



## INFORMATIONAL MEMORANDUM

TO: **Community Development and Neighborhoods**

FROM: **Brandon Miles, Business Relations Manager**

CC: **Mayor Ekberg**

DATE: **May 1, 2017**

SUBJECT: **Pending Lodging Tax Applications**

### **ISSUE**

Approval of funding requests for lodging tax funds.

### **BACKGROUND**

The Museum of Flight, Seattle Southside Regional Tourism Authority (SSRTA), Starfire Sports, and the City of Tukwila submitted applications for lodging tax funding for various tourism promotional activities. The total amount of the request is \$670,300 (\$467,800 for 2017 and \$202,500 for 2018).

#### Available Lodging Tax Funds

The City collects a 1% lodging tax on certain qualifying overnight stays in paid accommodations (hotels/motels/Airbnb) in the City. State law limits the use of these funds to tourism promotion<sup>1</sup>. The 2016 ending fund balance for lodging tax was just over \$900,000. For 2017, the City's has budgeted \$733,000 in revenue.

#### Application Approval Process

The City's Lodging Tax Advisory Committee (LTAC) reviews all requests, even by the City, for use of lodging tax funds. LTAC then forwards a list of recommended applications to the City Council for its review and consideration. If LTAC does not recommend an application be funded, that application is not forwarded to the City Council. The City Council may approve or deny any of the applications recommended by the LTAC. The City Council may also approve an application and increase or decrease the dollar amount awarded<sup>2</sup>.

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<sup>1</sup> RCW 67.28.080 (6) defines "tourism promotion" as "...activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

<sup>2</sup> On August 17, 2016, the Washington State Attorney General's Office issued an informal opinion regarding whether a municipality could change the dollar amounts recommended by the local lodging tax advisory committee. Specifically, the informal opinion states:

*"When awarding lodging tax revenues pursuant to RCW 67.28.1816(2)(b)(ii), a municipality may award amounts different from the local lodging tax advisory committee's recommended amounts, but only after satisfying the procedural requirements of RCW 67.28.1817(2), according to which the municipality must submit its proposed change to the advisory committee for review and comment at least forty-five days before final action on the proposal."*

Pending Applications

Six funding applications were submitted to LTAC in March of 2017. LTAC considered the requests at its March and April meetings. At its April meeting, LTAC recommended that five of the applications be approved and in the amounts each applicant requested (shown in parentheses):

1. Museum of Flight (\$50,000);
2. SSRTA, General Operations (\$270,000 for 2017 and \$202,500 for 2018);
3. Starfire Sports (\$42,000);
4. City of Tukwila, General Administration (\$55,800); and
5. City of Tukwila, Southcenter 50<sup>th</sup> Celebration (\$50,000).

A brief description of each applicant's request is outlined below. Copies of the individual applications and draft scopes of work are attached with this memo.

One of the six applications was submitted by SSRTA to fund operations of the Visitor Information Center (VIC) at Westfield Southcenter. This request was a second application submitted by SSRTA and was for \$340,000 (\$170,000 in 2017 and \$170,000 in 2018). The LTAC did not recommend approval of that application. SSRTA may revise the application and re-apply.

As a reminder, the City accepts lodging tax funding requests on a rolling basis. Additional applications may be presented to the City Council later this year.

1. Museum of Flight, (\$50,000).

The Museum of Flight, located along Boeing Field in the north end of Tukwila, is recognized as one of the premier aviation and space museums in the world. The Museum is home to over 150 air and space craft spanning all genres and time periods. Last year was a record year of attendance for the Museum, with over 650,000 visiting the Museum. The Museum is a major draw for overnight guests and for day visitors to the City.

Lodging tax funds will be used to support several high profile events at the Museum of Flight, including the Memorial Day celebration, Jet Blast Bash, Veteran's Day, Museum of Fright, and Santa Fly In. The City will be considered a presenting sponsor for these events. The City hopes to leverage these events to market Tukwila to Puget Sound residents.

The City is working with the Museum on increasing usage of the Tukwila name. The Museum uses the "Seattle" name in its marketing and even lists "Seattle" in its address. While this makes sense when marketing the Museum outside the Puget Sound, staff is pushing the Museum to use "Tukwila" in local marketing.

2. Seattle Southside Regional Tourism Authority (SSRTA), \$270,000 (2017) and \$202,500 (2018) for General Operations.

SSRTA, a public development authority, formed by the City of SeaTac, is a destination marketing organization providing tourism marketing for the cities of Tukwila, SeaTac, and Des Moines under the "Seattle Southside" brand.

SSRTA funding primary comes from the Tourism Promotion Area (TPA) fee charged on hotels, with at least 90 rooms, within the cities of Tukwila, SeaTac, and Des Moines. The TPA was created by an interlocal agreement (City Contract No. 14-049) among the three cities. In 2017,

the TPA fee is estimated to generate \$3.57 million. SSRTA is also supported by lodging tax funds from the three cities. The interlocal agreement also provides anticipated lodging tax funds from each city to SSRTA. For 2017 and 2018, Tukwila's anticipated obligation under the interlocal agreement is \$270,000 and \$202,500, the amounts requested by SSRTA in its application.

The City's lodging tax funds will support the general marketing, sales, and business services of SSRTA. Funds will be used to support a variety of activities, including ad buys, digital media, production of a dining guide, conducting familiarization tours in the City; and other marketing and sales activities. The scope of work is identical to the 2016 scope of work, with the exception that SSRTA removed operation of the VIC at Westfield Southcenter and proposed funding for it under a separate application.

3. Starfire Sports, \$42,000.

Since its opening in 2003, Starfire Sports has grown into one of the premier soccer complexes in the United States. Last year nearly 1.3 million people visited the complex annually to take part in soccer tournaments; play in indoor or outdoor soccer leagues; to engage in sport specific training, soccer viewing, and attending professional soccer matches. Starfire Sports has 12 outdoor fields and two indoor fields. Starfire Sports is also the training facility for the Seattle Sounders FC, a Major League Soccer team. Besides hosting soccer matches and leagues, Starfire has also hosted rugby, lacrosse, and quidditch (Harry Potter).

Starfire is requesting 2017 lodging tax funds to assist in the promotion and facilitation of leagues, events, and tournaments. The goal is to attract visitors to create 10,000 hotel room nights and bring in 1.3 million annual visitors (not unique) to the complex and Tukwila. Starfire will allow the City to have access to its social media and digital media in order to promote day activities in the City.

Something new in 2017 is that the City of Tukwila will be listed as a sponsor for all Starfire tournaments. This allows the City to position itself as being the epicenter of soccer in the Pacific Northwest.

4. City of Tukwila, General Administration, \$55,800.

The City of Tukwila is requesting \$55,800 in funding for administrative costs associated with the lodging tax fund.

Of the \$55,800 requested, \$35,700 will be transferred from the lodging tax fund to the general fund. The lodging tax fund is one of several special revenue funds managed by the City. Under State law, the City is permitted to charge special revenue funds for the indirect costs that are incurred by the general fund to support and maintain these special revenue funds. These costs include, but are not limited to legal support, accounting, insurance, technology services, human resources, and facilities support, all activities that are needed to support the lodging fund.

Additional funds are provided for training, travel, professional services, and membership to several business and tourism organizations. These opportunities are available to all elected officials, employees and LTAC members if applicable. Only the actual costs will be billed. Funds not used will remain in the lodging tax fund and are eligible to be used next year.

5. City of Tukwila, Southcenter 50<sup>th</sup> Celebration, \$50,000.

Next year, Westfield Southcenter will celebrate its 50<sup>th</sup> anniversary. The opening of Southcenter Mall 50 years ago began the transformation of the Southcenter District of the City into one of the most vibrant retail and dining areas of Puget Sound.

Staff has requested \$50,000 in lodging tax funds for planning and initial work to celebrate 50 years of the Southcenter District being the premier shopping district in the Puget Sound. Westfield Southcenter will organize its own events to celebrate the 50<sup>th</sup> anniversary of the Mall. As part of the planning and preparation staff is looking at creating a website; producing a video, highlighting the area's history; and organizing events.

The Southcenter 50<sup>th</sup> Celebration will also provide an opportunity for the City to present the next 50 years of Southcenter and the brand that is currently being developed targeted toward day visitors.

**FINANCIAL IMPACT**

The total amount of funding requested from the lodging tax fund is \$670,300 (\$467,800 for 2017 and \$202,500 for 2018). As discussed above, the City has budgeted the collection of \$733,000 in lodging tax revenue in 2017.

<b>2017 Lodging Tax Overview</b>	
<b><u>Revenue</u></b>	
Projected Lodging Tax Revenue	\$733,000
<b><u>Expenditures</u></b>	
<b><u>Committed Funds</u></b>	
Total Destination Marketing (Day Marketing)	\$90,000
<b><u>Pending Applications</u></b>	
SSRTA, General Operations	\$270,000
Museum of Flight	\$50,000
Starfire Sports	\$42,000
City of Tukwila, General Administration	\$55,800
City of Tukwila, Southcenter 50 <sup>th</sup> Celebration	\$50,000
<b><u>Anticipated Applications<sup>3</sup></u></b>	
Seattle Sounders S2	\$30,000
Small Grants (Small Community Events)	\$25,000
Baker Blvd, Festival Street	\$25,000
Total expenditures	\$727,800
2016 Ending Fund Balance:	\$912,558
Current Tourism Reserve Fund:	\$0.00

<sup>3</sup> Anticipated applications are applications the City expects to receive or submit but have not yet been submitted to the LTAC.

**OTHER**

If approved, all non-city applicants will need to enter a municipal service contract with the City. Contracts over \$40,000 will come back to the City Council at a later date for review and to authorize the Mayor to sign.

**RECOMMENDATION**

Staff recommends that the City Council approve the funding requests, as recommended by LTAC. Staff suggests that the applications be placed on the May 22<sup>nd</sup> Committee of the Whole meeting for discussion and the June 5<sup>th</sup> Regular meeting for decision.

**ATTACHMENTS**

- A. Museum of Flight Application
- B. Seattle Southside Regional Tourism Authority, General Operations Application (2017/18)
- C. Starfire Sports Application
- D. City of Tukwila, General Administration Application
- E. City of Tukwila, Southcenter 50<sup>th</sup> Celebration Application





**March, 2017**

**Lodging Tax Applications**

**Museum of Flight**

**\$50,000**







## Staff Memorandum

### Lodging Tax Advisory Committee Funding Request

**Name of Applicant:**

The Museum of Flight

**Address:**

9404 East Marginal Way South, Tukwila, WA 98108

**Total Funds Requested:**

\$50,000

**About the Applicant:**

Museum of Flight, a non-profit, is recognized as one of the premier aviation and space museums in the world. The Museum is home to over 150 air and space craft spanning all genres and time periods. Over the last year the Museum has averaged just over 520,000 visitors. With Boeing celebrating its 100<sup>th</sup> year anniversary and the opening of the new aviation pavilion, the Museum of Flight is anticipating 650,000 attendees in 2016.

Over the last few years the Museum has increased its reach into eastern Washington, British Columbia, and Oregon. Besides aviation tourist enthusiasts, the Museum is also a draw for military affinity groups, industry professionals, and engineering and technology professionals. The Museum is also recognized as one of the premier event spaces in Seattle, offering a wide variety of space and event services.

**Funds Previously**

**Awarded:**

The Museum of Flight has received lodging tax funds in the past. For 2016 the Museum received \$35,000.

**Funding Request Narrative:**

The Museum request for funding would support seven high profile events at the Museum. These events include, Memorial Day Weekend; Jet Blast Bash; Jet Blast Bash and Seafair Activities; the Museum of Fright; Veteran's Day and Santa Fly In. The City will be considered as sponsor of these events and in some cases be the presenting sponsor. Last year the City was a presenting sponsor for three events and a sponsor for the opening of the aviation pavilion.

**Staff Comments:**

The Museum of Flight is a major draw for residents of Puget Sound; tourists in the area (either staying in the Southside region, Seattle, or Bellevue); and aviation tourists. With an estimated draw of 650,000 attendees, the Museum provides an excellent opportunity to promote the City

and region. Staff intends to work with the Museum to engage attendees at these events and create a reason for the attendees to come back to the City (i.e. coupons, contests, discounts, etc.).

Finally, supporting the Museum of Flight activities helps build destination experiences in the City. Both overnight and day visitors come to the Museum, have a positive experience and then tell their friends and families.

**City of Tukwila Staff**  
**Recommendation to LTAC:** Approval

**Notes:**

Should LTAC and the City Council approval the application, a final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney. Because this contract will be over \$40,000 the City Council will need to authorize the Mayor to execute the agreement.

**Museum of Flight**

**DRAFT**

**Scope of Services**

1. As needed, contractor shall refer visitors and convention planners to Seattle Southside Regional Tourism Authority (SSRTA), a destination marketing organization for the City, for assistance with lodging, restaurants, attractions, transportation companies, etc. or directly to the City.
2. Contractor will encourage 3<sup>rd</sup> party organizers holding events at the Museum to utilize Seattle Southside (Tukwila, SeaTac, and Des Moines) hotels. Contractor will, when appropriate, provide 3<sup>rd</sup> party organizers a one page promotional flyer as an attachment to its rental contracts. The content of the flyer will be mutually agreed upon by the City and the Museum.
3. The Museum will invite City staff and SSRTA staff members to present to Museum staff and/or volunteers the SSRTA guest relations program in order to ensure staff and/or volunteers help promote tourism in the City in partnership and through the City and SSRTA.
4. The Museum will work with the City's partner, SSRTA, to create vacation packages directed toward overnight guests.
5. The Museum will seek public relations opportunities to recognize the City in press releases, posters, etc.
6. The Museum will include the City in all appropriate donor listings.
7. The Museum will publish an article in a 2017 issue of *aloft* magazine (read by over 50,000 people) about the City of Tukwila. The article could include a discussion about things to do outside of the Museum on visits to the City, dining options, and/or stories of interests as well as highlighting the Museum – Tukwila partnership. The City will have the opportunity to provide input to the content of the article.
8. The Museum shall contribute an article to one edition of the City's section of the *Tukwila Reporter* or *Hazelnut* (as deemed most appropriate by the City) about the partnership and corresponding economic impacts. The insertion shall include a redeemable Museum coupon for City residents.
9. The Museum shall provide the City two social media posts in order for the City to promote upcoming events and festivals in the City. .

**Total Value: \$5,000**

10. Memorial Day Weekend Activities: Activities honoring fallen military service men and women. The City shall be listed as the presenting sponsor for Memorial Day Weekend.

Planned events include:

- Performance by the Boeing Employee Concert Band
- Public program featuring civilian and military guest speakers
- Free admission for US Military personnel with identification

Presenting Sponsor Benefits:

- a. Opportunity for City of Tukwila staff to make brief remarks during the public program
- b. Logo on Museum website event page for Memorial Day
- c. Display City of Tukwila banner (provided by the City) in prominent location
- d. Six (6) passes for guests admission to the Museum

**Total Value: \$10,000**

11. Jet Blast Bash/Seafair Activities: Outdoor family weekend festival right on the Blue Angels' flight line with static displays in the Museum's parking lot and guest speakers in the Museum's theater. The City shall be listed as the presenting sponsor for the Jet Blast Bash/Seafair Activities on August 5th and 6th.

Planned events include:

- 10,000+ Museum members and guest visitors enjoy food, drinks, entertainment, and special activities in the east parking lot including up-close viewing of the Blue Angels flights
- In addition to activities in the parking lot, special guests such as legendary SR-71 Blackbird spy-plane pilot Brian Shul share their stories in the theater

Presenting sponsor benefits:

- a. Acknowledgment on the Museum's Jet Blast Bash webpage with linked logo. Tukwila's name shall appear near the top of the webpage, with linked logo at the bottom of the page
- b. A prime dedicated 10' by 10' tent with 6' tables for giveaways, information, and/or for hospitality. Museum understands the City will use its booth to promote other businesses in the City or make the booth available to SSRTA
- c. Photo booth opportunity at VIP viewing party with City of Tukwila (or similar props) included and opportunity for guests to take home their photos
- d. Minimum of five social media cross-promotion posts leading up to and during the event. City can use the cross-promotions to promote activities, dining, shopping, and hotels in Tukwila
- e. Opportunity to put promotional items in VIP goodie bags. Promotional items could be discounts and coupons for activities, dining, shopping, and/or hotels in Tukwila

- f. Museum shall work with media promoting the event to ensure that “Tukwila” is used in articles and radio broadcast about the event. For example, “Jet Blast Bash, presented by the City of Tukwila”

**Total Value: \$15,000**

12. Museum of *Fright* Halloween Event: For one night each year, the Museum of Flight becomes the *spooky* Museum of *Fright!* The City shall be listed as the presenting sponsor for the “Museum of Fright Family Halloween Event” with the following benefits

Planned events include:

- Fun and *deaducational* flight-themed activities including storytelling, arts and crafts, simulator flights, and games.

Presenting sponsor benefits:

- a. Acknowledgment on the Museum of Fright webpage with linked logo. Tukwila's name shall appear near the top of the webpage, with the linked logo at bottom of the page
- b. Minimum of five social media cross-promotion posts leading up to and during the event
- c. Dedicated table space during the event to provide information and giveaways about City hospitality resources
- d. Museum shall work with media promoting the event to ensure that “Tukwila” is used in articles and radio broadcast about the event

**Total Value: \$5,000**

13. Veteran’s Day Activities: The Museum salutes the outstanding contributions of America’s veterans at the annual Veterans Day Ceremony. The City of Tukwila shall be listed as the presented sponsor of Veteran’s Day at the Museum of Flight

Planned events include:

- Performance by a local community orchestra
- A color guard presentation, and guest speakers from the U.S. military
- Public program featuring civilian and military guest speakers
- Special family programs throughout the day. 2017 will pay special tribute to the American Fighter Aces Association
- All U.S. veterans and current U.S. military personnel receive free Museum admission

Presenting Sponsor Benefits:

- a. Logo on Museum website event page for Memorial Day
- b. Display City of Tukwila banner (provided by the City) in prominent location
- c. Six (6) passes for guests admission to the Museum

**Total Value: \$10,000**

14. Santa Fly-In Holiday Event: Holiday themed activities in and around the Museum welcome families. The City shall be listed as the presenting sponsor for the “Santa Fly In” on December 9.

Planned events include:

- Santa and Mrs. Clause make a dramatic entrance aboard his deHavilland Beaver aircraft (weather dependent)
- Local community orchestras provide holiday music
- The Museum hosts a variety of family-fun activities

Presenting Sponsor Benefits:

- a. Acknowledgment on the Santa Fly In webpage with linked logo. Tukwila’s name shall appear near the top of the webpage, with the linked logo at the bottom
- b. Minimum of five social media cross-promotion posts leading up to and during the event
- c. Dedicated table space to provide information and giveaways about City Hospitality resources

**Total Value \$5,000**

# Application to the City of Tukwila for Use of 2017 Lodging Tax Funds

Event or Activity Name (if applicable):	Marketing & Event Support
Amount of Lodging Tax Requested:	\$50,000
Applicant Organization:	The Museum of Flight
Federal Tax ID Number:	91-0785826
Mailing Address:	9404 East Marginal Way South, Tukwila, WA
Primary Contact Name:	Jeff Bauknecht
Primary Contact Phone:	206.768.7198
Primary Contact Email Address:	<a href="mailto:jbauknecht@museumofflight.org">jbauknecht@museumofflight.org</a>

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)  
Public Agency  
For Profit Agency/Business (Washington State UBI Number: \_\_\_\_\_)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2017. 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:

3/20/17  
Date:

Printed or Typed Name: Jeff Bauknecht

**1) Describe your tourism-related activity or event.**

The Museum of Flight is one of the premier educational air and space museums in the world, with a projected 2017 attendance of 570,000. Visitors come to the Museum for numerous reasons including meetings and conferences, individual and group education programs, research for historical and scholarly projects and simply for personal enjoyment to the many special events held throughout the year such as those highlighted below.

Exhibits include restored air and space artifacts from the first century of flight and a library and archives which holds the largest book, periodicals, manuals and photographic collection on the west coast of the United States. The Museum is a leader in informal science, technology, engineering & math (STEM) education programs, and is sought after as a mentor by similar organizations implementing their own programs. In 2016, the Museum impacted more than 188,000 youth and educators through these education programs.

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

The Museum proposes to use the funding from the City of Tukwila LTAC to support broad messaging and support of the following special events which have proven to be very popular with visitors over many years.

- May: Memorial Day Weekend Activities,
- August: Jet Blast Bash/Seafair Activities: This is the week the Blue Angels call the Museum of Flight home. Daily training flights and performances draw the largest crowds of the year,
- October: Museum of Fright: Our Halloween special event where aviation spirits come to life and the science and mystery of flight are found throughout the Museum,
- November: Veteran's Day Activities, and
- December: "Santa Fly In": This holiday-themed special event has been a Museum member favorite for many years. Santa flies in by means of airplane or helicopter and meets the families for holiday fun and activities.

In addition to the highlighted programs listed above, please find a listing of our 2016 public programs for a broad perspective of the diversity of programs we offer.

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

The Museum focuses on attracting overnight and day tourists. Our special weekend events and business conferences, as well as our immersive education programs, draw thousands of overnight clients to the region. Our annual family-friendly weekend events draw day visitors from King, Pierce, Snohomish, Kitsap & Skagit counties.

Events such as the grand opening of our Aviation Pavilion and hosting of The Boeing Company's Centennial Celebration in 2016 attracted more than 100,000 visitors from around the country and world.



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

The Museum is recognized by both its peers and the general public as one of the premier aerospace museums in the world. The addition of the 140,000 square foot Aviation Pavilion (in 2016) now covers and protects 19 of our iconic aircraft, and thousands of visitors looking for relief from the sometimes unpredictable Pacific Northwest weather. The comprehensive nature of the Museum's collection is virtually unmatched within the industry, showcasing more than 150 air and space craft across all genres and time periods. In addition, the Museum ranks among the top five for meeting and event capacity in the greater Seattle region. Visitors come to the Museum for the fun and excitement that is flight.

The collection, combined with easy access and free parking, makes the Museum one of the top picks for corporate and affinity group conferences such as military organizations and reunions. Visitors are entertained with a nonstop airshow every day at the Museum due to the many different types of aircraft flying into and out of Boeing Field!

Finally, our STEM-based education programs are some of the best to be found anywhere in the country. With programs serving preK-12 as well as professional development programs for educators, some of the Museum's most frequent patrons are schools and youth organizations from around the region and teachers attending educator workshops.

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

The Museum provides an experience for almost any age, education level or cultural background. Our target audience is primarily young families with children, living in the Puget Sound region, along with out-of-state leisure and business tourists. A secondary audience, we continue to develop are the outlying areas of Eastern Washington, British Columbia and Southwest Washington and Portland, Oregon.

The Museum's vision is *to be the foremost educational air and space museum in the world*. One of our most important targets are preK-12<sup>th</sup> grade youth and educators. To that end we provide more than 22 different STEM-based informal education programs at the Museum's main campus and offsite through outreach education staff. Our staff has facilitated programs throughout the Pacific Northwest and across the country. Over the last four years the Museum has also continued to expand its online presence through a growing Digital Learning Department. Several immersive education programs provide students across the state the opportunity to work in a mentored learning environment. Students learn through online courses and then have the opportunity travel to the Museum for culminating experiences.

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

The Museum enjoyed an historical year in 2016, welcoming more than 660,000 visitors and reaching more than 188,000 preK-12<sup>th</sup> grade students and educators with informal STEM education programs. In addition to one of the most comprehensive air and space craft collection in the world, the Museum houses the largest aerospace library and archives on the

west coast, serving researchers and scholars. Historians, engineers, high school and college students, as well as film production teams, use this vast collection to support research, aid in design concepts and even create accurate and exciting visual images on the small and big screen.

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

Does not apply.

**8) 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 Museum of Flight will continue to use local area media; radio, print and billboards, to target overnight and day tourists to our events and new attractions. During the next 24 months specific focus will be placed on the opening of the new Apollo exhibit, the centennial anniversary of the end of World War I in 2018 and the 50<sup>th</sup> anniversary of the Apollo 11 moon landing in 2019.

Media specifically targeting tourists include Metro busses in King and Pierce counties and mobile advertising and rack cards inside the hotels. Social media, along with geo-fencing, will be used heavily to reach day tourists. Radio is planned for KBKS, KCMS, KIRO, KJAQ, KJR-AM, KJR-FM, KKWF, KOMO, KPLZ, KPWK, KTTH, QMQV and KZOK.

The Museum also has a strong online presence.  
2016 social media and website statistics shown below.

<u>Social Network Stats</u>		<u>Website Stats</u>
Instagram	13,000	978,000 unique users
Facebook	68,000	1,300,000 visits
Google+	195,000	4,700,000 page views
Twitter	15,000	

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

The Museum promotes the businesses in the Tukwila region through placement of the Seattle Southside Regional Tourism Authority (SSRTA) Visitor Guide in our Museum lobby kiosk. We also promote SSRTA through placement of their tourism “widget” on our website in an effort to drive website traffic to the myriad lodging and other tourism businesses in the South Seattle region. Throughout the year we also look for opportunities to collaborate with SSRTA on marketing projects.

**10) Is the City able to use your digital and print media for collaborative marketing?**

Yes, the Museum is willing to collaborate with the City on cross-marketing promotions when appropriate.

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

The Museum will look for opportunities to use the name Tukwila in identifying its location. When appropriate, and it does not conflict with the overall message, the Museum is willing to tag some of its messaging with “in Tukwila.” This may include website, print, or radio.

**12) Measurements and Metrics**

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility:	570,000
b. Number of people who will travel fewer than 50 miles for your event/activity	320,500
c. Number of people who will travel more than 50 miles for your event/activity	249,500
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	100,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	15,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	7,000
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)	8,200

Individual Program Attendance		2016	2017 (Projected)
• May:	Memorial Day Weekend Activities	7,598	7,800
• August:	Jet Blast Bash Activities (full week)	19,177	20,000
• October:	Museum of Fright	2,339	2,400
• November:	Veteran’s Day Activities	2,250	2,500
• December:	Santa Fly In	1,505	1,600
	<b>Total</b>	<b>32,869</b>	<b>34,300</b>

**13) 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.?**

Total numbers in the chart above are estimates calculated by combining the number of room nights known or estimated to be used by:

- a. Washington Aerospace Scholars summer residency program,
- b. Out-of-town Public Program guest speakers,
- c. Special events related to public programs and private events surrounding exhibit openings and the 2017 Red Barn Heritage Award,
- d. 2016 Hops & Props attendees, and
- e. An estimate of the overnight visitors from general admission.

Individual program numbers come from actual admissions tracking for 2016 and projections for 2017. Although our 2016 Blue Angels weekend was still a huge success, the weather for the weekend was unusually poor and affected our overall numbers. Weather is traditionally very good for Blue Angels and we expect to bounce back this year.

Veteran's Day falls on a Saturday in 2017. Along with the Saturday date, a strong focus on military related anniversaries will be taking place throughout 2017. We anticipate this combination will have a very positive effect on attendance for Memorial Day and Veteran's Day.

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

We have applied for funding from the City of SeaTac and been approved for \$60,000 for 2017 and 2018.

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

We are in discussion with SSRTA but have not submitted a funding application yet.

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

The overall 2017 operations budget for the Museum of Flight is \$20,358,676.

The 2017 Museum marketing budget is \$1,014,350. The requested \$50,000 represents 5% of the marketing budget.

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

Marketing efforts and event budgets would simply be scaled back to meet available revenue.

Updated 3/20/17

# THE MUSEUM OF FLIGHT

## Corporate Engagement Menu 2017

Companies and corporations are vital partners in achieving the Museum's vision: **to be the foremost educational air and space museum in the world.** We are interested in partnering with companies that share our vision and values.

Together we can serve and inspire the greater Seattle community and address pressing local and national issues, such as the need to ignite a passion for Science, Technology, Engineering, and Math (STEM) education in learners of all ages.

Thank you for your consideration. We look forward to answering your questions and to working with you personally on a customized proposal that serves the unique goals of your company. We aim to exceed your expectations at every step—especially when it comes to delivery.

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### Fast facts:

- The Museum of Flight is the largest private air and space museum in the world and a Smithsonian Institution affiliate
- In 2016, we received 668,000+ visitors from around the globe
- We inspired 188,000+ youth and educators regionally and internationally with immersive, engaging STEM programs delivered on-site and remotely
- Our community is large and loyal; we have more than 70,064 likes and 157,147 visits on Facebook, and 14,600 followers on Twitter

### MUSEUM CONTACT:

Mary Batterson, Corporate Partnerships Officer

Direct Dial: 206-764-5879

Email: [MBatterson@MuseumofFlight.org](mailto:MBatterson@MuseumofFlight.org)



*Students enjoy a mission in the Challenger Learning Center's immersive environment*

## Year-Round Engagement

### Naming Opportunities

Many naming opportunities are available at The Museum of Flight and range from named programs to named rooms and buildings. Please contact us directly for more information about current options available.

### Weekend Family Workshops – \$25,000; annual sponsorship

Every weekend of the year, thousands of families join us onsite at the Museum for Weekend Family Workshops. Workshops are geared toward children ages 3-7 and begin with a short lesson on a theme that concludes with a fun hands-on craft activity for kids to take home.

**Exhibits and Special Exhibitions** – Presenting Sponsorships range from \$10,000-100,000+ Help us tell a story that resonates with your company or customers! Sponsor a special exhibition—past examples include *Style in the Aisle*, *Spirit of Flight Photography Exhibition*, and *In Search of Amelia Earhart*. Special exhibits coming in 2017 include an updated Apollo Exhibit set to open in May of 2017, *The Spirit of Flight* juried photography exhibit set to open in June and *WWI: The Art of War* set to open in September.

### Museum of Flight Movie Series - \$10,000 annually

Put your name on the big screen! Reach up to 300 Museum visitors per showing with a special message slide on the screen (no video, please) before each movie showing. Sponsors also receive logo recognition on 3D glasses provided. Movies include *Journey to Space in 3D*, *Space Next* and *Living in the Age of Airplanes*.

### Member Movie Nights – \$1,000 per Showing

Put your name on the big screen! Reach approximately 60-80 Museum Members per showing with branding on the big screen in the William M. Allen Theater. Past titles have included *The Rocketeer*, *Up*, and *Apollo 13*. Space and aviation themed snacks are served. A great opportunity for co-branded giveaway items members will love to take home!

### Coffee with the Curator – \$500 per Session or \$5,000 for Presenter of the Full Series

Members get a sneak peek behind the scenes at this monthly program featuring presentations from the members of the Museum's curatorial team. Past sessions have included presentations on the Museum's 3.8 million historic photographs, new artifacts in the collection and more.

### Free First Thursdays – Unavailable; currently sponsored through 2017

Once a month, the Museum stays open late – and admission is free. Enjoy the Museum's T.A. Wilson Great Gallery, William E. Boeing Red Barn, J. Elroy McCaw Personal Courage Wing and more from 5 to 9 p.m.

### InFlight InSight – \$500 per Session or \$5,000 for Presenter of the Full Series

This is a new monthly series inspired by aviation insiders about air travel. Planned topics include Pilots and Paws, Inside the Iditarod and For Future Generations, The History of the Museum of Flight. A great opportunity for branded giveaway items.

**Santa Fly-in** – Presenting Sponsor \$5,000; lower levels available

Forget Santa at the mall...try Santa at the Museum! Santa makes a dramatic entrance aboard his deHavilland Beaver aircraft to greet families and hear Christmas wishes during this annual holiday celebration. Local community orchestras provide holiday music and the Museum hosts a variety of fun activities. For video of this event, click [here](#).

**Hops and Props** – Presenting Sponsor \$7,500; lower levels available

Seattle *loves* its beer! Join more than 2,500 attendees and 75 breweries at the Northwest's premier aviation-themed beer tasting event. Celebrate craft brews from across the region and world—all in support of The Museum of Flight. This event typically sells out within one week. Hops and Props 2017 will take place on Saturday, February 25<sup>th</sup>.

**Women Fly!** – Presenting Sponsor \$5,000; lower levels available

Girls rock at The Museum of Flight's annual Women Fly! special event for young women in middle and high school who are interested in aviation and aerospace careers. Girls are invited to participate in a day of motivational and career-oriented activities and to meet and learn from exceptional women working in these fields. Women Fly! 2017 will take place on March 23<sup>rd</sup> and 24<sup>th</sup>.

# Seasonal Special Events

## Spring and Summer Events

### **Spirit of Flight Photography Competition** – Presenting Sponsor \$5,000

Photographers from around the globe are encouraged to submit their best work as they capture the mystery and wonder that is flight. Winning images are displayed in an exhibit in the Museum's Great Gallery. Great opportunity for the sponsor to offer an item to be included in the prize package!

### **Memorial Day Weekend** – Presenting Sponsor \$10,000; lower levels available

The Museum honors those who have given their lives in service to their country with our annual Memorial Day ceremony. The ceremony includes a performance of patriotic music by a local community orchestra, color guard presentation, and guest speakers from the U.S. military and local government. In addition to the ceremony, the Museum hosts special family programs for all U.S. veterans and current U.S. military personnel, who receive free admission.

### **Father's Day** – Presenting Sponsor \$5,000; lower levels available

Fathers receive free admission to the Museum during this annual event. The Museum provides fun, family-friendly activities, which have included gallery tours, book signings, LEGO™ building activities, paper airplane building and flying workshops, and the "Flying Gizmos" show. A Presenting Sponsor is sought for this annual event.

### **Jet Blast Bash** – Presenting Sponsor \$15,000; lower levels available

Quench your need for speed! As part of the annual Seafair festivities in the Puget Sound region, The Museum of Flight is the host and home of the world-renowned Blue Angels, U.S. Navy flight team. Visitors are able to view jets up close and activities include the team's precise pre-flight walk-downs, thrilling formation takeoffs and the chance to see some of the Navy's finest pilots as they return from their practice sessions and show performances. For a video of the Angels taking off, click [here](#).

## Fall and Winter Events

### **Museum of Fright Family Halloween Event** – Presenting Sponsor \$5,000

For one night each year, the Museum of Flight becomes the spooky Museum of *Fright!* This annual event provides area families fun and *de*educational flight-themed activities including storytelling, arts and crafts, simulator flights, and games. Hundreds of local families with young children flock to the Museum and the event is free to youth in costume.

### **Veterans Day at the Museum** – Presenting Sponsor \$10,000; lower levels available

The Museum salutes the outstanding contributions of America's veterans at the annual Veterans Day Ceremony. This patriotic ceremony includes a performance of music by a local community orchestra, a color guard presentation, and guest speakers from the U.S. military. In addition to the ceremony, the Museum hosts special family programs throughout the day. 2017 will pay special tribute to the American Fighter Aces Association. All U.S. veterans and current U.S. military personnel receive free Museum admission.



## 2016 Museum of Flight Program Sample List

PROGRAM TITLE/CATEGORY	DATE	SUBJECT &/or PRESENTER
<b>January - 2016</b>		
First Thursday - Conversations		
"Eleven" - documentary film	Jan 7	Google Engineers
OSIRIS Rex skype chat	Jan 9	Q&A w/ director George Retales
Boeing Centennial (1910s)	Jan 15	Osiris Rex Satellite
Birth of Boeing	Jan 23-24	Red Barn, B&W, B-1 Seaplane
Astronaut Remembrance - exhibits/displays/video	Jan 23	Mike Lavelle Presentation
	Jan 30-31	Ron Hobbs/Tony Gondola
<b>February</b>		
First Thursday - Seattle Chinese Chorus	Feb 4	Musical performance
Black History Month presentation	Feb 6	Stephanie Wilson, astronaut
PSEC Engineering Fair & Popsicle Bridge Contest	Feb 6-7	Workshops and contest
Educator Evening	Feb. 11	Educator workshops
NW Scale Modelers Show	Feb 13 and 14	Exhibits and workshops
Boeing Centennial Focus Talk (1920s)	Feb 13-14	Model 40, Model 80
Boeing Model 40 Presentation	Feb 13	Addison Pemberton
Wings of Rescue	Feb. 13	Yahudo Natel/Cindy Smith
Mercury 13: Woman in Space Program	Feb 20	Philip Tartalone
Tops and Props	Feb 27	Public event- microbrew sampling
<b>March</b>		
Boeing 727 #1 final flight and arrival		
Growing Up Boeing	Mar. 1	First 727 final flight from Paine Field
Boeing Centennial Focus Talk (1930s)	Mar 5	Rebecca Wallick
Historic character research	Mar 12-13	Model 247D, P-26, B-17
Boeing Expo - displays, lectures & films	Mar 12	Author Sandy McCormack
Flying Down to Rio	Mar 12-13	Displays and lectures
Women Fly! Program	Mar 13	Fred Astaire film
	Mar 26	Soyeon Yi; The first Korean astronaut
<b>April</b>		
Sensory Day "Virtual Reality"		
Centennial of Coast Guard Aviation	Apr 2	Exhibit & educational activities
First Thursday - Climate Day	Apr 2	Helicopters (Dolphin/Jayhawk)
AF Electric Airplane Challenge	Apr 7	Monitoring from Space; Dr. Bauman
Boeing Centennial Talks (1940s)	Apr 9	Presentation & lecture
Warbird Factory	Apr 9-10	B-29, Stearman Kaydet
Friends, Little Friends - AFAA panel	Apr 9	John Fredrickson
's Night "First Man in Space"	Apr 9	Fighter Aces panel
Key Curtiss Taylor	Apr 16	Aditya Sood, Producer of "the Martian"
	Apr 30	British Stearman pilot
<b>May</b>		
Model Rocketry presentation and workshops	May 5	Lee Peister/NAR volunteers
Golden Age of Model Rocketry	May 7	Lee and Betty Piester, Bill Stine
Boeing Centennial Talks (1950s)	May 14-15	707, B-47, B-52
First Wings and Jet Airliners	May 14	Mike Lavelle
U.S. Armed Forces Day	May 21	Naturalization Ceremony
American Heroes Airshow (helicopters)	May 21	Helicopter display in parking lot
"Beyond and Beyond" Exhibit Grand Opening	May 28	Grand opening of Centennial Exhibit
Meet the Astronaut	May 28	Astronaut Tom Jones
Centennial Day program	May 30	Boeing Band & ceremony
<b>June</b>		
First Thursday - Seattle MS Science Fair	Jun 2	Middle School Science Fair
Science of Opera	Jun 2	Seattle Opera discussion

## 2016 Museum of Flight Program Sample List

	Jun 6	EAA B-17 on site
A B-17 Aluminum Overcast fly-in	Jun 11-12	Boeing 727, 737, 747
Boeing Centennial Talks (1960s)	Jun 11	Aviation Food Historian - Richard Foss
Evolution of In-flight Aviation Food	Jun 17	Fire Dept. trucks and demos
1st Safety Day	June 18, 21-23	Panel presentation; moderator Geoff Nunn
Av Space conference, mini talks and live stream	Jun 25-26	Grand opening of new Aviation Pavilion
Aviation Pavilion Grand Opening	Jun 30	Educational activities
Steroid Awareness Day		
<b>July</b>		
WWII Aircraft Fly-in (Collings)	July 1-4	Public flights July 2-4
7 Flags Program	July 4	History of the 27 American flags
1st Thursday - Av Pav at Night	July 7	Flight jacket night/DFC storytelling
Above and Beyond Live!	July 9	Navid Baraty: Wild WANDER Project
Boeing 100th Anniv. Celebration and Fly-in	July 15-17	Founder's Day Weekend
New Horizons Pluto mission	July 23	Tony Gondola: One Year Later
Inflight Insight	July 30	Martin Ramirez, Zoo: Snakes on a Plane
<b>August</b>		
1st Thursday - Aviation Pavilion at night	Aug 4	Former Blue Angel "Boss" Bill Newman
Seafair: 70th Anniversary of the Blue Angels	Aug 5-7	Blue Angels demonstration flights
Above and Beyond Live!	Aug 20	Alfred McEwen (U of AZ, HiRise on MRO)
Inflight Insight	Aug 27	Seattle Fly Dog perform. (3)/meet & greet
<b>September</b>		
1st Thursday - Telescopes	Sept 1	How to use a telescope/view sun safely
Pre screening Sully film	Sept 8	Premier of movie "Sully"
Army Combat Helicopter Pilot Amber Smith	Sept 17	Lecture and book signing
Smithsonian Free day	Sept. 24	Free admission
Flying it Forward (free flights for middle school girls)	Sept 24-25	Free flights - Amelia's Aer Club
<b>October</b>		
1st Thursday - Astronomy night conversations	Oct 6	Exhibits and workshops
PNW Air & Space Museum conference	Oct 7-8	Business conference
Astronaut Mike Massimino	Oct 14	lecture/book signing/Shuttle tours
Star Wars Reads Day	Oct 8	Reading stops around the Museum
Spaceship 1-themed activities	Oct 15	New SpaceShipOne exhibit
How to Make a Spaceship	Oct 17	Author Julian Guthrie panel presentation
Astrobiology mini-talks	Oct 22	Max Showalter
Art of War FA program	Oct 22	Fighter Aces lithograph event
Museum of Fright	Oct 30	Halloween themed activities
<b>November</b>		
1st Thursday - Spacefest hands-on	Nov 3	General activities throughout Museum
Spacefest	Nov 3-5	Space themed exhibits & presentations
Spacefest teacher workshop	Nov. 4	Science journalism
NW Scale Modelers mini show	Nov 5	Exhibits and workshops
Nat. Historical Miniature Gaming Society	Nov 6	Exhibits and workshops
Veteran's Day	Nov 11	Recognition ceremony
Educator Open House	Nov 11	Workshops and networking
RC Airplane Expo	Nov 26	Exhibits and workshops
<b>December</b>		
1st Thursday - LEAF STEM challenge	Dec 1	AIAA outreach
Words on Wings	Dec 3	Gathering of Aviation Authors
Santa's Landing	Dec 10	Holiday themed activities



**March, 2017**

**Lodging Tax Applications**

**Seattle Southside Regional Tourism Authority**

***General Operations***

**\$270,000 (2017)**

**\$202,500 (2018)**





## Staff Memorandum

### Lodging Tax Advisory Committee Funding Request

**Name of Applicant:**

Seattle Southside Regional Tourism Authority (SSRTA)

**Address:**

3100 S. 176<sup>th</sup> Street; Seattle, WA 98188

**Total Funds Requested:**

\$270,000 for 2017 and \$202,500 for 2018 for general operations.

**About the Applicant:**

SSRTA, a public development authority, formed by the City of Tukwila is a destination marketing organization provided tourism marketing for the cities of SeaTac, Tukwila, and Des Moines under the "Seattle Southside" brand. In the past destination marketing services were provided by Seattle Southside Visitor Services (SSVS), which was administrated by the City of Tukwila. On January 1, 2016 services provided by SSVS transitioned to SSRTA.

**Funds Previously**

**Awarded:**

In 2016, as outlined in the TPA Interlocal Agreement, the City provided \$337,500 to SSRTA.

**Funding Request Narrative:**

SSRTA is requesting City lodging tax funds for general operations to be used to to fund general marketing, sales, and business services. Funds will be used to support a variety of activities, including sales and FAM tours and social media promotions. The proposed scope of services is identical to the scope of services for 2016, with the exception that the scope of services does not include the operation of the Westfield Visitor Information Center (VIC). SSRTA is requesting additional funds, under a separate application, for operation of the Westfield VIC.

SSRTA has requested two years of funding. The amounts are consistent with the TPA Interlocal Agreement.

**Staff Comments:**

SSRTA helps the city in its goal of creating a strong and diverse economy. SSRTA assists Tukwila hotels in generating sales leads, booking meetings and conventions, and booking room nights. Of three cities that makes up Seattle Southside, Tukwila has the greatest estimated visitor spending, even though we only account for 27% of the total lodging rooms in Seattle Southside. When SSRTA books hotel rooms and bring group to the region, even when

the rooms are in the cities of SeaTac or Des Moines, Tukwila still benefits because visitors come to the Southcenter are to dine, shop, and for entertainment. A collaborative regional approach, offered by SSRTA, is highly beneficial to the City.

SSRTA is providing an invaluable service, which in the past had been provided by SSVS. SSRTA helps market the area to potential tourist helping to drive tourist customers to area businesses. SSRTA's mission supports the City's overall economic development efforts to strengthen the City's economy.

**City of Tukwila Staff**

**Recommendation to LTAC:** Approval

**Notes:**

Should LTAC and the City Council approve the request, a final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter into a services contract with the City. Both the scope of work and contract need to be reviewed by the City Attorney. Because this contract will be over \$40,000 the City Council will need to authorize the Mayor to execute the agreement.

## Exhibit "B"

### 2017 Proposed Scope of Services

1. Maintain a destination marketing website and toll-free phone number to attract inquiries from leisure and business travelers and meeting planners primarily outside a 50-mile radius. The website will include information and business listings for tourism related businesses located in Tukwila that hold a Tukwila business license (list of licenses to be provided by City staff) including those businesses that do not pay lodging tax or TPA assessments; business listings are to be provided by the City.
2. Produce and distribute a Destination Guide that includes information and business listings for tourism related businesses that hold a Tukwila business license (list of licenses to be provided by City staff) including those businesses that do not pay lodging tax or TPA assessments.
3. Provide meeting planning assistance to planners looking host events in the Tukwila area. List all meeting resources in guide and distribute to potential clients.
4. Work with tourism related business to promote the area as a meeting and event friendly destination at trade shows and client meetings.
5. Produce and distribute a Dining Guide on a no-less-than every other year basis that includes information and businesses listings for area full service restaurants that includes those located in Tukwila.
6. Organize familiarization (FAM) tours that highlight local tourism related businesses to other industry affiliates, planners and media.
7. Include a reciprocal link to the City on Seattle Southside.com in the "About Us" section under "Our Cities".
8. Seattle Southside RTA will use its social media platforms such as Facebook, Twitter, blog posts, press releases, and e-newsletters as vehicles to promote the City's relevant tourism activities, events and festivals and tourism businesses happenings.
9. Support the City's efforts to attract visitors to local events by acting as a sourcing partner to help secure vendors as well as social media and PR support.
10. Produce an Annual Report and present report to the City Lodging Tax Advisory Committee, City Council, or other meetings, if requested by the City. Report will include a summary of the annual marketing initiatives implemented, measured performance outcomes and ROI.





# Application to the City of Tukwila for Use of 2017 and 2018 Lodging Tax Funds

Event or Activity Name (if applicable):	General Operations
Amount of Lodging Tax Requested:	\$270,000 for 2017, \$202,500 for 2018
Applicant Organization:	Seattle Southside Regional Tourism Authority
Federal Tax ID Number:	47-3031480
Mailing Address:	3100 S 176 <sup>th</sup> , STE 200
Primary Contact Name:	Katherine Kertzman
Primary Contact Phone:	Main # 206-575-2489
Primary Contact Email Address:	<u>Katherine@SeattleSouthside.com</u>

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)

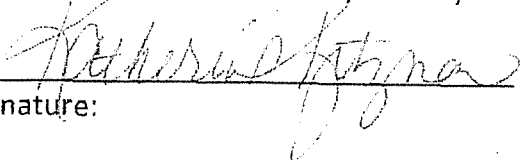
Public Agency

For Profit Agency/Business (Washington State UBI Number: \_\_\_\_\_)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2017 and 2018. 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:



3/10/17

Date:

Katherine Kertzman

Printed or Typed Name:

**1) Describe your tourism-related activity or event.**

*Seattle Southside Regional Tourism Authority (RTA) is the official regional destination marketing organization (DMO) for the cities of SeaTac, Tukwila and Des Moines. Seattle Southside RTA promotes the combined communities as a destination branded "Seattle Southside" to create increased economic impact through marketing the destination's numerous travel and tourism businesses. Seattle Southside RTA is highly regarded as an effective organization and valued within our communities, region and state.*

***Vision Statement:***

*To position Seattle Southside as a destination of choice for practical travelers to Seattle while enhancing the image and economic strength of the region.*

***Mission Statement:***

*As a brand-driven and entrepreneurial destination marketing organization, Seattle Southside RTA provides advocacy and innovative services to competitively market the destination. This function helps create jobs, grow tax revenues, and improve quality of life for our businesses and residents.*

*See Attachment A for Scope of Services.*

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

*Not Applicable*

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

*The RTA's primary focus is attracting overnight tourists who stay overnight in paid accommodations, eat in local restaurants, shop within area retailers, visit nearby attractions, etc. as these travels have the highest visitor spend per trip generating the greatest economic impact and return on investment.*

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

*Travelers can do more when visiting Tukwila because of its central location; access to transportation including shuttles, rental cars, and tours; affordability; unique attractions; plentiful shopping and dining choices that stretch time, money and opportunities further.*

*Print, radio and online advertising drive business to Seattle Southside's website, toll-free telephone line and Visitor Centers for more information about Tukwila tourism related-businesses.*

*Positive press generated by the Seattle Southside RTA encourages visitors to travel to the area to experience everything they've read about.*

The RTA produces a variety of destination guides designed to be used by visitors or locals hosting out of town visitors including complete details relating to accommodations, restaurants, transportation, activities, and maps to steer tourists to Tukwila businesses.

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

The RTA's primary focus is attracting regional, national and international travelers outside of a 50-mile radius who stay overnight in paid accommodations, although local residents also receive benefit from RTA marketing activities that include but are not limited to visitor concierge services provided through the satellite Visitor Center at Westfield Southcenter, social media advertising and some awareness print advertising as well as media outreach efforts generating positive press about the region.

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

**2016 Seattle Southside Measurable Outcomes:**

**Website Conversions:** 478,270 unique visits resulting in 162,612 reservations x \$976 average party spend\* = \$158,709,312 estimated direct spend

**Group Sales:** 11,781 room nights x \$412 per day= \$4,111,886 estimated direct spend

**Shuttle Riders:** 25,312 riders' x \$172 average spend^ = \$4,353,664 estimated direct spend

**VC Walk-in Hotel Reservations:** 281 room nights x \$412 per day\*=\$115,772 estimated direct spend

**Commission:** \$9,459

**\$167,300,093 Total Estimated Direct Visitor Spending**

**\$4,168,850 Budget**

**= \$1 to \$40.13 ROI**

\*Dean Runyan Report 2016p

^ H2R Shuttle Conversion Study (Anyone who spent less than \$25 or anyone who spent more than \$1,000 were not included in the results.)

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

Not Applicable--the Seattle Southside tourism promotion program has been in existence for 17 years and is an internationally recognized destination marketing organization having received numerous marketing awards.

8) 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.

*Please see 2016-2021 Strategic Plan.*

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

*Website, printed materials, advertising, PR & social media, sales outreach, etc.*

10) Is the City able to use your digital and print media for collaborative marketing?

*Yes, we are very interested in learning more about the City's collaborative marketing opportunities.*

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

*Tukwila is used throughout Seattle Southside's marketing materials. All Seattle Southside advertising utilizes a logo that identifies Tukwila by name. The Dining Guide identifies and lists all full-service Tukwila restaurants and their addresses, the Travel Planner lists all Tukwila hotels and their addresses. We produce a regional map that identifies Tukwila. Our website identifies Tukwila on all businesses with that address and features countless attractions, retail, lodging properties and more all located in Tukwila.*

12) Measurements and Metrics

*The RTA is expected to exceed last year outcomes. Below is based on 2016.*

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility? 478,270 website, 6203 meeting delegates, 6,066 VC inquiries, 19,905 mailers, 25,312 shuttle riders. These numbers do not include the advertising exposure!	535,756 encounters (unique web visits, phone calls, walk-ins, group attendees)
b. Number of people who will travel fewer than 50 miles for your event/activity? Dean Runyan <5% of A	26,788
c. Number of people who will travel more than 50 miles for your event/activity? Dean Runyan > 95% of A	508,968

d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state? (50% based on Google Analytics)	254,484
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila. (*RTA does not track Family & Friends" overnight stays based on distance. 85% from DR) 85% of Cx27%	116,808*
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila. (174,674 tracked actual room nights' x 2.1 party size from H2R Conversion Study & RTA ROI) x 27%	99,040*
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) (Seattle Southside Region H2R Conversion Study & RTA ROI)	174,674

Calculations assumed 70% room nights go to SeaTac, 27% to Tukwila, and 3% to Des Moines based on the percentage of available rooms in the Seattle Southside TPA per City.

**\*Seattle Southside Tourism Promotion Area**

**People who travel more than 50 miles and stay overnight \*432,623**

**People who stay overnight in PAID accommodations \*366,815**

**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?**

*A variety of methodologies are used to track outcomes based on the desired metric i.e.: Website analytics, conversion studies, direct visitor counts, and group sales leads, booked and actualized etc.*

*Average estimated visitor spend per category of visitor, including day, all overnights and hotel/motel overnights and total spending at the destination were derived from the Dean Runyan Associates Seattle Southside Travel Impacts, 2003-2016p research report. Additionally, two conversion studies were conducted by H2R research to quantify Seattle Southside's inquiry conversion rate, determine how much money converted travelers spent in the area; and, quantify the average spend by each shuttle rider to Westfield Southcenter from SeaTac hotels.*

**13) 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.?**

*Seattle Southside utilizes 3<sup>rd</sup> party metrics obtained from Google Analytics, H2R Research conversion studies, and Dean Runyan Reports in addition to the actual data collected from bookings and foot traffic and tracked through the RTA based on international standards as identified by the Destination Marketing Association International (DMAI)*

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

*City of SeaTac Council approved \$715,000 of their estimated \$1.5M lodging taxes  
City of Des Moines Council approved 100% of lodging taxes estimated to be \$80,000*

**15) Are you applying funding from Seattle Southside Regional Tourism Authority (RTA)? If so, in what amount?**

*Not Applicable.*

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

*The 2017 RTA budgeted revenues include projected TPA Special Assessments of \$3.5M; SeaTac and Des Moines Council approved lodging tax revenues of \$795,000 for a subtotal of \$4,295,000 plus the amount Tukwila Council approves in lodging tax support.*

*The RTA approved \$5.5M in budgeted expenditures for 2017. The RTA will be expending (one time only) a portion of its reserve fund to launch the new ad campaign, website, and collateral materials, etc. this year.*

*\$270,000 equates to 4.9% of the total budget in 2017.*

*\$202,500 equates to 4.5% of the projected 2018 budget of \$4.5M. The 2018 budget has not yet been determined.*

*The approved 2017 Seattle Southside RTA budget is **Attachment A**.*

*The lodging taxes requested will be used for activities listed in **Attachment B**.*

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

*At a minimum, the RTA would consider cutting services and perhaps charging non-hoteliers within Tukwila to receive and participate in the RTA tourism promotion activities.*

Exhibit A

Seattle Southside Regional Tourism Authority (RTA) Proposed Budget  
For the Fiscal Year Ending December 31, 2017

10/10/16

	2017 <u>Annual Budget</u>
<b>Revenues:</b>	
345-60-00 TPA Special Assessments	\$ 3,574,356
337-00-01 LTC-Tukwila	337,500
337-00-02 LTC-SeaTac	715,000
337-00-03 LTC-Des Moines	60,000
361-40-00 Other Interest on TPA SA	2,000
369-91-00 Other Revenue-Commissions	10,000
<b>Total Revenues</b>	<u><u>4,698,856</u></u>
<b>Expenses:</b>	
Salaries (10) & Benefits (20)	1,598,000
Supplies (30)	37,000
Small Equipment (35)	20,000
Professional Services/Ads/Promotions (41)	2,861,900
Communications/Postage (42)	81,000
Travel (43)	115,000
Operating Leases (45)	110,000
Insurance (46)	15,000
Maintenance (48)	15,000
Miscellaneous (49)	641,500
<b>Total Operating Expenses</b>	<b>5,494,400</b>
Capital Equipment (64)	30,000
<b>Total Operating &amp; Capital Expenses</b>	<b>5,524,400</b>
Economic Downturn/Recession Reserve <sup>1</sup>	393,179
<b>Total Expense Budget</b>	<u><u>5,917,579</u></u>
Change in Net Position	(1,218,723)
<b>Budgeted Beginning Net Position</b>	<u><u>2,783,845</u></u>
<b>Budgeted Ending Net Position<sup>2</sup></b>	<u><u>\$ 1,565,122</u></u>

Notes:

<sup>1</sup>Resolution No. 2016-036 to be spent as necessary during an economic downturn or recession (11% of 2017 TPA Special Assessment Revenues): \$393,179

<sup>2</sup>Resolution No. 2016-036 Contingency Reserve to be budgeted based on a minimum of two month's of operating expenses for 2017: \$915,916

2017 Budgeted Ending Net Position	\$1,565,122
Less: Two Months Operating Reserve for 2017	(915,916)
Minimum Contingency Reserve exceeded by:	<u><u>\$649,205</u></u>

No. of Months Over Minimum Contingency Reserve 1.42

Exhibit A

Seattle Southside Regional Tourism Authority (RTA) Proposed Budget  
For the Fiscal Year Ending December 31, 2017

All Special Assessment revenues collected for the Seattle Southside RTA shall only be used for the following purposes:

- (a) The general promotion of tourism within the Seattle Southside Tourism Promotion Area (TPA) as specified in the business plan of the Seattle Southside RTA;
- (b) The marketing of convention and trade shows that benefit local tourism and the lodging businesses in the Seattle Southside TPA;
- (c) The marketing of the Seattle Southside TPA region to the travel industry in order to benefit local tourism and the lodging businesses in the Seattle Southside TPA;
- (d) The marketing of the Seattle Southside TPA region to recruit sporting events in order to promote local tourism and to benefit the lodging businesses and tourism industry within the Seattle Southside TPA; and
- (e) Direct administration, operation, formation, and start-up costs associated with the Seattle Southside TPA and the ongoing management and maintenance of the Seattle Southside TPA program, including but not limited to staff costs, public notice advertising, legal costs, accounting and auditing (including audits of the Parties and the RTA as they relate to the RTA Agreements), as approved by the RTA Board of Directors, provided no funds will be used for costs not directly related to the operation of the Seattle Southside TPA, the TPA Agreement, or the RTA.

*Seattle Southside Regional Tourism Authority Resolution #2016-039 Approving 2017 Budget.*



RESOLUTION 2016-039

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY  
APPROVING THE 2017 BUDGET.

WHEREAS, the Seattle Southside Regional Tourism Authority (the "RTA"), is a public development authority chartered by the City of SeaTac, Washington, for the purpose of providing tourism promotion services; and

WHEREAS, the Board of Directors of the Seattle Southside RTA (the "Board") now desires to approve the budget for 2017 as described herein;

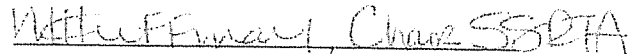
NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY:

Section 1. Approval. The Board hereby approves and adopts the 2017 Budget, in the total amount of \$5,917,579. A summary budget by fund for 2017 is attached hereto as Exhibit A and is incorporated herein by reference.

Section 2. Further Authority: Prior Acts. All Seattle Southside RTA officials, their agents, and representatives are hereby authorized and directed to undertake all action necessary or desirable from time to time to carry out the terms of, and complete the transactions contemplated by, this resolution. All acts taken pursuant to the authority of this resolution but prior to its effective date are hereby ratified and confirmed.

Section 3. Effective Date. This resolution shall take effect immediately upon its passage and approval.

Passed October 13, 2016

  
Chair, Board of Directors  
Seattle Southside Regional Tourism  
Authority



Resolution No. 2016-039  
2017 Budget Approval





March, 2017

## **Lodging Tax Applications**

**Starfire Sports**

**\$42,000**





## Staff Memorandum

### Lodging Tax Advisory Committee Funding Request

**Name of Applicant:**

Starfire Sports

**Address:**

14800 Starfire Way, Tukwila, WA 98188

**Total Funds Requested:**

\$42,000

**About the Applicant:**

Starfire Sports, a non-profit entity, has grown into one of the premier soccer complexes in the United States. Over 1.3 million people visit the complex annually to take part in soccer tournaments; play in indoor and outdoor soccer leagues; to engage in sport specific training, soccer viewing, and attending professional soccer matches. Starfire is also the training home of the Seattle Sounders FC, which play in the Western Conference of Major League Soccer.

Opening in 2003, Starfire Sports complex has 12 outdoor fields and two indoor fields. The complex 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 regional trail system. The City has maintenance responsibility for the play area, trails, and parking area.

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

Besides soccer, Starfire Sports has been used to host a variety of other sports and activities, including rugby, lacrosse, and quidditch.

**Funds Previously**

**Awarded:**

Last year Starfire Sports received \$25,000 in lodging tax funds from the City.

**Funding Request Narrative:**

Starfire Sports is requesting 2017 lodging tax funds to assist in the promotion and facilitation of leagues, events, and tournaments. The goal is to attract visitors to create 10,000 hotel room nights and bring 1.3 million annual visitors (not unique) to the complex and Tukwila. Starfire will promote its events through email and online marketing, with regional soccer organizations and social media.

In addition to the scope of services from last year, the following will also be included:

- Allow the City to have free meeting space for events and activities;
- Promote activities and events occurring in the City, both by the City itself and third parties.
- The City will be a sponsor for all Starfire tournaments.

**Staff Comments:**

After Westfield Southcenter, Starfire Sports is the largest draw of visitors in the City and perhaps the largest draw of overnight guests in the City. Additionally, the tournaments and leagues at Starfire bring in people throughout the Puget Sound region on day visits to the City. Participants at tournaments and leagues at Starfire can easily be identified, while at restaurants and retailers throughout the City.

National demographic data indicates that while most soccer participants are under the age of 18. While most participants might be kids, the sport reaches well beyond the kids, with parents being spectators, referees, coaches and/or administrators. These parents tend to be influential, educated, and technically savvy. Over half of households with youth soccer parents in them have a household income about \$75,000, with 35% of household having an income above \$100,000. Starfire brings these high income households the City everyday with their soccer tournaments and leagues.

One of the goals of staff is to work with Starfire to identify ways to encourage visitors of Starfire to come back to the City, even when they are not visiting for a soccer related activity.

Since its opening in 2013, Starfire has also help created positive branding for the "Tukwila" name. Starfire and its tenants, including Seattle Sounders FC, identify their physical location as being "Tukwila." Each visitor who comes to the facility leaves with a positive experience in Tukwila.

Starfire Sports has also helped the City with event production, including the Seattle Sounders FC MLS Cup send off.

**City of Tukwila Staff**

**Recommendation to LTAC:** Approval.

DRAFT

Exhibit "A"  
**Starfire**  
**2017 Scope of Services**

General:

Contractor shall organize, promote and facilitate tournaments, leagues and events at Starfire Sports Complex with the goal of attracting over 10,000 overnight hotel/motel room nights and 1.3 million annual visitors (not unique visitors) in a collaborative working relationship with the City of Tukwila. The purpose of this agreement is for the tracking of hotel bookings, promotions and marketing.

1. As needed, contractor shall refer teams and event directors directly to Seattle Southside Regional Tourism Authority (SSRTA), a destination marketing organization for the City, for assistance with lodging, restaurants, attractions, transportation companies, etc. or directly to the City.
2. Contractor will encourage and, where possible, require other 3<sup>rd</sup> party organizers holding tournaments and events at Starfire to utilize Seattle Southside (Tukwila, SeaTac, and Des Moines) lodging businesses. Contractor will provide 3<sup>rd</sup> party organizers a one page promotional flyer as an attachment (to be provided by the City) to its rental agreements.
3. Contractor shall provide a prominently placed City of Tukwila logo to the sponsor section of the landing page of [www.starfiresports.com](http://www.starfiresports.com) website.
4. Contractor will promote City of Tukwila attractions and activities through its marketing department, league information, and tournament relations via links in email signatures and information in event documents. Information may be regarding non-city activities.
5. Contractor and City shall work in conjunction to provide content in the regular e-newsletters from Starfire Sports about Tukwila attractions and activities.
6. In all collateral, press releases, medias, etc. where a location is mentioned, contractor shall always identify the location of Starfire as being located in "Tukwila." Contractor shall encourage third parties operating at or hosting events at Starfire to also list the location as "Tukwila."
7. Provide a minimum of four social media post per month promoting activities, dining, shopping, and/or hotels in the City. Content to be provided by the City and approved by Contractor.
8. As deemed most appropriate by Contractor, use the #Tukwila or the name "Tukwila" in social media posts on Facebook, Twitter, Google+ and/or Instagram.
9. Contractor shall make available free meeting space, during regular operating hours by the Contractor, for the City, provided City events do not conflict with paid meeting reservations.

10. Contractor shall work with the City to promote events in the City, including but not limited to City sponsored events, events sponsored by third parties, and grand openings of businesses within the City. Events promoted by the City, with the contractor, cannot be in conflict with the business interests of Starfire Sports.
11. The City of Tukwila shall also be considered a tournament partner for 2017. As a tournament partner the City shall be receive the following benefits:
  - a. City included as part of the Tournament naming/logo (e.g. The Starfire AstroTurf® Cup, Tukwila, WA).
  - b. Visibility on [www.starfiresports.com](http://www.starfiresports.com) homepage, youth tournaments landing page, tournament event page, and drop-down navigation menu
  - c. 300px by 300px placement on the tournament event page and tournament landing page of starfiresports.com
  - d. 300px by 300px placement in all registration and announcement emails related to the tournaments
  - e. (6) Banners displayed during each day of the tournaments; banners to be provided by City
  - f. (1) 10' x 10' booth during each day of the sponsored tournaments
  - g. (1) PA Announcement mention every 4 hours during each day of the tournaments
  - h. (1) 8.5" x 11" promotional flyer in all sponsored tournament(s) coach's packets
  - i. (1) 100px by 75px placement in two Starfire newsletters
  - j. (1) Marketing email sent to all tournament participants
  - k. (1) Rotating placement in the Starfire Media Center during the tournament season
  - l. Mentions via Starfire's social media platforms
  - m. Opportunities for City officials to participate in Tournament award presentations



**Notes:**

Should LTAC and the City Council approve the request, a final scope of work, consistent with the approved application, will be finalized by the City and the applicant. Additionally, the applicant will need to enter a services contract with the City. Since this contract will be over \$40,000, the City Council must authorize the Mayor to sign the contract.



## Application to the City of Tukwila for Use of 2017 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	\$42,000
Applicant Organization:	Starfire Sports
Federal Tax ID Number:	47-0887811
Mailing Address:	14800 Starfire Way, Tukwila, 98188 WA
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:

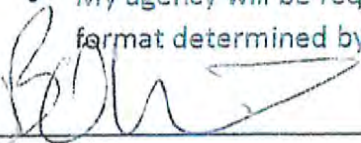
- Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

Public Agency

For Profit Agency/Business (Washington State UBI Number: \_\_\_\_\_)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2017. 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:

03/10/2017

Date:

Printed or Typed Name: Ben Oliver

**1) Describe your tourism-related activity or event.**

Starfire Sports: projected 2016 attendance is 1,250,000 visits. Starfire manages and hosts sporting events mainly in soccer but also many others including lacrosse, football, ultimate Frisbee, rugby etc.

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

2017 calendar of events. The partnership is ongoing throughout the year. Over 1.250,000 visits during that time.

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

Starfire Sports focus is on both. Majority of our weekday business is day tourists while our weekend tournaments and events attract overnight tourists from across the US and around the globe.

**4) 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 and S2 but we are host to over 42 annual events ranging from the recreational youth players to professional players. Starfire's own tournaments bring over 100 teams in annually from Canada alone while our leagues and youth programs bring hundreds of day visitors to Tukwila every day of the week.

**5) 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 Asia to participate in our youth tournaments, the local community kids who just want to come down and kick a ball to the professional athletes from National Teams and Major League Soccer who are here for trainings, to the players who participate in any one of our youth or adult programs. The target visitors are from across the US and further abroad but mainly focused on Canada due to the proximity.

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

Starfire Sports generates over 120,000 unique visitors and 1,250,000 visits annually. Of these visitors, roughly 5% travel more than 50 miles and stay in the area approximately 2-4 nights at a time. An average Starfire ran tournament will use between 200 and 500 room nights over one weekend.

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

Starfire Sports has been operating for over 12 years and we have continued to see growth YOY. 2016 saw us have our most successful year yet with the highest number of Starfire tournament team participation, record numbers in our youth academy and hosting a record number of events at Starfire Sports.

**8) 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.**

Starfire will promote our events through email and online marketing/advertising/social media. Our events will be listed on regional soccer organization websites, including Washington Youth Soccer, BC Soccer, Washington State Adult Soccer Association and more. 2017 will see an added push into the California, Hawaii and Canadian markets. We will also promote through email marketing to the Starfire database and those of local and regional soccer organizations, including statewide organizations and local soccer clubs.

Events such as the US Open Cup Tournament, Seattle Sounders FC S2 matches, National Lacrosse matches and Starfire's own 8 youth tournaments attracts visitors from all over Washington State as well as Alaska, Oregon, Idaho, Montana, California, Nevada and Canada to name a few. Most visitors, if not all, lodge and shop within approximately a 5 mile radius of Starfire Sports. Starfire works with local business' to help promote their products and services' ensuring the visiting dollar stays within the nearby community.

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

We partner SSTRRA utilizing their hotel widget and complimentary planning services and also have a Hotels and Area Attractions page on our website, and through the use of Social Media and general marketing.

**10) Is the City able to use your digital and print media for collaborative marketing?**

Yes

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

Tukwila will be integrated into publications, promotions and the appropriate use of "Tukwila" #hashtags when using social media. In the past this integration has seen the media talk more about Tukwila with regards to soccer, Starfire and the Sounders.

**12) 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	1,250,000
b. Number of people who will travel fewer than 50 miles for your event/activity	114,000
c. Number of people who will travel more than 50 miles for your event/activity	6,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	13%
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	3,000 to 4,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	3,000 to 4,000
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)	10,000+

**13) 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 any statistical information the City or SSRTA can provide.

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

No

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

Yes, it is based in rooms nights

**16) 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 support from the City of Tukwila

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

Less out of state marketing would be conducted and discounts limited for new third party events.







**March, 2017**

**Lodging Tax Applications**

**City of Tukwila**

**General Administration**

**\$55,800**





## Staff Memorandum

### Lodging Tax Advisory Committee Funding Request

**Name of Applicant:**

City of Tukwila, Office of Economic Development

**Address:**

6200 Southcenter Blvd, Tukwila, WA 98188

**Total Funds Requested:**

\$50,000

**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.

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 Sounders FC, Top Pot Donuts, Pop Gourmet, and the Sabey Corporation. The City has over 2,000 hotel rooms and over 100 restaurants.

Major projects in the City include a new 19-story hotel/condo building in the heart of Southcenter; a new library and the construction of multi-family housing at the Tukwila Village property; demolition of four hotels along Tukwila International Blvd; and the construction of a pedestrian bridge, linking the Sounder Station to the Southcenter business core.

### **Funds Previously**

#### **Awarded:**

Last year the City was awarded \$40,500 for its general administration costs; however, the City's only spent \$38,511.

#### **Funding Request Narrative:**

The requested funds are to provide funding for certain administrative costs incurred for operations related to operations and administration of the lodging tax fund. Funds will be used for office supplies, professional services, training and education, memberships, indirect costs, and other incidental costs.

#### **Staff Comments:**

Approximately 64% of the funds will be transferred from the lodging tax fund to the general fund. This transfer is to compensate the general fund for the costs it incurs in the operation of the lodging tax program and fund. These costs include legal (review of the contracts for third parties); processing and payment of invoices to third parties; technology services; accounting; and facilities.

At the February LTAC meeting there were questions regarding the increase in this year's request over last year's. One of the reasons for the increase is because in 2016 no funds were allocated for memberships and registrations. Staff has identified some organizations the City would like to join to help promote the City (related to visitors) and to make valuable business contacts.

It should be noted that the City of Tukwila currently does not charge for staff time associated with activities related to tourism promotion and administration of the lodging tax program.

#### **City of Tukwila Staff**

**Recommendation to LTAC:** Approval

#### **Notes:**

None.

DRAFT

City of Tukwila  
General Administration  
2017 Scope of Services

As outlined the budget above, funds will be used for the following activities intended to support the operations of the lodging tax fund:

1. Purchase of office supplies;
2. Hiring of professional services, as needed (not project specific);
3. Training and Education for City staff, City elected officials, and LTAC members;
4. Membership, Registrations, and Subscriptions for the City;
5. Costs associated with the LTAC meetings;
6. Parking, Travel, and Meals
7. Indirect Cost Allocation

Note, funds may be moved between the categories, but the total expenditure will not exceed \$55,800.



## Application to the City of Tukwila for Use of 2017 Lodging Tax Funds

Event or Activity Name (if applicable):	General Administration
Amount of Lodging Tax Requested:	\$55,800
Applicant Organization:	City of Tukwila, Mayor's Office
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon J. Miles
Primary Contact Phone:	(206) 431-3684
Primary Contact Email Address:	Brandon.Miles@Tukwilawa.gov

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)
- Public Agency***

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2017. 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: 3/20/17

Printed or Typed Name:

**1) Describe your tourism-related activity or event.**

The City of Tukwila requests funding for 2017 for administration of the City's lodging tax fund.

The lodging tax fund is one of several special revenue funds managed by the City of Tukwila. Under State Law, the City is permitted to charge special revenue funds for the indirect costs that are incurred by the general fund to support and maintain these special revenue funds. These costs include, but are not limited to, legal support, accounting, insurance, technology services, human services, and office administration. Activities that are needed to support the lodging fund.

Last year the City of Tukwila, Mayor's Office oversaw nearly \$400,000 in lodging tax funds awarded to outside groups. Each award requires a contract and ongoing oversight by City staff.

It should be noted that currently the City of Tukwila does not charge any direct staff time to the lodging tax for staff time associated with tourism related functions and management of third party lodging tax contracts.

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

This request is not for a specific event. However, the application helps support the City's ability to use funds to support third parties and for the City to use lodging tax for possible events.

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

Both, the City uses its lodging tax funds to support marketing activities for both day and overnight visitors. These are for activities either done by the City or by third parties.

In the past the City has used its lodging tax funds to support Seattle Southside Regional Tourism Authority; events such as the Rock 'N' Roll Marathon; the Backyard Wildlife Fair; and marketing activities at the Museum of Flight and Starfire Sports. Providing funding for outside organizations requires administrative support from several departments, including Finance, City Attorney, Technology Services, City Clerk, and Economic Development.

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

N/A

The request is for funding to reimburse the City's general fund for costs incurred by the City to administer the lodging tax fund. As discussed above, the lodging tax fund is used to support a variety of activities in the region, which bring both day and overnight visitors to the City.

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

N/A.



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

The City has a long history of success in using lodging tax funds to support a wide range of activities, including Seattle Southside Regional Tourism Authority, the Museum of Flight, Starfire Sports, and the Southwest King County Chamber of Commerce (now known as Seattle Southside Chamber of Commerce).

**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 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.**

N/A

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

N/A

**10) Is the City able to use your digital and print media for collaborative marketing?**

N/A

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

N/A

**12) 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.)**

<b>As a direct result of your proposed tourism-related service, provide an estimate of:</b>	
a. Overall attendance at your proposed event/activity/facility.	0
b. Number of people who will travel fewer than 50 miles for your event/activity.	0

c. Number of people who will travel more than 50 miles for your event/activity.	0
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	0
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	0
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	0
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)	0

Special Note: The numbers provided above are direct estimates for this application. This application helps supports the City's efforts in funding activities by third parties. Combined, these third parties market the City to nearly 2 million people. For example, in 2016 Starfire Sports received \$25,000 in lodging tax funds and nearly 1.2 million people visited the Starfire Sports campus. The ability to provide Starfire funding could not occur without the City's ability to process contracts and provide payment, which is supported by this application.

**13) 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?**

As discussed above, the City uses its lodging tax funds to support a wide range of activities. In 2016, the City anticipates funding the City of Tukwila, SSRTA, the Museum of Flight, Starfire Sports, and other smaller activities. These funded activities have metrics, which the City will use for reporting purposes for this funding request.

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

No.

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

No.

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

Total requested funding is \$55,800

The following is the proposed budget for the campaign (note items might be moved between budget item, but won't exceed the total amount requested).

Budget Item	2016 Approved Budget	2017 Proposed Budget	Notes
Office Supplies	\$500	\$1,000	This is for general offices supplies and for domain names holds the City has purchased.
Professional Services	\$2,500	\$3,000	Last year the City spent \$2,500 from the general fund to complete mark ups for the day marketing program.
Training and Education	\$2,500	\$6,000	Last year some education and training for staff, for marketing related education, was paid out of the general fund.
Memberships, Registrations, and subscriptions.	Not in budget.	\$7,100	Memberships to: <ul style="list-style-type: none"> <li>• Seattle Chamber of Commerce</li> <li>• Seattle Sports Commission</li> <li>• Washington Tourism Alliance</li> <li>• Others</li> </ul>
LTAC Meetings	Not in budget.	\$2,000	Staff tries to minimize expenses for LTAC meetings; however, in some cases we need to rent a room and/or provide food for meetings.
Parking, Travel and Meals	Not in budget.	\$1,000	This is for staff, City Councilmembers, and LTAC members who might

			want to attend tourism related meetings in the region. Last year this expense was charged to the general fund.
Indirect Cost Allocation	\$35,000	\$35,700	Reimbursement of the City's general fund for activities such as legal support, accounting, insurance, technology services, public records, and office administration needed to support the lodging fund. This funding supports all the indirect charges with administration of the lodging tax funding and is based on the citywide overhead analysis used to charge overhead to special revenues funds.
Total:	\$40,500	\$55,800	

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

Without funding it would jeopardize the City's ability to process third party requests for lodging tax funding. Additionally, the City might choose to require the lodging tax fund to "pay as it goes" for support provided by the City. This could result in higher charges being imposed to the lodging fund.

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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](mailto:Brandon.Miles@Tukwilawa.gov)

Questions?

LTAC Contact:

Brandon J. Miles

(206) 431-3684

[Brandon.Miles@Tukwilawa.gov](mailto:Brandon.Miles@Tukwilawa.gov).

Updated: March 21, 2017





**March, 2017**

**Lodging Tax Applications**

**City of Tukwila**

**Southcenter 50<sup>th</sup> Celebration**

**\$50,000**







## Staff Memorandum

### Lodging Tax Advisory Committee Funding Request

**Name of Applicant:**

City of Tukwila, Office of Economic Development

**Address:**

6200 Southcenter Blvd, Tukwila, WA 98188

**Total Funds Requested:**

\$50,000

**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.

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 Sounders FC, Top Pot Donuts, Pop Gourmet, and the Sabey Corporation. The City has over 2,000 hotel rooms and over 100 restaurants.

Major projects in the City include a new 19-story hotel/condo building in the heart of Southcenter; a new library and the construction of multi-family housing at the Tukwila Village property; demolition of four hotels along Tukwila International Blvd; and the construction of a pedestrian bridge, linking the Sounder Station to the Southcenter business core.

## **Funds Previously**

### **Awarded:**

Last year the City was awarded \$90,000 for the development of a day marketing brand for the Southcenter area of the City. This project is still ongoing and should be completed in August/September of 2017.

### **Funding Request Narrative:**

In May of 1968, Southcenter Mall, now known as Westfield Southcenter opened its doors to the public. At the time of its opening it was the largest, climate controlled shopping center in the country. Westfield Southcenter is known as one of the premier shopping destinations in the Pacific Northwest.

The opening of Southcenter Mall was a catalyst for the huge growth of retail and commercial activity in Tukwila's Southcenter Neighborhood, recognized by Puget Sound residents as convenient place for shopping, dining, hotels, and family fun. And it all started with the Mall's opening in 1968.

Working with Westfield, the Chamber, and other partners, the City would like to celebrate the 50<sup>th</sup> anniversary of the Southcenter Shopping District. The impetus of this celebration is next year's 50<sup>th</sup> anniversary of the Mall; however, besides just celebrating the Mall's opening, we will also celebrate 50 years of Southcenter being one of the premier shopping districts in the Puget Sound.

The funding requested is to begin some of the initial planning and preparations for next year. Some ideas being considered for next year include, but are not limited to:

1. Creation of a website to promote the history of the area and events celebrating the 50<sup>th</sup> anniversary
2. Banners around Westfield and the Southcenter area.
3. 5k or 10k run.
4. Evening VIP Event.
5. March to the Sounder Station to Westfield Southcenter.
6. Retail and Restaurant salute event.
7. Creation of a video highlighting the early history of the area; building and opening of the Mall; buildout of the area; and what the future holds.
8. PR and Advertising promotion.

### **Staff Comments:**

The 50<sup>th</sup> Anniversary celebration is happening at an opportunistic time for the City of Tukwila. In late 2017/early 2018, the new Washington Place high rise will be open and the pedestrian bridge will be open. The City can celebrate its past, while embracing its future. Additionally, the

50<sup>th</sup> Anniversary celebration will let the City promote its new brand for the Southcenter area of the City, currently being developed.

**City of Tukwila Staff**

**Recommendation to LTAC:** Approval

**Notes:**

None.



## DRAFT

### 2017 Scope of Work

The funds awarded to the City will be used to support the following activities:

1. Working with partners, form a Committee to assist in the planning, preparation, and eventual implementation of the Southcenter 50<sup>th</sup> Celebration.
2. Identify a qualified contractor to assist with the creation of a video or videos to highlight the history of Westfield Southcenter, the City, the Southcenter Neighborhood, and businesses in the area.
3. Identify possible events and activities to do in 2018 as part of the Southcenter 50<sup>th</sup> Celebration, including a rough budget estimate for the events.
4. Possibly hire public a relations and/or marketing firm to assist with the planning of the Southcenter 50<sup>th</sup> Celebration.
5. Develop a website to highlight and celebrate activities events in 2017.
6. Identify stories and people who have a connection to Southcenter:
  - a. First dates with future spouses
  - b. Santa Clause and Easter Bunny Visits
  - c. First job.
  - d. Other
7. Identify retailers and restaurants to provide discounts and tie ins for the activities and events.
8. Explore and design banners to install in the Southcenter area of the City to help promote the 50<sup>th</sup> Anniversary Celebration.
9. Explore ways to advertise and promote the activities and events occurring in 2018.

It is intended that other partners and sponsors will help with costs of the activities for 2018. This funding is not intended to cover all the events and activities for the 50<sup>th</sup> celebration.



# Application to the City of Tukwila for Use of 2017 Lodging Tax Funds

Event or Activity Name (if applicable):	Southcenter 50 <sup>th</sup> Anniversary
Amount of Lodging Tax Requested:	\$50,000 (Phase 1)
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd; Tukwila, WA; 98188
Primary Contact Name:	Brandon J. Miles
Primary Contact Phone:	206-431-3684
Primary Contact Email Address:	Brandon.Miles@Tukwilawa.gov

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.

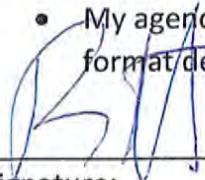
Check which one of the following applies to your agency:

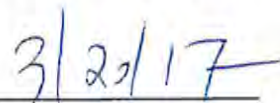
Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

- Public Agency  
 For Profit Agency/Business (Washington State UBI Number: \_\_\_\_\_)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2017. 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:

Printed or Typed Name: Brandon J. Miles

**1) Describe your tourism-related activity or event.**

In May of 1968, Southcenter Mall, now known as Westfield Southcenter opened its doors to the public. At the time of its opening it was the largest, climate controlled shopping center in the country. Westfield Southcenter is known as one of the premier shopping destinations in the Pacific Northwest.

The opening of Southcenter Mall was a catalyst for the huge growth of retail and commercial activity in Tukwila's Southcenter Neighborhood, recognized by Puget Sound residents as convenient place for shopping, dining, hotels, and family fun. And it all started with the Mall's opening in 1968.

Working with Westfield, the Chamber, and other partners, the City would like to celebrate the 50<sup>th</sup> anniversary of the Southcenter Shopping District. The impetus of this celebration is next year's 50<sup>th</sup> anniversary of the Mall; however, besides just celebrating the Mall's opening, we will also celebrate 50 years of Southcenter being one of the premier shopping districts in the Puget Sound.

The funding requested is to begin some of the initial planning and preparations for next year. Some ideas being considered for next year include, but are not limited to:

1. Creation of a website to promote the history of the area and events celebrating the 50<sup>th</sup> anniversary
2. Banners around Westfield and the Southcenter area.
3. 5k or 10k run.
4. Evening VIP Event.
5. March to the Sounder Station to Westfield Southcenter.
6. Retail and Restaurant salute event.
7. Creation of a video highlighting the early history of the area; building and opening of the Mall; buildout of the area; and what the future holds.
8. PR and Advertising promotion.

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

No events are planned for 2017. The purpose of this first round of fund is to assist with planning for events in 2018. Events could include:

1. 5k or 10k run.
2. Evening VIP Event.
3. March to the Sounder Station to Westfield Southcenter.
4. Retail and Restaurant salute event.

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

The events for 2018 will focus on both overnight and day visitors. The proposed run and VIP event will likely attract some overnight guests. These two events will be in May, a traditional slow season for area hotels



All the events will also have a large day tourist component. People who live outside of the area who will come to the city to visit, to shop, and to dine. At this time it's too early to estimate attendance for the proposed events. Additionally, other events may also be planned.

Finally, the 50<sup>th</sup> Anniversary will also have large advertising and public relations campaign associated with it. The goal will be to remind Puget Sound residents of the convenience and ease of shopping in the Southcenter area. The 50<sup>th</sup> Anniversary will also highlight the future of the area, which would include highlighting Washington Place and the new pedestrian bridge; both scheduled to open in late 2017 and early 2018.

The funding being requested now is only to begin some of the preparation work and planning.

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

The Southcenter Shopping District, home to Westfield Southcenter, is one of the premier shopping areas in the Pacific Northwest. Everyday approximately 150,000 people come into the area to shop, dine, work, stay in hotels, and to have fun! The Southcenter Shopping District sits at the busiest interchange in the State of Washington; where I-5, I-405, and SR 518 meet.

The events that will be offered in 2018 will be fun, family friend activities that will draw people from the Puget Sound region. The events and activities will also be well publicized and promoted in the area.

Finally, the Southcenter Shopping District is home to a number of hotels. Hotel guests will also be able to enjoy these events and activities taking place just blocks from their hotel rooms.

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

The 50<sup>th</sup> Anniversary celebrations geographic target will be:

1. Households within 50 miles of the Southcenter Shopping District. This would include south to Olympia and north to Marysville. The final target area will be determined during the planning phase.
2. Hotel and motel guests in the area.
3. Retailers, restaurants, and hotels in the area.

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

The 50<sup>th</sup> Anniversary is being modeled after the City of Tukwila's 100<sup>th</sup> Anniversary celebration activities in 2008. The City is also collaborating with the Seattle Southside Chamber of Commerce and Westfield Southcenter to help with the planning and execution of next year's events. Both the Chamber and Westfield have extensive expertise in marketing and event production. Other partners will also likely be brought on as we go through the planning process.

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

Funding is only being requested to begin some preliminary planning and preparations for next year’s 50<sup>th</sup> celebration. The City has experience putting on and assisting with several large scale events, including the Rock ‘n’ Roll Marathon and last year’s Boeing Centennial Event.

**8) 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 media strategy will need to be developed. It will likely include a digital, print, and radio campaign. Additionally, it is also important to develop a strategy to promote the 50<sup>th</sup> Anniversary events to people who are going to be in the area. The goal is to create a buzz and encourage them to come back, stay longer, and spend more.

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

This will be determined during the planning stage in 2017. Ideally, there will be business tie ins and promotions as part of next year’s 50<sup>th</sup> anniversary celebration. Hotels can be brought in to offer shopping staycations and for those who might want to spend the night before the race. Businesses will also have the opportunity to sponsor the 50<sup>th</sup> anniversary celebration and/or specific events.

**10) Is the City able to use your digital and print media for collaborative marketing?**

N/A

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

“Tukwila” will be used in all promotions, where a city is mentioned.

**12) Measurements and Metrics**

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility:	0
b. Number of people who will travel fewer than 50 miles for your event/activity	0

c. 0Number of people who will travel more than 50 miles for your event/activity	0
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	0
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	0
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila [or Southside Region].	0
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> )	0

This initial funding is only to start some of the preparation and planning for all the main activities that will take place in 2018.

**13) 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?**

Specific methodologies will be determined as we plan for the activities for year. Methodologies could include:

1. Tracking website hits;
2. Actual attendance at specific events (e.g. race, VIP event, etc);
3. Impressions from various public relations from earned media;
4. Impressions from paid advertising;
5. Businesses participation; and/or
6. Redemption of deals and specials offered by retailers.

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

No.

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

Not at this time.

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

The current request is for \$50,000 to assist with preparation and planning of next year's activities. Funds be used for website creation, video research and production, fundraising, and and other costs associated with preparation and planning.

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

Without lodging tax funding, the 50<sup>th</sup> anniversary celebration will be scaled back or eliminated.

Additional funding partners will need to identified in order to accomplish the events and activities in 2018.

Updated March 21, 2017