

City of Tukwila

Allan Ekberg, Mayor

INFORMATIONAL MEMORANDUM

TO: Planning and Community Development

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: May 30, 2022

SUBJECT: Lodging Tax Funding Requests

ISSUE

Review of a lodging tax application requests from the City of Tukwila for the "Paint the Blvd" initiative and to support the Seattle Sports Commission.

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 May 13, meeting, the LTAC recommended approval of three³ funding request from the City's Office of Economic Development.

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:

[&]quot;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."

 $^{^{3}}$ Only two items are presented below. The third item was presented to PCD under as separate memo.

1. City of Tukwila, "Paint the Blvd.," (Not to Exceed \$6,000).

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 <u>private property</u>. 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

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.

LTAC Recommendation on Application: Do Fund.

Staff Recommendation on Application: Do Fund.

2. City of Tukwila, Seattle Sports Commission, (\$10,000).

Economic Development staff is requesting funding to support and sponsor the Seattle Sports Commission (SSC). SSC mission is to attract and host premier sports events that shape an economically and culturally vibrant region. SSC serves as a resource to, and for our professional, amateur, collegiate and youth sports organizations and venues.

SSC is the region's lead in bids for large sporting events for the region. Tukwila worked with SSC to bring in the NCAA D2 sports festival to the region, which will bring field hockey to Starfire Sports. Additionally, SSC is working with regional players to advocate for Seattle to host soccer matches for the 2026 World Cup. These events would have significant impacts on tourism in the Puget Sound region, including hotel bookings in Tukwila.

SSC provides a significant service to the region in promoting the region for large sporting events. These events, even when not in Tukwila, will have significant impact our the City's economy.

LTAC Recommendation on Application: Do Fund.

Staff Recommendation on Application: Do Fund.

FINANCIAL IMPACT

The total request for the two lodging tax applications will not exceed \$16,000.00. The six-year Tourism Financial Plan approved by the City Council in December of 2020 allocated a total of \$150,000 in lodging tax funding for sponsorships in 2021, 2022, and 2023.

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

City of Tukwila, Juneteenth	(\$10,000)
(Approved)	
City of Tukwila, Fiesta 5k Ole	(\$5,000)
(Withdrawn)	, , ,
City of Tukwila Summer Gut	(\$6,000)
Check Tournament	
(Pending):	
City of Tukwila, "Paint the	(\$10,000)
Blvd" (Pending)	, , ,
City of Tukwila, Seattle	(\$6,000)
Sports Commission	
(Pending)	
Remaining Sponsorship	
Funds:	\$53,000

<u>RECOMMENDATION</u>
Staff recommends that the Committee approve the pending funding requests and forward to the consent agenda on the June 13 Special Meeting.

ATTACHMENTS

- 1. City of Tukwila, "Paint the Blvd", Staff Report to LTAC.
- 2. Lodging Tax Application, "Paint the Blvd."
- 3. "Paint the Blvd" LTAC PowerPoint.
- 4. City of Tukwila, Seattle Sports Commission, Staff Report to LTAC.
- 5. Lodging Tax Application, Seattle Sports Commission



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

City of Tukwila 6200 Southcenter Blvd. Tukwila, WA 98188



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.

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.

Χ	Check all the service categories that apply to this application:	
Χ	X 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	

Χ	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)
Х	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: 04/5/2

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 Sooq is planned at the old Knight's Inn property. Murals will add a since 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?

@ExeprienceTukwila 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.)

А	As a direct result of your proposed tourism-related service, provide an estimate of:		
Α.	Overall attendance at your proposed event/activity/facility.	 200 in-person 1,000 Experience Tukwila social media engagement. 	
В.	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

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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



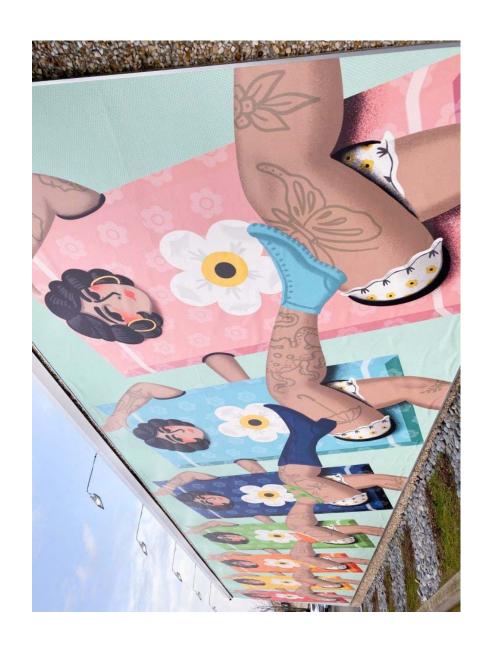
Tukwila International Blvd Mural Project

O Tukwila

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.



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Office of Economic Development Seattle Sports Commission Sponsorship

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:

None for this request. The City has previously joined SSC under our general operations budget

Funding Request Narrative:

Economic Development staff is requesting funding to support and sponsor the Seattle Sports Commission (SSC). SSC mission is to attract and host premier sports events that shape an economically and culturally vibrant region. SSC serves as a resource to, and for our professional, amateur, collegiate and youth sports organizations and venues.

City of Tukwila 6200 Southcenter Blvd. Tukwila, WA 98188



SSC is the region's lead in bids for large sporting events for the region. Tukwila worked with SSC to bring in the NCAA D2 sports festival to the region, which will bring field hockey to Starfire Sports. Additionally, SSC is working with regional players to advocate for Seattle to host soccer matches for the 2026 World Cup. These events would have significant impacts on tourism in the Puget Sound region, including hotel bookings in Tukwila.

Staff Comments:

SSC provides a significant service to the region in promoting the region for large sporting events. These events, even when not in Tukwila, will have significant impact our the City's economy.

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)
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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.

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

Event or Activity Name (if applicable):	City of Tukwila, Seattle Sports Commission Support
Amount of Lodging Tax Requested:	\$10,000
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.

Χ	Check all the service categories that apply to this application:	
Χ	X 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	

Χ	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)
Х	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: 04/5/2022

1. Describe your tourism-related activity or event.

Economic Development staff is requesting funding to support and sponsor the Seattle Sports Commission (SSC). SSC mission is to attract and host premier sports events that shape an economically and culturally vibrant region. SSC serves as a resource to, and for our professional, amateur, collegiate and youth sports organizations and venues.

SSC is the region's lead in bids for large sporting events for the region. Tukwila worked with SSC to bring in the NCAA D2 sports festival to the region, which will bring field hockey to Starfire Sports. Additionally, SSC is working with regional players to advocate for Seattle to host soccer matches for the 2026 World Cup. These events would have significant impacts on tourism in the Puget Sound region, including hotel bookings in Tukwila.

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

Various dates. A list of current events and bids SSC is working on is attached with this application.

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:

SSC is focused on bringing in a variety of events to the Puget Sound region. Tukwila's proximity to SeaTac Airport and its large supply of hotel rooms likely means the City would see significant room nights from these events. Additionally, SSC is also working on events that would likely directly benefit the City, such as the World Cup bid, NCAA D2 Sports, and basketball events at Showare.

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

The geographic target of the events SSC is working on would depend on the specific event. The World Cup would draw fans internationally, while the NCAA events would bring people in nationally.

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

SSC has had success in bringing in events such as the 2022 NCAA D2 Fall Sports Festival, NCAA D1 Basketball (men's and women's) and races.

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

N/A

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 application is to support the work of SSC in bringing large events to the region. The specific events will employ their own media strategy to promote it locally, nationally, and as appropriate internationally.

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

There is no specific activity being promoted now. Tukwila's restaurants, retailers, lodging establishments, and entertainment establishments will benefit as SSC secures large sporting event to the region.

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?

The City will work with SSC to ensure proper recognition for its support.

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.	Depends on the specific events awarded.
В.	Number of people who will travel fewer than 50 miles for your event/activity.	Depends on the specific events awarded.
C.	Number of people who will travel more than 50 miles for your event/activity.	Depends on the specific events awarded.
D.	Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	Depends on the specific events awarded.
E.	Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	Depends on the specific events awarded.
F.	Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	Depends on the specific events awarded.
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)	Depends on the specific events awarded.

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.?

Room nights for specific events will be tracked and monitored.

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?

N/A

14. 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 considered a sponsored of SSC. SSC work would not stop should the City choose not support it. It could hinder SSC ability to grow and to attract more cities to join.

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