



City of Tukwila
**Planning & Economic
 Development Committee**

- ◆ Thomas McLeod, Chair
- ◆ Kathy Hougardy
- ◆ Zak Idan

<u>Distribution:</u>	
T. McLeod	Mayor Ekberg
K. Hougardy	D. Cline
Z. Idan	R. Bianchi
D. Quinn	C. O'Flaherty
	A. Youn
	L. Humphrey

AGENDA

MONDAY, JUNE 1, 2020 – 5:30 PM

VIRTUAL MEETING

THIS MEETING WILL BE CONDUCTED ELECTRONICALLY, WITH THE CITY COUNCIL, MAYOR AND STAFF OFF-SITE.

THE PHONE NUMBER FOR THE PUBLIC TO LISTEN TO THIS MEETING is: 1-253-292-9750, Access Code 586582254#

THE COUNCIL CHAMBER LOBBY IN TUKWILA CITY HALL, 6200 SOUTHCENTER BOULEVARD, TUKWILA, WILL BE OPEN AND AVAILABLE FOR THE PUBLIC TO LISTEN BY PHONE PURSUANT TO THE OPEN PUBLIC MEETINGS ACT.

Item	Recommended Action	Page
1. BUSINESS AGENDA		
a. Discussion of policies related to lodging tax. <i>Brandon Miles, Business Relations Manager</i>	a. Discussion only.	Pg.1
b. Discussion of City branding. <i>Brandon Miles, Business Relations Manager</i>	b. Discussion only.	Pg.17
c. Business Recovery: An update on the State's business reopening phases. <i>Derek Speck, Economic Development Administrator</i>	c. Discussion only.	Pg.31
d. SavingLocalKC.com update. <i>Brandon Miles, Business Relations Manager</i>	d. Discussion only.	
2. MISCELLANEOUS		

Next Scheduled Meeting: June 15, 2020



The City of Tukwila strives to accommodate individuals with disabilities.

Please contact the City Clerk's Office at **206-433-1800** (TukwilaCityClerk@TukwilaWA.gov) for assistance.



INFORMATIONAL MEMORANDUM

TO: **Planning and Economic Development**

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

CC: **Mayor Ekberg**

DATE: **May 20, 2020**

SUBJECT: **Tourism Funding Discussion**

ISSUE

In light of the COVID-19 pandemic's impact on the economy and role of tourism in business recovery, staff would like to provide an overview and background on how the City uses the lodging tax and TPA funds.

BACKGROUND

Over the last 20 years the City Council has authorized the collection of two separate revenue sources for tourism funding. These revenue sources include the City's lodging tax and Tourism Promotion Area (TPA) fee. In 2019, in total just over \$1.5 million of combined funds were collected through the lodging tax and TPA fee. In light of COVID-19 pandemic's impact on the overall economy and role of tourism in business recovery, staff would like to provide an overview and background on how the City's uses the lodging tax and TPA funds. Each of the two revenue sources is authorized under a separate RCW and each have specific limitations on how the funds can be used.

Lodging Tax

Statutory Authority

Lodging tax (City's 101 Fund) is collected pursuant to RCW 67.28 and TMC 3.40. State law allows the City to collect 1% on eligible stays in lodging businesses (hotels, extended stays, motels, bread and breakfasts, and Airbnbs). Certain stays for emergency housing and for any stay in a lodging business that exceeds 30-days are exempt from the tax. Like retail sales tax, the lodging tax is remitted by the lodging businesses to the Department of Revenue and the remitted back to the city two months after collection.

Allowable Uses

RCW 67.28.1818 limits the use of lodging tax funds as follows:

"All revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism¹ promotion², acquisition³ of tourism relations facilities, or operation of tourism related-facilities."

¹ RCW 67.28.080 defines "Tourism" as "economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs."

² RCW 67.28.080 (6) defines "Tourism Promotion" as "...activities, operations, and expenditures designed to increase tourism, including but not limited to advertisements, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operation of tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

RCW 67.28.1816 goes into further detail about permitted expenditures of lodging tax funds, specifying:

“Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- (a) Tourism marketing;*
- (b) The marketing and operations of special events and festivals designed to attract tourists;*
- (c) Supporting the operations and capital expenditures of tourism related facilities owned or operated by a municipality or public facilities district created under chapters 35.57 and 36.100 RCW; or*
- (d) Supporting the operations of tourism related facilities owned or operated by nonprofit organizations described under 26 U.S.C Sec. 501(c)(3) and 26 U.S.C Sec. 501 (c)(6) of the internal revenue code of 1986, as amended.*

It is important to point out that RCW 67.28 provides no definition of “tourist.” Historically, the City of Tukwila has defined as a “tourist” as someone who lives outside of Tukwila and visits the City, either for a day or to spend the night. Additionally, there is a common misconception that lodging tax funds can only be used to support activities that create “heads in beds” or travel more than 50 miles. Again, this is not a requirement of State law. While the City must report metrics, such as hotel stays and visitors, when using lodging tax funds. The funds do not have to be awarded to activities that solely generate hotel room nights.

Under current state law, lodging tax funds cannot be used to support general city operations or activities. Attached is a memo presented to the City Council in 2016, which provides more details on allowable uses of lodging tax funds.

Status of Fund

As of May 7, 2020, there was \$1.985 million in the City’s lodging tax fund. In 2019, annual revenues for lodging tax collection was just over \$800,000. With the sharp drop off in travel, the City is forecasting a significant drop off in lodging tax collection for 2020 and possibly for 2021. The City is contractually obligated through 2020 to provide Seattle Southside Regional Tourism Authority (SSRTA) \$202,500 in lodging tax funds. Additionally, the City has two approved applications to the City’s Parks and Recreation Department of \$40,000 for art along Baker Blvd and \$125,000 to help fund a master plan for Tukwila Pond⁴.

There is no requirement that the lodging tax fund be spent down annually. Unspent funds will remain in the 101 fund and can be used in future years, subject to the use limitations outlined above.

Historical Use of Funds

The largest single recipient of lodging tax funds from the City over the last 18 years has been SSRTA. Until 2015, SSRTA was operated as Seattle Southside Visitor Service (SSVS) by the City of Tukwila. The Museum of Flight, City of Tukwila, Starfire Sports, Renton Chamber of

³ RCW 67.28.080 (1) provides the following definition of ‘Acquisition’ “...siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purposes...”

⁴ The City also had an approved application and contract with the Seattle Seawolves, but this contract was canceled due to the COVID-19 pandemic. Virtual Sports also had an approved application and staff has not yet entered into a contract due to the scope of work being impacted by Stay Home, Stay Healthy Order.

[https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council Agenda Items/Mayor’s Office/2020, Lodging Tax Memos/MEMO, Lodging Tax Policy, PED, 2020.06.01.doc](https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council%20Agenda%20Items/Mayor's%20Office/2020,%20Lodging%20Tax%20Memos/MEMO,%20Lodging%20Tax%20Policy,%20PED,2020.06.01.doc)

Commerce, and Seattle Southside Chamber of Commerce, and others have also received funding in the past. Any entity, including for-profit organizations, is eligible to receive lodging tax funds, provided it is engaged in activities eligible to be funded with lodging tax funds.

State Law requires that any proposed use of lodging tax funds be review by a Lodging Tax Advisory Committee (LTAC). The City's LTAC comprises four lodging businesses; four entities eligible to receive lodging tax funds; and one City elected official, who serves as the Chair of LTAC. LTAC makes a recommendation to the City Council on whether an application should receive funding. The City Council has final authority in approving a request for lodging tax funds; however, the City Council cannot override a "no" from LTAC. The City Council can choose not to fund an entity that LTAC recommend be provided funding. The City Council can also change the amount of the funding, provided it provides the LTAC 30-days' notice of its intent to modify the amount.

TPA Fee

Statutory Authority

Tourism Promotion Areas (TPA) are authorized under RCW 35.101. There is no corresponding City TMC for TPAs. Outside King County individual cities, towns, and counties can form their own TPAs. For most municipalities in King County, a TPA must include at least two municipalities (this requirement does not apply to the City of Federal Way).

In 2014 the Cities of Tukwila, Des Moines, and SeaTac executed an interlocal agreement ("TPA ILA") to form a TPA to cover the combined boundaries of the three cities. Through the TPA ILA the cities agreed that the City of SeaTac would serve as the legislative authority for the combined city area. The City of SeaTac is responsible for overseeing the TPA on behalf of the three cities. Any city can terminate its relationship under the TPA ILA Agreement by providing one-year notice to the other city partners.

In 2014, after receiving a petition from hoteliers, the City of SeaTac formally adopted a resolution setting out a TPA fee in the three-city area. The total fee was \$2 per night per eligible hotel stay in a hotel or motel with at least 90 rooms⁵. The \$2 rate was the maximum permitted under the current State law. State law was recently amended to allow the rate to go up to \$5 per night, provided 60% of the businesses that would pay the increase petition for the increase and it is approved by the legislative authority.

Allowable Uses⁶

RCW 35.101.130 states that the Legislative Authority, "...shall have sole discretion as to how the revenue derived from this charge is to be used to promote tourism promotion that increases the number of tourists to the area."

'Tourism Promotion' is defined as, "...activities and expenditures designed to increase tourism and convention businesses, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting tourists, and operating tourism designation marketing organizations."

⁵ The TPA fee is a flat fee, while the lodging tax is a percentage. This allows the TPA to collect higher revenue than the lodging tax when rates are low. For example, a room at a hotel going for \$100 a night would only provide \$1 in lodging tax funds, while the TPA gets the full \$2.

⁶ RCW 35.101 was amended by the last legislative session. These changes go into effect on July 1, 2020. Staff is discussing the RCW as it will be amended in July.

[https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council Agenda Items/Mayor's Office/2020, Lodging Tax Memos/MEMO, Lodging Tax Policy, PED, 2020.06.01.doc](https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council%20Agenda%20Items/Mayor's%20Office/2020,%20Lodging%20Tax%20Memos/MEMO,%20Lodging%20Tax%20Policy,%20PED,2020.06.01.doc)

Unlike the lodging tax RCW, the TPA RCW provides a definition of tourist⁷.

A ‘tourist’ means a person who travels for business or pleasure on a trip:

- (a) Away from the person’s place of residence or business and stays overnight in paid accommodations;*
- (b) To a place at least fifty miles away one way by driving distance from the person’s place of residence or business for the day or stays overnight. However, island communities without land access are exempt from the mileage requirement under this subsection (5)(b); or*
- (c) To another country or state outside of the person’s place of residence or business.*

Status of Funds

Following provisions in the Interlocal Agreement, all TPA funds remitted for the TPA go directly to SSRTA. In 2019, SSRTA received \$3.96 million in TPA funds. Assuming that the TPA funds are generated proportional to the number of hotel rooms in each of the three TPA cities, Tukwila’s portion of the TPA funds generated for SSRTA was just over \$1.13 million, or 29%.

In early 2020, SSRTA budgeted ending 2019 (unaudited) with an ending fund balance of \$4.45 million. This includes both TPA funds it received, lodging tax funds received from the three cities, and misc. revenue.

Historical Use of Funds

As outlined above, 100% of the funds remitted for the TPA go directly to SSRTA. The City of Tukwila does not receive the funds. SSRTA uses these funds for tourism promotion activities and administration costs.

Seattle Southside Regional Tourism Authority

SSRTA is the City’s primary destination marketing organization⁸. SSRTA mission is to help promote the Seattle Southside region (cities of Des Moines, Tukwila, and SeaTac) for tourism. In 2019, SSRTA had total operating expenditures of \$4.297 million (See below).

SSRTA is the successor to Seattle Southside Visitor Service (SSVS), which until 2015 was run as a division of Tukwila’s Economic Development Office. The Cities of Des Moines and SeaTac were serviced by SSVS via interlocal agreements with the City of Tukwila. At one time the City of Kent was also served by SSVS but left in 2014.

In 2012 the Cities of Tukwila, SeaTac, and Des Moines began to have conversations about forming a TPA, with the goal of providing additional funds for tourism promotion activities. These conversations were the result of requests by area hoteliers for the cities to consider creating a TPA. As discussed above, the cities entered an interlocal agreement in 2014 for the creation of a TPA. A TPA fee began to officially be collected in the spring of 2015.

Through the TPA ILA, the cities of Tukwila, SeaTac, and Des Moines also provided a recommended amount of lodging tax funds each city would provide to SSRTA annually. The lodging tax contribution is a “recommended amount” and no City is contractually obligated to provide the amount listed in the TPA ILA. The table below shows the suggested lodging tax contributions to SSRTA from the three TPA cities.

⁷ This definition goes into effect on July 1, 2020.

Year	SeaTac ⁹	Tukwila	Des Moines ¹⁰
2014	\$835,000	\$712,000	100% of lodging tax funds.
2015	\$460,000	\$405,000	
2016	\$383,333	\$337,500	
2017	\$306,666	\$270,000	
2018 and beyond	\$230,000	\$202,500	

The TPA creation provided addition funds available for tourism promotion activities in the Seattle Southside region. The table below shows the total expenditures for SSVS and SSRTA since 2010. In 2016 the total expenditures for tourism promotion by SSRTA increased over 180% from the prior year.

Year	Total Expenditures (SSVS and SSRTA)	% Change in SSVS and SSRTA Expenditures from previous year.	Total Lodging Revenue in the Cities of Des Moines, Tukwila, and SeaTac.	% Change in lodging revenue from previous year.
2010	\$1,321,879	N/A	\$190,337,838	N/A
2011	\$1,525,988	15.44%	\$201,068,568	5.64%
2012	\$1,470,058	(3.67%)	\$217,520,038	8.18%
2013	\$1,428,043	(2.86%)	\$230,190,887	5.83%
2014	\$1,462,123	2.39%	\$259,819,652	12.87%
2015 ¹¹	\$1,504,207	2.88%	\$292,605,392	12.62%
2016	\$4,248,883	182.47%	\$302,062,920	3.23%
2017	\$4,533,770	6.70%	\$318,864,960	5.56%
2018	\$4,634,628	2.22%	\$330,574,999	3.67%
2019	\$4,297,657	(7.27%)	Data not yet available.	N/A

In March, SSRTA began projecting a significant revenue reduction of TPA fees because of the COVID-19 pandemic (see below).

⁹ The City of SeaTac has chosen to provide more funds to SSRTA than what was outlined in the TPA ILA.

¹⁰ The City of Des Moines no longer provides 100% of its lodging tax funds collected to SSRTA.

¹¹ SSRTA did not take over the functions of SSVS until the end January 1, 2016. The expenditures provided for 2015 are Tukwila’s expenditures for SSVS.

[https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council Agenda Items/Mayor’s Office/2020, Lodging Tax Memos/MEMO, Lodging Tax Policy, PED, 2020.06.01.doc](https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council%20Agenda%20Items/Mayor's%20Office/2020,%20Lodging%20Tax%20Memos/MEMO,%20Lodging%20Tax%20Policy,%20PED,2020.06.01.doc)

Seattle Southside Regional Tourism Authority (RTA) Financial Pro Forma
2020 - 2022

	2019 Approved Budget	2019 Year-end Actuals (Unaudited)	2020 Approved Budget	2020 Projection	2021 Projection	2022 Projection
Revenues						
1 TPA Special Assessments	\$ 3,674,825	\$ 3,963,260	\$ 3,900,000	\$ 1,252,474	\$ 3,170,608	\$ 3,368,771
2 LTC-Tukwila	202,500	202,500	202,500	202,500	202,500	202,500
3 LTC-SeaTac	830,000	830,000	830,000	830,000	830,000	830,000
4 LTC-Des Moines	111,000	52,497	55,500	15,000	10,000	25,000
5 Interest Revenue	48,500	71,829	65,000	22,500	6,000	7,500
6 Misc Other Revenue	2,500	10,422	2,500	5,500	5,500	5,500
7 Advertising	75,000	40,480	50,000	7,500	7,500	7,500
Total Revenues	\$ 4,944,325	\$ 5,170,989	\$ 5,105,500	\$ 2,335,474	\$ 4,232,108	\$ 4,446,771
Expenditures						
8 Salaries & Benefits	\$ 1,622,209	\$ 1,451,758	\$ 1,630,500	\$ 1,459,652	\$ 1,465,000	\$ 1,567,550
9 Supplies	31,000	14,197	15,000	10,000	13,500	14,000
10 Small Equipment	20,000	5,755	20,000	11,000	7,000	7,000
11 Professional Services/Ads/Promotions	2,200,000	2,013,177	2,323,000	2,098,250	2,100,000	2,200,000
12 Communications/Postage	81,000	36,088	41,000	30,000	33,000	36,000
13 Travel	115,000	47,357	80,000	13,000	47,500	60,000
14 Operating Leases	120,000	87,512	120,000	110,636	119,000	120,000
15 Insurance	12,000	10,611	12,000	11,000	12,000	13,000
16 Maintenance	6,000	3,654	6,000	3,800	3,900	4,000
17 Miscellaneous/Printing	861,000	589,609	751,000	530,000	600,000	675,000
18 Capital-Digital Images	39,000	11,000	39,000	11,000	15,000	20,000
Total Operating Expenditures	5,107,209	4,270,718	5,037,500	4,288,338	4,415,900	4,716,550
19 Capital Outlay	100,000	26,938	68,000	20,000	25,000	23,000
Total Expenditures and Capital Outlay	5,207,209	4,297,657	5,105,500	4,308,338	4,440,900	4,739,550
20 Excess of Revenues over (under) expenditures	(262,884)	873,333	-	(1,972,864)	(208,792)	(292,779)
Beginning Fund Balance	\$ 2,153,571	\$ 3,582,569	\$ 3,942,503	\$ 4,455,902	\$ 2,483,037	\$ 2,274,246
Ending Fund Balance	\$ 1,890,687	\$ 4,455,902	\$ 3,942,503	\$ 2,483,037	\$ 2,274,246	\$ 1,981,467
Contingency Reserve (2 months)	\$ 868,042	\$ 716,419	\$ 839,751	\$ 714,866	\$ 736,131	\$ 786,249
Economic Downturn/Recession Reserve (11% of SA)	\$ 404,231	\$ 435,959	\$ 429,000	\$ 137,772	\$ 348,767	\$ 370,565
Capital Asset Replacement Reserve	\$ 110,000	\$ 110,076	\$ 183,465	\$ 183,465	\$ 183,465	\$ 183,465
Unassigned Balance	\$ 508,414	\$ 3,193,448	\$ 2,490,286	\$ 1,446,934	\$ 1,005,883	\$ 641,188

DISCUSSION

Staff would like to start having discussions with the City Council and the hospitality community regarding some policy issues with tourism funding for the City of Tukwila. Staff has identified several issues, which are discussed below. Staff envisions that additional issues/questions could come as we move through this process. The goal is to get direction from the City Council on 2020 expenditure plans and the development of the 2021/2022 City budget.

1. Need for Strategic Focus for Lodging Tax and TPA Funds.

In 2019, the City started to prepare a Six Year Financial Model for lodging tax (See Attached). While non-binding, the Financial Model is the City's first effort to strategically examine how lodging tax could be used to advance overall strategic initiatives. Given the changes due to the COVID-19 pandemic, staff seeks Council's direction on whether any of the potential projects in the Financial Model are no longer of interest or if other projects should be added.

2. Lack of Marketing Efforts for Tukwila in the Greater Seattle Area.

In 2017, the City of Tukwila engaged Bill Baker, a renowned destination brand consultant to guide the City in the development of a City brand¹². Mr. Baker's work also included a significant discussion and survey on how people view the City within the Seattle region. This work included telephone surveys, online surveys, and focus groups. There was considerable discussion on the name the City should use to market itself. Name suggestions included, Southcenter, Tukwila, and Seattle Southside. Through Mr. Baker's work the City determined that the "Tukwila" name had strong brand identification within the Seattle area. Mr. Baker's work completed work including the development of a brand strategy, brand blueprint, and brand style guide. The City Council formally adopted Mr. Baker's brand recommendations in 2018.

Since 2018 staff has been working on efforts to market Tukwila within the Greater Seattle area, generally within 50 miles of the City. These efforts have primarily included sponsoring events, such as the Rave Green Run and Food Truck Rodeo at Westfield Southcenter. As part of the COVID-19 response, the City quickly launched social media channels to help promote businesses open and to help highlight resources available to businesses.

The City should consider other opportunities to promote itself, specifically the City should consider the development of a website focused on visitors and business attraction; limited ad buys; and ongoing public relations outreach.

3. Tourism Promotion versus Destination Development

Historically the City has provided lodging tax funds for initiatives and activities that are focused more on tourism promotion and have not provided lodging tax funds for destination development. Examples of tourism promotion activities include funding for marketing and sales. Destination development includes capital projects and developing/sponsoring festivals and events to be held in the City. In 2019, the City began to take steps to begin to develop the destination by awarding funds complete a master plan for Tukwila Pond and to install art along Baker Blvd. Other possible examples of destination development including the creation of a Riverwalk along the Green River and installation of wayfinding signage. The City also launched the Tukwila International Food Truck Rally last year in partnership with Westfield Southcenter.

Given the differences between the allowable uses between lodging tax funds and TPA funds, the City may want to consider creating distinction between how the funds can be used with regards to tourism promotion and destination development. Tourism promotional activities, such as what SSRTA is providing, generally are for tourism promotion and marketing activities. Given that well over \$3.5 million of funds are being provided for tourism promotion to SSRTA via the TPA funds, the City should consider how lodging tax funds can be used for destination development. As a reminder, lodging tax funds can be used for capital projects and the City can also bond against the future lodging tax funds.

¹² This "brand" is for tourism and economic development use only and is not a City brand.

[https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council Agenda Items/Mayor's Office/2020, Lodging Tax Memos/MEMO, Lodging Tax Policy, PED, 2020.06.01.doc](https://tukwilawa.sharepoint.com/sites/mayoroffice/cc/Council%20Agenda%20Items/Mayor's%20Office/2020,%20Lodging%20Tax%20Memos/MEMO,%20Lodging%20Tax%20Policy,%20PED,2020.06.01.doc)

4. Lack of other organizations doing tourism promotion and tourism development activities, such as downtown associations and neighborhood groups.

One of the biggest tourism limitations in the City of Tukwila is the lack of our organizations that are directly or indirectly involved in tourism promotion and destination development in the region. Take for example Pioneer Square, which has Visit Seattle, the Downtown Association, Seattle Chamber, and the Pioneer Square Association all engaged in some tourists related activities. Having a variety of organizations working on tourism development issues would strengthen the City's overall tourism appeal. For example, the Pioneer Square Association works on developing art in the Pioneer Square District (destination development), which Visit Seattle uses as content for its tourism promotion activities.

When other organizations do destination development and tourism promotion they directly and indirectly market the City. For example, Destination Des Moines promotes Des Moines via videos and events as does Discover Burien. The City of Tukwila lacks these types of organizations; thus the City has tried to fill the void.

5. Leveraging Lodging Tax Funds to Obtain Grants.

Another option the City should consider is using lodging tax funds as match to obtain federal and state grants for infrastructure projects that support tourism.

6. The Need for More Varied Use of Lodging Tax Funds.

Many cities award a large number of smaller lodging tax grant applications for activities occurring in their cities. For example, the City of Renton, which historically collects less lodging tax funds than Tukwila, regularly has upwards of 20 applications per year for lodging tax funds. These applications are often for small amounts to support small events, festivals, and activities. Smaller activities help to develop a destination and help to create a distinct and unique visitor experience. Economic Development staff has been working to attract other groups to the City and to help existing groups explore securing lodging tax funds for eligible activities.

7. Using Lodging Tax Funds for Business Attraction

The City's Economic Division is funded primarily from the City's general funds. Starting in 2019, some labor costs in Economic Development were funded by lodging tax funds. Some cities use lodging tax funds to help marketing the City for business attraction. Given that many guests in Tukwila hotels are business travelers there is a strong argument that increased economic activity from business attraction would bring more overnight guests (business travelers) to the City. *Note, staff has not engaged legal on the question of whether lodging tax funds could be used for business attraction.*

Additionally, the City could also provide funds to the Chamber of Commerce in order to help it with its mission of supporting area businesses and attracting businesses to the City.

8. Lack of Metrics to Track Success

The City lacks metrics to follow to track success of the lodging tax program and TPA.

FINANCIAL IMPACT

None.

RECOMMENDATION

This is for discussion only. Staff would like to have ongoing discussions with the Committee and create recommendations to take the full Council for policies on the use of lodging tax and TPA funds.

ATTACHMENTS

- Memo dated September 23, 2016, "Permitted Uses of Lodging Tax Funds."
- Lodging Tax Six Year Financial Model.



INFORMATIONAL MEMORANDUM

TO: **Finance and Safety Committee**

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

CC: **Mayor Ekberg**

DATE: **September 23, 2016**

SUBJECT: **Permitted Uses of Lodging Tax Funds.**

ISSUE

The City charges a 1% special excise tax on the sale of or charge made for overnight lodging stays. State law limits how these funds can be used. This memo outlines the limits on the use of lodging tax and discusses permitted and prohibited use of the funds¹.

BACKGROUND

Revised Code of Washington (RCW) 67.28.1815 limits the use of lodging tax funds as follows:

[A]ll revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism² promotion³, acquisition⁴ of tourism-related facilities, or operation of tourism-related facilities.

RCW 67.28.1816 goes into further detail about permitted expenditures of lodging tax funds, specifying:

Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

(a) Tourism marketing;

¹ RCW 67.28 places strict limits on the type of entities eligible to receive lodging tax funds. Additionally, approving expenditures of lodging tax funds is a two-step process, requiring review by the City's Lodging Tax Advisory Committee and City Council. State Law gives considerable authority to the City's Lodging Tax Advisory Committee in reviewing and approving funding requests. For more information on entities eligible to receive funding and the process for awarding funds, see the memo dated September 22, 2016, entitled, "Lodging Tax Approval Process."

² RCW 67.28.080 defines "Tourism" as "economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs."

³ 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."

⁴ RCW 67.28.080 (1) provides the following definition of "Acquisition" "...includes, but is not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purpose or purposes under this chapter."

- (b) *The marketing and operations of special events and festivals designed to attract tourists;*
- (c) *Supporting the operations and capital expenditures of tourism-related facilities⁵ owned or operated by a municipality or a public facilities district created under chapters [35.57](#) and [36.100](#) RCW; or*
- (d) *Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.*

DISCUSSION

Several Councilmembers have inquired about permissible uses of lodging tax funds. Based upon the limitations outlined above, staff would like to provide some guidance on the future use of lodging tax funds.

A simple question that can be asked to help determine if lodging tax funds can be used is:

“Is the activity, operation or expenditure designed to increase tourism or welcome tourists to the City?”

If the answer is yes, then lodging tax might be able to be used after further analysis of the specific funding request.

Tourism could include people who travel and stay overnight in the City (overnight visitors) or those who travel to the Tukwila for the day (day visitors). Economic activity from Tukwila residents would not be considered tourism.

The following lists examples of activities, operations and expenditures that would likely be eligible for lodging tax funding. This is not intended to be an exhaustive list.

- Marketing and advertising intended to bring overnight visitors to the City.
- Marketing and advertising intended to bring day visitors to the City.
- Installation of new “way finding” signs for tourists and installation of City identification signs.
- Sponsoring, operating, and marketing of special events or festivals, either by the City or third parties, if designed to bring tourists to the City.
- Installation of banners on street poles or across city streets if either welcoming tourists to the City or promoting upcoming events.
- Capital improvements, such as park improvements or trail improvements, designed to be used primarily by tourists.
- Maintenance of parks primarily used by tourists, such as Fort Dent Park or the Green River trail.

⁵ RCW 67.28.080 (7) defines "Tourism-related facility" as, "...real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities."

- Supporting marketing and operations of government entities (City of Tukwila and SSRTA) or nonprofit organizations, when activities performed are designed to attract tourists to the City or welcome tourists to the City.

The following lists examples of activities, operations and expenditures that would likely ***NOT*** be eligible for lodging tax funding. This list is not intended to be exhaustive.

- Funding basic general governmental operations of the City⁶
- Marketing and advertising directed at residents.
- Way finding signs in residential areas intended for residents.
- Sponsoring of special events or festivals intended for residents.
- Capital improvements, such as park improvements, intended for residents (such as at parks used primarily by residents).
- Maintenance of parks primarily used by residents, such as Hazelnut Park.
- Capital expenditures for tourism related facilities owned or operated by a non-profit.

Reporting Requirements

RCW 67.28.1816 requires that entities receiving lodging tax fund report metrics back to the municipality. Per State Law, the following is required to be submitted to the City in the project close out for a specific funding request:

1. Actual number of people traveling for business or pleasure on a trip.
2. Number of people traveling for business and pleasure and staying in paid accommodations in the City.
3. Visitors who traveled more than 50 miles or more from their place of residence of businesses for the day or staying overnight.
4. Visitors who traveled from another county or state.

It is important to note that the City's Lodging Tax Advisory Committee is granted significant authority by RCW 67.28.1816 when reviewing lodging tax requests. The City Council cannot reverse a decision of the Committee if the Committee chooses not to approve a specific funding application. Traditionally, the Committee has considered the metrics outlined above very strongly when considering funding requests.

RECOMMENDATION

Information and discussion only. Forward to the October 10, 2016 Committee of the Whole meeting for discussion by the full Council.

ATTACHMENTS

- None.

⁶ The City is permitted to charge special funds, like the lodging fund, for costs incurred by the general fund to support the special funds.

Lodging Tax Six Year Financial Plan

Year	Approved Applications		Forecasted					Totals
	2019	2019	2020	2021	2022	2023	2024	
Revenue								
Original Estimated Amount			\$ 800,000	\$ 840,000	\$ 882,000	\$ 926,100	\$ 972,405	
Lodging Tax Collection (Revised, 5/7/20)	775,000	\$ 819,095	\$ 400,000	\$ 450,000	\$ 600,000	\$ 700,000	\$ 800,000	\$ 3,769,095
Expenses								
Marketing, Sales, Major Sponsorships								
Contracted DMO Services	202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 202,500	\$ 1,215,000
Major Sponsorships	144,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 900,000
Small Event Development and Support	12,500	\$ 10,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 85,000
Digital Development and Website		\$ -	\$ 65,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 265,000
Destination Development								
Wayfinding Plan Development and Installation	-	\$ -	\$ 100,000	\$ 150,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 550,000
Southcenter Art Investments	40,000	\$ 600	\$ 39,400	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 340,000
Tukwila Pond	100,000	\$ -	\$ 125,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 925,000
World Cup Planning and Activation	-	\$ -	\$ -	\$ 40,000	\$ 40,000	\$ 50,000	\$ 50,000	\$ 180,000
Administration/Operations								
Salary	55,457	\$ 58,040	\$ 56,586	\$ 58,284	\$ 60,032	\$ 61,833	\$ 63,688	\$ 358,463
Benefits	17,847	\$ 18,124	\$ 18,411	\$ 18,963	\$ 19,532	\$ 20,118	\$ 20,722	\$ 115,870
City Overhead Charge	18,741	\$ 18,741	\$ 19,416	\$ 19,998	\$ 20,598	\$ 21,216	\$ 21,853	\$ 121,823
Administration Expenses	35,000	\$ 21,385	\$ (2,716)	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 171,385
Salary Savings								
Total Expenditures:	\$ 626,045	\$ 479,390	\$ 818,597	\$ 1,009,745	\$ 962,663	\$ 975,668	\$ 978,763	\$ 5,227,541
Starting Year Balance:		\$ 1,617,625	\$ 1,957,330	\$ 1,538,733	\$ 978,988	\$ 616,325	\$ 340,657	
Ending Fund Balance:		\$ 1,957,330	\$ 1,538,733	\$ 978,988	\$ 616,325	\$ 340,657	\$ 161,895	

Notes

Salary for Bus Manager is split 50/50 between general fund and lodging tax. Salary savings reflects credit to lodging tax for 14 furlough days planned.

Revenue Increase (2021-2024)

Salary is assumed to rise 3% per year.

Benefits are assumed to rise 3% per year.

Indirect Cost Allocation is assumed to increase 3% per year.

This document does not bind the City to provide funds nor does it authorize any funding. All use of lodging tax funds must be approved by LTAC and the City Council through an application process. Overhead charge is charged to all special accounts and recoups the cost of the general fund to support the lodging tax fund. This includes facilities, IT services, legal, and accounting.

Cells in yellow were updated following April, 2019 meeting.
Updated:

5/7/2020
BJM



INFORMATIONAL MEMORANDUM

TO: Community Development and Neighborhoods

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: May 26, 2020

SUBJECT: City Branding Efforts and Issues

ISSUE

Discussion on marketing and branding of the City, including a discussion on issues the City is having with branding “Tukwila.”

BACKGROUND

In December of 2017, the City Council adopted a motion endorsing the Tukwila Brand Blueprint, Brand Checklist, and Brand Style Guide, prepared by Total Destination Marketing¹, for usage in the City efforts to promote the City to tourists. As part of the brand development process, Total Destination Marketing conducted online and phone surveys throughout the Puget Sound region, focus groups, and quantitative research on what name should be used to promote the City. The top names included Tukwila, Southcenter, and Seattle Southside.

Tukwila emerged as the strongest of the three candidates within the greater Seattle region. Most survey respondents had strong, positive reactions of the Tukwila name compared to Southcenter and Seattle Southside. Additionally, many well-known tourist amenities, such as Starfire Sports, and Westfield Southcenter, were identified as being in Tukwila by Puget Sound survey respondents.

Total Destination Marketing recommended, and the City Council supported, the use of the Tukwila name for the City marketing and tourism promotion activities. As part of the branding efforts, the City adopted a new wordmark and style guide to be used for certain City activities. The wordmark does not replace the City seal. In July of 2019 staff outlined to Community Development and Neighborhoods (CDN) how the tourism word mark would be used versus the City Seal (copy of the July 15, 2019 CDN memo is attached).

¹ Copies of all three documents can be found on Laserfiche. Staff can also provide hard copies if needed.

Tukwila Tourism Wordmark (the “Wordmark”)²





The Tukwila wordmark does not replace the City seal, which is used for general city business.

Tukwila City Seal (the “Seal”)



² The City also partners with the cities of Des Moines and SeaTac under the “Seattle Southside” brand. The Tukwila mark is not intended to replace the Seattle Southside brand.
[https://tukwilawa.sharepoint.com/sites/mayorsoffice/cc/Council Agenda Items/Mayor's Office/2020, Lodging Tax Memos/Memo, Branding, PED, 2020.06.01.docx](https://tukwilawa.sharepoint.com/sites/mayorsoffice/cc/Council%20Agenda%20Items/Mayor's%20Office/2020,%20Lodging%20Tax%20Memos/Memo,%20Branding,%20PED,%202020.06.01.docx)

Use of the City Seal, Department Marks, and the Tukwila Wordmark			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	Tukwila Wordmark 
Official City Business (government business, utility bills, etc.).	✓	✓	
Tukwilawa.gov.	✓	✓	
Tukwila Government social media accounts.	✓	✓	
Visitor and To Do Website (not yet developed).			✓
Social Media (Facebook, Twitter, Instagram, and LinkedIn) operated by Economic Development promoting the City to visitors and for business investment.			✓
Events and activities using lodging tax funds.			✓
Business Recruitment and Promoting City to and for Businesses			✓
Economic Development Operations	✓		✓
Economic Development Partnerships (Soundside and Seattle Southside Chamber). Would include presentations made at these organizations, promotional materials, etc.			✓
Partnerships related to tourism (Seattle Southside Regional Tourism Authority, Visit Seattle, Seattle Sports Commission, etc.)			✓

Signage			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	City Wordmark 
Signage at City facilities (City Hall, Fire Stations, TCC, etc.)	✓	✓	
Gateway Signage Into the City	Will be examined as part of tourist signage program.		
Directional Signage in Southcenter District, around Starfire Sports, Museum of Flight, and Tukwila South	Will be examined as part of tourist signage program.		

Street Pole Banners in Southcenter District, along East Marginal Way (near Museum of Flight) and around Starfire Sports.	Will be examined as part of tourist signage program.		
Over roadway banners in Southcenter District	Will be examined as part of tourist signage program.		
Regulatory Signage (subject to other limitations, such as Manual for Uniform Traffic Control, etc.)	✓		
Interpretative Signage in Southcenter District	✓		✓
Signage on podium for News Conferences (would depend on the City speakers and issue)	✓	✓	✓

Seattle Southside Name

In partnership with the Cities of Des Moines and SeaTac, the City of Tukwila markets itself under the “Seattle Southside” name to potential overnight guests throughout the United States. This marketing is done by Seattle Southside Regional Tourism Authority (SSRTA) under contracts with the three cities. Under the “Seattle Southside” name the three cities are communities under the “Seattle Southside” brand. Given that the “Tukwila” name is not well known outside the Puget Sound area, the Seattle Southside name allows the City to market itself better to tourists from outside the region. Many smaller communities throughout the nation associate themselves with the larger metropolitan in their area. For example, Pasadena, California identifies itself as part of the greater Los Angeles area.

DISCUSSION

Branding the City and promoting the City can have substantial positive benefits to the City and our community members in the following ways.

1. Tourism. Places with positive reputations tend to attract more visitors than places viewed negatively.
2. Community Pride. Community members (residents, business owners, people who work in the City) can get a sense of pride in seeing Tukwila portrayed in positive manner.
3. Business Attraction. Positive branding can help the City attract businesses to locate to the City. If people view a place positively, they will likely want to invest in the City. Likewise, if people view a place negatively, the likely avoid the City.

There are several issues that staff would like input from the City Council on with regards to branding.

Tukwila Address

Tukwila shares postal zip codes with adjacent cities, most notably Seattle. Many businesses use “Seattle” in their address field versus “Tukwila.” The U.S. Postal Service recommends “Seattle” for addressing but also accepts “Tukwila” and mail delivery works the same for either name. However, when a business uses the “Seattle” name versus the “Tukwila” name the City

loses indirect name association and people, who are not familiar with the area, may identify themselves as being in Seattle. For example, when someone has a positive experience at the Museum of Flight, they may think they are in Seattle and not Tukwila.

The biggest issue is with earned media. Seattle reporters regularly report on positive news stories in Tukwila as being in Seattle. This is common for events and activities taking place at the Museum of Flight. A positive example of the Tukwila name being used is with the Seattle Sounders and Seattle Seawolves. Both professional sports team regularly issue news releases listing "Tukwila" in the dateline.

Possible Solution: Launch a campaign or program to encourage businesses to identify themselves as being in Tukwila versus Seattle.

Tukwila Versus Southcenter Name

Many businesses identify their Tukwila locations as being in "Southcenter." This can create significant confusion. As part of the research done by Total Destination Marketing, some people associated Southcenter only with the mall, while others associated Southcenter as the business district in and around the mall. Westfield Southcenter has also noted that people will come into the mall looking for a store that has been advertised as being in "Southcenter," but which is located down the street. Several freeway signs also identify Tukwila exits from I-5 as being "Southcenter".

Southcenter is a business district that has a strong reputation and brand awareness. For example, many businesses that have locations throughout Seattle will identify specific locations as being in well-known Seattle neighborhoods, such as Queen Anne, Capitol Hill, or West Seattle. Yet, using the Southcenter name over the Tukwila name results in Tukwila losing an opportunity to create positive brand awareness.

Possible Solution: Launch a campaign or program to encourage businesses to identify themselves in marketing materials as being in Tukwila and not Southcenter. When the City uses the term "Southcenter" it should always be used in reference to the Southcenter District. The City should also explore having "Southcenter" signs along the freeway updated to reflect "Tukwila."

Lodging Tax Funding and the Tukwila Name

The City regularly awards funding to organizations within the City for tourism promotion activities. Several of these organizations do not actually identify themselves as being within the City of Tukwila, despite being physically located in the City. The most notable example is the Museum of Flight. The City loses out on branding opportunities when organizations do not actually identify themselves as being in Tukwila.

Possible Solution: Any organization that receives lodging tax funds must use Tukwila as the city name in their mailing address. In addition, any marketing done within the greater Seattle area (within 50 miles of the City) must identify the location as being in Tukwila if a location is mentioned. Outside of the 50 miles Seattle can be used for marketing.

Use of the Seattle Southside Name in the Puget Sound

SSRTA has begun to do marketing within in the greater Seattle area and identify well known Tukwila businesses as being in "Seattle Southside." While this marketing is important outside of the greater Seattle area, staff believes using the "Seattle Southside" name in the Puget Sound area is counterproductive to the City's branding efforts. Notable examples of this marketing include mailers that went out to residents and freeway signage (See attached).

Possible Solution: When the City set up and contracted with SSRTA for tourism services it did not envision that SSRTA would do marketing in the greater Seattle area. While there may be some overlap, any marketing done in the greater Seattle area should be focused on the “Tukwila” name. SSRTA’s two-year contract expires at the end of the year and staff would like to include provisions regarding how SSRTA markets within the greater Seattle area.

Third Party Marketing Contracts

SSRTA is the City’s primary destination marketing organization (DMO) serving the City. The goal of SSRTA is to help bring overnight guests to the cities of Tukwila, SeaTac, and Des Moines. Tukwila is viewed as one of the three communities that make up the Seattle Southside region. SSRTA markets Tukwila as a retail and entertainment community. Unfortunately, this is outdated and is not consistent with the branding adopted by the City. Tukwila internal brand focus is “accessible fun.” The City has shifted from wanting to be known as a shopping community to wanting to be known for a place to have affordable fun. Additionally, the City also wants to highlight its multi-culturalism.

For any organization doing marketing services to promote the City, it seems prudent for the City to have oversight in how the City is portrayed to ensure that the marketing is consistent with the City’s overall branding goals.

Possible Solution: The City should include contract language for any organization doing marketing for the City that ensures the brand of the City is portrayed correctly.

RECOMMENDATION

Discussion only.

ATTACHMENTS

- July 15, 2019 memo to CDN.
- SSRTA Mailers.



INFORMATIONAL MEMORANDUM

TO: **Community Development and Neighborhoods**

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

CC: **Mayor Ekberg**

DATE: **July 15, 2019**

SUBJECT: **Use of Tukwila's Marks, Logos and City Seal**

ISSUE

Staff would like Council input on the use of certain marks, logos and the City seal related to City business.

BACKGROUND

In December of 2017, the City Council adopted a motion endorsing the Tukwila Brand Blueprint, Brand Checklist, and Brand Style Guide, prepared by Total Destination Marketing¹, for usage in the City efforts to promote the City to both day and night tourists. This concluded the City's extensive brand development efforts focused on tourists. This brand development effort was not a citywide branding effort or intended to be used for general purpose City governmental operations.

Tukwila Tourism Wordmark (the "Wordmark")²

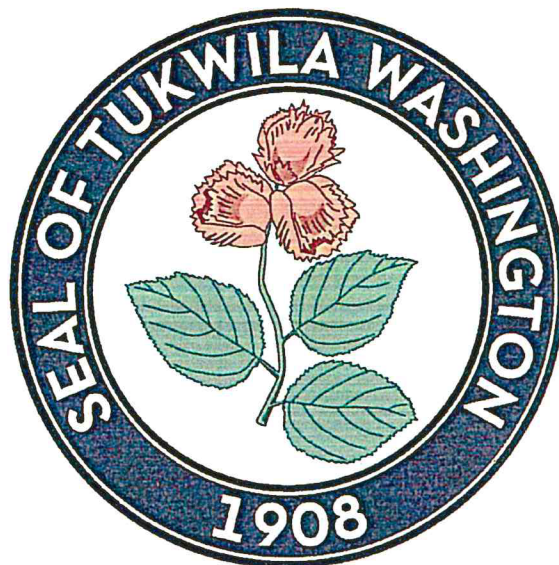


The Tukwila wordmark does not replace the City seal, which is used for general city business.

¹ Copies of all three documents can be found in the online records center. Staff can also provide hard copies if needed.

² The City also partners with the Cities of Des Moines and SeaTac under the "Seattle Southside" brand. The Tukwila mark is not intended to replace the Seattle Southside brand.

Tukwila City Seal (the “Seal”)



Since adoption in 2017, the City has used the Tukwila wordmark as part of campaigns to promote the City to tourists, with our tourist partners, and for lodging tax business. Staff has identified some additional possible uses of the Tukwila wordmark where staff would like input from the City Council. For example, one of the recommendations in the adopted “Tukwila Brand Checklist” was to install new gateway and wayfinding signage in tourist areas (Southcenter District, near Starfire Sports, and near the Museum of Flight) of the City. Additionally, Economic Development would like to use the wordmark in its activities to promote the City to prospective businesses and for Economic Development’s daily operations.



DISCUSSION

Many businesses and entities use more than one mark or logo to promote themselves. Having multiple marks or logos can be beneficial when communicating to different audiences. The table below briefly outlines how staff is proposing that the Tukwila wordmark be used versus the City Seal. Additionally, staff is also showing how individual department marks would be used.

Using the Tukwila wordmark over the City seal in limited circumstances provides the following benefits:

1. Readability. For digital and print ads, the wordmark is easier to read from a distance. The word “Tukwila” can easily be seen. If all someone saw is the wordmark, they know immediately that it is referencing “Tukwila.” However, if someone just sees the seal, they would have to look closer to see the word “Tukwila.”
2. Usability. The wordmark is easier to use, especially in a digital format. In fact, it was designed specifically for digital uses. The wordmark can be manipulated to different sizes without losing readability. Once the City seal is reduced in size the readability can be lost.
3. Voices. The wordmark and City seal can each have a distinct “voice.” This is a major advantage of using multiple seals or marks. The wordmark can be used for advertising, while the seal is reserved for general governmental business.

Design. The wordmark is designed to be incorporated into the design of an ad or promotion and it works well when used in this manner.

Possible Usages of the City Seal and Tukwila Wordmark			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	Tukwila Wordmark 
General City Business (government business, utility bills, etc.).	✓	✓	
Tukwilawa.gov.	✓	✓	
Future Business Promotion website			✓
Visitor and Things To Do Website (not yet developed).			✓
Social media, operated by Communications, Police, and Fire.	✓	✓	
Social media, operated by Economic Development promoting the City to tourists and business investment and recruitment.			✓
Vehicles	✓	✓	✓ ³
E-Signatures on emails	✓	✓	✓
Events and activities using lodging tax funds.			✓
Business Recruitment and Promoting City to and for Businesses			✓
Economic Development Operations	✓		✓
Business Cards, Envelopes, and Stationary	✓	✓	✓
Economic Development Partnerships (Soundside and Seattle Southside Chamber). Would include presentations made at these organizations, promotional materials, etc.			✓
Partnerships related to tourism (Seattle Southside Regional Tourism Authority, Visit Seattle, Seattle Sports Commission, etc.)			✓

Signage			
Usage	City Seal 	Department Marks (Fire, PD, and Parks)	City Wordmark 

³ Using lodging tax funds, one existing vehicle may be wrapped as advertisement. This vehicle could be used for tourism related activities and events sponsored by lodging tax.

INFORMATIONAL MEMO

Page 4

Signage at City facilities (City Hall, Fire Stations, TCC, etc.)	✓	✓	
Gateway Signage Into the City	Will be examined as part of tourist signage program.		
Directional Signage in Southcenter District, around Starfire Sports, Museum of Flight, and Tukwila South.	Will be examined as part of tourist signage program.		
Street Pole Banners in Southcenter District, along East Marginal Way (near Museum of Flight) and around Starfire Sports.	Will be examined as part of tourist signage program.		
Over roadway banners in Southcenter District, near Museum of Flight, and Starfire Sports.	Will be examined as part of tourist signage program.		
Regulatory Signage (subject to other limitations, such as Manual for Uniform Traffic Control, etc.)	✓		
Interpretative Signage in Southcenter District	✓		✓
Signage on podium for News Conferences (would depend on the City speakers and issue)	✓	✓	✓

Economic Development Usage

For the reasons outlined above, staff is proposing that the wordmark be used for most economic development functions. Economic Development does a considerable amount of outreach and promotion of the City to current and possible future businesses.

RECOMMENDATION

Staff is seeking Committee discussion and input, and will present this information to the full Council if requested.

ATTACHMENTS

None.

Welcome to



Did you know that you live in a tourist destination? The combined cities of Des Moines, SeaTac, and Tukwila make up the region we call Seattle Southside.

The Seattle Southside Regional Tourism Authority (RTA) is your local destination marketing organization. We are responsible for promoting the community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the RTA strengthens the economic position and provides opportunities for people in our community. Seattle Southside RTA is funded by a self-assessed hotel fund and supported by lodging taxes from SeaTac, Tukwila and Des Moines.

To learn more visit SeattleSouthside.com/About

Upcoming
Events

2/22

Rainier Symphony

Foster Performing Arts Center

2/22 & 2/29

Seattle Seawolves

Starfire Stadium

3/7

Poverty Bay Wine Festival

Highline College Pavilion

More Events: SeattleSouthside.com/Events



3100 S 176th St, SeaTac, WA 98188 | SeattleSouthside.com

Hidden Gems of Seattle Southside

Popular tourist attractions like The Museum of Flight and Westfield Southcenter are popular for a reason, but sometimes the places that go unnoticed ought to have just as much fanfare. From places to see and do (and eat) off the beaten path in Seattle's Backyard, here are some of the best hidden gems in Seattle Southside.

Highline SeaTac Botanical Garden:

Enjoy a peaceful walk through the Highline SeaTac Botanical Garden. This is one of those FREE attractions that people always fall in love with...once they know it exists. The paradise garden is full of life and vibrant colors of dazzling flowers. Stroll down the hill to the Seike Japanese Garden for a moment of Zen and a picture or two for Instagram. Once again...the experience is totally FREE!

Waterland Arcade

Located just off the Des Moines Marina, the Waterland Arcade effortlessly combines a variety of classic pinball/arcade games for all ages with a craft beer bar for adults. The goal of the Waterland Arcade is to be a fun, safe, positive, family-friendly spot for nostalgic entertainment.

MaST Center Discovery Days

The Marine Science and Technology Center on Redondo Beach is home to over 250 aquatic species native to Puget Sound. Every Saturday, MaST Center opens to the public free of charge, giving families the opportunity to walk under their 38-foot Gray whale skeleton, learn about the sea creatures and touch a few in one of their two huge touch tanks.

Star Coffee

Why does an Ethiopian restaurant have the name "Star Coffee?" Try one of their espressos made from imported Ethiopian coffee beans and you'll have a pretty good idea. It's some powerful (and delicious) stuff! Combine the lattes, mochas, and drip coffees with their authentic Ethiopian dishes and you've got a winning combination.

Grazie Ristorante

Hiding in a corner along Southcenter Parkway, right next to the Men's Warehouse, you've probably driven by this Italian eatery any time and didn't even realize it. Since 1991, the owners

have been taking their entire staff to different cities in Italy to experience the food, flavors and vibe of country, then take what they learn back to Grazie for all of us to enjoy!

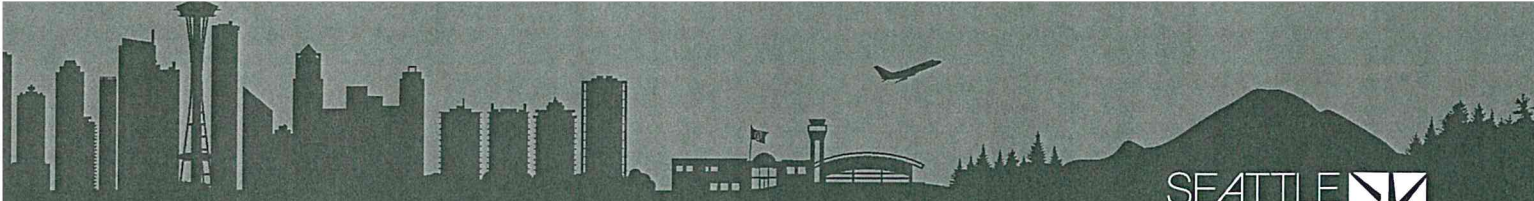
Copperleaf Restaurant at Cedarbrook Lodge

Copperleaf Restaurant and Bar, Cedarbrook's award-winning restaurant, serves lunch and dinner. Offering both indoor and outdoor fireside dining, guests can enjoy a wide variety of local liquors, wines and brews along with authentic and unique culinary masterpieces inspired by quintessentially Northwest ingredients.

Additional Hidden Gems to Explore:

- **85 Degree Bakery:** Taiwanese café and bakery featuring sweet and savory breads and famous hot and cold coffee concoctions.
- **North SeaTac Park:** Local park featuring walking trails, a BMX track, RC racetrack and disc golf course.
- **Boiling Point:** Purveyor of delicious Taiwanese soup and hot pot cuisine!
- **The BBQ Schacht:** A modest, hole-in-the-wall restaurant with incredible, award-winning BBQ.
- **The Pancake Chef:** A breakfast institution for over 60 years.
- **Seattle Southside Visitor Center:** The epicenter of fun ideas and things to do for travelers and locals alike.

For more reasons to visit and hidden gems to find in Seattle Southside, visit SeattleSouthside.com.



Why call it Seattle Southside?



Have you ever wondered why the RTA refers to the area comprised of SeaTac, Tukwila, and Des Moines as "Seattle Southside?" It's a question we commonly get from visitors, meeting planners, residents, and our friends at KIRO radio. It all started in 2002 after the successful "Think Tukwila" branding campaign by the City of Tukwila. The City of SeaTac created an agreement with Tukwila to jointly market the two cities to leisure and business travelers. After hiring independent research firms to conduct focus groups in the search for a name best suited to identify this new Tukwila/SeaTac partnership, the name "Seattle Southside" was selected as the best option to appeal to travelers.

The name Seattle Southside was chosen to geographically align the destination with Seattle so potential visitors who may be unfamiliar with the individual cities would be able to identify the region and its proximity to downtown Seattle. In 2006, the City of Des Moines joined SeaTac and Tukwila under the name of Seattle Southside Visitor Services. In 2014, Seattle Southside hoteliers petitioned the cities to create a self-assessed tourism promotion area fund to increase funding for tourism marketing and promotion; thus, the Seattle Southside Regional Tourism Authority you know today was established in 2015.

To learn more visit SeattleSouthside.com/About

3100 S 176th St, SeaTac, WA 98188 | SeattleSouthside.com



Keep In Touch

Seattle Southside
Regional Tourism Authority



SeattleSouthside



SeattleSouthside1
YouTube.com/



SeattleSouthsid



@SeattleSouthsid



@SeattleSouthside



How to Support Local Businesses

We lean on the hospitality industry for the most important moments of our lives. Now, it's their turn to lean on us. If there was ever a time to show support for your neighbors and local businesses, it is now. Here are some tips to support your favorite local spots while practicing social distancing.



Order Take-out/Delivery

Your favorite restaurants may have had to shut their dining rooms, but many of them still offer take-out or delivery.



Purchase Gift Cards/Items from Online Shops

Buy gift cards so the business receives the funds now and you can treat yourself later.



Donate Tickets

If you had tickets to anything, and you're financially stable, please consider donating your ticket money and not requesting a refund.



Share Content on Social Media

Share posts from local businesses on social media to help spread the word.



Donate

Small businesses are being hit the hardest by the current public health crisis. If possible, donate what you can to help them in their time of need.



Leave Generous Tips

If you can, leave a generous tip for the restaurant, servers and delivery drivers. Consider being extra generous on tips for restaurant workers and delivery drivers, since their income will have dropped significantly.

For a list of Seattle Southside restaurants offering take out and businesses selling gift cards, visit **SeattleSouthside.com**.



INFORMATIONAL MEMORANDUM

TO: Planning and Economic Development Committee

FROM: Derek Speck, Economic Development Administrator

CC: Mayor Ekberg

DATE: May 27, 2020

SUBJECT: Business Recovery Update: Reopening Phases

ISSUE

This item is intended as an overview of Washington State's phases of business reopening.

BACKGROUND

On February 29th, 2020 Governor Inslee proclaimed a state of emergency in Washington State due to the COVID-19 outbreak. On March 16, 2020 Governor Inslee announced a statewide closure of all restaurants, bars, entertainment and recreational facilities, and a limit on large gatherings, due to the rapid increase in COVID-19 cases. On March 23rd, the Governor issued the Stay Home Stay Healthy order which required all non-essential business functions to close from March 25th through May 4th. On May 4th he extended that order through May 31st.

On April 21st the Governor announced the State's recovery plan "Safe Start" and explained that the loosening of restrictions will look more "like the turn of a dial than the flip of a switch." Businesses and activities will be allowed to reopen in four phases. On May 5th all counties started in Phase 1. The movement to future phases and reopening of businesses will be dependent on the decrease of COVID-19 infections and deaths which will be dependent on sufficient testing, contact identification, personal protective equipment for those who need it, and adequate capacity in our health care system. As of May 25th, twenty-one of Washington State's counties have moved into Phase 2.

To apply for a variance, counties must have an average of less than 10 new cases per 100,000 residents over a 14-day period. The application process requires support from the local health officer, the local board of health, local hospitals, and the county commission/council.

Each county must demonstrate they have adequate local hospital bed capacity as well as adequate PPE supplies to keep health care workers safe. The application must include plans for:

- Making testing available and accessible to everyone in the county with symptoms.
- Staffing case investigations and contact tracing.
- Housing people in isolation or quarantine who can't or don't want to do so at home.
- Providing case management services to those in isolation and quarantine.
- Responding rapidly to outbreaks in congregate settings.

The variance requests are reviewed by the secretary of health, who can approve the plans as submitted, approve with modifications or deny the application. If circumstances change within the jurisdiction, the variance can be revoked.

When a county moves into Phase 2, businesses that reopen must follow State Guidance on safety procedures for their industry. A list of the Guidance documents is attached.

Statewide, essential businesses continue to be open. Non-essential businesses that may reopen during Phase 1 include: landscaping and lawn care, vehicle sales, pet-walking, car washes, and curb-side retail.

In Tukwila, currently many retail and related businesses are closed or just selling curbside retail. Stores selling essential items such as groceries, pharmaceuticals, and electronics (Costco, Target, Seafood City, Saar's Supersaver, Bartells, Walgreens, Best Buy, Video Only, etc.) are open. Westfield Southcenter mall is closed but some of its stores are selling curbside retail. Restaurants are only open for pick-up and delivery. Admissions and gambling based businesses are closed. Tukwila has some other essential businesses that are open such as in logistics or food production, but many are operating at reduced levels.

DISCUSSION

One of the key questions is when will King County be ready and allowed to move into Phase 2. Among other criteria, in order to get a variance to move into Phase 2 ahead of the whole State, King County would need to average fewer than 10 new cases during a two-week period. During the two-week period of May 3 through 17, King County had 39 cases per 100,000 residents.

According to the King County Health Department website as of May 27, there should be enough testing capacity for anyone in the County who has symptoms and anyone who has been in close contact with someone who has symptoms to get tested. Depending on how successful we are with isolation, contact tracing, and quarantining the risk of spread may continue to decline. Recently, the Institute for Disease Modeling (IDM) showed that a comprehensive program of increased testing, isolation of infected people, and contact tracing with quarantine of home and work contacts could prevent growth in the epidemic as King County gradually re-opens the economy (and relaxes some physical distancing measures) to approximately 75% of pre-pandemic level of public activities. See attached King County Public Health Insider report for more information.

FINANCIAL IMPACT

No budget changes are requested at this time.

RECOMMENDATION

Information and discussion only.

ATTACHMENTS

WA State Safe Start presentation

WA State Reopening Guidance for Businesses and Workers

King County Public Health Insider



Safe Start Washington



A Phased Approach to Recovery

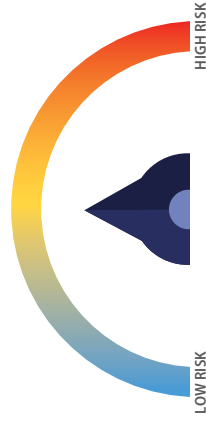
ISSUED BY THE OFFICE OF THE GOVERNOR | MAY 4, 2020



Safe Start Washington Governor Jay Inslee

Governor Jay Inslee, in collaboration with the Washington State Department of Health, has established a data-driven approach to reopen Washington and modify physical distancing measures while minimizing the health impacts of COVID-19.

This approach reduces the risk of COVID-19 to Washington's most vulnerable populations and preserves capacity in our health care system, while safely opening up businesses and resuming gatherings, travel, shopping, and recreation. The plan involves assessing COVID-19 activity in the state along with health care system readiness, testing capacity and availability, case and contact investigations, and ability to protect high-risk populations.



COVID-19 Disease Activity

COVID-19 DISEASE ACTIVITY

Before reopening Washington and modifying physical distancing measures, COVID-19 disease burden must be low and decreasing as measured by:

- Number and trend of COVID-19 cases, hospitalizations and deaths in Washington State
- Modeling data, including Institute for Disease Modeling on Puget Sound area rates of COVID-19 spread, University of Washington Institute for Health Metrics and Evaluation modeling, and Youyang Gu modeling
- Mobility trends in Washington State, including WSDOT traffic data and Google Mobility Data

READINESS AND CAPABILITIES NEEDED

The Department of Health and local public health officials will monitor data to assess our state's readiness for safely reopening and modifying physical distancing measures. In addition to a low and decreasing disease burden, readiness must be achieved in four key areas to proceed from where we are now in the "Stay Home, Stay Healthy" order (Phase I) to Phase II, III and IV of the plan. The four key areas include healthcare system readiness, testing capacity and availability, case and contact investigations, and ability to protect high-risk populations. The overall goals for each area, along with the pertinent data that will be considered, are detailed below.





Health Care System Readiness

1. Health Care System Readiness

Adequate bed capacity, staffing and supplies in the health care system to handle a surge in COVID-19 cases, measured by:

- Number and percentage of licensed beds and ICU beds available in hospitals
- Number of available ventilators
- Days of personal protective equipment (PPE) supply available at hospitals, long-term care facilities, and other health care settings
- Ability of the state to fill high priority PPE requests from local emergency management agencies
- Ability of hospitals and other health care facilities to surge and coordinate movement of patients



Testing Capacity and Availability

2. Testing Capacity and Availability

Ability for everyone with COVID-19 symptoms and those with high-risk exposures to be tested immediately using a polymerase chain reaction (PCR) test and rapidly receive test results as measured by:

- Geographic distribution of testing sites and ability to serve the entire population
- Number and capacity of laboratories in Washington performing COVID-19 testing
- Availability of sufficient swabs, viral transport media, lab reagents, and other materials required for COVID-19 testing
- Number of tests performed per day



Case and Contact Investigations

3. Case and Contact Investigations

Ability to rapidly isolate those with COVID-19, identify and quarantine their contacts, and provide case management services as measured by:

- Number of investigators trained and working
- Plans for case management
- Availability of isolation and quarantine facilities in local jurisdictions
- Percent of cases investigated within 24 hours of receipt of positive test report
- Percent of contact investigations initiated within 48 hours of receipt of positive test report





4. Ability to Protect High-Risk Populations

Ability to immediately respond to outbreaks in congregate settings, such as long-term care facilities, behavioral health facilities, agricultural worker housing, homeless shelters and correctional facilities, and address the needs of other high-risk populations, including the elderly and the medically frail, measured by:

- Number of outbreaks in long-term care facilities
- Demographic data, including race/ethnicity data, on COVID-19 cases, hospitalizations and deaths
- Ability of local or state strike teams with adequate PPE to respond to an outbreak within 24 hours

ALL INDIVIDUALS AND BUSINESSES

Until there is an effective vaccine, effective treatment or herd immunity, it is crucial to maintain some level of community interventions to suppress the spread of COVID-19 throughout all phases of recovery. This includes heightened protections for the health and safety of workers in essential sectors, people living and working in high-risk facilities (e.g., senior care facilities) and all other workers.

All Washingtonians have a responsibility to protect themselves and others. Each phase, while allowing for additional services to open and return to full capacity, is grounded in the following required basic practices:

Guidance for Individuals

All phases – Individuals should continue to:

- Engage in physical distancing, staying at least six feet away from other people
- Wear cloth face coverings in public places when not eating or drinking (cloth face coverings should not be placed on children younger than 2 years of age, anyone who has trouble breathing, or is unconscious, incapacitated or otherwise unable to remove the cover without assistance)
- Stay home if sick
- Avoid others who are sick
- Wash hands frequently with soap and water (use hand sanitizer if soap and water are not available)
- Cover coughs and sneezes
- Avoid touching eyes, nose and mouth with unwashed hands
- Disinfect surfaces and objects regularly



Requirements for All Employers

All phases – Employers are required to:

- Maintain the six-foot physical distancing requirements for employees and patrons. Adopt other prevention measures such as barriers to block sneezes and coughs when physical distancing is not possible for a particular job task.
- Provide services while limiting close interactions with patrons.
- Provide adequate sanitation and personal hygiene for workers, vendors and patrons. Ensure employees have access to hand washing facilities so they can wash their hands frequently with soap and running water.
- Ensure frequent cleaning and disinfection of the business, particularly of high-touch surfaces.
- Identify personal protective equipment (PPE) and cloth facial coverings in accordance with L&I requirements on facial coverings and industry specific COVID-19 standards. Provide the necessary PPE and supplies to employees.
- Identify strategies for addressing ill employees, which should include requiring COVID-19 positive employees to stay at home while infectious, and potentially restricting employees who were directly exposed to the COVID-19 positive employee. Follow CDC cleaning guidelines to deep clean after reports of an employee with suspected or confirmed COVID-19 illness. This may involve the closure of the business until the location can be properly disinfected.
- Educate employees about COVID-19 in a language they best understand. The education should include the signs, symptoms and risk factors associated with COVID-19 and how to prevent its spread.
- On a case-by-case basis, as directed by federal, state and local public health and workplace safety officials, implement other practices appropriate for specific types of businesses, such as screening of employees for illness and exposures upon work entry, requiring non-cash transactions, etc.
- Follow requirements in [Governor Inslee's Proclamation 20-46 High-Risk Employees – Workers' Rights](#).
- Keep a safe and healthy facility in accordance with state and federal law, and comply with COVID-19 worksite-specific safety practices, as outlined in Governor Inslee's "Stay Home, Stay Healthy" Proclamation 20-25, and in accordance with the Washington State Department of Labor & Industries [General Coronavirus Prevention Under Stay Home, Stay Healthy Order](#) and the Washington State Department of Health [Workplace and Employer Resources & Recommendations](#).
- Challenge Seattle and the Washington Roundtable have developed a [business checklist](#) which is a great starting point for businesses as they prepare for a Safe Start. Our shared goal is to establish clear requirements that everyone can understand and apply — employers, workers and customers.

Businesses are also expected to implement any additional requirements developed specifically for their industry, such as those that have been established for construction.



PHASED APPROACH TO REOPENING WASHINGTON AND MODIFYING PHYSICAL DISTANCING MEASURES

Phase I of reopening Washington begins on May 5, 2020. When COVID-19 disease burden is low and decreasing and the four above capabilities are met, the Governor will issue an order for the state to move into future phases. The state will stay in every phase for a **minimum of three weeks**. During that time, the Department of Health and the Governor will re-evaluate the above indicators and determine if the state should remain in the current phase, advance to the next phase or return to the previous phase. No phase will last less than three weeks before moving to the next phase, in order to allow one complete disease incubation period plus an additional week to compile complete data and confirm trends.

The following table shows the phased approach for reopening businesses and resuming activities not authorized under Proclamation 20-25. **This phased approach may be adjusted as the pandemic evolves.** The industries listed are not an exclusive or exhaustive list of industries. Businesses listed in each phase of the plan will have industry-specific guidance and safety criteria developed to ensure workplace safety and public health are maintained. Those business activities are not authorized to open until the industry-specific guidance and safety criteria are issued.

A number of different factors were considered when deciding which activities could be resumed and which businesses could be reopened in various phases. These factors included:

- Risk of disease spread during the individual or business activity
- Number of people who could potentially be infected during the individual or business activity
- Economic benefits to opening the business
- Individual benefits to opening the business

Additional plans for a phased approach to restarting health care and educational activities are under development.

Families are adjusting to a new way of life, and we understand the impacts this is having on them. The connection between education, childcare, youth sports, summer programs and extracurricular activities is critical and must be viewed from a holistic lens to ensure equity and high quality of life. As we prepare for what the reopening of school looks like, we will be working closely with the Department of Health, Office of the Superintendent for Public Instruction, Department of Children, Youth and Families, and parents to release plans in the future.

While childcare is currently an essential business activity and a key component to the reopening plan, we know there is more to do. The state will continue efforts to ensure adequate access and affordability for families.



WASHINGTON'S PHASED APPROACH

Modifying Physical Distancing Measures as we Reopen the State

INDIVIDUALS AND BUSINESSES SHOULD FOLLOW ALL REQUIREMENTS LISTED ABOVE DURING ALL PHASES



Phase 1



Phase 2



Phase 3



Phase 4

High-Risk Populations*

Continue to Stay Home, Stay Healthy

Continue to Stay Home, Stay Healthy

Continue to Stay Home, Stay Healthy

Resume public interactions, with physical distancing

Recreation

Some outdoor recreation (hunting, fishing, golf, boating, hiking)

Outdoor recreation involving fewer than 5 people outside your household (camping, beaches, etc.)

- Outdoor group recreational sports activities (5–50 people)
- Recreational facilities at <50% capacity (gyms, public pools, etc.)
- Professional sports without audience participation (horseshoeing, baseball, etc.)

Resume all recreational activity

Gatherings (social, spiritual)

- None
- Drive-in spiritual service with one household per vehicle

Gather with no more than 5 people outside your household per week

Allow gatherings with no more than 50 people

Allow gatherings with >50 people

Travel

Essential travel and limited non-essential travel for Phase 1 permissible activities

Essential travel and limited non-essential travel for Phase I & II permissible activities

Resume non-essential travel

Continue non-essential travel

Business/ Employers

- Essential businesses open
- Existing construction that meets agreed upon criteria
- Landscaping
- Auto/RV/Boat/ORV sales
- Retail (curb-side pick-up orders only)
- Car washes
- Pet walkers

- Remaining manufacturing
- Additional construction phases
- In-home/domestic services (nannies, housecleaning, etc.)
- Retail (in-store purchases allowed with restrictions)
- Real estate
- Professional services/office-based businesses (telework remains strongly encouraged)
- Hair and nail salons/barbers
- Pet grooming
- Restaurants <50% capacity table size no larger than 5

- Restaurants/taverns <75% capacity/ table size no larger than 10
- Bar areas in restaurant/taverns at <25% capacity
- Movie theaters at <50% capacity
- Customer-facing government services (telework remains strongly encouraged)
- Libraries
- Museums
- All other business activities not yet listed except for nightclubs and events with greater than 50 people

- Nightclubs
- Concert venues
- Large sporting events
- Resume unrestricted staffing of worksites, but continue to practice physical distancing and good hygiene

*High-risk populations are currently defined by CDC as: persons 65 years of age and older; people of all ages with underlying medical conditions (particularly not well controlled); including people with chronic lung disease or moderate to severe asthma; people who have serious heart conditions; people who are immunocompromised; people with severe obesity; people with diabetes; people with chronic kidney disease undergoing dialysis; and people with liver disease; people who live in a nursing home or long-term care facility.

COUNTY VARIANCE REQUESTS

The Department of Health recognizes that there are currently some small counties with a population of less than 75,000 that have not identified a resident with COVID-19 for the past three weeks. These counties have the opportunity to apply for a variance to move to Phase II of this plan before the rest of the state. To apply for a variance, the local jurisdiction must follow the below process and submit the following materials to the Department of Health. County variance applications will be approved or denied by the Secretary of Health.

1. **The process must adhere to the following steps:**
 - a. The local public health officer must submit a signed recommendation to the local board of health with one of the following recommendations: not request a variance and stay in Phase I, request a variance to include all of the Phase II modifications above, or request a variance to include a subset of Phase II modifications.
 - b. The local board of health, if they choose to move forward with a variance request, must vote on such a request.
 - c. The local hospital(s) must submit a letter certifying that they have adequate bed capacity to serve their community and adequate PPE supplies to keep their workers safe.
 - d. The county commission/council must request to move to Phase II (or a subset of Phase II) of the plan.
2. **The county commissioner must submit a letter requesting a variance, the letter from the local hospital certifying they have adequate bed capacity to serve their community and adequate PPE supplies to keep their workers safe, and a document that includes the following information to the Department of Health:**
 - a. Plans to make COVID-19 testing available and accessible to everyone in the county with symptoms consistent with COVID-19.
 - b. The number of tests performed by week over the past three weeks.
 - c. The number of people trained and ready to perform case investigations and contact tracing.
 - d. Plans to house people in isolation or quarantine who do not have a home or wish to isolate or quarantine themselves outside of their home.
 - e. Plans to provide case management services to cases and contacts in isolation and quarantine.
 - f. Plans to rapidly respond to outbreaks in congregate settings.



3. Included with this application are documents demonstrating approvals and endorsements for all of the following:

- a. The local public health officers' recommendation to the Board of Health.
- b. Documentation of the vote of the Board of Health, including the motion and the vote totals.
- c. Letters from all hospitals used by the county certifying their bed capacity for COVID-19 patients and PPE supplies.
- d. Documentation of the vote of the county commission, including the vote totals.

In the next two weeks, the Department of Health and Governor Inslee will consider additional criteria which could include cases per capita for allowing other counties to apply for a variance. Local jurisdictions will be allowed to partially implement a phase.



COVID-19

For the latest COVID-19 health guidance, statistics and resources, [visit Coronavirus.wa.gov](https://www.coronavirus.wa.gov).

Washington Governor - Jay Inslee

COVID-19 Reopening Guidance for Businesses and Workers

For the latest COVID-19 information and resources visit [coronavirus.wa.gov](https://www.coronavirus.wa.gov).

On May 4th, 2020 Governor Inslee signed [Proclamation 20-25.3](#) and outlined the “[Safe Start](#)” plan, a phased approach to re-open Washington’s economy. Under the plan, businesses and activities will re-open in phases with adequate social distancing measures & health standards in place. Businesses may also need to meet additional requirements developed specifically for their industry.

Essential Business Guidance

Many parts of the economy are already allowed to operate safely as essential businesses. For a list of essential businesses click [here](#).

- [Construction Guidance](#) – issued March 25
- [Real Estate and Mortgage Guidance](#) – issued March 27
- [Funeral Guidance](#) – issued March 28
- [Automotive, Energy, Food and Agriculture, Healthcare/Public Health, In-Home Care, Maintenance, Recreation, Real Estate, and Retail Guidance](#) – issued March 31
- [Outdoor Guidance](#) – issued April 27
- [Elective Surgeries Guidance](#) – issued April 29
- [List of approved essential workforce education programs](#) – issued May 7 (Updated May 19)
- [Essential workforce education program standards](#) – issued May 7
- [Commercial driver license guidelines](#) – issued May 7

Phase 1 Business Activity Guidelines

- [Construction](#) – issued April 24
- [Additional Construction Guidance](#) – issued April 29
- [Vehicle and Vessel Sales Guidance](#) and [Frequently Asked Questions](#) – issued May 6
- [Spiritual drive-in services](#) – issued May 6
- [Car Washes Requirements](#) – issued May 7
- [Landscape Services and Outdoor Maintenance Industry](#) – issued May 8
- [Pet Walking Industry](#) – issued May 8
- [Curbside Retail](#) – issued May 8
- [Outdoor Recreation](#) – issued May 14
- [Outdoor Recreation Additional Guidance](#) – issued May 26
- [Outdoor Recreation- Golf](#) – issued May 15

Phase 2 Business Activity Guidelines

- [Additional Guidance on Voluntary Contact Information](#) – issued May 15
- [Dine-in restaurants and taverns](#) – issued May 11
- [In-store retail](#) - issued May 12
- [Additional manufacturing operations](#) - issued May 12

- [Professional Services](#) - issued May 13
 - [Personal Services](#) (including Cosmetologists, Hairstylists, Barbers, Estheticians, Master Estheticians, Manicurists, Nail Salon Workers, Electrologists, Permanent Makeup Artists, Tattoo Artists, Cosmetology Schools and Esthetics Schools) - issued May 13
 - [Outdoor Recreation](#) – issued May 14
 - [Outdoor Recreation Additional Guidance](#) – issued May 26
 - [Outdoor Recreation- Golf](#) – issued May 15
 - [Construction](#) – issued May 15
 - [Professional Photography](#) – issued May 15
 - [Pet Grooming](#) – issued May 18
 - [Fitness](#) – issued May 19
 - [Real Estate](#) – issued May 19
-



PUBLIC HEALTH INSIDER

OFFICIAL INSIGHTS FROM PUBLIC HEALTH – SEATTLE & KING COUNTY STAFF



RESULTS FROM NEW MODEL SHOW NECESSITY OF ROBUST CONTACT TRACING AND OTHER MEASURES TO PREVENT RESURGENCE IN EPIDEMIC

Public Health Insider

A comprehensive program of increased testing, isolation of infected people, and contact tracing with quarantine of home and work contacts could prevent growth in the epidemic as King County gradually re-opens, according to a [new modeling report](#) by the Institute for Disease Modeling (IDM).

The report also found that there was little room to increase public interaction without risk of exceeding the effective reproductive rate of 1.0, a critical threshold for preventing growth in new cases locally. This report finding signals the need for caution in reopening to avoid a return to rapidly growing infections and deaths.

“Our community’s initial compliance with the stay at home directive and other COVID-19 precautions such as physical distancing, avoiding non-essential activities and large gatherings and good hand hygiene has greatly reduced the spread of COVID-19 in King County,” said Dr. Jeff Duchin, Health Officer for Public Health – Seattle & King County. “This report suggests that additional efforts will be needed to allow us to gradually increase our activities without risking a dangerous increase in cases, hospitalizations and severe illnesses that could overwhelm our healthcare system.”

About the model

This new report is different than [previous IDM analyses](#) for King County, which work to understand and explain the current and historical trajectory of the COVID-19 epidemic locally. By comparison, the “Covasim” model allows for more complex simulations in order to better understand and estimate the impact of interventions such as home quarantine and contact tracing, and how they would enable the relaxation of some physical distancing measures as part of reopening the economy. The two types of reports complement one another and are drawn from the same [data sources](#) for King County supplied by the Washington State Department of Health.

Covasim is an agent-based model, meaning that it simulates the actions of individuals and their contacts to answer questions about the spread of disease. The Covasim model, which is open source, uses demographic information such as age and population size; realistic transmission networks, including in the home, schools, workplaces and communities; age-specific disease outcomes; and disease-transmission dynamics. This new report generated by the Covasim model simulates a representative sample of 2.25 million King County residents.

“The COVID-19 pandemic has created an urgent need for models that can predict epidemic trends, explore intervention scenarios and estimate resource needs,” said Dr. Daniel Klein, Computational Science Research Lead at IDM. “Agent-based models such as Covasim represent another powerful tool for decisionmakers to understand the impact of different policy choices related to reopening society and the economy.”

While agent-based modeling is able to capture many details of populations and disease transmission, the work has important limitations and assumptions that could impact the findings. They include inherent delays in data; the choice of model input data; a skewing toward younger ages for cases and deaths in the model; and not accounting for COVID-like symptoms due to other respiratory conditions.

Details of report findings

The goal of the Covasim analysis is to quantify the delicate balance between relaxing physical distancing and increasing countermeasures, including contact tracing, to keep the COVID-19 epidemic under control. The aim is to keep the effective reproductive rate under 1.0, to avoid a rapid rise in cases.

The model found that having a comprehensive program consisting of household and workplace quarantine, contact tracing, and increased testing could allow for increasing levels of public activity and reopening of the economy, reflected in the report as transmission potential. Transmission potential is reported as a percentage, with 100% equaling pre-pandemic levels of public activities.

“Agent-based models like Covasim have many inputs to account for the local context and latest science. However, even if we plug in best-guess numbers for King County, there’s a lot we don’t know,” said Klein. “We use computer algorithms to automatically choose values for the least-known model inputs, with reasonable limits, to ensure the model output match the number of tests, diagnoses, and deaths by age.”

One of the unknown model inputs was the amount people are avoiding COVID-19 by staying home from work and taking personal precautions. By calibrating to the data, the IDM researchers found that as of April 25th, transmission at workplaces and in the community was down to just 33% of what it would have been if no distancing or precautions were taken. This result is necessarily in the past because COVID infections take a while to show up in data.

The model shows how increased transmission associated with a return to workplaces and public activities can be offset by varying levels of countermeasures. Several possible countermeasures are explored, ranging from simple isolation of diagnosed individuals to a comprehensive program that includes for additional testing, contact tracing, and high levels of compliance with household quarantine.

Compared to the estimated level of 33% transmission potential on April 25th, comprehensive measures could counteract an increase in transmission potential up to 75% of pre-COVID levels. While schools remain closed in this scenario, some lesser level of distancing measures would be retained, and will likely be needed until effective treatments and a vaccine are developed. One such measure not included in the IDM report is cloth face coverings, which people in King County have been **directed to use** and could further reduce COVID-19 risk.

Another finding of the report is that based on the level of activity on April 25th, the transmission potential in workplaces and in the community could be increased marginally from 33% on April 25th to 38% while still avoiding a rapid rise in cases. However, this scenario does not take into account any potential increases in public interaction patterns that may have occurred since that time. As a result, this finding may no longer be accurate, spotlighting the need for caution in reopening.

Next steps

Dr. Duchin detailed community-wide actions needed to reopen the economy and prevent another surge in local cases:

“To move forward while decreasing risk sufficiently, we need to diagnose people with COVID-19 earlier in the course of illness and ensure that infected people are safely and rapidly isolated from others. We also need to ensure that the household members and other close contacts of COVID-19 cases are rapidly identified and quarantined.

“It’s critical to remember that many COVID-19 cases are spread from people without symptoms. All of us must continue to do everything we can to prevent ourselves from becoming infected and from spreading COVID-19 to others unknowingly.

“For example, all businesses, workplaces and other organized activities should be sure to take the required COVID-19 safety measures to reduce the risk of spread and protect their workers and the public.

“We also need to continue to practice physical distancing, minimize close contact with others in the community, and avoid poorly ventilated areas and crowded places where distancing is not possible. Frequent hand washing and use of hand sanitizer and regularly cleaning and disinfecting frequently touched surfaces remain important. Please remember to use cloth face masks in public to protect one another and reduce the spread of COVID-19 as we increase our activities.”

Report link:

https://covid.idmod.org//data/Modeling_countermeasures_for_balanced_reopening_King_County_Washington.pdf

For more information about the open source Covasim model and its methodology:

https://covid.idmod.org/data/Covasim_model_report.pdf

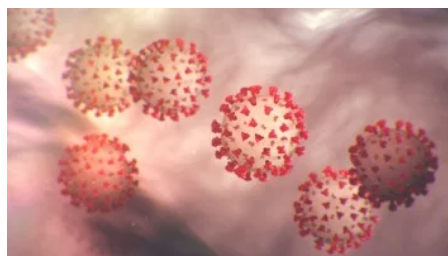
IDM shapes global efforts to eradicate infectious diseases and to achieve permanent improvements in the health of those most in need. An institute within the Global Good Fund, IDM is a collaboration between Intellectual Ventures and Bill and Melinda Gates. IDM is contributing modeling and analytic services to local and state governments to support COVID-19 response efforts.

Originally published 5/26/20

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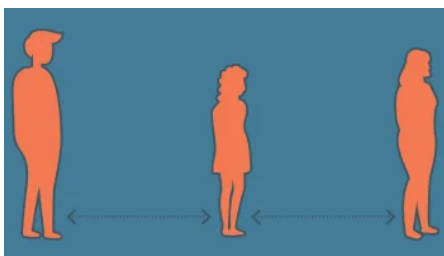
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REPORT: PROMISING RESULTS OF SOCIAL DISTANCING TO SLOW SPREAD OF COVID-19; HEALTH OFFICIALS STRESS IMPORTANCE OF CONTINUED MEASURES

April 15, 2020

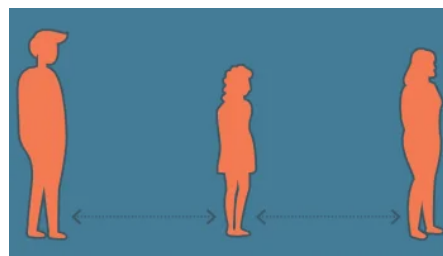
In "Novel Coronavirus"



NEW MODELING REPORTS SUGGEST POSITIVE IMPACT OF SOCIAL DISTANCING MEASURES ON COVID-19 EPIDEMIC, BUT MORE PROGRESS NEEDED

March 30, 2020

In "Communicable Disease"



UPDATE: COVID-19 TRANSMISSION DECLINE SLOWING, RAPID RISE AT RISK WITHOUT CONTINUED SOCIAL DISTANCING

April 24, 2020

In "Novel Coronavirus"

< MEDIA RELEASE: MORE LOCATIONS FOR COVID-19 TESTING AT NO COST AVAILABLE THROUGHOUT KING COUNTY

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Public Health - Seattle & King County

@KCPubHealth



Anyone with [#COVID19](#) symptoms, or close contact with someone who has the disease, should be tested.

Testing is increasingly available in King County. Learn more. kingcounty.gov/covid/testing

Feeling sick? Get tested for COVID-19.

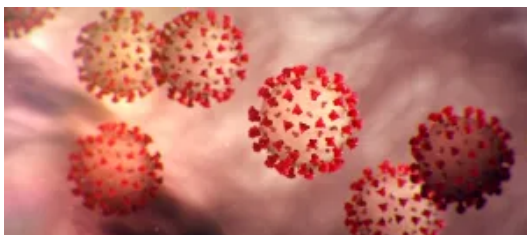
Get tested for COVID-19 if you:

Have mild or severe symptoms. Common symptoms include: cough, difficulty breathing, fever, chills, muscle pain, sore throat, or loss of taste or smell, **OR** have been in close contact with someone who has COVID-19.

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CORONAVIRUS DISEASE 2019 (COVID-19)



For more King County resources on COVID-19, please visit: kingcounty.gov/covid



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