

AGENDA**Regular Meeting***Lodging Tax Advisory Committee**11:30 A.M., Friday, June 9, 2023*

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: 270 872 550 513#

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. May 12, 2023
4. Special Presentations
 - Seattle Southside RTA Update
 - Puget Sound Fire Authority and City of Tukwila Annexation
5. Pending Funding Requests
6. General Business
7. Announcements
8. Roundtable
9. Adjourn

Next Scheduled Meeting: *When:* *11:30 A.M. July 14, 2023*
Location: *Hybrid*

DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | May 12, 2023

Hybrid Meeting

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

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

Members Absent: None

City Staff Present: Eric Drever, Laurel Humphrey, Brooke Lamonthe, Brandon Miles, Derek Speck

Others Present: None

Agenda Item	Action	Follow-Up
Welcome and Introductions	Acting Chair Jim Davis called the meeting to order at 11:32 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes of April 21, 2023	Jean moved approval. Ben seconded. Motion passed.	None
Special Presentations	None	None
Pending Funding Requests	None	None

<p>General Business</p> <ul style="list-style-type: none"> Roundtable Discussion with Tukwila Police Department 	<p>Chief Drever spoke about the Department's current staffing and public safety issues.</p> <p>Brooke offered to do site visits with businesses seeking advice on crime prevention through environmental design (CPTED).</p> <p>Members asked questions and engaged in discussion.</p>	<p>Members to contact Brooke for CPTED visit.</p> <p>Members to contact Brooke or Eric with information on high likelihood times of criminal activity so they can share that with patrol officers.</p>
<p>Announcements</p>	<p>Brandon mentioned Poke to the Max will host a chef's table in June.</p>	<p>Brandon to email members about the Chef's table sign-ups.</p>
<p>Roundtable</p>	<p>Brian mentioned the Seawolves remaining home matches this season and possible playoffs.</p> <p>Jean mentioned Seattle Chocolates is hosting a workshop for high school girls to learn negotiation skills.</p>	<p>Contact Jean if you know a teen who is interested in the workshop.</p>
<p>Adjourn</p>	<p>The meeting adjourned at 12:13 PM.</p>	

Curiously



Wonderful

Strategic Plan

Mission:

Explore Seattle Southside optimizes opportunities for its region to significantly benefit from tourism to improve both quality of life and economic impact.

Vision:

To position Seattle Southside as a destination of choice for travelers to the Pacific Northwest in order to enhance the image and economic strength of the region.

Strategies:

Extend peak season
length of stay

Advance the region's
brand

Increase off-season travel

Extend Peak Season Length of Stay

Where the curious stay.

You may have heard of a little place called Seattle. We're pretty close to it, like 25 minutes South of downtown Seattle close. We've made up of Tukwila, SeaTac and Des Moines, a nice trio of cities if we say so ourselves. Seattle may have popular attractions like the Space Needle and Pike Place, and that's cool, but here in Seattle Southside we're all about the curiously wonderful. Whether you have a thing for toy fish statues, UFOs, or the marvel of flight, you're sure to discover things you can't see anywhere else.



Start planning your Seattle Southside trip.

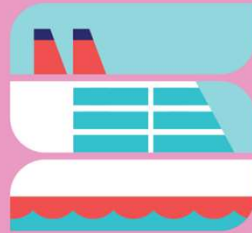
If you're looking to find culture and history the Seattle Southside Savings Pass is your guide to historic landmarks and public art. While yours at it has advantages of the Seattle Southside Savings Pass for discounts and savings. Use the QR code for details.



Get a deal with it.

Download your Seattle Southside Savings Pass and get onboard with discounts on restaurants, stays, activities and more.

Let Seattle Southside float your boat.



Explore Seattle Southside

A curiously wonderful invitation

You deserve an extended vacation, don't you think? Keep it stress-free when you travel a day or two before your cruise, or stay a few days after in our curiously wonderful Seattle Southside. Explore your curious side with a micro-adventure or two (or three), and make a great trip even better.

The easy choice for smooth sailing

- Seattle Southside is a place like no other with tons of unique experiences, but if an amazing good time is a hard sell for you, it's also:
- ↳ Shockingly convenient and accessible.
- ↳ 18 minutes south of Seattle and 20 minutes north of Tacoma.
- ↳ Easy access to SeaTac International Airport, Light Rail, and T-Mobile arena station.
- ↳ Offers lots of affordable stays with free parking and complimentary airport shuttles.

Seattle Southside is the perfect place to rest your anchor as you explore Western Washington.



A guide to good days.

Here's a sample of what fun-filled days in Seattle Southside could look like. Looking to kick back, kick it into high gear, or just kick it with friends and family, we have it all. We and match activities and create your own pre- or post-cruise adventure or visit seattlesouthside.com for even more ideas.

Pre-cruise

Book a tour: whether you're looking to shop, discover new food at a local restaurant or have an appetite for outdoor adventures, there's something for you here. Whatever you're into, there's an exciting tour option ready to point in the direction of a good time.

Sightsee the Space Needle and Pike Place Market, or check out the firing locations of Team Peakas, or the majesty of Mount Rainier National Park. Be sure to take the light rail into the city for a uniquely Seattle Southside ride.

Smell the roses at the Highline SeaTac Botanical Garden or take a stroll through the beautiful sensory gardens and find your inner Zen in the Historic Sebe Japanese Garden.

Taste and see how chocolate bars are made at the Seattle Chocolate Experience Chocolate Factory tour. Get a bird's-eye view of the chocolate making process, learn about Seattle Chocolate's sustainable sourcing of cacao beans, and of course, sample a variety of delicious flavors. Take some along for your cruise.

Wine & dine when you check out sharp's rooftop for some delicious R&G, an over-the-top drink selection in the bar, and friendly servers. The savory prime rib and ice cold raspberry balsamic cocktail will send you off to Alaska with a smile on your face.

Pick it up before you head out: Stop by Westfield Southcenter mall for last minute travel needs and see what the big deal is all about at the largest mall in Washington. Find the best of everything you're looking for and take home booty made goodies too.

Post-cruise

Your ship has come in so take advantage of the fact that Seattle's Port Visit program to do more sightseeing. They'll take your bags and bring them directly to your plane, so you don't have to haul them around the city streets.

Be in no rush to leave; spend a night or two by the airport and relax before your travels.

Dine luxuriously when you share a meal at Cooperport restaurant & bar. This award-winning fresh farm-to-table experience specializes in Pacific Northwest cuisine daily. You're here to leave satisfied and a little stuffed.

Stay in high spirits and enjoy the wonder of aviation with a visit to The Museum of Flight. The 35-acre campus features over 22 air and spacecraft, 50 aviation and space movies, and dozens of fun, interactive exhibits and family activities.

Make a drama out of it. Enjoy a musical theater experience at 5th Avenue Theater. If you're looking for a moving experience before you move on, look no further. Soak in extraordinary theatrical experiences that entertain and inspire.

Hungry for more? Uncover Burien, a paradise of international cuisine and culture. Try Burien Fish House, offering delicious fish & chips, fish tacos and more. Or grab a bite at Marjorie's Mediterranean Kitchen serving up tasty Mediterranean classics. Take your taste buds on a world tour.



See the sights of Seattle,

Explore Seattle Southside



before you cruise out of it.

Explore Seattle Southside



And book a hotel in Seattle Southside.

Explore Seattle Southside

BOOK HOTEL

HIGHLIGHTED MICROADVENTURES



Advance the Region's Brand



Des Moines Dog House



Feast your eyes, then your stomach.

Explore Seattle Southside



Get carried away in Seattle Southside.

Explore the curious side of town.

Explore the curious side of town.

FOUND ON SOUND TRANSIT.





Another microadventure found in

Explore Seattle Southside



Another microadventure found in

Explore Seattle Southside



Explore
the curious
side of
town.

 Explore
Seattle
Southside

ID ON SOUND
TRANSIT:

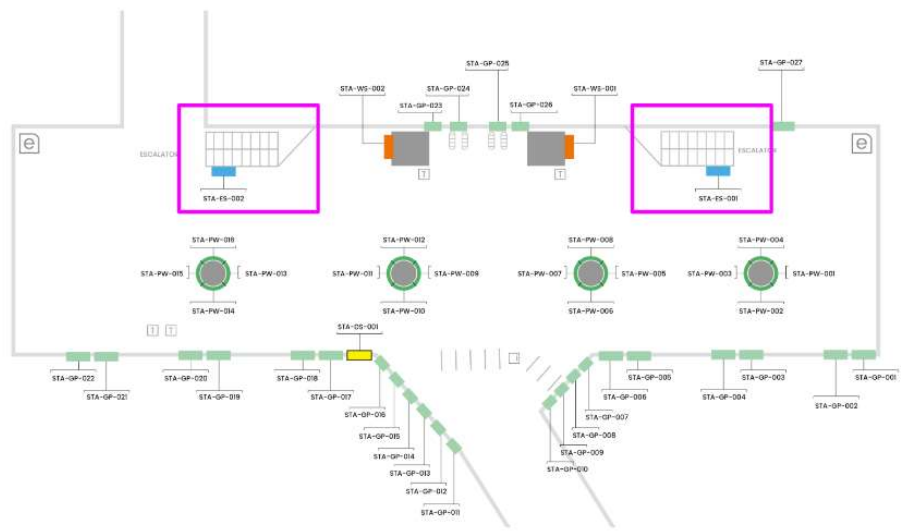
A piece of pie.

More time to work.

Good going,
Sound Transit rider.



HERO ESCALATOR



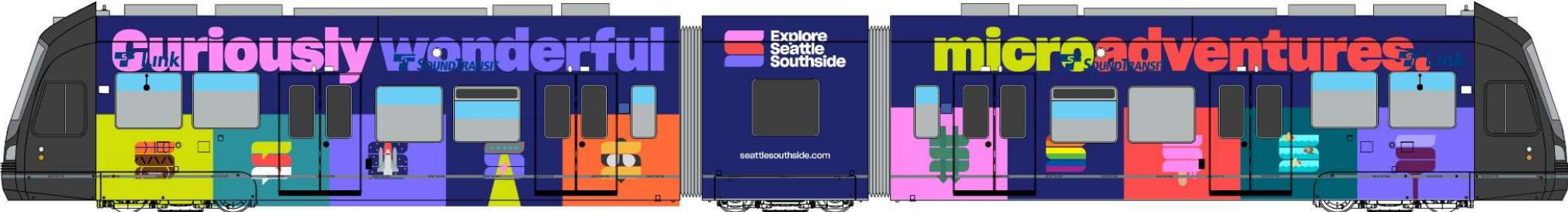
Explore Seattle Southside

Find curiously wonderful microadventures.

Explore Seattle Southside



**30% coverage
on windows
(in blue parts)**



yourself and the people around you, especially in these turbulent times.

In the beginning of my career, I was deeply intimidated by citizens and executives in the room. I had a terrible time quieting the voice in my head that creates "imposter syndrome" – the voice that says I am not good enough or I do not belong here.

I was also struggling to keep a perfect balance between my work and personal life. I was always playing catch-up. Being the perfect mother, daughter, sibling and leader was not balancing out as planned.

To move forward, my first actions were to give myself a little bit of grace, and secondly to bet on myself. When you take the time to invest in yourself and invest in the people around you, you allow yourself to move forward and grow.

As part of my organization's learning and development program, I had an opportunity to work with a career coach. This was a big step forward in the journey to quieting the negative voice. I learned that balancing my work and personal life is not achievable, and

my focus should be on integrating work and life together. This would help me meet my own needs and accomplish what must be done in both worlds.

Another way I learned to move forward was trusting myself and understanding that every time I was nervous about doing a new project or a meeting, it did not mean I was an imposter. It was a natural part of growth and a chance to be kinder to myself. The first time you do something, you are going to feel anxious and that's OK. Lean into that anxiety and nervousness – it is an opportunity for growth and learning.

Turbulent times are also a great chance to grow the people around you. We are bonded together by the challenges we face in our work and personal lives. Bringing your whole self to work and encouraging others to do the same is a great way to harness the unique abilities of others and lean on people's strengths to get through the tough times.

Prioritize delegating and finding people to go with you on the journey so that it is not just on you. Build a strong team around you and recruit peers to

support the work and accomplish the goal as a team. I give this guidance to colleagues just starting out in their career. No one has to do everything on their own. Pull in people to support and work together.

It is also important to make time for yourself. No matter what stage of your career you are in, I recommend spending time to identify and understand the priorities in your life. Learn the why behind one aspect ranking higher on the list versus the other, across your personal and professional life. Once you have your priorities, you must set boundaries. It is a challenge, every day, but it is worth it. Be able to say no not right now to something and quiet the voice that doubts your decision and choices.

Lastly, do your best to let go of what is holding you back. Let go of the idea that you have to be perfect. No one is perfect. Give yourself room for a little more grace and quiet the doubt and negative voice in your head. I have found that being gentler on yourself is a great way to make it through turbulent times.

"Lean into that anxiety and nervousness – it is an opportunity for growth and learning."



Congratulations to the Seattle Tourism Leaders chosen as the 2023 Smart Women in Meetings Awards Winners.

2023 Smart Women in Meetings Awards Winners



Visionary Leader
Megan McGuire
Vice President, Business Development,
Explore Seattle Southside



Industry Leader
Kelly Salling
Senior Vice President & Chief Sales Officer, Visit Seattle



Hall of Fame Inductee
Tammy Canavan
President and CEO,
Visit Seattle

SILVER CLOUD INNS EXPANDS NEXT TO STADIUMS

BY MARC STILES
marcstiles@pugetjournal.com



ANTHONY BOLANTE / PBR

The going rate for land near Seattle's sports stadiums is \$750 a square foot. That's how much Silver Cloud Inns & Suites paid for the property where the shuttered Hawks Nest Bar & Grill operated at 1028 First Ave., according to a sales affidavit that King County posted in March.

Last fall, Bellevue-based Silver Cloud acquired the adjacent property, a surface parking lot between the Silver Cloud Hotel – Stadium Bar and Silver Cloud Hotel – Stadium Bar properties also was \$750. All told, the properties are 27,000 square feet and sold for a combined \$20.25 million.

The short-term plan for the surface lot was to use it for overflow parking and construction staging for an up to 46-million remodel of the 18-year-old, 21-room Stadium hotel.

Long term there are "all kinds of opportunities," Silver Cloud CEO Jim Korbetin said last fall, with the company either building a parking struc-

ture, expanding the Stadium hotel or both. Korbetin did not respond to a Business Journal inquiry.

The sales affidavit lists B & E Investments LLC of Bellevue as the seller of 1028 First. Public records list the governors of the company as Robert and Estelle Handlin of Mercer Island.

Seattle's leisure and hospitality industry rebounded last summer and is expecting a strong summer with Alaska cruise passengers forecast to hit 165,000, or nearly 17% higher than last year.

According to hospitality tracking company STL, the number of hotel rooms leased from June through

October was over 90% of 2019's numbers. Business travel, however, still lags with the number of rental rooms last month at 75% of the 2019 level.

Demand for hotels in the Seattle area is expected to be high this summer, especially in July with T-Mobile Park hosting the 2023 Major League Baseball All-Star Weekend. The economic impact will be over \$50 million, according to Visit Seattle.

Like all dining and drinking establishments, the Hawks Nest was hit hard in 2020, when restaurants and bars were ordered closed to help stop the spread of Covid-19.

It was worse for the Hawks Nest, which was broken into. Stolen were merchandise, computer equipment,

liquor, signed Mariners jerseys and other memorabilia.

"Everything was just ransacked and trashed and, you know, belongings taken, and anything they could get a hold of," one owner, Joe Plano, told KING New Radio. Worse, the owners had recently canceled the business's insurance.

Curiously Wonderful Microadventures Await.



Embark on an endless array of microadventures in Seattle Southside. No matter what you're into, between the three cities of Tukwila, SeaTac, and Des Moines you'll find curiously wonderful things to do and see.

And your event is bound to be a success with over 70 event venue options, a short Link Light Rail ride from Seattle, easy airport access, affordable hotel rates, and complimentary meeting planner support services.

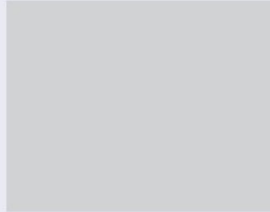
Visit MeetinSeattleSouthside.com to learn more.

Seattle Southside People On The Move



INDUSTRY

Promotion or New Hire



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Job Title Long Title
Seattle Southside

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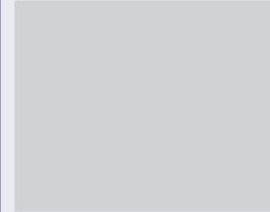
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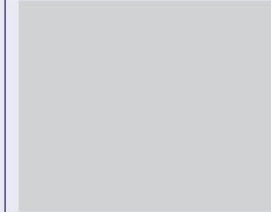
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Increase Off-Season Travel


Winter Campaign





You pack your swimsuit.




We'll help take the stress out of getting to the airport.



Book a Seattle Southside hotel before your next flight.



Parking and free shuttles, minutes from the airport.

[BOOK HOTEL](#)

Primary Audience:
Local and regional people flying out of SEA.



You handle the holiday shopping.



We'll handle the in-laws.



Book a Seattle Southside hotel for your guests this holiday season.



Explore Seattle Southside

Secondary Audience:
Locals inviting guests.

Business Development

Jan-April 2023

- 5 Sales Conventions & Tradeshows
- 28 BizDev Scholarships
- 371 1:1 Planner & Buyer Appointments



2023 Sales Convention/Tradeshaw

	Dates	Location
➤ Go West Summit	Feb 27-Mar 2	Anchorage, AK
➤ MPI Cascadia	March 5-7	Blaine, WA
➤ Northwest Event Show (NWES)	March 15-16	Seattle, WA
➤ ConferenceDirect APM	March 26-30	Louisville, KY
➤ Connect Spring Marketplace	April 11-13	Las Vegas, NV
➤ Association		
➤ Business Travel		
➤ Corporate		
➤ RTO Spring		
➤ HelmsBriscoe ABC	May 3-6	Denver, CO
➤ Destination West	May 11-13	Denver, CO
➤ WSAE Annual Convention	June 7-9	Suquamish, WA
➤ Connect Marketplace	August 22-24	Minneapolis, MN
➤ Association		
➤ Corporate		
➤ Specialty		
➤ RTO Marketplace		
➤ Smart Meetings National 3-Day	Sept 24-26	Tucson, AZ
➤ Connect West	Nov 1-3	San Francisco, CA
➤ MeetingsToday West Live!	Nov 11-13	Palm Springs, CA
➤ NTA Travel Exchange	Nov 12-15	Shreveport-Bossier, LA
➤ Connect Winter Marketplace	Nov 27-29	Washington DC
➤ Association		
➤ Faith		

Shuttle

Shuttle YTD 2023 (120 days)

The SeaTac Shuttle has stopped at **31 Hotels**

1,831 SeaTac hotel stops (15.2 stops/day)

4,751 people picked up (39.6 people/day)

Since May 1st, the # of stops has increased to 22/day and the people picked up has increased to 65/day

