

AGENDA

*Lodging Tax Advisory Committee
11:30 A.M., Friday, February 10, 2023*

Hybrid Meeting

The public can view and listen to the meeting with the information below or attend the meeting in person at Tukwila City Hall (6200 Southcenter Blvd.), Hazelnut conference room.

CALL IN INSTRUCTIONS: 253-292-9750 PHONE ID: 173 755 312#

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

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

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes
 - a. September 9, 2022
 - b. October 28, 2022
 - c. January 13, 2023
4. Special Presentations (NONE)
5. Pending Funding Requests
 - a. Starfire Sports (2023/2024, \$110,000, \$55,000 per year), Ben Oliver, President/CEO, Starfire Sports
6. General Business
7. Announcements
8. Roundtable
9. Adjourn

Next Scheduled Meeting:	When:	11:30 A.M. March 10, 2023
	Location:	Hybrid

Application to the City of Tukwila for Use of 2023 Lodging Tax Funds

Event or Activity Name (if applicable):	Starfire Sports Tournament and Event Season
Amount of Lodging Tax Requested:	\$110,000 for 2023 and 2024 (\$55,000 per year).
Applicant Organization:	Starfire Sports
Federal Tax ID Number:	47-0887811
Mailing Address:	14800 Starfire Way, Tukwila WA 98188
Primary Contact Name:	Ben Oliver
Primary Contact Phone:	(206) 267-7417
Primary Contact Email Address:	beno@starfiresports.com

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 2023. 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: Benjamin T Oliver

Date: 01/11/2023

1) Describe your tourism-related activity or event.

Starfire Sports events and tournaments

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

Starfire directly manages 11 soccer tournaments and over 30 third party events including Seawolves and Tacoma Defiance games. These events draw people from all over the county, Canada and further abroad. Starfire Sports projected 2023 total attendance is over 1,300,000 visits.

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

Both

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

Starfire Sports is the epicenter of soccer not only here in the Pacific Northwest but nationwide. As not only the home of our Seattle Sounders FC, OL Reign and the Seattle Seawolves we are host to over 42 annual events ranging from the recreational youth players to professional players. Starfire's own tournaments bring over 110 teams in annually from Canada alone while our leagues and youth programs bring hundreds of day visitors to Tukwila every day of the week.

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

Starfire offers programs and events for people from all geographical areas with teams traveling from around the world to participate in our youth tournaments, the local community of kids who just want to come down and kick a ball to the professional athletes from National Teams, Major League Soccer, National Women's Soccer League and Major League Rugby who are here for trainings and to play games, to the players who participate in any one of our youth or adult programs.

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

Starfire Sports generates over 117,000 unique visitors and about 1,300,000 visits annually. Of these visitors, roughly 7% travel more than 50 miles and stay in the area approximately 2-4 nights at a time. Starfire run tournaments averaged 23% of participating teams traveled more than 50 miles.

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

Starfire will promote our events through email and online marketing/advertising/social media. New partners being formed with surrounding States. Our events will be listed on regional soccer. We are also currently hiring a fulltime person in Public Relations and Communication.

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

Tukwila will not only be integrated into publications, promotions and the appropriate use of “Tukwila” #hashtags when using social media but also on all tournament branded materials including clothing.

In the past this integration has seen the media talk more about Tukwila with regards to soccer, Starfire, the Sounders, Seawolves and now also the OL Reign.

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.	1,300,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	150,000
c. Number of people who will travel more than 50 miles for your event/activity.	10,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	23%
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	7,000+/-

f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	6,500+/-
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>)	10,000+/-

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?

Team surveys and SSRTA Event Impact Calculator

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

Our annual marketing budget is just under \$24,000 without the support of LTAC funding that allows us to market to traveling teams, attend team/marketing conferences for tournaments and event recruiting.

Applications are considered on a rolling basis. Please contact staff to discuss the process for having the application reviewed by the City's Lodging Tax Advisory Committee.

Completed applications should be submitted to:

Lodging Tax Advisory Committee
c/o Brandon Miles
City of Tukwila
6200 Southcenter Blvd
Tukwila, WA 98188

Or,

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles

(206) 431-3684

Brandon.Miles@Tukwilawa.gov.

Updated: December 29, 2022

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

Starfire Sports

Address:

14800 Starfire Wy
Tukwila, WA 98188

Total Funds Requested:

\$110,000 two-year funding request (\$55,000 in 2023 and \$55,000 in 2024)

About the Applicant:

Starfire Sports, a non-profit entity, has grown into one of the premier sports facilities in the United States. Over 1.4 million people visited the facility in 2019 (last full year prior to the COVID-19 pandemic) to take part in soccer, rugby, and lacrosse tournaments; to play in outdoor and indoor soccer leagues; to engage in sport specific training; to review professional sporting events; and for STEM educational courses. Starfire is home training ground for Seattle Sounder FC and the OL Reign and the home field for the Seattle Seawolves.

Opening in 2003, Starfire Sports has 12 outdoor fields and two indoor fields. The facility is located at Fort Dent Park, which is owned by the City of Tukwila. Also located at the Park is a small children's play area and trails that connect to the regional trail system. The City has maintenance responsibility for the play area, trails, and parking area.

Starfire regularly hosts multiday, weekend soccer, rugby, and lacrosse tournaments, which brings in teams from throughout North America. Teams stay in hotels throughout the Seattle Southside region, with a typical split of 70/30 between Tukwila and SeaTac hotels. Players and their families can be seen throughout Tukwila, at Westfield Southcenter, the Family Fun Center, and area restaurants.

Funds Previously Awarded:

\$44,500 in 2019. Starfire did not request funds in 2020, 2021, or 2022 due to the COVID-19 pandemic.

Funding Request Narrative:

Starfire is requesting lodging tax funds in 2023/2024 to assist in promotion and facilitation of leagues, events, and tournaments. The goal is to have 1,300,000 (not unique) total attendance for Starfire related events and to generate 10,000 room nights in area lodging businesses. Starfire will promote its events through email and online marketing, with regional sports organizations and social media

Staff Comments:

After Westfield Southcenter, Starfire is the largest draw of visitors in the City and likely the largest draw for overnight guests. Additionally, the tournaments and leagues at Starfire bring in people from throughout the Puget Sound region on day visits to the City. Starfire visitor count including in their application does not include all third-party events, thus the numbers may actually be lower than the actual tourist impact on the City.

Since it's opening, Starfire has been a great partner for the City and has helped the City grow a brand in the soccer and rugby community as being the epicenter of [soccer] or [rugby] in the Pacific NW.

Consistency with Six Year Financial Model:

For 2023 and 2024, the Six Year Financial Plan shows the City spending \$150,000 for sponsorship, such as this. The funds allocated for 2023 will be higher than the budget amount, but revenues for 2022 came in higher and staff anticipated updating the six-financial plan to account for the higher revenues.

2023 Tourism Six-Year Financial Plan Allocation	
Large Sponsorships:	\$150,000
City of Tukwila, Copa Surf Cup (Approved)	(\$25,000)
Seattle Seawolves (Approved)	(\$75,000)
Starfire Sports (Pending)	(\$55,000)
Remaining Sponsorship Funds:	\$(5,000)

2024 Tourism Six-Year Financial Plan Allocation	
Sponsorships:	\$150,000
Seattle Seawolves (Approved)	(\$75,000)
Starfire Sports (Pending)	(\$55,000)
Remaining Sponsorship Funds:	\$20,000

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes:

Starfire will be required to execute a separate service agreement with the City.

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Lodging Tax Advisory Committee

Minutes

12:00 PM | September 9, 2022

Hybrid Meeting

(Via Teams and at Hazelnut Conference Room at Tukwila City Hall)

Members Present: Chair McLeod, Miesa Berry, Brian Jones, Ben Oliver, Jean Thompson, Mike West, Jim Davis

Members Absent:

City Staff Present: Brandon Miles

Others Present: Matt Moran, Brew Cup and Mark Everton, Seattle Southside Regional Tourism Authority

Agenda Item	Action	Follow-Up
Welcome and Introductions	Chair McLeod called the meeting to order at 12:01 PM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes	August 12, 2022, meeting minutes approved by consensus.	
Special Presentations	Matt Moran, Brew Cup Soccer Tournament provided an	None

<ul style="list-style-type: none"> Brew Cup Soccer Tournament 	<p>overview of a soccer event he and his team are considering creating. Matt discussed his past history in creating and running events for Major League Soccer and Washington Youth soccer. Committee members asked questions about the event and provided suggestions. Committee expressed interest in seeing something hopefully move forward.</p>	
Pending Funding Requests None		
General Business <ul style="list-style-type: none"> 2023/2024 Budget Discussion 	<p>Brandon provided an overview of the upcoming 2023/2024 budget and the an updated six year financial plan.</p>	None
Announcements		
Roundtable	<p>Committee members provided quick updates on things happening at their businesses and in the community.</p>	
Adjourn	<p>The meeting adjourned at 1:10 PM.</p>	

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Lodging Tax Advisory Committee

Minutes

12:00 PM | October 28, 2022

Hybrid Meeting

(Via Teams and at Hazelnut Conference Room at Tukwila City Hall)

Members Present: Chair McLeod, Miesa Berry, Brian Jones, Ben Oliver, Jean Thompson, Mike West

Members Absent: Jim Davis

City Staff Present: Laurel Humphrey, 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 12:03 PM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes	Not applicable	Minutes from the meeting of September 9, 2022 will be presented at a future meeting.
Special Presentations <ul style="list-style-type: none">None	None	None

Pending Funding Requests		
<ul style="list-style-type: none"> Experience Tukwila 	<p>Brandon presented an application requesting \$190,000 to fund Experience Tukwila in 2023.</p> <p>The members asked questions about key performance indicators and changes to better achieve goals in the future. They offered suggestions to get more social media impact.</p> <p>Mike moved approval and Ben seconded. Motion passed.</p>	None
<ul style="list-style-type: none"> Lodging Tax Operations 	<p>Brandon presented an application from the City of Tukwila requesting \$338,048 to fund lodging tax operations for 2023 and 2024.</p> <p>Jean moved approval and Bryan seconded. Motion passed.</p>	None
<ul style="list-style-type: none"> Seawolves Marketing Services 	<p>Brandon presented an application from the City of Tukwila requesting \$150,000 to contract with the Seattle Seawolves for marketing services for 2023 and 2024.</p> <p>Bryan answered questions and mentioned a quote from one of the influencers.</p>	None

	Bryan recused himself from voting. Ben moved approval and Mike seconded. Motion passed with 4 in favor, 1 recusal.	
General Business <ul style="list-style-type: none"> Proposed Business and Occupations Tax 	Derek and Brandon explained that the Mayor has proposed a business and operations tax to fill a gap in the City's 2023-24 budget. They emailed a summary to the committee. The committee asked questions and expressed their perspectives.	None
Announcements	Brandon announced that the OL Reign will start practicing at Starfire in 2023.	None
Roundtable	Mark commended staff and the LTAC committee for the sponsorship of Seawolves and Experience Tukwila because it compliments work of the SSRTA.	None
Adjourn	The meeting adjourned at 1:01 PM.	

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Lodging Tax Advisory Committee

Minutes

11:30 AM | January 13, 2023

Hybrid Meeting

(Via Teams and at Hazelnut Conference Room at Tukwila City Hall)

Members Present: Chair Delostrinos Johnson, Jim Davis, Brian Jones, Jean Thompson, Mike West

Members Absent: Miesa Berry, Ben Oliver

City Staff Present: Laurel Humphrey, Brandon Miles, Derek Speck

Others Present: Mark Everton, Seattle Southside Regional Tourism Authority

Agenda Item	Action	Follow-Up
Welcome and Introductions	Chair Delostrinos Johnson called the meeting to order at 11:33 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes	None	None
Special Presentations <ul style="list-style-type: none">None	None	None
Pending Funding Requests <ul style="list-style-type: none">None	None	None

General Business <ul style="list-style-type: none"> 2022 End of Year Financial Update 2023 Workplan 	<p>Brandon presented the 6 year financial plan with 2022 updates.</p> <p>Brandon presented potential work plan items for 2023.</p> <p>Brian and Mark gave updates on additional events coming to our area.</p>	<p>Brandon to update the 6 year financial plan to reflect 2022 revenue improvements.</p> <p>Brandon to email the work plan items to committee.</p>
Announcements	<p>Brandon mentioned the City's new minimum wage ordinance is in effect.</p> <p>Brandon mentioned the City's new business and occupations tax (B&O) was approved in December and takes effect in January 2024.</p> <p>Cynthia mentioned the City wants to work with the businesses impacted by the B&O to find the most sustainable way in the future.</p>	<p>Brandon will email a link to the city's information page to the committee.</p>
Roundtable	<p>Jean plans to do more events to build Seattle Chocolate as a destination. She is also interested in exploring chocolate as welcoming gift for teams.</p>	<p>None</p>
Adjourn	<p>The meeting adjourned at 12:00 PM.</p>	