

AGENDA
SPECIAL MEETING
Lodging Tax Advisory Committee
11:30 A.M., Friday, April 19, 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: 1-253-292-9750 Phone Conference 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
4. Special Presentations (NONE)
5. Pending Funding Requests
 - a. City of Tukwila, PacNW Sponsorship
6. General Business
7. Announcements
8. Roundtable
9. Adjourn

Next Scheduled Meeting: **When:** **11:30 A.M. May 8, 2023**
Location: **Hybrid**

DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | February 10, 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, Ben Oliver, and Brian Jones

Members Absent: None

City Staff Present: Brandon Miles

Others Present: None

Agenda Item	Action	Follow-Up
Welcome and Introductions	Chair Delostrinos Johnson called the meeting to order at 11:32 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes September 9, 2022 October 28, 2022 January 13, 2023	Jim Davis made a motion to approve all minutes presented. Brian Jones second. All in favor.	None
Special Presentations	None	None

<ul style="list-style-type: none"> • None 		
Pending Funding Requests <ul style="list-style-type: none"> • Starfire Sports (2023/2024, \$110,000 \$55,000 per year) 	<p>Ben Oliver presented the Starfire application for the 2023/2024 seasons. LTAC members asked questions. Jean Thompson moved and Jim Davis second. Motion passed. Ben Oliver abstained from the vote.</p>	None
General Business		
Announcements	<p>Ben Oliver noted that the OL Reign will be hosting a friendly match at Starfire Sports.</p> <p>Brian Jones provided an update on the Seawolves and the team's upcoming season.</p>	
Roundtable	<p>Jim Davis reminded a reminder about the upcoming public safety roundtable next Wednesday, February 15 hosted by the Seattle Southside Chamber of Commerce.</p> <p>Jean Thompson discussed increase benefits Seattle Chocolate is offering its employees. She also discussed Seattle Chocolate recent award as the "2022 Recycler of the Year" from the City of Tukwila.</p>	None

Adjourn	The meeting adjourned at 11:53 PM.	
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Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila

PacNW Partnership

Address:

6200 Southcenter Blvd
Tukwila, WA 98188

Total Funds Requested:

Not to exceed \$28,170

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 activity.

Funding Request Narrative:

Seattle Southside Regional Tourism Authority (SSRTA) approached the City about a partnership regarding PacNW, a youth premier soccer league. PacNW holds a large tournament at Starfire and other King County facilities in January. In 2023 the event produced a total of 3,759 room nights, with 1,291 of those nights occurring in Tukwila. SSRTA found that a significant number of room nights were being lost to Renton, Seattle, Bellevue, and Federal Way. The goal with this partnership it capture lost room night and bring them to Tukwila. The City will offer a \$10 per room night credit to

PacNW for total room nights generated in Tukwila for the January. The room nights must be booked through EventConnect.

Staff Comments:

This program will hopefully allow the City to capture additional room nights from an events occurring in a down month for the City for both overnight stays and retail activities.

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:	\$225,000 ¹
Seattle Seawolves (Approved)	(\$75,000)
Starfire Sports (Approved)	(\$55,000)
Remaining Sponsorship Funds:	\$95,000

2024 Tourism Six-Year Financial Plan Allocation	
Sponsorships:	225,000
Seattle Seawolves (Approved)	(\$75,000)
Starfire Sports (Approved)	(\$55,000)
City of Tukwila, PacNW	(\$28,170)
Remaining Sponsorship Funds:	\$66,830

City of Tukwila Staff Recommendation to LTAC: Approval

Notes:

PacNW will need to execute a contract with the City of Tukwila to receive the funds.

¹ Additional funds added in 2023 and 2024 due to better than expected 2022 revenue.

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

Event or Activity Name (if applicable):	Pac NW January Soccer Tournament
Amount of Lodging Tax Requested:	\$28,170
Applicant Organization:	City of Tukwila, Office of Economic Development
Federal Tax ID Number:	91-6001519
Mailing Address:	100 Andover Parkway W, Suite 150, Tukwila WA 98188
Primary Contact Name:	Pacific Northwest Soccer, Todd Johnson, Ex Dir
Primary Contact Phone:	
Primary Contact Email Address:	execdir@pacnwsc.org

Check all the service categories that apply to this application:

Tourism promotion or marketing.

X 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:

X 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: Brandon Miles

Date: April 19, 2023

1) Describe your tourism-related activity or event.

PacNW Winter Classic soccer tournament held over two successive weekends in January 5-7 & 12-15, 2024 at Starfire Sports. The 2023 tournament drew 500 amateur teams and 793 matches from throughout the Western US.

In 2023, 3,759 room nights were generated with Tukwila hotels capturing 1,291 or 34%.

The goal is to shift room nights from Renton, Seattle, Bellevue and Federal Way to Tukwila hotels.

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

PacNW Winter Classic soccer tournament

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

Soccer tournament that generates overnight weekend stays from visiting teams

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

Proximity to Starfire Sports. The event is already coming to Tukwila.

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

Teams from Eastern WA, BC, Idaho, Oregon, California and Alaska participate.

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

See # 1 above.

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

This event has been held for many years at Starfire.

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

PacNW controls which hotels bid on providing housing. The organizer can select greater numbers of Tukwila hotels, if the hotels have capacity.

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

Tukwila is prominently displayed on all correspondence as it is the 'home' field and the organization's home.

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.	20,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	10,523
c. Number of people who will travel more than 50 miles for your event/activity.	9,477
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	7,100
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	8,451 (2,817 room nights at 3/rm occ)
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	8,451
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>)	2,817 (up from 1,291 in 2023)

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?

Historical (2023) data

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

The request is to commission PacNW for 'generating' additional Tukwila room nights. In 2023, 1,291 room nights were actualized. The proposal is for 2,817 room nights in 2024. The commission request is for \$10/room night actualized or \$28,170 if all 2,817 room nights are actualized. All room nights must be booked through Event Connect and all actualized room nights will be verified by Event Connect. No commission will be paid on any room nights booked around the Event Connect platform.

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