



City of Tukwila

Community Development & Neighborhoods Committee

- ◆ Kate Kruller, Chair
- ◆ Kathy Hougardy
- ◆ Zak Idan

<u>Distribution:</u>	
K. Kruller	Mayor Ekberg
K. Hougardy	D. Cline
Z. Idan	C. O'Flaherty
V. Seal	L. Humphrey

AGENDA

TUESDAY, JANUARY 23, 2018 – 5:30 PM
HAZELNUT CONFERENCE ROOM
 (At east entrance of City Hall)

Item	Recommended Action	Page
1. PRESENTATION(S)		
2. BUSINESS AGENDA		
a. Report on Sounders (S2) Family Night. <i>Brandon Miles, Business Relations Manager</i>	a. Information only.	Pg.1
b. 2018 lodging tax preview. <i>Brandon Miles, Business Relations Manager</i>	b. Information only.	Pg.19
3. ANNOUNCEMENTS		
4. MISCELLANEOUS		

Next Scheduled Meeting: *Tuesday, February 13, 2018*





Community Development and Neighborhoods

January 23, 2017



S2 Family Night

Report Out

S2 Family Night, Presented by the City of Tukwila

- Goal:
- Create a family focused experience;
 - Expand the City and business relationship with Seattle Sounders FC;
 - Increase visitors to the City; and
 - Create a branding experience for the City.



Promoting the Game

Digital



Promoting the Game

Print

S2

family match

presented by THE CITY OF TUKWILA

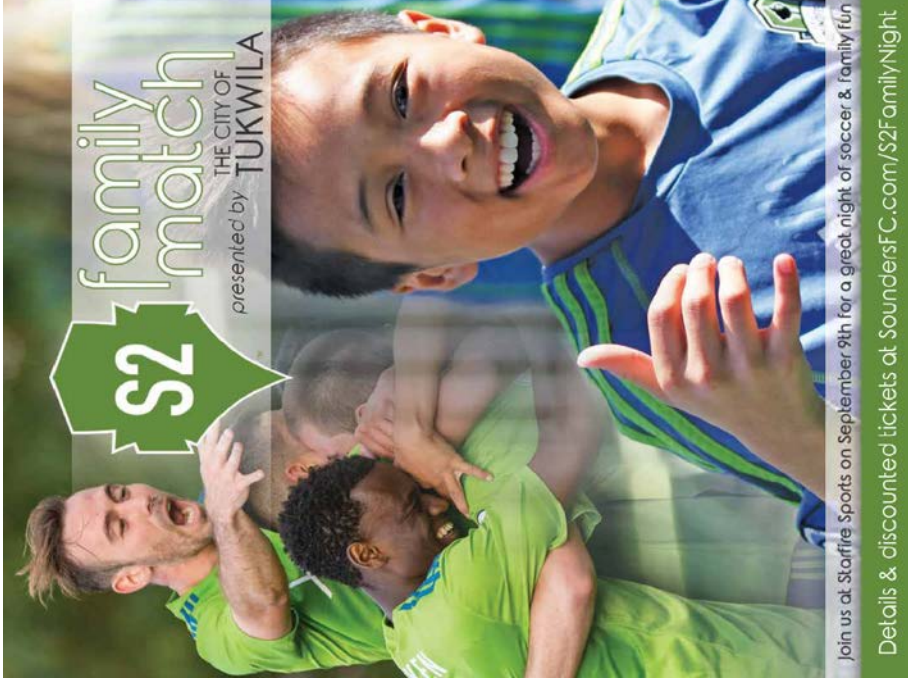
Join us at Starfire Sports on September 9th for a great night of soccer & family fun

Details & discounted tickets at SoundersFC.com/S2FamilyNight

Promoting the Game

Print

- Tukwila Reporter (General Funds)
- Parentmap (Lodging Tax)



Promoting the Game

Social Media

Seattle Sounders 2 @SoundersFC

Saturday's S2 Family Match, presented by @CityofTukwila, features bounce houses, face painting & more!
 discount: soundersfc.com/s2familynight



11:51 AM · 6 Sep 2017

Seattle Sounders FC 2
 September 6 at 11:18am · 🌐

The S2 Family Match is Saturday, Sept. 9!
 Join the City of Tukwila - Government and Forever Green Kids Club by Delta Dental of Washington for family activities and discounts!
 More info -> <http://sndrs.com/s9nx7>



👍 Like 💬 Comment ➦ Share

Promoting the Game

Email

- Sounders FC Email

S2 FAMILY NIGHT



Looking for a fun family activity?

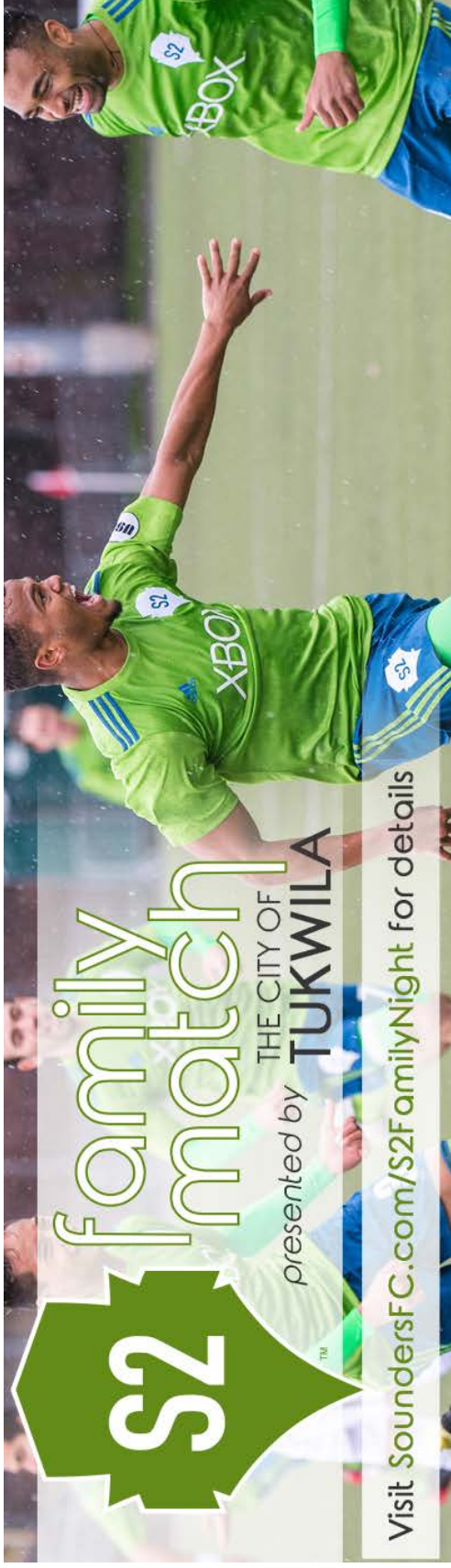
Join us for Sounders FC 2 Family Match on September 9th, presented by the City of Tukwila! Family friendly activities include giant jenga, cornhole, bounce houses, giveaways and more! There will even be a special appearance by the City of Tukwila Firetruck! Half-price tickets are available, courtesy of the City of Tukwila, along with a Dip n' Dots discount!

Promo Code: TUKWILA

[BUY TICKETS NOW](#)

Promoting the Game

Outdoor



Game Day Activation



Game Day Activation



Game Day Activation



Business Engagement

- BECU
- iFly
- Acme Bowl
- Courtyard by Marriott
- Home2Suites
- Candy Tyme
- Habit Burger
- Museum of Flight

Metrics

<u>Media</u>	<u>Impressions</u>	<u>Engagement</u>
<i>Parentmap</i>		
Print:	207,000	
Web:	45,000	32
enews:	24,500	111
<i>Seattle Sounders FC</i>		
Website:	338	
Social Media:	13,891	343

Financials

- \$25,000 awarded of lodging tax funds
 - o Total Cost: \$15,115

Unused funds revert back to lodging tax fund.

Lessons Learned

- Business Partners in the City are eager to work with Seattle Sounders.
- Having contracts in place with professional services saves time.
- City needs to expand its library photography.
- Game day events should have been activated throughout halftime.
- Cannot control the weather.
- Cost reductions through partnerships.

Questions?





2018 Tourism Preview

Hotel Interurban Airmark Apartments



New Bridge



Major League Rugby



Tukwila

2018 Brand Experience Touchpoints

Brand Checklist

- Brand Deployment
 - Collateral
 - Licensing Agreements
 - Expand Photo Library
 - Front Line Staff
 - Third Party Applications

- Brand Experience
 - Urban Center Map
 - Wayfinding and Signage
 - Events
 - Map

- Brand Marketing
 - Collaborative Advertising
 - Promotional Videos



<https://www.soundersfc.com/post/2016/09/12/2016-rave-green-run-presented-evergreen-health>



<https://www.youtube.com/watch?v=39ldmPVPobU3>

Wayfinding and Signage



Wayfinding and Signage



Wayfinding and Signage



Wayfinding and Signage



Wayfinding and Signage



Map



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Collaborative Advertising



**WORLD'S LARGEST
EXTREME AIR SPORTS PARK
NOW OPEN!**

TUKWILA, WASHINGTON



Third Party Applications

- Museum of Flight
- Starfire Sports
- Others?

Application Requirements:

- Heads in Beds;
- Feet on the Streets; and/or
- Build the Brand

Third Party Applications

Issues:

- Using the Tukwila name (where feasible).
- Getting value from sponsorship agreements.
- Delivering on objectives.

Southcenter 50th

 @Southcenter50



Southcenter 50th



- Rave Green Run and Fire Fighter Challenge
- 50th Anniversary Event (tentatively July 31st).
- Earned Media
- Social Media
- Historical Research
- 4Culture Grant
- Special Videos





Questions?

