



INFORMATIONAL MEMORANDUM

TO: **Planning and Community Development**

FROM: **Brandon Miles, Business Relations Manager**

CC: **Mayor Ekberg**

DATE: **January 11, 2022**

SUBJECT: **Lodging Tax Funding Requests**

ISSUE

Review of a lodging tax funding request from the City of Tukwila, Office of Economic Development for Experience Tukwila 2022 and for a partnership with the Seattle Seahawks.

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 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.

Pending Applications

At its January 14, 2022, meeting, the LTAC is scheduled to consider the funding request for Experience Tukwila and the Seattle Seahawks. Staff will brief PCD on the LTAC's recommendation at the January 18 committee meeting.

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."

1. City of Tukwila, Experience Tukwila, (\$140,000)

In 2020 the City of Tukwila launched the Experience Tukwila digital initiative. The initiative includes a dedicated website ExperienceTukwila.com and social media. The goal is to promote the City of Tukwila to consumers primarily within 50 miles of the City, including hotel guests who are already in the area. The City is seeking funding to continue contractor services to run the day-to-day operations of Experience Tukwila and to expand content development.

Experience Tukwila was in full operation by spring of 2021, with the website ExperienceTukwila.com going live. Experience Tukwila has provided the City and the Tukwila community a much needed marketing tool to promote the City. Through Experience Tukwila the City has been able to:

1. Promote special events, such as Juneteenth, on a website dedicated to promoting the City versus using the City’s government website.
2. The ability to put positive social media stories out when people look up Tukwila.
3. Social media interactions with local media, specifically sports reporters.

The City contracts with a marketing agency to manage the day-to-day operations of Experience Tukwila, maintain the website, strategy development, project management, and content creation. The current firm is True Blue Strategies and they have provided great, timely work to build out the Experience Tukwila brand.

The 2022 funding request will provide the following:

1. Monthly operations of Experience Tukwila, including social media content creation, website maintenance, and project management.
2. One-time items, including website refresh, photo shoot, video creation, and a refresh of the email template.

Goals for 2022:

	2021 Totals	2022 Goals
Website Visitors (ExperienceTukwila.com launched in Febuary)	5,193	20,000
Page Views (ExperienceTukwila.com launched in February)	9,477	30,000
Total Social Media Followers	2,533	10,000
Total Social Media Impressions	808,401	1,000,000
Total Social Media Engagement	8,060	20,000

LTAC Recommendation on Application: LTAC is considering the application at its January 14 meeting. Staff will brief PDC on the recommendation at its January 18 meeting.

Staff Recommendation on Application: Do Fund.

2. City of Tukwila, 2022 Seawolves Partnership (\$40,000)

The City of Tukwila is requesting lodging tax funds to partner with the Seattle Seawolves for the team's 2022 season. The Seattle Seawolves is a professional rugby team in Major League Rugby (MLR). The team trains and plays all of its home games at Starfire Sports in Tukwila. The Seawolves are the most successful and dominate team in MLR. The team has won two MLR Championships. Rugby as a whole is growing in popularity in the United States and is popular in Seattle.

In 2018 and 2019 and 2022, every MLR home game hosted by the Seawolves has sold out, with nearly 4,000 people attending each match. In person attendance for 2021 will be limited due to COVID-19. For 2022, now that the team can be back at full capacity, fan attendance for the season is estimated to be at nearly 50,000.

The Seawolves also have a very strong digital following and a growing brand identity in the Seattle metro region. Through the Experience Tukwila digital accounts, the City has done some limited campaigns with the Seawolves to promote both the Seawolves and the City.

For 2022, the City would like to partner with the Seawolves on initiatives that focus on three distinct areas:

1. Drive Heads in Beds. Tukwila hotels will be the official hotel for away teams for the 2022 season.
2. Drive More Traffic to Area Businesses. As we hopefully emerge from COVID-19 it is important that we help highlight that the City's restaurants and retailers are open in order to get our market share back. In person attendance at game will be limited due to restrictions in place for COVID-19. The Seawolves have been very supportive of promoting the City via its own social media channels.
3. Building the Tukwila Brand. The Seawolves have a strong and growing brand in the Seattle region. Additionally, the Seawolves have a very strong brand following by millennials and families, part of the City's overall target audience for branding. The City's internal brand essence is "Accessible Fun." The Seawolves games are easily "accessible fun." The games are reasonably priced, fun, and safe for families.
4. Rugby Community. The City also has an opportunity to build a rugby brand. Like we have done for soccer, Tukwila could be known as the epicenter of soccer in the Pacific NW. Supporting the Seawolves can help attract more rugby matches to the City. In 2021 our relationship with the Seawolves resulted in introductions to the Rugby 7 organizers and the XV Series, both of these activities called Tukwila home for their matches.

LTAC Recommendation on Application: LTAC is considering the application at its January 14 meeting. Staff will brief PDC on the recommendation at its January 18 meeting.

Staff Recommendation on Application: Do Fund.

FINANCIAL IMPACT

The total request for the two lodging tax applications will not to exceed \$180,000.00. The six-year Tourism Financial Plan approved by the City Council in December of 2020 allocated a total of \$75,000 for Experience Tukwila and \$150,000 in lodging tax funding for sponsorships in 2021, 2022, and 2023.

2022 Tourism Six-Year Financial Plan Allocation	
Experience Tukwila:	\$75,000
Experience Tukwila (Pending):	(\$140,000)
Remaining Sponsorship Funds:	\$(65,000)

Note, there is sufficient ending funding balance in 2021 and projected ending fund balance in 2022 to accommodate the additional funds requested.

2022 Tourism Six-Year Financial Plan Allocation	
Sponsorships:	\$150,000
City of Tukwila, Copa Surf Cup (Approved)	(\$25,000)
Seattle Seawolves (Pending)	(\$40,000)
Remaining Sponsorship Funds:	\$85,000.00

RECOMMENDATION

Staff recommends that the Committee approve the pending funding requests and forward to the January 24, 2022, consent agenda on the special meeting for final action.

ATTACHMENTS

1. City of Tukwila, Experience Tukwila, Staff Report to LTAC
2. Lodging Tax Application, City of Tukwila, Experience Tukwila
3. City of Tukwila, Seattle Seawolves, Staff Report to LTAC
4. Lodging Tax Application, City of Tukwila, Seattle Seawolves

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:

\$140,000

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:

In 2021, Experience Tukwila received \$100,000 in lodging tax funds to launch and operate Experience Tukwila.

Funding Request Narrative:

In 2020 the City of Tukwila launched the Experience Tukwila digital initiative. The initiative includes a dedicated website ExperienceTukwila.com and social media. The goal is to promote the City of Tukwila to consumers primarily within 50 miles of the City, including hotel guests who are already in

the area. The City is seeking funding to continue contractor services to run the day-to-day operations of Experience Tukwila and to expand content development.

Experience Tukwila was in full operation by spring of 2021, with the website ExperienceTukwila.com going live. Experience Tukwila has provided the City and the Tukwila community a much needed marketing tool to promote the City. Through Experience Tukwila the City has been able to:

1. Promote special events, such as Juneteenth, on a website dedicated to promoting the City versus using the City’s government website.
2. The ability to put positive social media stories out when people look up Tukwila.
3. Social media interactions with local media, specifically sports reporters.

The City contracts with a marketing agency to manage the day-to-day operations of Experience Tukwila, maintain the website, strategy development, project management, and content creation. The current firm is True Blue Strategies and they have provided great, timely work to build out the Experience Tukwila brand.

The 2022 funding request will provide the following:

1. Monthly operations of Experience Tukwila, including social media content creation, website maintenance, and project management.
2. One-time items, including website refresh, photo shoot, video creation, and a refresh of the email template.

Goals for 2022:

	2021 Totals	2022 Goals
Website Visitors (ExperienceTukwila.com launched in March)	5,193	20,000
Page Views (ExperienceTukwila.com launched in March)	9,477	30,000
Total Social Media Followers	2,533	10,000

Total Social Media Impressions	808,401	1,000,000
Total Social Media Engagement	8,060	20,000

Staff Comments:

Experience Tukwila is starting to gain steam and initiative in promoting the City. We have seen an increase in interactions and website visits as the year has progressed. The funding request includes some onetime items including a touch up of the website, photo shoot, SEO improvements, and the creation of more videos.

Keep in mind that the social media accounts launched in the spring of 2020 and the website launched in February of 2021. Experience Tukwila campaigns such as the Great Tukwila Carryout to help restaurants during COVID-19, Saving Local, and the name the sushi roll at Trapper’s Sushi.

Experience Tukwila allows the City to promote the Tukwila community within the Greater Seattle area and to help the City control its on brand. It has also served as resource to businesses looking to promote grand opening and upcoming events.

Consistency with Six Year Financial Model:

Experience Tukwila Request:	\$140,000
Funds Provided in Six Year Financial Plan For Ex. Tukwila:	\$100,000
Remaining Funds:	\$(25,000)

In the “Tourism Six Year Financial Plan” we identified \$100,000 for 2022 costs for Experience Tukwila. This cost was primarily related to ongoing upkeep, website management, and social media posts. The added funds for 2021 include doing another photo shoot, creating some small videos, and increasing the frequency of our social media posts. Since Experience Tukwila launched, we are working to build out our digital content for use across the website and social media. A new photo shoot is needed because in 2020 and 2021 we were operating under COVID-19 restrictions and were not able to fully capture activities and events that capture Tukwila.

The added funds needed for Experience Tukwila will come from budgeted savings in 2021 for other tourism initiatives, such as deferring the wayfinding plan development and used sponsorship funds.

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes:

None.

Application to the City of Tukwila for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Experience Tukwila
Amount of Lodging Tax Requested:	\$140,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	Office of the Mayor 6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon 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

For Profit Corporation

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 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: /s/

Date: January 10, 2022

1) Describe your tourism-related activity or event.

In 2020 the City of Tukwila launched the Experience Tukwila digital initiative. The initiative includes a dedicated website ExperienceTukwila.com and social media. The goal is to promote the City of Tukwila to consumers primarily within 50 miles of the City, including hotel guests who are already in the area. The City is seeking funding to continue contractor services to run the day-to-day operations of Experience Tukwila and to expand content development.

Experience Tukwila was in full operation by spring of 2021, with the website ExperienceTukwila.com going live. Experience Tukwila has provided the City and the Tukwila community a much needed marketing tool to promote the City. Through Experience Tukwila the City has been able to:

1. Promote special events, such as Juneteenth, on a website dedicated to promoting the City versus using the City’s government website.
2. The ability to put positive social media stories out when people look up Tukwila.
3. Social media interactions with local media, specifically sports reporters.

The City contracts with a marketing agency to manage the day-to-day operations of Experience Tukwila, maintain the website, strategy development, project management, and content creation. The current firm is True Blue Strategies and they have provided great, timely work to build out the Experience Tukwila brand.

The 2022 funding request will provide the following:

1. Monthly operations of Experience Tukwila, including social media content creation, website maintenance, and project management.
2. One-time items, including website refresh, photo shoot, video creation, and a refresh of the email template.

Goals for 2022:

	2021 Totals	2022 Goals
Website Visitors (ExperienceTukwila.com launched in March)	5,193	20,000
Page Views	9,477	30,000

(ExperienceTukwila.com launched in March)		
Total Social Media Followers	2,533	10,000
Total Social Media Impressions	808,401	1,000,000
Total Social Media Engagement	8,060	20,000

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

N/A

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

This is a pure branding and marketing initiative. The geographic focus are consumers within 50 miles of the City. This could include households, employees, and overnight guests who are already in the area. For outside the 50 miles radius the City partners with the cities of SeaTac and Des Moines through Seattle Southside RTA.

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

Tukwila’s central location, its transportation connections, and mass transit makes Tukwila a great destination to get away for a day or an overnight trip. The City is home to nearly 200 restaurants, the largest mall in the Pacific NW, Starfire Sports, and the Museum of Flight. The City has success is bringing people to the City. The goal is to get people to come more often, stay longer, and realize they are in Tukwila (versus other cities).

In 2021 the City used Experience Tukwila to promote private events coming to the City.

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

Primary within 50 miles of the City; however, hotel guests throughout the region are part of the target audience.

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

	2021 Totals	2022 Goals
Website Visitors	5,193	20,000

(ExperienceTukwila.com launched in March)		
Page Views (ExperienceTukwila.com launched in March)	9,477	30,000
Total Social Media Followers	2,533	10,000
Total Social Media Impressions	808,401	1,000,000
Total Social Media Engagement	8,060	20,000

In addition, to the total stats outlined above, the City has also had success in several minor campaigns, including the SavingLocal.com, the Great Tukwila Carryout, the Trapper’s Tukwila sushi roll social media push, and Mario Day social media posts.

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

N/A

7) 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.

For 2020 the goal was to get Experience Tukwila up and function. For 2021 the goal was to expand the total number of followers, likes, engagements, and impressions for Experience Tukwila. For 2021 a limited amount of paid social media will be utilized; digital ads; paid google search; search and engine optimization.

For 2022 our goals include improving our social media engagement and follower count, creating more unique videos, improving Tukwila’s google rankings, and bringing more third party events to the City. Finally, we want to start engaging Tukwila youth in creating content we can use for Experience Tukwila. This will help to create authentic content to promote the City.

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

Experience Tukwila promotes the City’s various lodging, restaurants, retailers, and entertainment establishments. ExperienceTukwila.com features pages for each specific category mentioned above. In addition, social media posts rotate through regularly promoting Tukwila businesses.

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

Yes.

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

Experience Tukwila is all about Tukwila. The brand is focused on the Tukwila name. Tukwila is tagged as a physical location in social media posts.

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.)

	2021 Totals	2022 Goals
Website Visitors (ExperienceTukwila.com launched in March)	5,193	20,000
Page Views (ExperienceTukwila.com launched in March)	9,477	30,000
Total Social Media Followers	2,533	10,000
Total Social Media Impressions	808,401	1,000,000
Total Social Media Engagement	8,060	20,000

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	1,000,000 social media impressions.
b. Number of people who will travel fewer than 50 miles for your event/activity.	90% However, hotel guests already in the Greater Seattle area

	are also a focus on Experience Tukwila.
c. Number of people who will travel more than 50 miles for your event/activity.	10% (see note above)
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	5%
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	5%
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	1,000
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>)	3,000

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?

The impressions outlined above are a forecasted amount for 2022. The forecast as built on the limited historical data we currently have for 2020 and 2021 for Experience Tukwila.

It is important to remember that Experience Tukwila is a pure marketing and branding effort. Tracking actual hotel stays and visitor spending through such efforts can be difficult and at best can only show a correlation and not causation.

For the overall success of Experience Tukwila, we intend on tracking the following metrics.

Metrics	2021 End of Year Goals	2021 Actuals	2022 Goals
Website visits:	7,500	5,193	20,000
Social media followers:	2,100	2,533	10,000
Social media impressions:	1,500,000	808,401	1,000,000
Social media engagement:	9,000	8,060	10,000
Email newsletter subscribers	450	41	200

Experience Tukwila is building it’s digital followers and impressions primarily through organic engagement, with a limited amount of paid social media.

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

No.

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

No.

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

2022 Experience Tukwila Budget	Monthly	Annual (11 months)
Project Management	1,000	11,000
Social Media Content Creation	4,500	49,500
Website Content Update	2,000	22,000
Email Marketing	1,000	11,000
Subtotals:	8,500	93,500

One Time Items	
Video Creation	15,000
Photo Shoot	15,000
Website Refresh	5,000
SEO	5,000
Email Template Update	1,500

Subtotal:	41,500
Annual Ongoing Costs:	93,500
Onetime Items:	41,500
Contingency and Ad Buys	5,000.0
Grand Total:	140,000

Funds may be moved around categories but will not exceed the grand total.

The City contracts with a firm to manage the day-to-day postings and updates for ExperienceTukwila.com. Posts are made on social media almost daily and the website is updated weekly with new content as it becomes available. Contracting with a firm to manage Experience Tukwila is more efficient and provides the City more flexibility than to do it in house, which would require the hiring of additional staff.

In the “Tourism Six Year Financial Plan” we identified \$75,000 for 2022 costs for Experience Tukwila. This cost was primarily related to ongoing upkeep, website management, and social media posts. The added funds for 2022 include doing another photo shoot and creating some small videos. Since Experience Tukwila launched, we are working to build out our digital content for use across the website and social media. A new photo shoot is needed because in 2020 and 2021 we were operating under COVID-19 restrictions and were not able to fully capture activities and events that capture Tukwila.

We also want to create more videos to help build out our social media followers and engagement. Once we have a good library created, we can circulate these videos through our social media for a number of years. In addition, we need to do another photo shoot to build out our library.

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

We would likely reduce the scope of the photo shoot and eliminate the short videos.

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,
Page 8 of 9

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles

(206) 431-3684

Brandon.Miles@Tukwilawa.gov.

Updated: January 10, 2022

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila

Address:

6200 Southcenter Blvd

Total Funds Requested:

\$40,000

About the Applicant:

City of Tukwila Office of Economic Development is responsible for overseeing the City's tourism programs, which includes the City's direct marketing, destination development, and tourism promotion activities, as well as overseeing contract with SSRTA, Starfire, and other organizations.

Funds Previously Awarded:

The City of Tukwila has received lodging funds in the past for a variety of initiatives. In 2020, the City was granted \$39,000 in lodging tax funds for a partnership with the Seawolves. However, due to COVID the contract was terminated. In 2021 the City and Seawolves put together a smaller sponsorship package of \$20,000.

Funding Request Narrative:

The City is requesting funding to partner with the Seattle Seawolves in 2022. The partnership will focus on creating a better fan experience, bringing fans to the City, and branding the City as the center of rugby in the Pacific NW. The City also wants to work with the Seawolves on promotional campaigns to get rugby fans to the City on non-game days.

Staff Comments:

This application helps build Tukwila's brand as the epicenter of rugby in the Pacific NW. The Seawolves have a strong brand that is consistent with the City's brand, both in its goal and target audience. The Seawolves have helped the City in attracting other rugby events to the City such as last year's rugby 7s competition and the XV Series.

Consistency with Six Year Financial Model:

For 2022, the Six Year Financial Plan shows the City spending \$150,000 for sponsorship, such as this. There will be sufficient funds remaining in the budget for other 2021 sponsorships.

Sponsorship Funds Provided in Six Year Financial Plan:	\$150,000
Copa Surf Cup (Approved)	(\$25,000)
Seawolves (Pending)	(\$40,000)
Remaining Funds:	\$85,000

**City of Tukwila Staff
Recommendation to LTAC:** Approval

Notes:
None.

Application to the City of Tukwila for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	2022 Seawolves Partnership
Amount of Lodging Tax Requested:	\$40,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	Office of the Mayor 6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon 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

For Profit Corporation

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 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: /s/

Date: January 10, 2022

1) Describe your tourism-related activity or event.

The City of Tukwila is requesting lodging tax funds to partner with the Seattle Seawolves for the team's 2022 season. The Seattle Seawolves are a professional rugby team in Major League Rugby (MLR). The team trains and plays all of their home games at Starfire Sports in Tukwila. The Seawolves are the most successful and dominate team in MLR. The team has won two MLR Championships. Rugby as a whole is growing in popularity in the United States.

We had originally had a funding request in place with the Seawolves for the 2020 season, but due to COVID-19 this agreement was terminated at the start of the season when the entire MLR season was canceled. A smaller funding request was put in place for the 2021 season.

In 2018 and 2019 and 2022, every MLR home game hosted by the Seawolves has sold out, with nearly 4,000 people attending each match. In person attendance for 2021 will be limited due to COVID-19.

The Seawolves also have a very strong digital following and a growing brand identity in the Seattle metro region. Through the Experience Tukwila digital accounts the City has done some limited campaigns with the Seawolves to promote both the Seawolves and the City.

For 2022, the City would like to partner with the Seawolves on initiatives that focus on three distinct areas:

1. Drive Heads in Beds. Tukwila hotels will be the official hotel for away teams for the 2021 season.
2. Drive More Traffic to Area Businesses. As we hopefully emerge from COVID-19 it is important that we help highlight that our restaurants and retailers are open in order to get our market share back. In person attendance at game will be limited due to restrictions in place for COVID-19. The Seawolves have been very supportive of promoting the City via its own social media channels.
3. Building the Tukwila Brand. The Seawolves have a strong and growing brand in the Seattle region. Additionally, the Seawolves have a very strong brand following by millennials and families, part of the City's overall target audience for branding. The City's internal brand essence is "Accessible Fun." The Seawolves games are easily "accessible fun." The game are reasonably priced, fun, and safe for families.
4. Rugby Community. The City also has an opportunity to build a rugby brand. Like we have done for soccer, Tukwila could be known as the epicenter of soccer in the Pacific NW. Supporting the Seawolves can help attract more rugby matches to the City. In 2021 our relationship with the Seawolves resulted in introductions to the Rugby 7 organizers and the XV Series, both of these activities called Tukwila home for their matches.

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

Multiple dates for home games. Estimated attendance for the 2022 game is 50,000.

The exact attendee number for the 2021 game will be dependent upon reopening related to COVID-19. The following are specific examples based upon limited in person capacity.

@@@@@

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

Both, both directly and indirectly by building a rugby brand.

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

The Seawolves have been playing in Tukwila since the team was founded. Each game has sold out, with nearly 4,000 rugby fans attending the games. In 2019, the City partnered with the Seawolves on two international matches. As part of these matches the City and Westfield Southcenter hosted a fan event before one of the games. This fan event was well attended. The Seawolves team has a loyal fan following.

In 2020 Seawolves players participated in a drive through Halloween event at Westfield Southcenter and the player's presence and attitude help to drive visitors to the mall. The Seawolves have supported the Experience Tukwila social media campaign.

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

Regionally. Most fans are located within the Greater Seattle region. Home games may also produce a small number of traveling fans from throughout the United States. These home games would also generate hotel stays by the away team.

Besides attendance at games, the City is also hoping to get branding exposure with the Seawolves

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

The Seawolves have shown the ability to bring fans to the City. In 2019 year the City partnered with the Seawolves on two international matches. Both games were well attended. Nearly all home matches in 2019 were sold out.

In 2022 we want to work with the Seawolves to leverage new ways to bring rugby fans to the City.

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

N/A

7) 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 City will utilize Experience Tukwila and the Seawolves digital and social media for promotion. The City will bring in additional partners and these partners would be required to also promote various events, such as the fan day event or viewing parties.

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

Various ways, through digital media and by hosting specific events.

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

Yes.

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

This event will be promoted as being in Tukwila.

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

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	9,000 to 21,000 (dependent upon COVID-19 restrictions).
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.	Approximately 200.
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	Approximately 200.

f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	200
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>)	400

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?

These are estimates based upon a variety of factors, including fan attendance at games, fan attendance at special events, overnight stays by the away teams, etc. The numbers provided are for estimated in person attendance and do not include media and social media exposure.

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

No.

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

No.

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

The City is requesting \$40,000 of lodging tax funds for this event.

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

We would not be able to have a paid sponsorship with the Seawolves.

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 5, 2021

Tentative Scope of Service

- Non-Exclusive use of Seattle Seawolves marks for advertising and promotional purposes
- Presenting sponsor of one (1) Seawolves home match
 - Presenting sponsor benefits include:
 - Promotion of game on ROOT Sports television broadcast including “Presented by” including the City’s name and tourism mark exposure.
 - Social media post leading up to the match with City’s tourism mark and tag.
- Presenting sponsor of upcoming “Get to know the Seawolves” social media campaign.
 - Seawolves produced player videos posted to Seawolves social channels with “Welcome back to Tukwila” or “Welcome to Tukwila” messaging in body of post and City of Tukwila tag.
- Halftime recognition at two (2) Seawolves home matches for mutually agreed upon City of Tukwila businesses or first responders.
 - Business recognition to include:
 - PA announcement recognizing Tukwila business / first responders who persevered through the adversity of 2020
 - Logo on videoboard
- At least one (1) ROOT Sports TV Billboard per home ROOT Sports broadcast (includes eight seconds of copy and tourism mark exposure)
- Location for all 2021 home games shall be listed as “Tukwila” and not reference Seattle.
- A lodging establishment within the City of Tukwila, chosen by the Seawolves, shall serve as the official hotel for all visiting teams
- City of Tukwila listed on Seawolves partner page with logo and copy
- Five (5) pieces of autographed Seawolves merchandise
- Five (5) one-hour player appearances