

AGENDA

*Lodging Tax Advisory Committee
11:30 A.M. Friday, May 13, 2022
Virtual Meeting*

DUE TO COVID-19 THE MEETING WILL NOT BE CONDUCTED IN PERSON. THE PUBLIC CAN VIEW THEM MEETING VIA THE LINK BELOW OR THE PHONE NUMBER PROVIDED.

CALL IN INSTRUCTIONS:

Join on your computer or mobile app [Click here to join the meeting](#)

[+1 253-292-9750](#), Phone Conference ID: 526 942 514#

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. March 11, 2022
4. Special Presentations
 - a. Seattle Southside RTA 2022 Business Plan
 - b. Seattle Southside Scholarship Program
5. Pending Funding Requests
 - a. City of Tukwila, Paint the Boulevard Project (\$6,000)
 - b. City of Tukwila, Seattle Sports Commission (\$10,000)
 - c. City of Tukwila, Summer Gut Check Wrestling Tournament (\$6,000)
6. General Business (None)
7. Announcements
8. Roundtable
9. Adjourn

Next Scheduled Meeting: *When:* *11:30 A.M. June 10, 2022*
Location: *Virtual*

DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | March 11, 2022

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 McLeod, Jim Davis, Brian Jones, Ben Oliver, Mike West
- Members Absent: Miesa Berry, Jean Thompson
- City Staff Present: Niesha Fort-Brooks, Tracy Gallaway, Laurel Humphrey, Michael May, Brandon Miles, Derek Speck
- Others Present: Mark Everton, Seattle Southside Regional Tourism Authority

| Agenda Item | Action | Follow-Up |
|----------------------------------|---|------------------|
| Welcome and Introductions | Chair McLeod called the meeting to order at 11:32 AM. Committee members introduced themselves including the two newly appointed members. | None |
| Review of Agenda | Reviewed | None |

| | | |
|---|--|------|
| Approval of Minutes of January 14, 2022 | Jim moved approval. Ben seconded. Motion passed. | None |
| Special Presentations <ul style="list-style-type: none"> • Tukwila Lights Event | <p>Tracy Gallaway and Beth Ergahan presented a City goal to host a light art festival. The application is attached.</p> <p>Members spoke in favor of the event. Jim spoke to the importance of related activities like food trucks to make it good event. Brian mentioned a DJ he can recommend. Ben asked if a two-day event would make sense. Mike asked about security and encampments along the trail. Tom asked about the time of year and when it's dark enough.</p> | None |
| Pending Funding Requests <ul style="list-style-type: none"> • Juneteenth | <p>Brandon introduced a request from the City of Tukwila for \$10,000 to host a Juneteenth event. The application is attached. Niesha Fort-Brooks explained the event in greater detail.</p> <p>Committee members spoke in favor of the event, especially in-person. Mike asked if it would make sense to do it on Sunday to be on Juneteenth itself. Tom asked about parking.</p> | None |

| | | |
|---|--|-------------|
| <ul style="list-style-type: none"> Fiesta Ole 5K | <p>Jim moved approval. Brian seconded. Motion passed.</p> <p>Brandon presented a request for \$5,000 for a 5K. The application is attached.</p> <p>Committee members spoke in favor of the event. Brian asked if the City has pre-existing routes for these runs.</p> <p>Ben moved approval. Mike seconded. Motion passed.</p> | <p>None</p> |
| <p>General Business</p> <p>None</p> | <p>None</p> | <p>None</p> |
| <p>Announcements</p> | <p>None</p> | <p>None</p> |
| <p>Roundtable</p> | <p>Jim spoke about restaurants his company is opening soon in San Francisco and Los Angeles.</p> <p>Brian spoke about SeaWolves home matches at Starfire.</p> <p>Ben mentioned the Tacoma Defiance will play at Starfire soon and activity is ramping up.</p> <p>Tom touched on some projects in Tukwila and the city's upcoming budget process.</p> | <p>None</p> |

| | | |
|----------------|--|--|
| | Brandon spoke to the benefits to Tukwila of the Sounders move to Renton. | |
| Adjourn | The meeting adjourned at 12:25 PM. | |

SEATTLE SOUTHSIDE



SeaTac | Tukwila | Des Moines

SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY 2022 WORK PLAN



These goals are the core mission of Seattle Southside RTA:

1. Increase the number of tourists and groups coming to Seattle Southside.
2. Increase the average length of stay.
3. Increase visitor spending at businesses in the cities of SeaTac, Tukwila, and Des Moines.
4. Enhance the perception and awareness of the region as a preferred travel destination.

As the Regional Tourism Authority, our staff will work together with partners, stakeholders, and community members to build toward being the destination that visitors and groups know and prefer for accessing everything the Pacific Northwest has to offer, emphasizing the experiences within Seattle Southside.

The travel environment is ever-changing and holds many new possibilities. Seattle Southside is well positioned to grow and thrive while meeting the increased demand to visit our beautiful Northwest region and exceeding visitor expectations. The strategy will be to turn the spotlight on the varied opportunities in our region and welcome people who have not been here in the past.

We are going to focus on re-introducing the Seattle Southside region to travelers, groups, and corporations in this new and very different environment. Raising awareness of the destination, highlighting the unique identity of each of our destination cities, and focusing on leveraging our sports facilities will support the foundation of our upcoming strategies.

The following objectives and tactics make up the RTA's organizational plans for 2022 and will help set the stage for developing a new long-term strategic plan.



For more information about Seattle Southside Regional Tourism Authority, please visit www.SeattleSouthside.com, email info@SeattleSouthside.com or call 206-575-2489.

MARKETING & COMMUNICATION DIVISION

The marketing and communications division will be heavily focused on developing new advertising campaigns and strategies, rebuilding the website, updating and creating content and revising the visual identity to increasing awareness of and visitation to the destination. With the addition of a few new key staff members, we will be able to bring some marketing programs in house to expand the reach of our services to partners and spreading our message.

Objective #1: Develop and implement leisure advertising strategy targeting prospective travelers to increase visitation to the region, spend with partner businesses and awareness of the destination.

TACTICS

- *Evaluate Agency Relationship:*
Select most qualified agency partner to help develop and execute new campaigns, programs, advertising opportunities such as remarketing social and website visitors. Target travel profiles, focus on new audience opportunities (cruise) and seasonal opportunities.
- *Refresh Visual Identity:*
Update visual identity for use in all advertising materials, website and collateral. Direct focus to the destination and less on the RTA.
- *Maximize Research Tools:*
Study points of interest throughout the region and Seattle Southside to understand the flow of visitor travel. Track occupancy and visitor length of stay and visitor spending including revenue to evaluate recovery and shape future plans.
- *Develop New Campaigns:*
Using research and agency collaboration, refine travel profiles based on motivations and assess regional perceptions to determine how best to reach and communicate with high impact travelers. Review social media advertising opportunities such as a newsletter subscription campaign and launch program. Develop strategy for in-market marketing such as SEM, in-room/hotel/shuttle/airport messaging, geo fenced messages, etc.
- *Execute Advertising Campaigns:*
While developing new campaigns, continue interim ad campaign focused on Exploring Seattle Southside that will run until new creative is launched. Continue to build awareness of Seattle Southside and increase travel consideration via search and social.

Objective #2: Increase website visits and visitor intent actions.

TACTICS

- *Audit and Redesign Website:*
Audit website content to streamline experiences and remove or update underperforming or irrelevant content. Rebuild website using a new software that is more robust, user friendly and open source. Incorporate updated visual identity, research

and content strategies. Develop custom maps and itineraries and create more digital experiences to convert potential travelers. Review data capture processes and update or add to various sections of the website to secure more opportunities for targeted marketing.

- **Enhance SEO and SEM:**
Refine SEO strategy to ensure current and new content is targeting the intended audience. Continue content audit of website ensuring all elements are updated and created with the most effective SEO content. Bring Search Engine Marketing initiatives in house based on agency strategy guidance to reduce third party costs and maintain flexibility and control.
- **Monitor and Boost Website Health:**
Monitor website health and performance by fixing errors, tracking CMS backend configuration and ensuring third party service providers are working properly. Identify

landing pages or microsites to build to capture search traffic or advertising campaign traffic and provide a more robust experience resulting in conversions.

- **Develop Robust Content:**
Optimize content and meta data to meet best industry standards. A/B test content to ensure the best experience. Based on editorial calendar, update home page, landing pages, menus, content, etc. to enhance seasonal campaigns. Modify event calendar to generate interest and awareness about upcoming events and make it easier for new events to be added. Coordinate photo and video shoots for partners, events and activities to ensure current content and support partners with their advertising efforts. Optimize content for use on all platforms to extend the length and reach of everything produced. Determine new video and photo assets needed vs. what can be edited to create new content.

Objective #3: Enhance regional awareness and perception of Seattle Southside including tourism partners.

TACTICS

- **Continue Influencer Campaign:**
Review successes and opportunities from 2021 Influencer campaign and develop and launch 2022 campaign.
- **Bring Public Relations Initiatives in House:**
Determine best program to track and report activities. Develop media pitching calendar based on target publications editorial calendars, seasonal events, RTA activities, partner updates, etc.
- **Strengthen Media Connections:**
Maintain CRM database of media outlets to receive pitches. Connect with relevant industry groups such as PRSA to network and learn best practices. Send out monthly Calls

for Content to partners to develop and enhance pitches, website and social content. Develop monthly newsletters targeting audiences to increase engagement with web content. Coordinate TBEX travel show including booth and fam tour to generate positive publicity and build contact database. Redesign the layout and content of the Media section on the website to be more informative to all media including potential social media influencers, travel writers, fact checkers, etc.

- **Enhance Media Services:**
Develop partner editorial calendar to share schedule of distribution. Build out custom fam

tours and corresponding web experience/ tour/savings pass. Update media kit to include latest destination information. Conduct PR perception study with regional and national media.

- *Bring Social Media Initiatives in house:*
Ensure content and voice are consistent with the brand strategy. Use editorial calendar to

determine cadence and message of social media posts and ensure interactions are monitored on regular basis on all accounts. Revise social media policy to ensure best practices for public agencies are being met. Monitor user generated content to share on web, social, newsletters, collateral, etc.

Objective #4: Enhance and develop new visitor experiences to support tourism partners and increase length of stay and visitor spend.

TACTICS

- *Strengthen Scenes Program:*
Develop new strategy for Scenes program including new locations and Trail experience. Create marketing plan to support the program.
- *Develop New Passes:*
Explore additional passes for development such as ale trails, happy hour, short term itineraries, media fams, etc.
- *Enhance Collateral:*
Revise the travel planner and other collateral for a digital experience. Print a limited number for mail requests.
- *Expand Outreach to Non-Hotel Partners:*
Create awareness about services provided by RTA and enhance participation in programs. Maintain the monthly Insider newsletter.

BUSINESS DEVELOPMENT DIVISION

The RTA business development strategy for the meetings, sports, and tour/travel market is based on a partner-centric approach with sales and marketing efforts focused on steering business directly to partners. The strategy combines content marketing tactics with traditional sales efforts, partner sales support initiatives, and programs to connect partners directly to planners. Messaging to planners will highlight the assets within the destination, branding the region of Seattle Southside as an ideal destination for meetings, sporting events, tour groups, and packaged travel and the RTA as a resource for supporting and enhancing events. Equally as important, focus will be placed on developing tools, collateral, trainings, events, and opportunities that will support partners' ability to access, acquire, and close business.

Objective #1: Increase Meetings Business for hotel partners within the Association, Corporate, and SMERF markets.

TACTICS

- **Rebuild Meetings Microsite:**
Revise and rebuild microsite for a meeting planner audience with a focus on optimizing usability and usefulness for the planner.
- **Media Buy:**
Strategize, develop, and manage media buy and implementation of marketing campaigns to group audiences, focused on highlighting partner hotels and venues, Seattle Southside assets, and branding Seattle Southside as an ideal location for meetings. Pursue strategic marketing partnerships with third party planners and booking agencies with a focus on strategies that steer business directly to partners.
- **Planner Newsletters:**
Produce monthly newsletter for a meeting planner audience to maintain connections with database of clients. Newsletter content will also be distributed to third party mailing lists.
- **Content Creation:**
Develop new content for the meetings microsite (web content/articles). Content will contribute to newsletter and social media strategies.
- **Social Media Engagement:**
Generate social media content relevant to business development. Connect with planners through LinkedIn, comment on posts, and look for ways to heighten engagement, such as utilizing live video.
- **Familiarization Tours & Events:**
Plan familiarization tours and events that showcase Seattle Southside facilities and assets.
- **Connect One on One with Planners:**
Through active attendance at sales conventions, sales missions, events, and tradeshows, present the benefits of bringing meetings to Seattle Southside.
- **Industry Involvement:**
Attend networking events, continue involvement with industry associations (WSAE, PCMA, etc.), volunteer and/or support industry associations (board appointments, committees, events, etc.), and pursue opportunities for stage time/sponsorships to increase Seattle Southside's visibility.

- **Launch Partner Showcase Program:**
Develop scope, launch, and manage program to enable more partners to attend approved sales conventions and tradeshow. Coordinate pre-show promotions, post-show

follow-ups, design collateral pieces, manage show activations, assist with appointment requests, and collaborate on appointment participation.

Objective #2: Increase sports events in or near Seattle Southside with an emphasis on maximizing opportunities for partner hotels to obtain room nights from participants or attendees.

TACTICS

- **Rebuild Sports Microsite:**
Revise and rebuild microsite for a sports planner audience with a focus on optimizing usability and usefulness for the planner.
- **Media Buy:**
Strategize, develop, and manage media buy and implementation of marketing campaigns to sports planner audiences, focused on sports facility assets.
- **Planner Newsletters:**
Produce newsletter for a sports planner audience to maintain connections with database of clients. Newsletter content will also be distributed to third party mailing lists.
- **Content Creation:**
Develop new content for the sports microsite (web content/articles). Content will contribute to newsletter and social media strategies.
- **Social Media Engagement:**
Submit posts for content to MarCom for distribution on social media channels. Engage with sports planners on Facebook, LinkedIn, and Playeasy.
- **Familiarization Tours & Events:**
Partner with neighboring DMOs and the Seattle Sports Commission on familiarization tours and events that showcase Seattle Southside facilities and assets.
- **Connect One on One with Planners:**
Through active attendance at sales conventions, sales missions, events, and tradeshow, present the benefits of bringing events to Seattle Southside.
- **Industry Involvement:**
Attend networking events, continue involvement with industry associations (Seattle Sports Commission, etc.) volunteer and/or support industry associations (board appointments, committees, events, etc.), and pursue opportunities for stage time/sponsorships to increase Seattle Southside's visibility.
- **Manage Housing Program for Sports:**
Work with EventConnect, Starfire Sports, and other tournament organizers in the region to increase and optimize utilization of the RTA's housing platform.
- **Connect with Regional Sports Facilities:**
Pursue connections with sports facilities in neighboring cities to collaborate on bringing sports events to the region and developing a sports infrastructure.
- **Maintain Relationships with Facility Partners:**
Connect with Seattle Southside sports facility partners to explore ways to enhance partnerships and open up sports event opportunities.

Objective #3: Increase tour and travel business for partner hotels with an emphasis on the cruise market.

TACTICS

- **Rebuild Tour Industry Microsite:**
Revise and rebuild microsite for a tour/travel planner audience with a focus on optimizing usability and usefulness for the planner.
- **Media Buy:**
Strategize, develop, and manage media buy and implementation of marketing campaigns to tour/travel planner audiences with a focus on strategies that steer business directly to partners.
- **Planner Newsletters:**
Produce newsletter for a tour/travel planner audience to maintain connections with database of clients. Newsletter content will also be distributed to third party mailing lists.
- **Content Creation:**
Develop new content for the tour/travel microsite (web content/articles). Content will contribute to newsletter and social media strategies.
- **Social Media Engagement:**
Submit posts for content to MarCom for distribution on social media channels. Engage with tour/travel planners on Facebook, LinkedIn, etc.
- **Familiarization Tours & Events:**
Partner with neighboring DMOs and the Port of Seattle on familiarization tours and events that showcase Seattle Southside facilities and assets.
- **Connect One on One with Planners:**
Through active attendance at sales conventions, sales missions, events, and tradeshow, present the benefits of Seattle Southside.
- **Industry Involvement:**
Attend networking events, continue involvement with industry associations (Skal, NTA, PSBTA, etc.) volunteer and/or support industry associations (board appointments, committees, events, etc.), and pursue opportunities for stage time/sponsorships to increase Seattle Southside's visibility.
- **Connect Partners to Cruise Market:**
Pursue ways to educate, connect, and optimize cruise business for partners through events such as a symposium/panel presentation on how to work with the cruise industry.

Objective #4: Support business partners' group sales by providing partners with impactful opportunities and marketing/sales tools.

TACTICS

- **Rebuild Partner Microsite & Extranet:**
Revise and rebuild microsite and Extranet for partners with a focus on optimizing usability and usefulness for the planner.
- **Coalesce Partner Sales Staff:**
Develop a group identity to bring together Seattle Southside partner hotel and event venue sales staff. Brand this group to create a more unified destination and a more engaged sales community.
- **Understand Partner Needs and Status:**
Meet with select hotel partners regularly to discuss business development opportunities, their objectives and roadblocks, and find ways the RTA can support them achieve their goals through marketing or partnership services.

- ***Sales Bootcamp:***
Develop a professional development series to help partners at hotels and event venues maximize their sales process.
- ***Partner Marketing Support:***
Provide hotel and venue partners with marketing support and/or product toolkits to assist in their sales efforts (such as video, collateral, etc.). Needs will be identified through routine communications with partners.
- ***Promote Director of Sales' Collaboration:*** Provide Seattle Southside Director of Sales' the opportunity to come together and discuss their challenges, solutions, and opportunities.
- ***Manage SeaTac Hotels – Shopping Shuttle:***
Optimize utilization of the shuttle through communication with hotels, promotions for riders, and management of program.
- ***Planner Focus Group:***
Invite planners to experience Seattle Southside during a multi-day familiarization event and participate in a focus group to review the region's assets and the RTA's marketing collateral. Involve the IMPACT Group whenever possible and share the resulting report with partners to better equip them in understanding the planner perspective.
- ***Planner Advisory Group:***
Recruit planners (from Planner Focus Group) to join a Seattle Southside Planner Advisory Group. Feature this group on marketing materials providing testimonials for the destination and utilize members for review of new ads, programs, or initiatives from the RTA as well as from the IMPACT Group in order to garner the planner perspective.
- ***Business Development Data Sharing:***
Using data sources such as Cvent, STR, and Zartico, regularly provide partners with data and information relevant to business development. Produce a Partner Budgeting Toolkit by Q3 to support hotel planning and budgeting for next year.



For more information about Seattle Southside Regional Tourism Authority, please visit www.SeattleSouthside.com, email info@SeattleSouthside.com or call 206-575-2489.

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

| | |
|---|---|
| Event or Activity Name (if applicable): | Paint the Blvd Art Mural Initiative |
| Amount of Lodging Tax Requested: | \$6,000 |
| Applicant Organization: | City of Tukwila |
| Federal Tax ID Number: | 91-6001519 |
| Mailing Address: | City of Tukwila ATTN: Brandon Miles 6200 Southcenter Blvd. Tukwila, WA 98188 |
| Primary Contact Name: | Brandon Miles |
| Primary Contact Phone: | 206-731-9071 |
| Primary Contact Email Address: | Brandon.Miles@Tukwilawa.gov |

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Check all the service categories that apply to this application: |
| <input checked="" type="checkbox"/> | Tourism promotion or marketing |
| <input type="checkbox"/> | Operation of a special event or festival designed to attract tourists |
| <input type="checkbox"/> | Operation of a tourism-related facility owned or operated by a non-profit organization |
| <input type="checkbox"/> | Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district |

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Check which one of the following applies to your agency: |
| <input type="checkbox"/> | Non-Profit <i>(Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)</i> |
| <input checked="" type="checkbox"/> | Municipality |
| <input type="checkbox"/> | 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 2022. 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: 04/5/2022

1. Describe your tourism-related activity or event.

Modeled after the City of Bellevue Bel-Red mural project and the U-District Partnership’s mural program, “Paint the Blvd” mural project will provide funds to install art murals on private property. Up to three artists will be selected to install art on large blank walls. This program will be focused on Tukwila International Blvd with the goal being to enhance the international district atmosphere of the area and to create “Instagram” worthy images for people to post on social media. @ExperienceTukwila will be required to be present in all of the murals to further help Experience Tukwila attain more followers and social media engagement.

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?
Both.

Describe why visitors will travel to Tukwila to attend your event/activity/facility:

The City of Tukwila is centrally located in the transportation corridor that provides access to public light rail, King County’s Metro bus system, and the Seattle-Tacoma International Airport. Tukwila is a destination for tourism, entertainment, shopping and its diversity.

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

The geographic target of visitors is primarily a 50-mile radius. The goal of the mural project is to enhance the international atmosphere of the district. Tukwila International Blvd already features a significant number of ethnic cuisine options and shopping experiences. The district is home to Spice Bridge, a Farmer’s Market, and Soq is planned at the old Knight’s Inn property. Murals will add a sense of place and identity to the district and help to brand the district as an international experience for visitors in the Seattle metro area.

3. Describe the prior success of your event/activity/facility in attracting tourists:

The Office of Economic Development manages the Experience Tukwila digital initiative which is showing initial success in promoting the City of Tukwila within the region.

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

In 2020 and 2021 LTAC has supported art installations in the Southcenter District. The “Paint the Blvd” mural project is a new initiative for 2022.

5. 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 goal of this project is to create “Instagram worthy” images that people will want to take photos of and post on their personal social media accounts. The images themselves will feature @ExperienceTukwila that will hopefully be visible in photos. Additionally, the City will run contest asking people to tag Experience Tukwila in their photos of the mural. These efforts can help draw more people to the Experience Tukwila social media accounts.

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

The goal of this initiative is to help to brand Tukwila International Blvd as an international district and also to help draw more people to the Experience Tukwila social media accounts. Experience Tukwila markets various businesses with its social media posts.

7. Is the City able to use your digital and print media for collaborative marketing?

Yes

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

@ExeperienceTukwila will be featured in the murals installed. This will help with awareness for the City’s social media handles.

9. 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. | - 200 in-person - 1,000 Experience Tukwila social media engagement. |
| B. Number of people who will travel fewer than 50 miles for your event/activity. | 175 |
| C. Number of people who will travel more than 50 miles for your event/activity. | 25% |
| 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 |

10. 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.?

We will use social media engagement to track the impacts of this initiative.

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

N/A

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

N/A

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

\$6,000. 100% of the project funds will be coming from lodging tax.

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

The project will not move forward without funding from LTAC.

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

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Office of Economic Development
“Paint the Blvd” Art Mural Initiative

Address:

6200 Southcenter Blvd.
Tukwila, WA 98188

Total Funds Requested:

\$6,000

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:

None for this request.

Funding Request Narrative:

Modeled after the City of Bellevue Bel-Red mural project and the U-District Partnership’s mural program, “Paint the Blvd” mural project will provide funds to install art murals on private property. Up to three artists will be selected to install art on large blank walls. This program will be focused on Tukwila International Blvd with the goal being to enhance the international district atmosphere of the

area and to create “Instagram” worthy images for people to post on social media.

@ExperienceTukwila will be required to be present in all of the murals to further help Experience Tukwila attain more followers and social media engagement.

Staff Comments:

This activity helps to promote the international character of the Tukwila International Blvd area of the City. It will also help to grow our social media followers by providing engaging content for users to post on their social media accounts.

Consistency with Six Year Financial Model:

| | |
|---|-----------------|
| 2022 Sponsorship Funds Provided in Six Year Financial Plan: | \$150,000 |
| Copa Surf Cup (Approved) | (\$25,000) |
| Seawolves (Approved) | (\$40,000) |
| City of Tukwila, Juneteenth (Approved) | (\$10,000) |
| City of Tukwila, Fiesta 5K (Approved) | (\$5,000) |
| City of Tukwila, “Paint the Blvd” (Pending) | (\$6,000) |
| City of Tukwila, Seattle Sports Commission (Pending) | (\$10,000) |
| Remaining Funds: | \$54,000 |

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 2022 other sponsorships opportunities that might arise.

City of Tukwila Staff Recommendation to LTAC: Approval

Notes:
None.



Tukwila International Blvd Mural Project

March 29, 2022

- Creation of a mural program along Tukwila International Blvd.
- Murals would be on private property.
- Goal is to improve the visual appearance of the neighborhood and add to its international character.
- Provide more “Instagram” worthy photography opportunities in the City.



- Call for artists will be released.
- Three murals along TIB on private property.
- Murals must be viewable and/or accessible from a public street for people to view and take photos of.
- City would provide a stipend to the artist for the work.
- Goal is to improve the visual appearance of the neighborhood and add to the international character of the area.



- City of Bellevue has a program for the BelRed Corridor and the U-District Partnership for Seattle.
- Estimated cost is \$6,000.
- Program will run through summer of 2023 to provide time to identify artists and property owners.



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

| | |
|---|--|
| Event or Activity Name (if applicable): | City of Tukwila, Summer Gut Check Wrestling Tournament |
| Amount of Lodging Tax Requested: | \$6,000 |
| Applicant Organization: | City of Tukwila |
| Federal Tax ID Number: | 91-6001519 |
| Mailing Address: | 6200 Southcenter Blvd; Tukwila, WA 98188 |
| Primary Contact Name: | Brandon Miles |
| Primary Contact Phone: | (206) 731-9071 (cell) |
| 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 2022. 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: May 10, 2022

1. Describe your tourism-related activity or event.

The Summer Gut Check Wrestling Tournament is an annual high school wrestling tournament held at the Showare Event Center in Kent. The tournament is estimated to bring in approximately 1,000 total fans and wrestlers for its June 2022 tournament. It is estimated that nearly half of the attendees will be traveling for the tournament.

Due to budget constraints, the City of Kent sent the City of Tukwila this event for a possible sponsorship. While the event will be in the City of Kent, Tukwila staff were hopeful that the City could capture room nights given the close proximity of the Southcenter District to the City. The sponsorship will be broken down into two parts:

- a. \$5,000 would be a room night rebate payable for actual room nights booked in the City.
- b. \$1,000 would be for sponsorship and promoting Experience Tukwila to attendees.

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

The Summer Gut Check, June 27-29, 2022. 1.000 attendance total.

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

Both. It is estimated that 50% of the attendees will traveling from across the nation to attend.

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

The organizers will be required to work with Seattle Southside Regional Tourism Authority (SSRTA) and it's Event Connects booking system for the event. SSRTA will work with Tukwila hotels and the event organizers on the bookings. The rebate will only be paid for room nights booked in Tukwila and through Event Connect.

The Southcenter District is also located adjacent north of the City of Kent and it is possible that the City would see day visitors coming to the City. However, our goal with this sponsorship is to capture the hotel room nights generated from the event.

5. Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally). This event brings in participants from across nation and Canada.

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

The event organizers have organized the winter Gut Check Tournament for nine years. The 2021 event was cancelled 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. 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.

The organizers use numerous social media outlets, website, press releases, and national streaming. The City’s main goal with this sponsorship is to capture the room nights generated from the event. The City’s secondary goal is to promote the City to visitors of the event and overall branding for the City.

9. Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila. Through email, website, social media, indoor/outdoor Jumbotron, banners.

10. Is the City able to use your digital and print media for collaborative marketing? Yes, the City will have access to the digital platforms of the event organizers.

11. Describe how you will use the name, “Tukwila” in publications, promotions, and for your event? While the event will be held in the City of Kent, the City of Tukwila will be listed as a major 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. | 1000 |
| b. Number of people who will travel fewer than 50 miles for your event/activity. | 500 |
| c. Number of people who will travel more than 50 miles for your event/activity. | 500 |
| d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state. | 400 |
| e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila. | 500 |

| | |
|---|---------|
| f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila. | 500 |
| 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>) | 600-700 |

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? Past event results, calculations and estimates with growth.

14. Are you applying for lodging tax funds from another community? If so, which communities and in what amounts? Not at this time.

15. Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount? Not at this time. SSRTA will be a partner to manage the bookings for the event.

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

17. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? The City would not be able to provide a rebate for room nights generated by the event.

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