

AGENDA

*Lodging Tax Advisory Committee
11:30 A.M. Friday, August 12, 2022*

Hybrid Meeting

The public can view and listen into the meeting with the information below. Likewise, the public can listen and watch the meeting at Tukwila City Hall, Hazelnut conference room.

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: 571 303 53#

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

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes (ACTION ITEM)
 - a. May 13, 2022 Minutes
4. Special Presentations
 - a. Economic Development Plan, Derek Speck
 - b. Budget Presentation, Niesha Fort-Brooks and Tony Cullerton
5. Pending Funding Requests (NONE)
6. General Business
 - a. Summer Gut Check Wrestling Tournament, Post Event Briefing
 - b. XV Series Update
 - c. 2023/2024 Budget Discussion
7. Announcements
8. Roundtable
9. Adjourn

Next Scheduled Meeting: When: 11:30 A.M. September 9, 2022

Location: Virtual



DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | May 13, 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: Mayor Allan Ekberg (Acting Chair), Miesa Berry, Jim Davis, Brian Jones, Ben Oliver, Jean Thompson, Mike West

Members Absent: Tom McLeod

City Staff Present: Brandon Miles, Derek Speck

Others Present: Mark Everton, Seattle Southside Regional Tourism Authority

Agenda Item	Action	Follow-Up
Welcome and Introductions	Acting Chair Ekberg called the meeting to order at 11:33 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes of March 11, 2021	Jim moved approval. Jean seconded. Motion passed.	None

<p>Special Presentations</p> <ul style="list-style-type: none"> Seattle Southside RTA 2022 Business Plan Seattle Southside Scholarship Program 	<p>Mark Everton presented an overview of the RTA’s 2022 business plan. Committee members expressed support for the plan.</p> <p>Mark explained that the RTA started covering registration expenses for some local business representatives to be ambassadors at various sales events and trade shows.</p>	<p>None</p> <p>None</p>
<p>Pending Funding Requests</p> <ul style="list-style-type: none"> Paint the Boulevard (City of Tukwila) Seattle Sports Commission (City of Tukwila) Summer Gut Check Wrestling Tournament (City of Tukwila) 	<p>Brandon presented a request for \$6,000 to create a mural program along Tukwila International Boulevard. Committee members asked questions. Jim moved approval. Jean seconded. Motion passed.</p> <p>Brandon presented a request for \$10,000 to sponsor the Seattle Sports Commission. Committee members shared comments and asked questions. Jean moved approval. Brian seconded. Motion passed.</p> <p>Brandon presented a request for up to \$6,000 to sponsor the Sumer Gut Check wrestling tournament to be held at</p>	<p>None</p> <p>None</p> <p>None</p>

	Showare. Committee members asked questions. Ben moved approval. Mike seconded. Motion passed.	
General Business <ul style="list-style-type: none"> • None 	None	None
Announcements	<p>Brian Jones announced that in ___ the US will host the Men’s and Women’s Rugby World Cup. The Seawolves are collaborating with partners to host the cup in the region.</p> <p>Brian mentioned the last Seawolves home match will be May 27th.</p>	None
Roundtable	None	None
Adjourn	The meeting adjourned at 12:22 PM.	

Tourism Funding, Six Year Financial Plan

DRAFT - Updated March 3, 2021

Working Draft Update	2021	2022 Budgeted	2022 Forecasted	2023	2024	2025	2026	2027	Totals, '22-'27
Tourism Revenue	Actuals								
Lodging Tax	\$ 540,328	\$ 450,000	\$ 525,000	\$ 650,000	\$ 750,000	\$ 800,000	\$ 825,000	\$ 825,000	\$ 4,825,000
Total Revenues:	\$ 540,328	\$ 450,000	\$ 525,000	\$ 650,000	\$ 750,000	\$ 800,000	\$ 825,000	\$ 825,000	\$ 4,825,000
Tourism Expenses									
Marketing, Sales, and Sponsorships									
Sponsorships	\$ 100,000	\$ 150,000	\$ 100,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 490,000
Small Events	\$ 75	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 60,000
Experience Tukwila, Branding and Marketing, Visitors	\$ 100,000	\$ 75,000	\$ 140,000	\$ 175,000	\$ 175,000	\$ 175,000	\$ 175,000	\$ 175,000	\$ 665,000
World Cup Planning and Activation	\$ -	\$ 50,000	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 150,000
Business Attraction and Promotion			\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ -
COVID-19 Response									
SavingLocalKC.com									\$ -
SSRTA Emergency Funding	\$ -	\$ -							\$ -
Showare Sponsorship	\$ -	\$ 15,000	\$ 1,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 46,000
Seattle Southside Chamber of Commerce	\$ 30,000	\$ -							\$ -
Destination Development									
Wayfinding Plan Development and Installation	\$ -	\$ 150,000	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 300,000
Southcenter Art Investments	\$ 75,000	\$ 75,000	\$ -	\$ 75,000	\$ 75,000	\$ 75,000	\$ 40,000	\$ 40,000	\$ 225,000
Tukwila Pond	\$ 115,428	\$ 200,000	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000
General Administration									
Salary and Benefits	\$ 78,802	\$ 79,978	\$ 79,463	\$ 81,847	\$ 84,302	\$ 86,831	\$ 89,436	\$ 92,119	\$ 89,436
City Overhead Charge	\$ 24,008	\$ 25,231	\$ 25,231	\$ 25,988	\$ 26,768	\$ 27,571	\$ 28,398	\$ 29,250	\$ 28,398
Administrative	\$ (109)	\$ 28,750	\$ 28,750	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 118,750
Total Expenditures:	\$ 523,204	\$ 863,959	\$ 389,444	\$ 927,835	\$ 931,070	\$ 934,402	\$ 902,834	\$ 906,369	\$ 3,182,751
Beginning Fund Balance:	\$ 1,923,932	\$ 1,941,056	\$ 1,941,056	\$ 2,076,612	\$ 1,798,777	\$ 1,617,708	\$ 1,483,306	\$ 1,405,472	
Ending Fund Balance:	\$ 1,941,056	\$ 1,527,097	\$ 2,076,612	\$ 1,798,777	\$ 1,617,708	\$ 1,483,306	\$ 1,405,472	\$ 1,324,103	

Notes

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

The blue shaded cells indicate updates to what was initially approved.

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

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