. With the easing of COVID-19 the run is scheduled to return in 2021. Staff is looking to bring unique events back to the City to reintroduce the Puget Sound community to Tukwila and the Southcenter District.

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

The event is the “2021 Rave Green Run” and will be held on Sunday, September 19 in the Southcenter District of the City. Total attendance is estimated to be between 600 and 800 participants.

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

The event is focused solely on bringing day visitors to the City and to help brand the City as a great place to visit. With the easing of COVID-19 restrictions staff is looking for ways to reintroduce people to the City through fun and existing events, such as this 5K run.

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

In 2018 and 2019 the event was successful in bringing people to the City. The Rave Foundation is the non-profit arm of Seattle Sounders FC. Sounder FC has a strong brand and various platforms to promote the 5K fun. In the past the Sounders have used social media, emails, and announcements at Sounder FC matches.

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

Generally, people within one hour of the City.

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

The event was brought to Tukwila from Redmond in 2018. The event ran successfully in Tukwila in both 2018 and 2019. The event was held virtually in 2020 due to COVID-19.

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

No.

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.

The Rave Foundation uses digital marketing, social media, email, and in game announcements about the run. The Sounders have a strong brand and the run benefits from the Sounders participation with the event.

The run will also be promoted via the Experience Tukwila social media and website. This will be the first time we have had the run with Experience Tukwila assets up and running. The run provides the opportunity for Experience Tukwila to grow its social media.

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

This will be promoted via the overall Experience Tukwila brand. Through the Experience Tukwila social media and website existing Tukwila businesses will be cross promoted.

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?

The event will be promoted as occurring in Tukwila and Experience Tukwila will be a listed sponsor.

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.	600-800
b. Number of people who will travel fewer than 50 miles for your event/activity.	90%
c. Number of people who will travel more than 50 miles for your event/activity.	10%
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?

The estimates are based on the actual attendance for 2018 and 2019.

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

No.

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

No.

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

The City is only coming on as a sponsor for the event. The Rave Foundation, the non-profit arm of the Seattle Sounder FC, will be organizing and managing the event.

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

The event would likely still take place without the City’s sponsorship. The City would not be able to contractually obligate the event as being in Tukwila or partner with the Rave Foundation on social media posts promoting the run and Experience Tukwila.

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: December 17, 2019

DRAFT

City of Tukwila
General Administration
2020 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. Parking, Travel, and Meals
6. Indirect Cost Allocation
7. Staff costs (wages and labor)
8. Small Event Support and Sponsorship

Note, funds may be moved between the categories, but the total expenditure will not exceed \$133,000.



SOUTHSIDE PROMISE

Data from August 2020 through March 2021

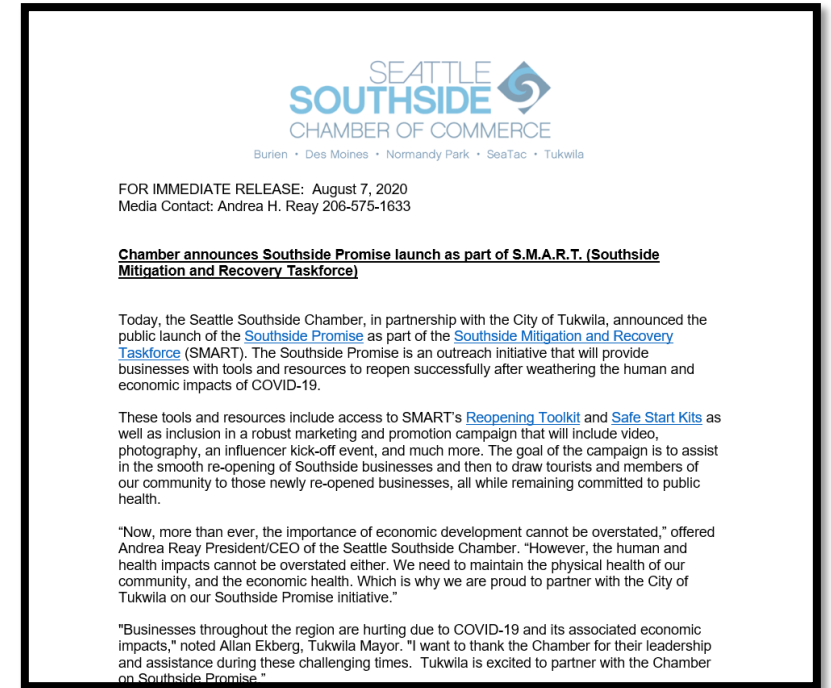


Promoting the Campaign

Press releases, interviews, influencers, in the news

Press Releases

- Southside Promise
 - *August 7, 2020*
- Southside Strong Fund
 - *November 13, 2020*
- Shop Local Contest
 - *November 16, 2020*
- Southside Strong Recipients
 - *February 3, 2021*



Top screen of the Southside Promise PR

Interviews & In the News

- SMART Reopening Toolkit
- Shop Local Contest
- Safe Start Kits
- Southside Strong Fund
- Resource Roundup

The Seattle Times



WestsideSeattle



*Top screen of the Shop Local Contest article
In Westside Seattle*





Business Outreach

Social media, Southside Promise application

Social Media Outreach



Example posts from Facebook, Instagram, Twitter, and LinkedIn

Southside Promise Application

Collect data such as...

- Business information
- Social media information
- Logo for marketing

Promotes...

- Reopening Toolkit
- Safe Start Kits
- Southside Strong Fund

SMART's Southside Promise

Southside Promise Form

What is the Southside Promise?

The Southside Promise is an outreach initiative that provides businesses with tools and resources to reopen successfully and draw tourists and members of our community to those newly re-opened businesses, all while remaining committed to public health.

Southside Promise Benefits

- Access to the [SMART Reopening Toolkit](#)
- Access to [Safe Start Kits](#)
- Eligibility for up to \$1000 in cash assistance from the [Southside Strong Fund](#)
- Listing on the Southside Promise Takers list as a safe business
- Inclusion in a robust social media marketing campaign
- Entered to win an additional \$1,000 in cash assistance just for being a Promise Taker!

Referral Incentive

To encourage other businesses to Take the Promise, businesses will receive an additional chance to win \$1,000 in cash assistance for every business that lists them as an answer to the question: "How did you hear about the Promise?"

Header of the application on SurveyMonkey



Technical Assistance

Business outreach and technical assistance meetings

Meetings

- Grant and loan applications
- Reopening guidelines
- Resource sharing
- Shop Local

In Total:
176 meetings

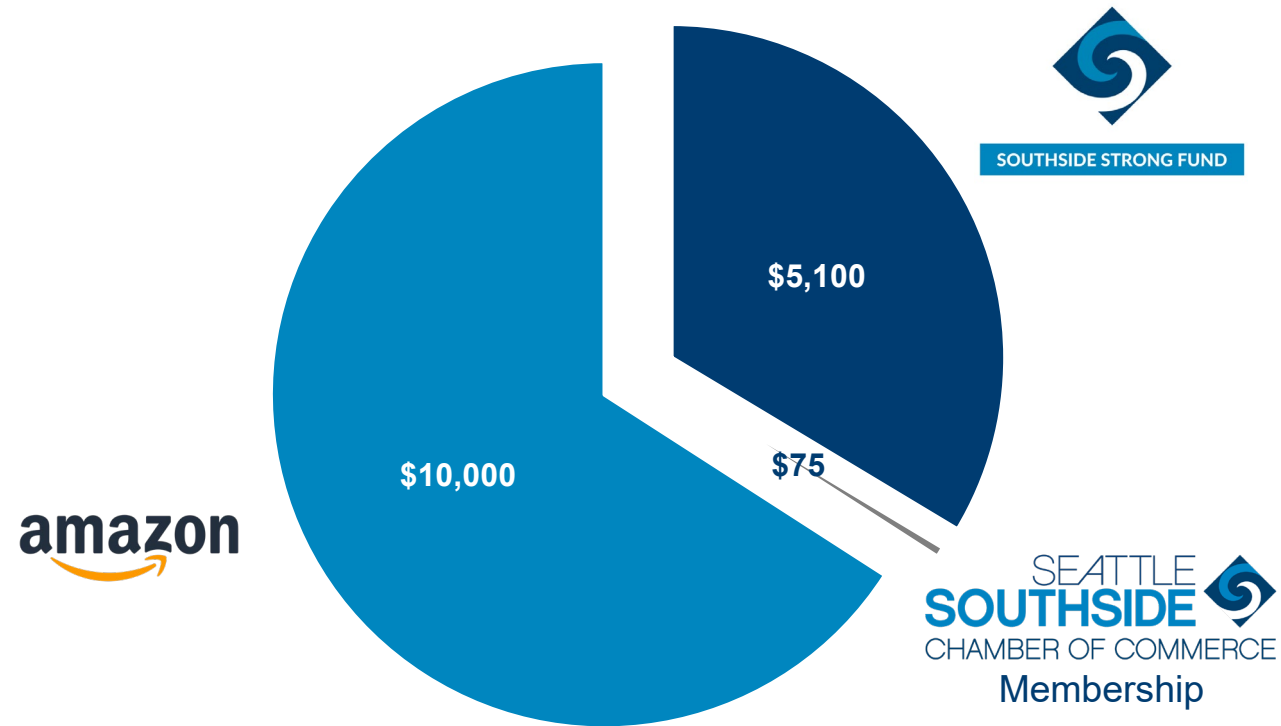
Month	# of Meetings
August 2020	24
September 2020	44
October 2020	10
November 2020	4
December 2020	11
January 2021	12
February 2021	12
March 2021	59



Sponsorships

Southside Promise Contributors & Donations

Other Contributions



In Total:
\$15,175 raised

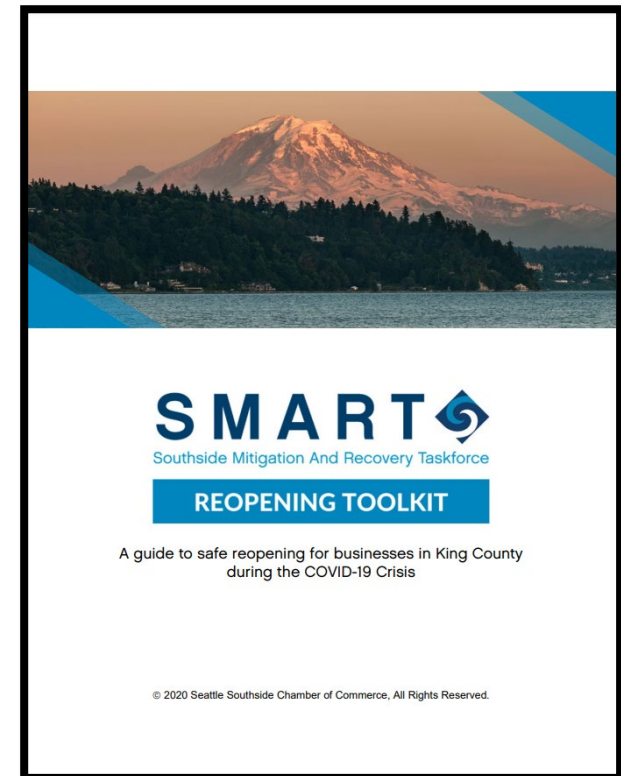


Campaign Management

SMART Reopening Toolkit, Safe Start Kit Distribution,
Resource Roundup

SMART Reopening Toolkit

- Part 1: **Welcome**
- Part 2: **Pre-Opening Checklist**
- Part 3.1 to 3.4: **Reopening Action Checklist**
 - 3.1 - Restaurants
 - 3.2 - Retail
 - 3.3 - Offices & Professional Services
 - 3.4 - Personal Services
- Part 4: **Equipment Checklist**
- Part 5: **Safe Work Plan & Procedures**
- Part 6: **Required Forms & Signage**



Page 1 of the Reopening Toolkit: Part 1

In Total:

155 toolkits distributed

Tukwila Treasure Truck Event



Safe Start Kit Distribution



*50 reusable cloth face coverings, 200 disposable masks,
2 bottles of hand sanitizer*

Month	# of Kits
Treasure Truck	6,000
August 2020	9
September 2020	13
October 2020	106
November 2020	19
December 2020	22
January 2021	8
February 2021	2
March 2021	9

In Total:

6,179 kits distributed

Resource Roundup

- Southside Promise outreach & promotion
- SMART initiatives marketing
- COVID-19 relief opportunities
- State & County updates

In Total:

15 informational emails sent

SEATTLE
SOUTHSIDE
CHAMBER OF COMMERCE

Resource Roundup

March 29th, 2021

As your regional chamber, the Seattle Southside Chamber continuously strives to keep all of our members updated and informed. It is in that spirit of information sharing that we share the following updates and responses regarding COVID-19 and related economic recovery.

Healthy Washington Status
Puget Sound Region

Phase 3

The Puget Sound Region, including Snohomish, King, and Pierce County, is in Phase 3 of the WA Roadmap to Recovery as of Monday, March 22, 2021

[See the Metrics Here](#)

[Read Phase 3 Guidelines Here](#)

Vaccinate WA Status

Phase 1B - Tier 2

Eligible groups include high-risk critical works who work in certain congregate settings and people 16 or older who are pregnant or

[See the Phase Breakdown Here](#)

[Learn More Here](#)

Header of the March 29, 2021 email



Social Media & Photography

Social Posts to Facebook, Instagram, Twitter, and LinkedIn

Social Media Posts

- “Take the Promise!”
- Promoting Promise Takers
- SMART Reopening Toolkit
- Safe Start Kits
- Southside Strong Fund
- Keep Calm & Carry Out



Example posts from Facebook, Instagram, Twitter, and LinkedIn



Keep Calm & Carry Out Video





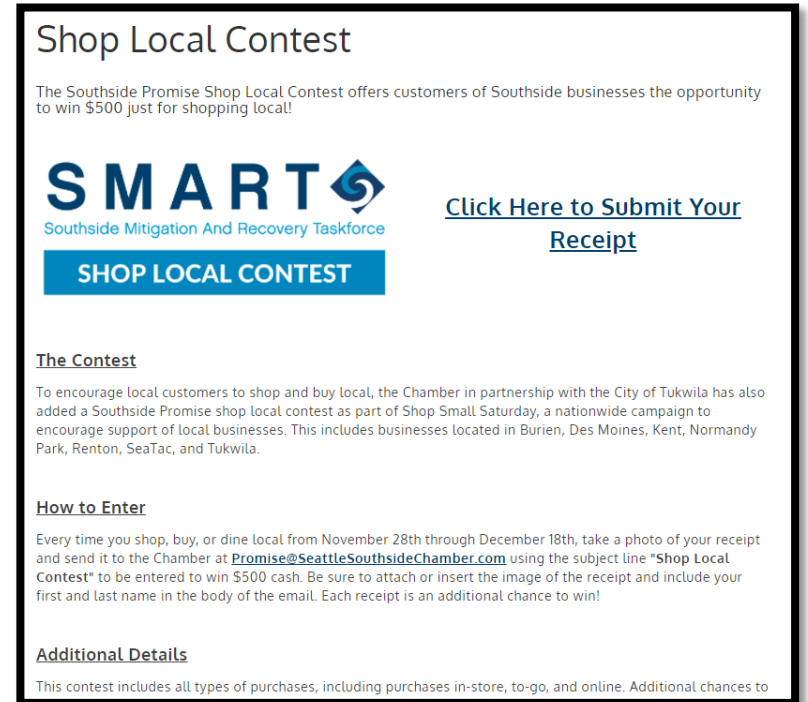
Marketing & Advertising

Saving Local Contest, Keep Calm & Carry Out,
Visit Seattle Partnership, SMART Webpage

Shop Local Contest



Example posts from Facebook, Instagram, Twitter, and LinkedIn



Top screen view of the Shop Local Contest webpage

In Total:
182 submissions
with \$16,712.69 worth of purchases

Southside Strong Fund

- \$500 cash grants to 9 Tukwila Businesses
- Over 90% of recipients women-owned and BIPOC-owned organizations



One grant recipient, Spice Bridge Food Hall

SMART Webpage

- SMART Webinar Series
- Southside Promise
- Shop Local Contest
- Reopening Toolkit
- Safe Start Kits
- Other resources

The screenshot displays the top section of the SMART webpage. At the top, the title "COVID-19 SMART" is followed by a descriptive paragraph: "The Southside Mitigation And Recovery Taskforce (SMART) is a public/private taskforce that strives to find real solutions to the challenges our community faces as we confront the human and economic impacts of COVID-19." Below this, there are three main content areas. On the left, a video player titled "Message of Hope from Seattle Southside Chamber of Commerce" features a woman speaking. In the center, there is a list of "External Resources" including links to the CDC, Washington State Coronavirus Response, King County Public Health, WA Governor Jay Inslee's Website, and SBA Coronavirus Relief Options. On the right, three promotional cards are displayed: "SMART Webinar Series" with a "Click Here to Learn More" link, "SMART Southside Promise" with a "Click Here to Learn More" link, and "SMART Business Reopening Toolkit" with a "Click Here to Learn More" link. Each card includes the SMART logo and a small image of a mountain landscape.

Top screen view of the SMART main page

Visit Seattle Partnership

- Increased marketing
- Shared contacts between *All Clear King County* and *Southside Promise*
- More benefits for both Pledgers and Promisers



Top screen view of Visit Seattle's Pledge page



Webinars

SMART Webinar Series

SMART Webinar Series



Example SMART Webinar event squares



Top screen view of the SMART Webinar webpage

In Total:

24 recorded webinars

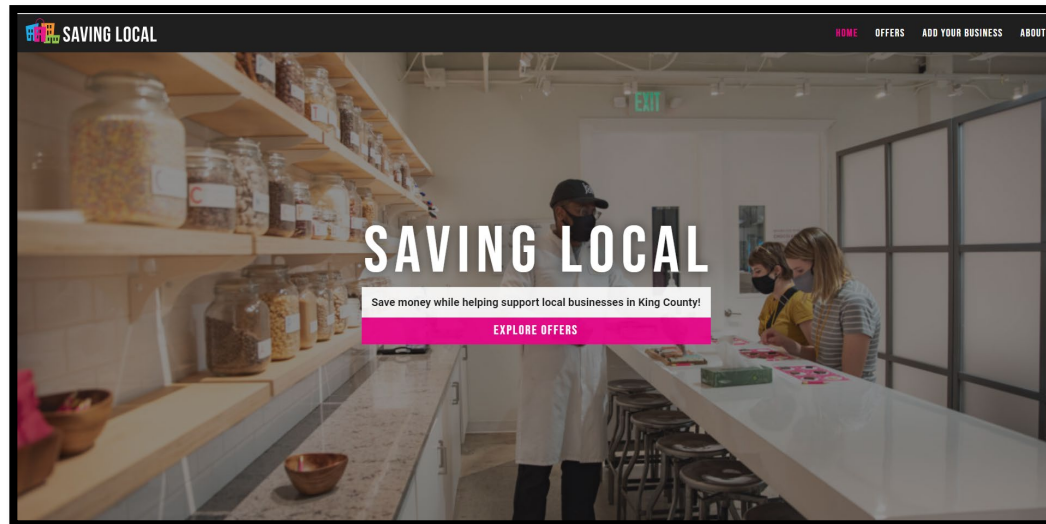
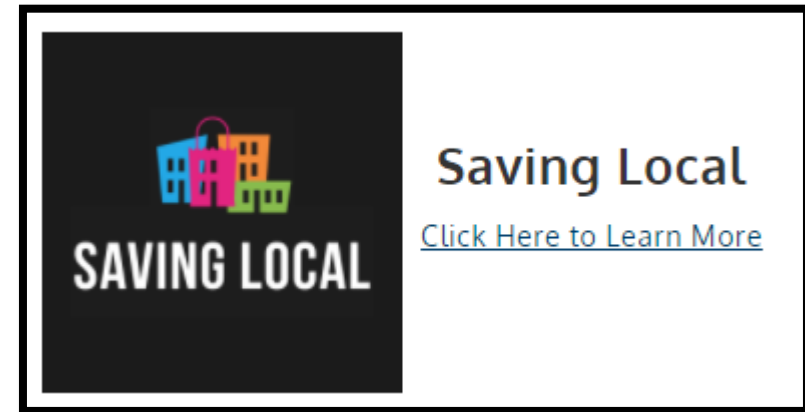


Other Digital Initiatives

Saving Local KC and Keep Calm Carry Out with Great Tukwila Carryout

Saving Local KC Partnership

- Technical Assistance
- Marketing & Promotion
- Social media posts



Keep Calm & Carry Out

Great Tukwila Carry Out Promotion



Keep Calm and Carry Out

SMART created the "Keep Calm and Carry Out" Campaign as a hub to promote restaurant take-out programs in our five cities and beyond during the closures created by COVID-19.



Burien

[Burien Strong - United Against COVID-19 Facebook Page](#)



Tukwila

[The Great Tukwila Carry Out](#)

Top screen view of the KC&KO webpage

Example posts from Facebook, Instagram, Twitter, and LinkedIn



Impact Report

Hospitality Data

Hospitality Data

Statistic	Report
Overall engagement and participation	172,000
Number of participants <50 miles	138,000
Number of participants >50 miles	34,500
Number of participants from out of state	20,500
Number of participants from out of country	17,200
Number of people who traveled >50 miles who stayed overnight in Tukwila	1008
Number of people who staid overnight at paid accommodations in Tukwila	216
Number of paid lodging room nights	262,000

*Data compiled through demographic analytics, participant self-reports, and STR reports

Thank You



206.575.1633

Andrea Reay, President/CEO
Andrea@SeattleSouthsideChamber.com

www.SeattleSouthsideChamber.com

