



INFORMATIONAL MEMORANDUM

TO: **Planning and Economic Development**

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

CC: **Mayor Ekberg**

DATE: **June 9, 2020**

SUBJECT: **2020 Lodging Tax Funding Request
City of Tukwila, Pandemic Response, SavingLocalKC.com**

ISSUE

Review of lodging tax funding request from the City of Tukwila in the amount of \$104,170 for the SavingLocalKC.com campaign (formally Back to Business Campaign).

BACKGROUND

The City collects a 1% lodging tax on certain qualifying overnight stays in paid accommodations (hotels/motels/Airbnb) in the City. State law limits the use of these funds to tourism promotion¹. There is currently just over \$1 million in lodging tax funds available for use.

The City's Lodging Tax Advisory Committee (LTAC) reviews all requests, even by the City, for use of lodging tax funds. LTAC then forwards a list of recommended applications to the City Council for its review and consideration. If LTAC does not recommend an application be funded, that application is not forwarded to the City Council. The City Council may approve or deny any of the applications recommended by the LTAC. The City Council may also approve an application and increase or decrease the dollar amount awarded².

The City accepts applications on a rolling basis, with the LTAC reviewing requests monthly.

Pending Applications

LTAC is scheduled to meet on June 12 to consider the request below. Staff will provide an update on LTAC's recommendation following its meetings.

¹ 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."

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

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

1. City of Tukwila, (\$104,170)

In April, the City Council approved the City’s request for \$50,000 in lodging tax funds for the SavingLocalKC.com³. SavingLocalKC is a countywide campaign dedicated to providing a one stop resource for consumers looking to help businesses impacted by the COVID-19 Stay Home, Stay Health Order. Any consumer facing businesses in King County can place a deal on the website. Currently there are 34 deals on the website, with more being added weekly.

The following are the key performance indicators (KPIs) for SavingLocalKC as of May 29, 2020:

Website KPIs

Total Sessions:	6,729
Total Page Views:	13,292
Click On Offers:	696 (10.34% conversion rate ⁴)

Social Media KPIs

Facebook:	711 followers
Instagram:	110 followers
Twitter:	199 followers

Impressions KPIs

Facebook:	1,250,000
Twitter:	493,000

SavingLocalKC is having initial success and staff is requesting additional lodging tax funds to build the campaign and keep it going through 2020. The additional funds will be used as follows:

- Website maintenance.
- Social Media Management
- Project Management and Reporting
- Ads spend and ad management
- Video Development
- Third Party Ad Busy
- Paid Google Search
- Email Marketing
- Contingency

One Time Costs

- Strategic Development
- Google Search Set Up

³ Staff initially requested \$25,000 in funds. At the Lodging Tax meeting in April LTAC increased the total amount awarded to \$50,000, provided staff made a briefing to LTAC on how the additional funds would be used. This briefing was completed on May 8.

⁴ Offers are maintained on the sites of businesses providing deals. Conversion for this campaign is defined as someone who click through savinglocalkc.com to an offer on the businesses’ website.

[https://tukwilawa.sharepoint.com/sites/mayorsoffice/cc/Council Agenda Items/Mayor’s Office/PED, SavingLocal/June PED Memo.doc](https://tukwilawa.sharepoint.com/sites/mayorsoffice/cc/Council%20Agenda%20Items/Mayor's%20Office/PED,%20SavingLocal/June%20PED%20Memo.doc)

- Social Media Ad Creation

The City will also change the direction of the ads and promotions and begin to focus on the “why” to outline how businesses have been impacted by COVID-19 to create an emotional connection with consumers.

Saving Local, Estimated Costs Through Mid-May through December	
<i>Ongoing Costs</i>	<i>Cost</i>
Website Maint.	\$ 13,000
Social Media Post Management	\$ 19,500
Project Management and Reporting	\$ 6,500
Social Media Ad Spend (including management fee)	\$ 22,000
Video Production Costs	\$ 10,000
Google Search Monthly (Including management fee)	\$ 1,200
Third Party Ad Buys (including management fee)	\$ 15,000
Email Marketing	\$ 2,500
Subtotal:	\$ 89,700
Contingency (10%)	\$ 8,970
Ongoing Costs Total:	\$ 98,670
<i>One Time Costs</i>	<i>Cost</i>
Strategic Development	\$ 3,000
Google Search Set Up	\$ 1,000
Social Media Ad Creation	\$ 3,000
Email Marketing Setup	\$ 1,000
One Time Cost Total:	\$ 8,000
Grand Total:	\$ 106,670
LESS Port of Seattle Grant	\$ (2,500)
Total Lodging Tax Request:	\$ 104,170

DISCUSSION

SavingLocalKC has provided a great avenue for the City to market itself throughout King County, while supporting Tukwila businesses impacted by COVID-19. The campaign has been well received by Chambers of Commerce and businesses in King County. Tukwila as recognized as providing a great tool for businesses. The City’s goals through the year are as follows:

Total Number of Participating Businesses:	100
Total Number of Impressions:	5.0 million
Total Webpage Visits:	20,000
Total Social Media Followers:	15,000
Conversion Rate:	8%

News Articles Mentions:	3
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FINANCIAL IMPACT

The following shows the current breakdown for funding for the campaign:

Funding Source	Amount	Note
City's April Lodging Tax Application	\$50,000	Already approved by City Council and LTAC.
General Operation's	\$4,500	
Port Economic Development Grant	\$2,500	Already awarded by Port.
City's June Lodging Tax Application	\$104,170	Pending
Total:	\$161,170	

RECOMMENDATION

Staff recommends that the City Council approve the funding request, as recommended by LTAC. Staff has placed this on the June 15 regular agenda (same night at P.E.D meeting).

ATTACHMENTS

- Lodging Tax Application
- Staff memo to City Council, dated April 15, 2020
- May 14 Press Release

Application to the City of Tukwila for Use of 2020 Lodging Tax Funds

Event or Activity Name (if applicable):	SavingLocalKC.com (formally Back to Business Campaign) Continued Funding
Amount of Lodging Tax Requested:	\$104,170
Applicant Organization:	City of Tukwila, Office of the Mayor
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd; Tukwila, WA, 98188
Primary Contact Name:	Brandon Miles
Primary Contact Phone:	(206) 431-3684
Primary Contact Email Address:	Brandon.Miles@Tukwilawa.gov

Check all the service categories that apply to this application:

Tourism promotion or marketing.

Operation of a special event or festival designed to attract tourists.

Operation of a tourism-related facility owned or operated by a non-profit organization.

Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

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

Municipality

For Profit Corporation

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

- I am proposing a tourism-related service for 2020. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date: June 9, 2020

1) Describe your tourism-related activity or event.

In April the Lodging Tax Advisory Committee (LTAC) approved \$50,000¹ for the City of Tukwila's Back to Business Campaign (now known as SavingLocalKC.com. SavingLocalKC provides a one stop place for consumers to purchase deals from businesses impacted by COVID-19. The site currently has just over 35 businesses listed on it, with more being added every week. Any consumer facing businesses in King County can participate. Participating businesses are geographically dispersed throughout King County, with a heavy concentration of businesses in south King County.

SavingLocalKC.com launched in early April in partnership with the City of Kent and 10 Chambers of Commerce. These partners provided in-kind services for the campaign. The campaign includes a dedicated website and social media handles. Additionally, in order to promote deals for Tukwila dedicated social media channels for the City were created, Experience Tukwila. The campaign also included an earned media push and paid social media. During the week of June 8 the campaign started to get some interest from news reporters.

The City has received support in its marketing efforts from the State of Washington's COVID-19 resource page, Washington State Convention Center, participating businesses, and local Chambers of Commerce.

Staff is requesting a total of \$100,420 to continue savinglocakc through 2020. The funds will be used as follows:

Ongoing Costs:

- Website maintenance.
- Social Media Management
- Project Management and Reporting
- Ad spend and ad management
- Video Development
- Third Party Ad Busy
- Paid Google Search
- Contingency

One Time Costs

- Strategic Development
- Google Search Set Up
- Social Media Ad Creation

¹ Staff originally requested \$25,000. LTAC increased staff's request to a total of \$50,000, provided staff brief LTAC on how the additional \$25,000 would be spent. Staff briefed LTAC on the usage of the additional funds at the May 8 LTAC meeting.
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As part of the next phase of the campaign the City is going to highlight the emotional “why” for the campaign. This will move away from highlighting deals to highlighting how the deals help businesses and the people that work in the businesses.

KPIs (As of May 29, 2020)

Website

Total Sessions:	6,729
Total Page Views:	13,292
Click On Offers:	696 (10.34% conversion rate ²)

Social Media

Facebook	711 followers
Instagram	110 followers
Twitter	199 followers

Impressions:

Facebook	1,250,000
Twitter	493,000

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

N/A

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

The campaign focuses on both. SavingLocalKC.com features business deals from a variety of businesses, including three hotels.

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

Prior to the pandemic nearly 150,000 people came to Tukwila to work, play, stay shop, and dine. Tukwila is centrally located and is home to the largest mall in the Pacific NW, 200 restaurants, nearly 2,000 hotel rooms, and nearly a dozen entertainment establishments.

² Offers are maintained on the sites of businesses providing deals. Conversion for this campaign is defined as someone who click through savinglocalkc.com to an offer on the businesses’ website.

People need something to look forward to once the Say Home Order is lifted. This campaign will lift peoples spirits and allow us to recapture our market share once the Stay Home, Stay Healthy Order is lifted.

SavingLocalKC includes businesses outside of Tukwila. This was done to elevate the campaign's reach, with the idea being the greater number of businesses and the large geographic reach would expand consumer interest. Tukwila businesses have been receiving more social media mentions than non-Tukwila businesses.

Once the campaign concludes the City will use the audience captured in the campaign to promote Tukwila only businesses. This campaign provides the City a unique opportunity to build a regional customer base and expand Tukwila's market reach.

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

Generally, within one-hour drive of King County.

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

Since launch the campaign has had success. Over 6,700 people have visited the website, with 15% of people returning to the website. The site's conversion rate is just over 10%, which is considered a high conversion rate.

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

This a continuation of an existing marketing campaign. The funds requested will get the campaign through the end of the year.

8. Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.

The campaign after launch includes a website, developed with SEO in mind, social media, paid social media, and an earned media push. SavingLocalKC has also utilized third party support with information on the campaign published by Chambers of Commerce and other third parties.

SavingLocalKC.com will continue to build off the strategies used at launch, but will also add these new elements:

- Reposition the overall social media push focusing on establishing an emotional connection with customers. Shifts focus on the "what" to the "why."
- Additional paid social.
- Possible third-party ads.
- Video creation.

- Additional Paid Search.
- Enhanced SEO.
- Email Marketing.

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

Any consumer facing business in Tukwila can participate. It is completely free. Participating businesses get promoted via social media posts. While the campaign features businesses throughout King County, Tukwila businesses have received additional posts highlighting their participations. Tukwila businesses will likely be featured in future promotional videos for the campaign.

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

Yes.

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

The campaign’s overall brand is focused on King County. SavingLocalKC identified all Tukwila businesses as being in the City. Additionally, social media posts regarding Tukwila businesses tag all Tukwila businesses with @ExperienceTukwila. The about page states SavingLocalKC is powered by the City of Tukwila. As a result of the campaign, the City has received goodwill from Chambers of Commerce and participating businesses throughout the County for the City’s leadership.

12. Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.)

As a direct result of your proposed tourism-related service, provide an estimate of:		
	Initial Application (April, 2020).	Revised
a. Overall attendance at your proposed event/activity/facility.	2.1 million impressions. 12,500 webpage visits 8,500 followers	5.0 million impressions. 20,000 webpage visits 15,000 followers
b. Number of people who will travel fewer than 50 miles for your event/activity.	90%	90%

c. Number of people who will travel more than 50 miles for your event/activity.	10%	10%
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	Less than 10%	Less than 10%
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	Less than 3%	Less than 3%
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	100	100
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (<i>for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights</i>)	200	200

13. What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

These are rough estimates based on educated guesses by staff and our marketing agency.

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

Not directly. We have requested sponsorship funds from other cities, which could include lodging tax funds, Port funds, or Cares funds. The City also will redirection a portion of an existing Port Grant to the SavingLocalKC costs.

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

No.

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

In April LTAC approved \$50,000 in funding. Initial Costs to Date were for building out the website, creating digital assets, an earned media campaign, and paid social medial posts. The City contributed

additional lodging tax funds from the General Operations application, which includes a small amount of funds for marketing and professional services.

The following outlines the estimated costs mid-May through the end of the year.

Saving Local, Estimated Costs Through Mid-May through December	
<i>Ongoing Costs</i>	<i>Cost</i>
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Grand Total:	\$ 106,670
LESS Port of Seattle Grant	\$ (2,500)
Total Lodging Tax Request: (Funds may be moved between categories)	\$ 104,170

Note, funds may be moved between categories, but will not go above the total awarded. Additionally, this is not intended to be the total campaign total. Additional funds may be added from the City’s approved General Operation’s lodging tax budget or non-LTAC funds. Funds from a Port grant will also be contributed to the campaign.

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

We would reduce the campaign accordingly. At a minimum we need to be able to keep the website update with timely business information.

Applications are considered on a rolling basis. Please contact staff to discuss the process for having the application reviewed by the City's Lodging Tax Advisory Committee.

Completed applications should be submitted to:

Lodging Tax Advisory Committee
c/o Brandon Miles
City of Tukwila
6200 Southcenter Blvd
Tukwila, WA 98188

Or,

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles
(206) 431-3684

Brandon.Miles@Tukwilawa.gov.

Updated: December 17, 2019



INFORMATIONAL MEMORANDUM

TO: **Planning and Economic Development**

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

CC: **Mayor Ekberg**

DATE: **April 15, 2020**

SUBJECT: **2020 Lodging Tax Funding Requests
City of Tukwila: Pandemic Response, Back to Business Campaign**

ISSUE

Review of a lodging tax funding request from City of Tukwila in the amount of \$25,000.

BACKGROUND

The City collects a 1% lodging tax on certain qualifying overnight stays in paid accommodations (hotels/motels/Airbnb) in the City. State law limits the use of these funds to tourism promotion¹. There is currently just over \$1 million in lodging tax funds available for use.

The City's Lodging Tax Advisory Committee (LTAC) reviews all requests, even by the City, for use of lodging tax funds. LTAC then forwards a list of recommended applications to the City Council for its review and consideration. If LTAC does not recommend an application be funded, that application is not forwarded to the City Council. The City Council may approve or deny any of the applications recommended by the LTAC. The City Council may also approve an application and increase or decrease the dollar amount awarded².

The City accepts applications on a rolling basis, with the LTAC reviewing requests monthly.

Pending Applications

LTAC is scheduled to meet the week of April 13 to consider the request below. Staff will provide an update on LTAC's recommendation following its meeting.

1. City of Tukwila (VS). (\$25,000)

¹ 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."

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Tukwila relies on visitors to the City for a significant amount of its operating revenue. Prior to the pandemic it was estimated that 150,000 people visited the City everyday to work, play, stay, shop, and dine. As a result of the pandemic all entertainment businesses are closed, Westfield Southcenter has shut its doors, and restaurants can only offer takeout/delivery.

Economic Development staff has been looking for ways to support consumer facing businesses during the pandemic and to help them quickly recovery once the Stay Home Order is lifted. The first campaign was the "Great Tukwila Carryout," which promoted restaurants in the City that were offering takeout/delivery.

The next campaign is more ambitious, and staff hopes that it helps the City consumer facing businesses that are not operating. The "Back to Business (working name only)" will promote the purchase of deals and gift card by consumer of closed businesses. The idea to help inspire people that this to will past and to help generate cash flow for closed businesses.

The campaign will work as follows:

- Consumer facing businesses are asked to provide a deal, something that people can purchase now. It is free for Tukwila businesses to participate. Because it would increase the reach of the campaign, non-Tukwila businesses in King County could also participate. Staff is still working on how this work. Ideally other cities will come on as sponsors for the campaign.
- A campaign will be developed with its own brand, consistent with the overall Tukwila brand.
- A microsite, with a domain name consistent with the brand, will be set up to promote the deals. The actual transaction will occur on the businesses' website, not the City's. Our goal is to have 12,500 unique visitors to the webpage within one month.
- Social media channels will be set up to promote the campaign. Our goal is to have 8,500 followers within one month.
- Public relations campaign to generate earned media.
- While it's free for Tukwila businesses to participate, the businesses will be asked to promote the campaign through their digital channels.

The following are the immediate goals of the campaign:

- Help to drive businesses to Tukwila hotels, restaurants, and entertainment establishments. Help with the overall rebound of the Tukwila tourism economy once the Stay Home Order is lifted.
- Improve the overall brand perception of Tukwila in the overall Puget Sound region.
- Establish Tukwila as a leader in the hospitality industry recovery.
- Build relationships with businesses in Tukwila and businesses outside of Tukwila. Businesses outside of Tukwila may eventually be interested in opening additional locations in the City.

This campaign will also have long term benefits to the City:

1. It will allow the City to develop social media channels that can be transitioned to promoting the Tukwila tourism brand once the pandemic has ended.
2. It will help to reinforce Tukwila as a tourism designation in the Greater Seattle area.

FINANCIAL IMPACT

The total cost for this campaign is \$40,000. Staff utilized \$15,000 in funding from the City's general operation's lodging tax application to begin getting the campaign developed. Staff is requesting an additional \$25,000 in lodging tax funds for digital marketing, project management by the marketing firm to manage the digital marketing, and for any additional costs that might arise.

RECOMMENDATION

Staff recommends that the City Council approve the funding request, as recommended by LTAC. Staff has placed this on the April 20 regular agenda (same night at P.E.D meeting).

ATTACHMENTS

- A. City of Tukwila: COVID19 Response, Back to Business Initiative application materials.



For Immediate Release:

Thursday, May 14, 2020

Contact: Brandon Miles, Business Relations Manager, City of Tukwila,
(206) 731-9071, brandon.miles@tukwilawa.gov

UPDATE: SAVING LOCAL SEES THOUSANDS OF POTENTIAL CUSTOMERS, ADDS MORE PARTICIPATING BUSINESSES

*The “Saving Local” marketing campaign promotes deal offers by businesses impacted
by the novel coronavirus pandemic*

More than 7,000 reviews of campaign website featuring deal offers, now including 25 businesses

KING COUNTY – Today the City of Tukwila, City of Kent, Seattle Metropolitan Chamber, Seattle Southside Chamber of Commerce, Kent Chamber of Commerce, Renton Chamber of Commerce, West Seattle Chamber of Commerce, Columbia City Business Association, South Lake Union Chamber of Commerce, Greater Issaquah Chamber of Commerce, OneRedmond and GSBA released an update on Saving Local, an effort to help support businesses operating in King County as Washington State continues to follow Governor Inslee’s emergency orders to protect public health and safety.

Since its launch last week, the local campaign has seen more than 7,000 reviews of its Saving Local website of deal offers, with several hundred potential customers visiting the websites of participating individual businesses to learn more about a specific offer.

Saving Local has already grown to now feature 25 businesses in King County offering deal offers, with the Museum of Flight, AgWashingtonWeb, Allegro Performing Arts Academy, Anytime Fitness, Bowlero, Customized Tours, iFly, Diecutstickers.com, Dong Thap Noodles, Outpatient Physical Therapy, Sykart, Burien Actors Theatre, Divalani, A Masquerade Costume and True Nature Hypnotherapy all joining the campaign since its launch last week. Other participating businesses include Brow Arc Salon, DEFY, DoubleTree Southcenter, Famous Dave’s BBQ, Kent Eye Clinic, RAVE Foundation, Safari, Seattle Chocolate Company, Seattle Seawolves, and The Old Spaghetti Factory.

The new marketing program – SavingLocalKC.com – is sponsored by the City of Tukwila and helps gather and highlight deal offers by entertainment, restaurant, retail, event and other business-types severely affected by public health guidelines during the pandemic. The program is in its early stages and intends to grow in funding and include other cities in King County as it joins ongoing efforts to support all those who rely on businesses for economic security. Companies of all sizes operating in King County are eligible to be included in the marketing campaign. There is no fee for businesses in King County to participate.



Saving Local at its outset is funded exclusively with the City of Tukwila’s Lodging Tax (tourism) dollars which in accordance with state law may only be used to promote tourism activities and cannot be allocated to the General Fund. The initial allocation of funding to launch Saving Local is \$50,000.

“We are so grateful for the outpouring of support from our local community during this crisis,” said Jean Thompson, Owner and CEO of Seattle Chocolate Company. “We know that no one is safe from the impacts of the COVID-19 crisis – whether it be concern for the health of loved ones, uncertainty over how to pay rent or struggling to make payroll. That’s why we welcome creative efforts like Saving Local to add to the toolbox for our communities to help business and economic security now, in the challenging days ahead as we all battle this pandemic and in the future so we may all continue to thrive. I hope that families and community members will find deal offers using this tool that are both a good fit for them and a great way to support the local economy.”

A new website serves as the central resource for residents looking to take advantage of deal offers from businesses. Customers may use the Saving Local website like a catalogue to browse deal offers, and after finding one they would like to take advantage of they will be redirected to the participating business website to make the purchase.

The effort is being promoted in a modest social media campaign to local residents to help promote local and inclusive economic activity.

“The novel coronavirus pandemic has challenged our entire community, and we must all stand together as we work to get through these unprecedented times,” said De’Sean Quinn, Tukwila City Council President. “We are so proud to see people coming together in creative ways to do what they can to help, often as they deal with their own individual uncertain circumstances. That’s why we worked to launch this marketing campaign to help businesses that we are rooting for not only to weather this crisis, but to thrive for years to come. I want to thank the various local Chambers of Commerce that partnered with the City on this campaign.”

As part of the development of Saving Local, it was determined that the campaign’s biggest impact would come from expanding it outside of just the City of Tukwila. The City of Tukwila reached out to cities and local Chambers of Commerce within King County to invite them and their members to participate.

“Small, local Chambers of Commerce are on the front lines of helping to serve our community during this crisis, and the needs outpace capacity,” said Andrea Reay, President/CEO of the Seattle Southside Chamber of Commerce. “We appreciate the City of Tukwila leading the countywide effort to support businesses as part of the Saving Local Campaign. The only way through the pandemic and its economic disruptions is with partnership, creativity, and realizing that impacts do not stop at city limits.”

Examples of deal offers that may be seen on the Saving Local website include discounts on gift cards, reduced rates to purchase a future “experience” at a currently closed or limited-availability location and delivery services.



Saving Local

Saving Local is a local marketing program funded by tourism activity tax dollars and was created during the novel coronavirus pandemic to help support local businesses adversely challenged by necessary public health guidelines in place to support the safety of all residents. The program helps promote deal offers by local businesses and includes a website and social media advertising campaign. There is no cost to businesses to participate and while the program was launched by the City of Tukwila, it intends to grow in geographic scope in order to support the economic security of as many Washington residents as possible during the deep disruption of community, business and public health caused by COVID-19.

###