



INFORMATIONAL MEMORANDUM

TO: **Planning and Community Development**

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

CC: **Mayor Ekberg**

DATE: **September 14, 2021**

SUBJECT: **Lodging Tax Funding Requests**

ISSUE

Review of a lodging tax funding request from the City of Tukwila, Office of Economic Development for the Gut Check Wrestling Tournament and the XV Rugby Series sponsorships.

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 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

At its September 10, 2021 meeting, the LTAC recommended approval of lodging tax requests from the City of Tukwila Office of Economic Development to sponsor the Gut Check Wrestling Tournament and the XV Rugby Series.

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, Gut Check Wrestling Tournament (Not to Exceed \$15,000)

The City of Tukwila, through its Experience Tukwila brand, is requesting \$15,000 to sponsor the Gut Check Wrestling tournament (<https://www.gutcheckwrestling.com/>) scheduled to take place December 30, 2021 through January 1, 2022 at the Showare Center in Kent. The Gut Check Wrestling tournament is in its ninth year of operation and has consistently grown each year. It is estimated that 5,000 people will attend the event and 400 hotel room nights will be generated from the event.

The City's funding request is broken down into two parts:

1. Providing a rebate of up to \$9,000 (\$15 per room night) for each room night generated in a Tukwila hotel from the event. The organizers will be required to use a Tukwila hotel or hotels as the official hotels for the event.
2. A flat sponsorship of \$6,000 to market the City to event participants lead up to and during the tournament.

LTAC Recommendation on Application: Do Fund

Staff Recommendation on Application: Do Fund

2. City of Tukwila, XV Rugby Series (Not to Exceed \$15,000)

The City of Tukwila, through its Experience Tukwila brand, is requesting \$15,000 to support the XVSeries. The funds will be allocated as a \$10,000 sponsorship to XVSeries and \$5,000 to Seattle Rugby through a room rebate credit of \$10 per room night at Tukwila hotels.

XV SERIES is a Seattle based organization whose goal is to develop and support the **amateur** American rugby athlete and provide a recognizable pathway of competition, enabling progression to a professional, elite league or national representation. XV SERIES fosters and promotes links with USA rugby organizations and regional clubs, who have the collective goal of developing USA eligible players. The core of the XV SERIES program is to facilitate an elite level series of games. Games in the XV SERIES will be played by select teams from rugby clubs, regional pathway programs and member organizations of the XV SERIES, working together with their local regional youth programs, colleges and regional clubs to identify and develop USA eligible players. Playing XV SERIES games to expose and engage those players and support staff at an elite level, for progression to professional rugby and the national team.

XV Series will be organizing games across the country, with Seattle Rugby hosting games at Starfire Sports. It is anticipated that 15 games will be hosted at Starfire over the next year.

FINANCIAL IMPACT

The total request for two lodging tax applications is not to exceed \$30,000.00. six-year Tourism Financial Plan approved by the City Council in December of 2020 allocated a total of \$150,000 in lodging tax funding for sponsorships in 2020.

2021 Tourism Six-Year Financial Plan Allocation	
Sponsorships:	\$150,000.00
Global to Local Request (Already Approved):	(\$5,000.00)
City of Tukwila, Juneteenth Event (Already Approved)	(\$5,000.00)
City of Tukwila, Seawolves Partnership (Already Approved)	(\$20,000)
City of Tukwila, Rugby 7s (Pending with Council)	(\$10,000)
City of Tukwila, Gut Check Wresting	(\$15,000)
XV Rugby Series	(\$15,000)
Remaining Sponsorship Funds:	\$80,000.00

RECOMMENDATION

Staff recommends that the Committee approve the funding requests and forward both requests to the October 4, 2021 consent agenda.

ATTACHMENTS

1. City of Tukwila, Staff Report to Lodging Tax Committee, Gut Check Wrestling Tournament
2. City of Tukwila Gut Check Wrestling Tournament Application
3. City of Tukwila, Staff Report to Lodging Tax Committee, XV Series
4. City of Tukwila XV Rugby Application

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Office of Economic Development, Gut Check Wrestling Tournament

Address:

6200 Southcenter Blvd.
Tukwila, WA 98188

Total Funds Requested:

\$15,000

About the Applicant:

The City of Tukwila is a non-charter City organized under the laws of the State of Washington. Founded in 1908, Tukwila is one of the oldest cities in King County. Since its founding, Tukwila has always been a community at the “crossroads.” Tukwila lies at one of the busiest freeway interchanges in Washington State. The City has a small bedtime population of just under 20,000. During the day the City’s population swells to over 150,000 people, with people coming to the City to work, shop, dine, stay in hotels, and to visit once in a life time experiences, such as the Museum of Flight or iFly.

The City is one of the most diverse cities in the country. Over 70 languages are spoken in the Tukwila School District. Many well-known businesses are based in Tukwila, such as BECU, Westfield Southcenter, Seattle Seawolves, Seattle Sounders FC, Top Pot Donuts, Pop Gourmet, and the Sabey Corporation. The City has over 2,000 hotel rooms and over 100 restaurants

Funds Previously Awarded:

None for this initiative.

Funding Request Narrative:

The City of Tukwila, through its Experience Tukwila brand, is requesting \$15,000 to sponsor the Gut Check Wrestling tournament (<https://www.gutcheckwrestling.com/>) scheduled to take place December 30, 2021 through January 1, 2022 at the Showare Center in Kent. The Gut Check Wrestling tournament is in its ninth year of operation and has consistently grown each year. It is estimated that 5,000 people will attend the event and 400 hotel room nights will be generated from the event.

The City’s funding request is broken down into two parts:

1. Providing a rebate of up to \$9,000 (\$15 per room night) for each room night generated in a Tukwila hotel from the event. The organizers will be required to use a Tukwila hotel or hotels as the official hotels for the event.
2. A flat sponsorship of \$6,000 to market the City to event participants lead up to and during the tournament.

Staff Comments:

This would be the first event or tournament that the City has supported outside of the City. The location of the Showare, just outside of the Southcenter District provides a possible opportunity for the City to capture room nights generated by events at Showare. This tournament is a good opportunity to see if groups at Showare will book Tukwila hotel rooms.

Staff does not value events at Showare as high as events at Starfire Sports since the main economic impact of these types of events is usually in the commercial area immediate adjacent to the venues (i.e. people going out to eat between matches, family members shopping while games are occurring, etc). Thus, staff has structured the funding request to encourage room nights and to only pay for those room nights generated by the event.

The opportunity to sponsor this tournament as passed on by the City of Kent since the City still has a spending freeze that applies to all funds, including its lodging tax program.

Consistency with Six Year Financial Model:

For 2021, the Six Year Financial Plan shows the City spending \$150,000 for sponsorship, such as this. There will be sufficient funds remaining in the budget for other 2021 sponsorships.

2021 Sponsorship Funds Provided in Six Year Financial Plan:	\$150,000
Spice Bridge Request (approved)	(\$5,000)
Juneteenth Request (approved)	(\$5,000)
Seawolves (approved)	(\$20,000)
City of Tukwila, Rugby 7 (approved)	(\$10,000)
City of Tukwila, XV Series (pending)	(\$15,000)
City of Tukwila, Gut Check (pending)	(\$15,000)
Remaining Funds:	\$80,000

Note, the total amount of this sponsorship will not exceed \$15,000. The room rebate portion of the request (\$5,000) is a rebate for actual room nights generated.

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes: None.

Application to the City of Tukwila for Use of 2021 Lodging Tax Funds

Event or Activity Name (if applicable):	City of Tukwila, Gut Check Wrestling Tournament
Amount of Lodging Tax Requested:	\$15,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd; Tukwila, WA 98188
Primary Contact Name:	Brandon Miles
Primary Contact Phone:	(206) 731-9071 (cell)
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 2021. 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:

1. Describe your tourism-related activity or event.

The Gut Check Wrestling Tournament is an annual high school wrestling tournament held at the Showare Event Center in Kent. The tournament is estimated to bring in approximately 5,000 total fans and wrestlers for its 2021 tournament December 30, 2021 through January 1, 2022.

Due to budget constraints, the City of Kent sent the City of Tukwila this event for a possible sponsorship. While the event will be in the City of Kent, Tukwila staff were hopeful that the City could capture room nights given the close proximity of the Southcenter District to the City. The sponsorship will be broken down into two parts:

- a. \$9,000 would be a room night rebate payable for actual room nights booked in the City.
- b. \$6,000 would be for sponsorship and promoting Experience Tukwila to attendees.

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

The Gut Check, December 30, 2021 – January 1, 2022. 5000 attendance total.

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

Mostly overnight with some local daily visitors. It is anticipated that 5,000 people will attend the event, with 3,000 people traveling outside 50 miles to attend the event.

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

To capture the room nights the City will require that the event organizers provide documentation after the event showing room nights booked in the City. This would allow the organizers to receive a rebate of \$15 per room night.

The Southcenter District is also located adjacent north of the City of Kent and it is possible that the City would see day visitors coming to the City. However, our goal with this sponsorship is to capture the hotel room nights generated from the event.

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

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

No including 2020, this is the 9th time this event has occurred. The event has grown 20% year over year in attendance.

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

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

The organizers use numerous social media outlets, website, press releases, and national streaming. The City’s main goal with this sponsorship is to capture the room nights generated from the event. The City’s secondary goal is to promote the City to visitors of the event and overall branding for the City.

9. Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila. Through email, website, social media, indoor/outdoor Jumbotron, banners.

10. Is the City able to use your digital and print media for collaborative marketing? Yes, the City will have access to the digital platforms of the event organizers.

11. Describe how you will use the name, “Tukwila” in publications, promotions, and for your event? While the event will be held in the City of Kent, the City of Tukwila will be listed as a major sponsor.

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

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	5000
b. Number of people who will travel fewer than 50 miles for your event/activity.	500-600
c. Number of people who will travel more than 50 miles for your event/activity.	3000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	2500
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	1200+

f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	1500+
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	400+

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? Past event results, calculations and estimates with growth.

14. Are you applying for lodging tax funds from another community? If so, which communities and in what amounts? Not at this time.

15. Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount? Not at this time.

16. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila? The total event budget is \$60,000. The total request from the City is \$15,000, broken down as \$9,000 in a rebate and \$6,000 as a sponsorship.

17. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? Necessary cuts are always being made to ensure we stay within our budget. With additional private donations.

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: January 5, 2021

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

City of Tukwila, Office of Economic Development

Address:

6200 Southcenter Blvd.
Tukwila, WA 98188

Total Funds Requested:

\$15,000

About the Applicant:

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The City is one of the most diverse cities in the country. Over 70 languages are spoken in the Tukwila School District. Many well-known businesses are based in Tukwila, such as BECU, Westfield Southcenter, Seattle Seawolves, Seattle Sounders FC, Top Pot Donuts, Pop Gourmet, and the Sabey Corporation. The City has over 2,000 hotel rooms and over 100 restaurants

Funds Previously Awarded:

None for this initiative.

Funding Request Narrative:

The City of Tukwila, through its Experience Tukwila brand, is requesting \$15,000 to support the XVSeries. The funds will be allocated as a \$10,000 sponsorship to XVSeries and \$5,000 to Seattle Rugby through a room rebate credit of \$10 per room night at Tukwila hotels.

XV SERIES is a Seattle based organization whose goal is to develop and support the **amateur** American rugby athlete and provide a recognizable pathway of competition, enabling progression to a professional, elite league or national representation. XV SERIES fosters and promotes links with USA rugby organizations and regional clubs, who have the collective goal of developing USA eligible players. The core of the XV SERIES program is to facilitate an elite level series of games. Games in the XV SERIES will be played by select teams

from rugby clubs, regional pathway programs and member organizations of the XV SERIES, working together with their local regional youth programs, colleges and regional clubs to identify and develop USA eligible players. Playing XV SERIES games to expose and engage those players and support staff at an elite level, for progression to professional rugby and the national team.

XV Series will be organizing games across the country, with Seattle Rugby hosting games at Starfire Sports. It is anticipated that 15 games will be hosted at Starfire over the next year.

Staff Comments:

Starfire Sports and the City of Tukwila are becoming the epicenter of rugby in the Pacific NW. The Seattle Seawolves call Tukwila home and last month the City hosted the USA Rugby National 7s Championships. The City has seen a significant increase in social media follower related to rugby and its support for the game. The XV Series allows the City to continue to build its rugby brand and bring more games to Starfire and the City. The room rebate program ensures that the room nights created by the XV Series games remain in Tukwila versus going to an adjacent community.

Consistency with Six Year Financial Model:

For 2021, the Six Year Financial Plan shows the City spending \$150,000 for sponsorship, such as this. There will be sufficient funds remaining in the budget for other 2021 sponsorships.

2021 Sponsorship Funds Provided in Six Year Financial Plan:	\$150,000
Spice Bridge Request (approved)	(\$5,000)
Juneteenth Request (approved)	(\$5,000)
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City of Tukwila, Rugby 7 (approved)	(\$10,000)
City of Tukwila, XV Series (pending)	(\$15,000)
City of Tukwila, Gut Check (pending)	(\$15,000)
Remaining Funds:	\$80,000

Note, the total amount of this sponsorship will not exceed \$15,000. The room rebate portion of the request (\$5,000) is a rebate for actual room nights generated.

City of Tukwila Staff

Recommendation to LTAC: Approval

Notes: None.

Application to the City of Tukwila for Use of 2021 Lodging Tax Funds

Event or Activity Name (if applicable):	Rugby XV Sponsorship and Support
Amount of Lodging Tax Requested:	\$15,000
Applicant Organization:	City of Tukwila
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon Miles
Primary Contact Phone:	206-731-9071 (cell)
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 2021. 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:

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

The City of Tukwila is requesting \$15,000 to support the XV rugby series through a promotion and room rebate credit. The funds would be allocated \$10,000 to the XVSERIES and \$5,000 total eligible rebate to Seattle Rugby.

XV SERIES is a Seattle based organization whose goal is to develop and support the **amateur** American rugby athlete and provide a recognizable pathway of competition, enabling progression to a professional, elite league or national representation. XV SERIES fosters and promotes links with USA rugby organizations and regional clubs, who have the collective goal of developing USA eligible players. The core of the XV SERIES program is to facilitate an elite level series of games. Games in the XV SERIES will be played by select teams from rugby clubs, regional pathway programs and member organizations of the XV SERIES, working together with their local regional youth programs, colleges and regional clubs to identify and develop USA eligible players. Playing XV SERIES games to expose and engage those players and support staff at an elite level, for progression to professional rugby and the national team.

Seattle Rugby is a Seattle based men's and women's rugby club and one of the members of the XV Series. Seattle Rugby will be hosting away amateur rugby teams from across the United States at Starfire Sports. Seattle Rugby will be securing the hotel rooms for the visiting away teams.

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

It is anticipated that 15 XV matches will be hosted at Starfire Sports. Estimated attendance is about 500 people per match, so a total of 7,500.

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

Both. The XV Series will bring in high level amateur adult rugby teams to Starfire Sports. The teams will come from across the United States to play. It's anticipated that fans will come to view the matches.

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

The XV Series games are scheduled to take place at Starfire Sports. Through our agreement with the Seattle Rugby the City will require that only Tukwila hotels can be used for get the room rebate.

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

For travelling teams, the geographical target area for teams is the entire United States. Fans attending the games will likely come from the Greater Seattle area.

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

Tukwila and Starfire Sports have started to become the epicenter of rugby in the Pacific NW. Starfire has been the home of the Seattle Seawolves since the team's inception. The City has had success sponsoring international rugby events and a large rugby 7s national championships.

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

The organizers of the XVSeries and Seattle Rugby have significant experience hosting rugby matches. Many of the same individuals with XV and Seattle Rugby were part of the volunteer group that hosted the recent Rugby 7s tournament at Starfire Sports.

7) 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.

There are two specific components of this funding request. A sponsorship agreement with the XVSeries and a rebate program with Seattle Rugby. XVSeries is working to grow amateur rugby in the United States. Seattle Rugby will serve as the host team for Seattle games. XVSeries is targeted at existing amateur clubs and already has games scheduled at Starfire Sports. The games at Starfire will be promoted via existing rugby networks in the Greater Seattle area by XVSeries and Seattle Rugby.

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

The following are the digital benefits the City will receive from the XVSeries as part of the sponsorship:

- Recognition as XVSERIES Key Sponsor
- Logo on XVSERIES website and digital media
- Logo exposure at XVSERIES Starfire Stadium Games
- Banners at pitch level at Starfire Stadium Games
- In stadium, (Starfire) PA announcements at half-time
- Exposure/connection to XVSERIES Program Members
- Logo on XVSERIES Pull up Banner and other Promotional Materials/Flyers/Merchandise for Starfire Games
- Regular "brought to you by" shout-outs on social media, (FB, TW & IG)

As part of the recent rugby 7s championships hosted in Tukwila last month the ExperienceTukwila.com website saw significant interest from rugby fans, with the Rugby 7s event page on the site getting a significant number of page visits. Additionally, social media posts last month regarding the rugby 7s were the most popular posts of the month. The backbone of promoting other businesses through this event will be ExperienceTukwila.com and social media.

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

Yes, the City would get shoutouts on XVSeries and Seattle Rugby social media accounts and websites.

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

This will be a condition of any agreement with the XVSeries and Seattle Rugby.

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

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	10,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	9,000
c. Number of people who will travel more than 50 miles for your event/activity.	1,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	1,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	780
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	780

<p>g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</p>	<p>500</p>
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12) 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?

For the agreement with XVSeries, the City will track digital outcomes on XVSeries digital medias and outcomes from the City’s Experience digital marketing platforms.

For the agreement with Seattle Rugby, the City will require specific tracking of hotel room nights in order to qualify for the room rebate. The total rebate is \$10 per room night at Tukwila hotel (\$5,000 max).

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

No.

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

No.

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

This is a sponsorship agreement and would not impact the games taking place. The sponsorship allows the City to capture the room nights and expand the City’s brand with the rugby community.

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

The City would not have a sponsorship agreement and would lose the ability to capture the room nights in Tukwila.

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: January 5, 2021