

AGENDA

*Lodging Tax Advisory Committee
11:30 A.M., Friday, February 14, 2025*

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: 859 286 134#

Join on your computer or mobile app: [Join the meeting now](#)

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

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes
 - a. December 20, 2024
4. Special Presentations
 - a. 2026 World Cup Update
5. General Business
6. Pending Funding Requests
 - a. 2025 Juneteenth (Not to Exceed \$10,000)
7. Announcements
 - a. LTAC Recruitment
 - b. Mayor's State of the City Speech (April 2, 6:00 P.M. Foster Event Center)
8. Roundtable
9. Adjourn

Next Scheduled Meeting:

*When: TBD
Location: Hybrid*

DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | December 20, 2024

Hybrid Meeting

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

Members Present: Chair Mohamed Abdi, Jim Davis, Brian Jones, Jean Thompson

Members Absent: Miesa Berry

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 Abdi called the meeting to order at 11:35 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed	None
Approval of Minutes of October 11, 2024	Jlm moved approval. Brian seconded. Motion passed.	None
Special Presentations <ul style="list-style-type: none">None	None	None
General Business		

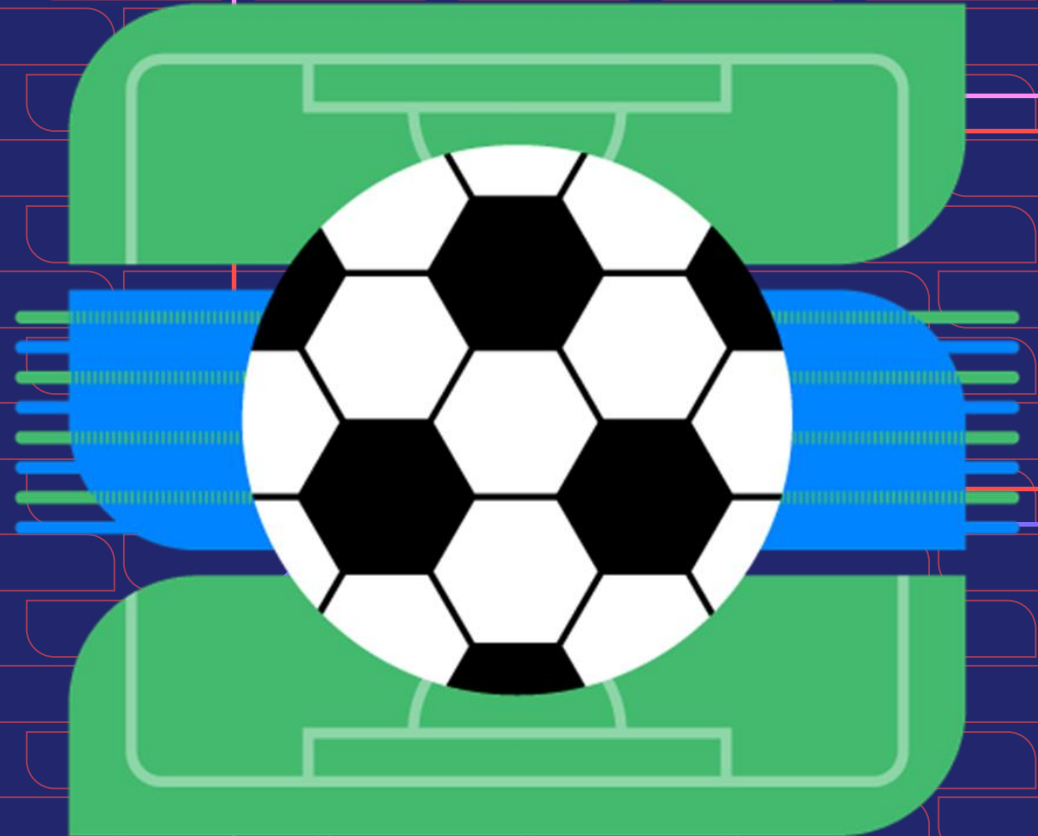
<ul style="list-style-type: none"> Budget Update 	<p>Brandon presented the current six year financial plan.</p>	<p>None</p>
<p>Pending Funding Requests</p> <ul style="list-style-type: none"> City of Tukwila Basic Operations 2025 Experience Tukwila 2025 PacNW Winter Classic 	<p>Brandon presented a request for \$300,822 of which \$146,413 is for 2025 and \$154,409 is for 2026.</p> <p>Jean asked a clarifying question. Brian moved approval. Jean seconded. Motion passed.</p> <p>Brandon presented a request for \$215,000 for 2025. He showed the recently created “hype” video and Instagram posts.</p> <p>Jean moved approval. Jim seconded. Motion passed.</p> <p>Brandon presented a request for \$20,000 for the PacNW Winter Classic. Mark provided additional context and spoke in support of the request.</p> <p>Jim moved approval. Jean seconded. Motion passed.</p>	<p>None</p> <p>None</p> <p>None</p>
<p>Announcements</p>	<p>Brandon shared some announcements of city issues.</p> <p>Jean announced Seattle Chocolate will rebrand next year.</p>	<p>None</p>

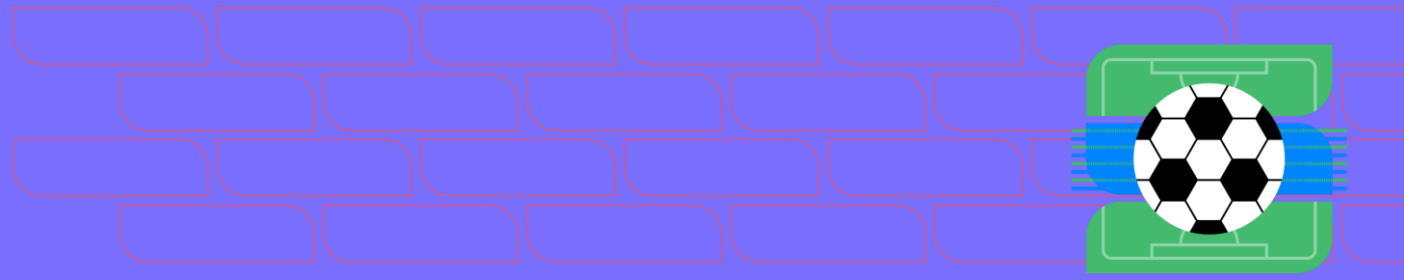
	Jim mentioned that group bookings appear to be improving for 2025.	
Roundtable		None
Adjourn	The meeting adjourned at 12:07 PM.	



getting FIFA READY Seattle Southside Region

2.11.2025





FIFA Club World Cup

- Club World Cup is **NOT** the same as FIFA World Cup. Clubs not Countries.
- 6 teams will compete at Lumen Field starting June 15th-June 25th, 2025
- Seattle Sounders are competing! 3 matches*
- Botafogo (Brazil), CA River Plate (Argentina), Urawa Red Diamonds (Japan), Atletico de Madrid (Spain), Paris Saint-Germain (France) and FC Internazionale Milano (Italy)
- [Landing page](#) for more details.

MATCHES AT LUMEN FIELD:

- June 15th, 2025 *
- June 17th, 2025
- June 19th, 2025 *
- June 21st, 2025
- June 23rd, 2025 *
- June 25th, 2025

GETTING WA FIFA READY

FIFA World Cup 2026

Responsible for running games & coordination across continent; “Inside the Stadium Footprint”

SeattleFWC26 (Local Organizing Committee)

Lead for local planning, non-FIFA logistics, official activations, fundraising, legacy

Governments

Providing typical governmental services (transit, traffic control, law enforcement, etc.)

Partners & vendors

Prepare venues, support marketing, host local events, etc.



FIFA WORLD CUP IN PNW JUNE 13 – JULY 7, 2026



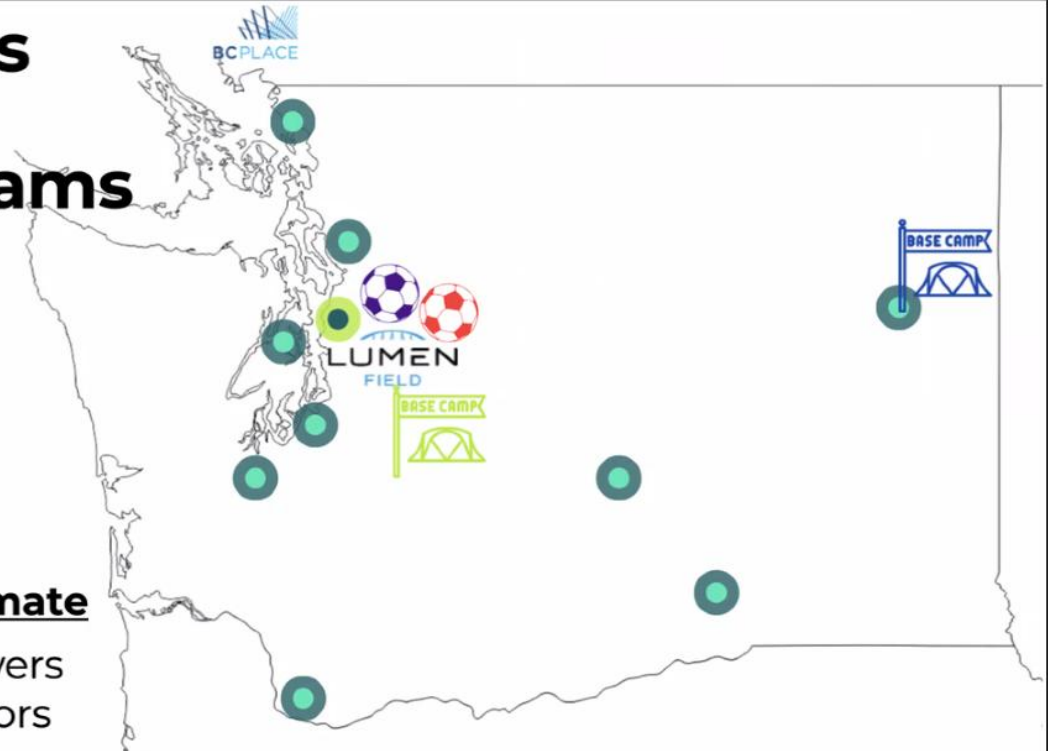
Practice fields:
University of WA
Seattle University

**Proposed WA
Base camps:**
Renton (Sounders
Clubhouse) &
Spokane (Gonzaga
University)

**Official Fan
activations:**
Seattle Center &
9 cities across WA

**2 Host Cities
13 Matches
Up to 25 Teams**

Regionally, we estimate
4 billion+ global viewers
Up to 1.6 million visitors





MATCH SCHEDULE

SEATTLE

6/15/26 **GROUP STAGE** 6/26/26 **GROUP STAGE**
 6/19/26 **USA GROUP STAGE** 7/01/26 **ROUND OF 32**
 6/24/26 **GROUP STAGE** 7/06/26 **ROUND OF 16**

SCHEDULE
FWC26



JUNE 11 - JULY 19, 2026						
SUN	MON	TUE	WED	THU	FRI	SAT
				6/11	12	
14		16	17			20
	22	23		25		27
	29	30			3	
5			8	9	10	11
12	13	semi-final	semi-final	16	17	
						

Base Camp:
Sounders Facility – Renton

Base Camp Hotel:
Hyatt Regency Lake Washington – Renton

Team Assigned to Renton Base Camp
*will be announced in December (hopefully)

Fan Zones:

Bellingham, Bremerton, Everett, Olympia/Lacey, Pasco/Richland/Kennewick (Tri-Cities), Spokane, Tacoma, Vancouver and Yakima

Funding for Fan Zones:

Current WA Legislative session to consider funding for 2026.

Seattle Metropolitan Chamber of Commerce has been selected by the SEATTLEFWC26 committee to administer the funds (if allocated)

Fan Zones:

Bellingham, Bremerton, Everett, Olympia/Lacey,
Pasco/Richland/Kennewick (Tri-Cities), Spokane,
Tacoma, Vancouver and Yakima

Funding for Fan Zones:

Current WA Legislative session to consider funding
for 2026.

Seattle Metropolitan Chamber of Commerce has
been selected by the SEATTLEFWC26 committee to
administer the funds (if allocated)

Fan Zone & Other Funding:

Operating Request Public Safety and Security \$11 Million

Funding will be shared with the 11 communities hosting official events and venues and reimburse local law enforcement and first responders providing statewide mutual aid support.

Capital Request World Cup Venue Readiness \$38.95 Million

Investments in field infrastructure, stadium security, and event staging and logistics at Lumen Field. Funding is requested to renovate soccer fields, upgrade lighting infrastructure, and replace equipment at the University of Washington and Gonzaga University.

Operating Request Small Business Readiness \$6 Million

State funds will ensure businesses across the state, particularly but not limited to the 11 Washington communities hosting FIFA official events are ready to leverage this event and showcase their communities.

FIFA WORLD CUP FANS

BY THE NUMBERS



Match attendance

FIFA Fan Fest attendance

2018

3.03

7.7M

Russia – 11 Host Cities, 32 teams

2022

3.4M

1.85M

Qatar – 8 venues, 32 teams

2026 *(estimate)*

5M+

TBD

North America - 3 countries, 16 Host Cities, 48 teams

OUR BEST ESTIMATES



KICKOFF
TIMES



INTERNATIONAL
VISITORS



GROUP SIZE



LENGTH OF
STAY

WHAT WE DON'T KNOW YET



MARCH - MAY



Q2



Q3 - Q4



DECEMBER

FIFA TRADEMARKS



Cannot
use logo



Cannot
use trophy

Cannot use unless editorially (not commercial & not near any logos)

FIFA™

FIFA World Cup™

FIFA World Cup 26™

FIFA World Cup 26 Seattle™

Seattle FIFA World Cup 26™

World Cup™

World Cup 26™

Instead, use generic terms

2026

World's game

Soccer world championship



The slide features a large teal graphic on the left with the text "WE ARE 2026 SEATTLE" in white and yellow. On the right, under the heading "STAY FIFA READY!", there are four rows of information, each preceded by a yellow icon: a laptop with a globe icon for the website, an envelope icon for the email address, a camera icon for social media handles, and a ticket icon for the FIFA website.

STAY FIFA READY!

 www.seattlefwc26.org

 info@sea2026.org

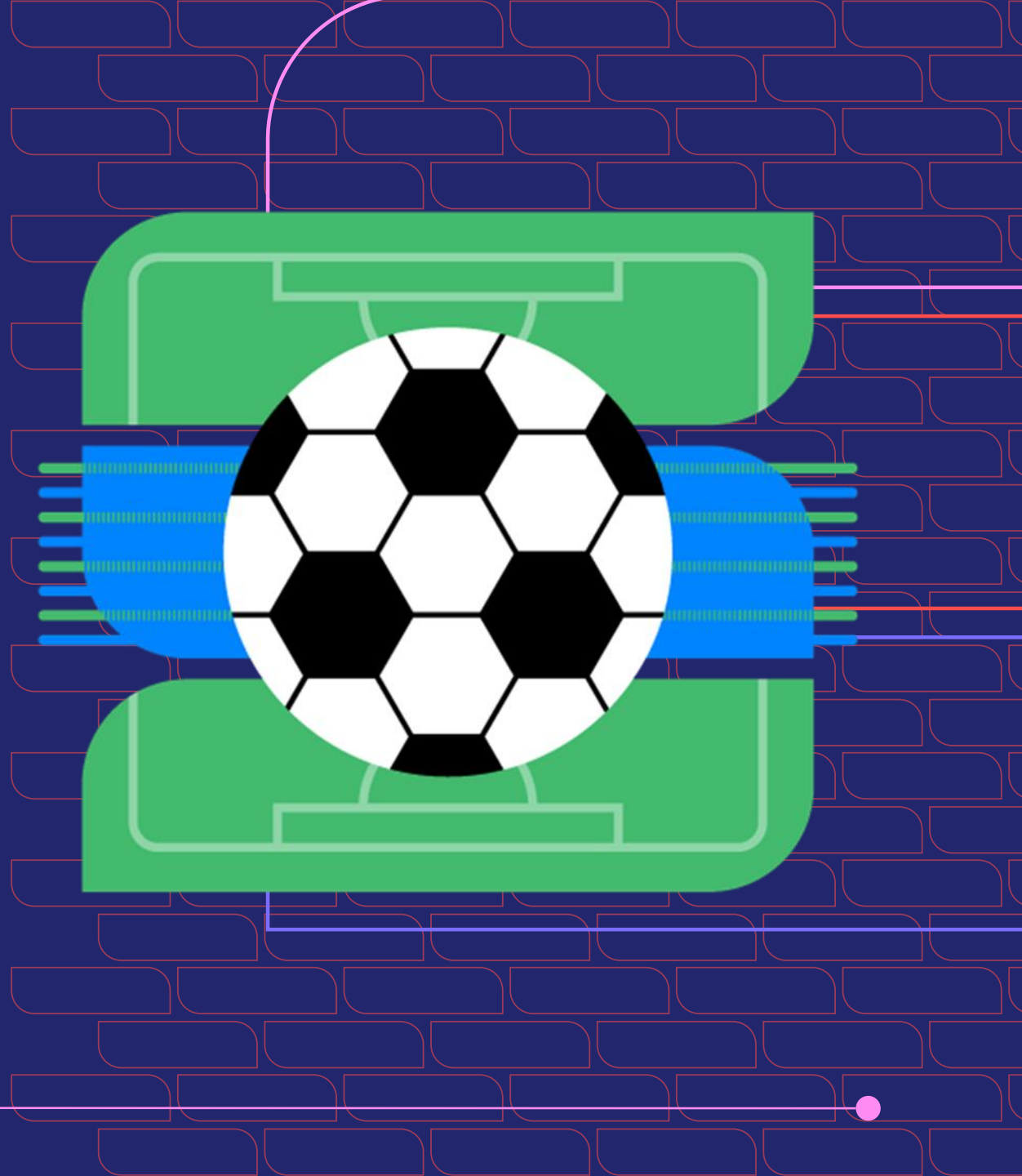
 @fwc26seattle
#WeAreSeattle
#Seattle26

 www.fifa.com/tickets



Thank you!

Mark Everton
President & CEO
Mark@SeattleSouthside.com



Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Administrative Services

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.

Funds Previously Awarded:

In 2021 the City provided \$5,000 for a digital event and in 2022 \$10,000 for the event.

Funding Request Narrative:

The City of Tukwila is requesting lodging tax funds to support the City of Tukwila’s 5th Annual Juneteenth Commemoration. Juneteenth is the oldest historical celebration in the United States remembering the end of enslavement of African American people and the continued fight against racism. In 2020 the City of Tukwila Council adopted Resolution 1992, declaring that Juneteenth will be recognized in our community every year. The City is committed to honoring the legacy of the Juneteenth Commemoration and Tukwila’s African American community by supporting this signature event for residents, community members, businesses, and guests.

Staff Comments:

As part of the City's branding strategy, it was identified that the City should work on creating events tied to the City's multicultural population. The City of Tukwila lacks an authentic large community event that could be a draw for people from around the region. Juneteenth could be that event that the City grows overtime.

Key metrics for the event will be total attendance, third party sponsorship participation, social media metrics, and web visits.

Consistency with Six Year Financial Model:

2025 Sponsorship Funds Provided in Six Year Financial Plan:	\$175,000
PAC NW Soccer (Approved)	(\$25,000)
Seawolves (Approved)	(\$90,000)
City of Tukwila, Juneteenth (Pending)	(\$10,000)
Remaining Funds:	\$50,000

For 2025, the Six Year Financial Plan shows the City spending \$175,000 for sponsorship, such as this. There will be sufficient funds remaining in the budget for other 2025 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 2025 Lodging Tax Funds

Event or Activity Name (if applicable):	City of Tukwila's 5 th Annual Juneteenth Commemoration
Amount of Lodging Tax Requested:	\$10,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	City of Tukwila ATTN: Jo Anderson – Inclusion & Engagement Manager Administrative Services and Community Engagement 6300 Southcenter Blvd, Suite 115 Tukwila, WA 98188
Primary Contact Name:	Jo Anderson
Primary Contact Phone:	206-658-7849
Primary Contact Email Address:	Jo.Anderson@TukwilaWA.gov

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

X	Check which one of the following applies to your agency:
	Non-Profit <i>(Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)</i>
X	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 2025. 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: Jo Anderson

Date: 12/5/24

1. Describe your tourism-related activity or event.

The City of Tukwila is requesting lodging tax funds to support the City of Tukwila's 5th Annual Juneteenth Commemoration. Juneteenth is the oldest historical celebration in the United States remembering the end of enslavement of African American people and the continued fight against racism. In 2020 the City of Tukwila Council adopted Resolution 1992, declaring that Juneteenth will be recognized in our community every year. The City is committed to honoring the legacy of the Juneteenth Commemoration and Tukwila's African American community by supporting this signature event for residents, community members, businesses, and guests.

To ensure a successful and collaborative event, the City will reach out to previous partners. This includes the Tukwila School District/Foster High School's Black Student Union, the King County Library System, King County Public Health, the Urban League of Metropolitan Seattle and Tukwila community members to plan the in-person event at the Tukwila Sullivan Center.

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

- City of Tukwila's 5th Annual Juneteenth Commemoration
- Thursday, June 19, 2025, from 11:00 AM to 1:00 PM
- Tukwila Sullivan Center and Plaza, 14350 Tukwila International Blvd, Tukwila, WA 98168
- Attendance: 250+

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

Primarily day tourists attending regional Juneteenth events and experiences.

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, including summer month travelers staying in area hotels.

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

The City of Tukwila's 1st Juneteenth Commemoration in 2021 was adapted to an online program featured on the Experience Tukwila website. The hour-long commemoration was available in six segments, allowing viewers to explore different elements. Beginning in 2022, the annual event moved to an in-person format at the Sullivan Center outdoor plaza. Each year, important traditions are upheld, including the singing of the Black National Anthem. Further, event participants learn the story of Juneteenth, visit community resource tables, and enjoy educational and musical presentations from a keynote speaker and local artists as well as food from Black-owned businesses.

Participation in the 2024 celebration exceeded expectations and drew well over 200 celebrants. This is attributed to moving the event to the actual holiday (as opposed to the following Saturday), gaining recognition as an annual celebration, and caliber of speakers and performers.

The intention is to develop a program that will draw a wide audience and provide an experience that is distinctly Tukwila. This will include a mix of speakers and artists that are regionally and locally known. The event location is a community-centered space for residents and guests to visit the Tukwila library, frequent the small business, and take advantage of the open space where families and friends gather. ***See photos on page 6.***

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 commissioning of a commemorative poster featuring a local African American artist has become an integral part of the event. In addition to the poster, the City creates a more detailed flyer announcing the program schedule. City staff and partners will promote the Juneteenth Commemoration on the City of Tukwila's Experience Tukwila website, social media platforms, community contacts, and print materials – the Hazelnut newsletter and posters.

Additionally, the City will work with community-and faith-based organizations, the Tukwila School District, and the Southside Seattle Chamber of Commerce to assist in promoting the event on their social media platforms and through word-of-mouth. The program participants – speakers, artists, performers, educators, etc. will be asked to help spread the word to their networks as well.

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

City staff will promote this event through the Experience Tukwila website and social media, word-of-mouth, and free online and print calendars through ethnic media channels. Event posters will be disseminated to partners and lodging establishments, restaurants, retailers, and entertainment establishments.

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 event will be promoted as being sponsored and held in Tukwila.

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.	250+ in-person
B. Number of people who will travel fewer than 50 miles for your event/activity.	225
C. Number of people who will travel more than 50 miles for your event/activity.	10%
D. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	unknown
E. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	unknown
F. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	unknown
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)	unknown

- 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.?**

City staff will monitor, evaluate, and assess this event as part of planning the campaign to determine the 2026 Juneteenth Commemoration.

- 11. Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?**

No.

- 12. Are you applying for funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount?**

No.

- 13. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?**

50% of the budget. Total costs for the event are estimated to be \$20,000; \$10,000 of which from the City operations budget. The requested funds in the amount of \$10,000 will be used towards artist and performer honoraria, commissioned poster artwork, and food and beverage.

Food/Bev	\$5,000
Poster Artwork	\$3,000
Honoraria	\$2,000

- 1) What will you cut from your proposal or do differently if full funding for your request is not available or recommended?**

Adjust/scale program costs.

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

2024 Juneteenth Commemoration

