

AGENDA

*Lodging Tax Advisory Committee
11:30 A.M., Friday, October 10, 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: PHONE ID: # [+1 253-292-9750,,859286134#](tel:+12532929750859286134)

Join on your computer or mobile device: [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
4. Special Presentations
5. General Business
6. Pending Funding Requests
 - a. Explore Seattle Southside, Tukwila Hotel Conference/Convention Incentive (\$8,000, 2025 and \$30,000, 2026)
7. Announcements
 - a. Special meeting on October 24, 2025 for World Cup Update and Funding Request
8. Roundtable
9. Adjourn

Next Scheduled Meeting: *When:* *October 24, 2025*
Location: *Hybrid*

Application to the City of Tukwila for Use of 2025 Lodging Tax Funds

Event or Activity Name (if applicable):	Tukwila Hotel Conference/Convention Incentive
Amount of Lodging Tax Requested:	Not to exceed \$8,000 in 2025
Applicant Organization:	Seattle Southside Regional Tourism Authority
Federal Tax ID Number:	47-3031480
Mailing Address:	3100 S 176 th St., Ste 200, SeaTac WA 98188
Primary Contact Name:	Mark Everton
Primary Contact Phone:	206-406-1575
Primary Contact Email Address:	mark@seattlesouthside.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:



Date: October 1, 2025

Mark Everton, CEO, Seattle Southside Regional Tourism Authority

1) Describe your tourism-related activity or event.

This incentive will be made available to Tukwila hotels to secure new rate-sensitive meetings, conferences and convention business.

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

This incentive will be applicable to any new rate-sensitive meetings, conferences and convention business that a Tukwila hotel is competing against other hotel(s).

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

This incentive is tied to room nights contracted by a Tukwila hotel and is focused on attracting overnight visitation to Tukwila.

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

Meetings, conferences and convention business decision makers are attracted to Tukwila due to Tukwila's proximity to SEA and the myriad of amenities that Tukwila offers. This incentive is intended to narrow the economic gap that may exist between a Tukwila hotel and another hotel that the decision maker may be considering.

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

This incentive is applicable to all origins of potential meetings, conferences and convention business

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

A similar incentive program is currently in place in SeaTac. The program has been successful in booking business and has received the endorsement of SeaTac hotels.

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

N/A

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

The RTA promotes Tukwila in a variety of different ways. The Tukwila hotels quote rates and negotiate with the clients. This incentive is intended to be a tool for the Tukwila hotels to close additional business.

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

The RTA will refer to the incentive opportunity for potential meetings, conferences and convention business as the 'Tukwila Hotel Conference/Convention Incentive'.

10) 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.	unk
b. Number of people who will travel fewer than 50 miles for your event/activity.	unk
c. Number of people who will travel more than 50 miles for your event/activity.	unk
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	unk
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	unk
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	unk
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>)	unk

11) 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?

The data for potential meetings, conferences and convention business that will be influenced by this incentive is not known at this time. Reporting will be available upon the conclusion of the meeting/conference/convention.

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

We are requesting funding on a contract by contract basis not to exceed \$8,000 in 2025.

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, 2024



2025 Tukwila Hotel Conference/Convention Incentive

I. Summary

The Meetings and Group Incentive Program is a multi-faceted initiative that will bring economic benefit to the City of Tukwila. Explore Seattle Southside will contract with eligible meeting planners and group leaders for marketing services, directly targeting event attendees, and the contracted compensation will incentivize planners to book their events at Tukwila hotels.

This program was developed in collaboration with regional hotel directors of sales and informed by hoteliers' experiences with the meetings and group markets.

II. Goals

The program presented here is Explore Seattle Southside's strategy for 1) assisting hotel sales teams in recruiting and retaining group business, and 2) showcasing the destination's restaurants, attractions, and other microadventures direct to event attendees. The availability of these funds will keep Tukwila hotels competitive with the meetings and group markets, as well as create a targeted marketing opportunity to further promote Tukwila.

III. Contracted Services and Incentive Payout

Explore Seattle Southside will contract with the event planner for collaborative and targeted marketing services. The scope of service will vary depending on the group and may include.

- a. **Event Landing Page:** Seattle Southside restaurants, activities, itinerary suggestions, and more may be promoted on an event landing page.
- b. **Dedicated Email Blast:** clients may send an email on behalf of Explore Seattle Southside to their attendees and/or potential attendees promoting 'stay an extra day', itinerary suggestions, local attractions, dining, and other businesses.
- c. **Welcome Services:** Explore Seattle Southside staff may provide welcome letters, welcome bags, and/or other welcome services to event attendees promoting local attractions, dining, and other businesses.
- d. **Dedicated Social Posts:** clients may post about the Seattle Southside region on their social media channels using their own content or content provided by the Explore Seattle Southside.

The incentive amount will be determined by calculating 10% of the average room rate multiplied by the total number of rooms included in the hotel contract. For example, a hotel room block of 100 rooms with an average contracted rate of \$200 will receive an incentive total of \$2,000 (based on \$20,000 incremental hotel room revenue). Exceptions to this calculation may apply, depending on the desirability of the group event and the economic impact anticipated. Funds will be distributed directly to the client upon confirmation of a signed hotel contract. Maximum compensation is \$8,000 per event.

IV. Approach

Hoteliers will present this opportunity to their clients during negotiations. If the hotelier determines that this program will assist in closing business, then they will reach out to Explore Seattle Southside staff with details of the event. These details will be used to calculate the economic benefit of the event on the Tukwila hotel and the Seattle Southside region using a third-party event impact calculator.

a. Event Eligibility

Explore Seattle Southside staff will evaluate business based on its benefit to the destination. An example of group business that will benefit the destination includes business that can grow over time; for example, an association conference that repeats annually or a corporate retreat that can expand to other types of events such as trainings and meetings.

Ideal candidates are meeting and group planners who have not experienced the destination and need a push to try somewhere new. Planners who have booked within the destination previously and are tempted to move their event outside of Seattle Southside are also good candidates. Circumstances will be evaluated on a case-by-case basis to determine feasibility.

For an event or group room block to qualify, it must meet the following criteria:

- Must be either new business or attracted to another destination.
- Must be contracted (no courtesy blocks).
- Hotel contract must include an attrition clause.
- Explore Seattle Southside marketing collaboration required.
- Impact to destination is expected to be at least 15x the funding amount.
- Must be an 'event'. An "event" includes a day or multi-day meeting, tradeshow, or conference or a group room block - negotiated corporate or crew accommodation are exempt from consideration.

b. Application Process

The hotel salesperson will submit an application through an online form on behalf of their client for analysis by Explore Seattle Southside staff.

c. Approval Process

Once Explore Seattle Southside staff determine that the business will economically benefit the region, program participation will be approved, and the client and hotelier will be notified. Explore Seattle Southside staff will contract with the client, outlining the terms and conditions for receiving the funds, which will include targeted marketing collaboration.

V. Measuring Success

After the conclusion of the event, the hotel will share with the Explore Seattle Southside the number of rooms actualized, and a final event impact report will be generated.

The Meetings and Group Incentive Program will be evaluated based on the number of groups incentivized, the incentive expenditure compared to the economic impact of the actualized event, hotel sales team feedback, and survey responses from clients to determine incentive impact in their decision-making.

APPENDIX I

2025 Budget

Funding for the Meetings and Group Incentive Program will come from City of Tukwila lodging taxes for 2025 and will be accessed only by City of Tukwila hoteliers on behalf of their clients. Expenditures will be reported to the City of Tukwila on a quarterly basis. Budget availability will be transparent to hotel sales teams and reported on a regular basis.

2025:

4th Qtr	Incentive paid to Tukwila hotel clients for contracted room nights	\$8,000
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Total 2025		\$8,000
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Application to the City of Tukwila for Use of 2026 Lodging Tax Funds

Event or Activity Name (if applicable):	Tukwila Hotel Conference/Convention Incentive
Amount of Lodging Tax Requested:	Not to exceed \$30,000 in 2026
Applicant Organization:	Seattle Southside Regional Tourism Authority
Federal Tax ID Number:	47-3031480
Mailing Address:	3100 S 176 th St., Ste 200, SeaTac WA 98188
Primary Contact Name:	Mark Everton
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Signature:



Date: October 1, 2025

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Updated: December 29, 2024

8/2/2021



2026 Tukwila Hotel Conference/Convention Incentive

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IV. Approach

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APPENDIX I

2026 Budget

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2026:

1st Qtr	Incentive paid to Tukwila hotel clients for contracted room nights	\$7,500
2nd Qtr	Incentive paid to Tukwila hotel clients for contracted room nights	\$7,500
3rd Qtr	Incentive paid to Tukwila hotel clients for contracted room nights	\$7,500
4th Qtr	Incentive paid to Tukwila hotel clients for contracted room nights	\$7,500
Total 2026		\$30,000