CITY OF SEATAC
HOTEL/MOTEL TAX ADVISORY COMMITTEE

<mark>VIRTUAL MEETING</mark>: April 8, 2020, 3:00 – 4:30 p.m.
City of SeaTac HMAC
Chair: Mayor Erin Sitterley

Call-in Details:

Please join my meeting from your computer, tablet or smartphone.
https://global.gotomeeting.com/join/668439277
You can also dial in using your phone.
United States: +1 (646) 749-3122
Access Code: 668-439-277
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https://global.gotomeeting.com/install/668439277

AGENDA

1) Introductions – All   (2 Minutes)

2) Review and Approve Minutes of January 8, 2020 meeting   (3 Minutes)
   a. February 12 meeting cancelled by consensus in favor of the Seattle Southside Regional Tourism Authority (SSRTA) Annual Tourism Symposium; March 11 meeting cancelled due to COVID-19 concerns.

3) SeaTac Police Department Report   (5 minutes)

4) SSRTA Update – Katherine Kertzman   (20 minutes)
   a. COVID-19 Lodging Market Status Overview
   b. Smith Travel Report/WA Department of Revenue Statistics

5) Brief HMAC Member Updates on Current Operations/Impacts   (10 minutes)

6) Finalize Funding/Applications Process Timeline – Discussion   (40 minutes)

7) City Updates   (5 minutes)

8) Other Business

9) Adjournment

A quorum of the City Council may be present

EXHIBIT 2
DATE: 04/08/20

Hotel Motel Tax Advisory Committee
Meeting Minutes

1/8/2020
3:00 - 4:30 PM
SeaTac City Hall Council Chamber

Members Present: Mayor Erin Sitterley; Brandi Mitchell; Jeff Bauknecht; Wendy Morgan; Rich Scherzinger

Members Absent: Cathy Heiberg - excused

Staff Present: Aleksandr Yeremeyev, Economic Development Manager; Steve Pilcher, CED Director; Jon Mattsen, Police Chief; Troy Smithmeyer, Sergeant Detective; Kate Kaehny, Senior Planner; Gwen Voelpel, Deputy City Manager;

Others Present: Katherine Kertzman, SSRTA; Andrea Reay, Seattle Southside Chamber of Commerce; Christina (Boysen) Palicka, Boysen – Boysen; Jacob Varcas Green Rubino; Lynn Parker, Green Rubino; Ashley Comar, SSRTA; Meagan McGuire, SSRTA; CM Peter Kwon;

Commence: **3:03PM**
Adjourn: **4:30PM**

1.	Introductions – All	Mayor Sitterley, Committee Chair called the meeting to order at 3:03PM
2.	Review and Approve Minutes of December 11, 2019	☒Approved as Written ☐Approved with Modifications ☐Recommended for Approval ☐Approved
3.	SeaTac Police Department Report	☒Informational Update Jon Mattsen provided an update on the current activity in the City year over year. Major crimes are down. No spikes in activity. Asked what committee members would like to hear about going forward. Topics of interest include: Car prowls, transient activity.
4.	Destination Assessment SWOT Analysis	Katherine Kertzman provided review of 2016 destination Strength Weakness, Opportunity, Threat (SWOT) analysis and a refresher in preparation for the 2021 new 5 year strategic plan. Lynn Parker, Consultant from Green Rubino facilitated a more detailed overview of the previous SWOT and solicited inputs for the update. Problem solving for: "Heads in beds and butts in seats" and building the brand. SWOT 2016 included more than 120 stakeholders. This drove the business plan.

EXHIBIT 2
DATE: 04/08/20

SWOT was part of a larger business planning process that aligned various stakeholders with the resulting SSRTA 5-year strategic plan. Findings include:
- Convenience
- Affordability is nice, but not the main driver
- Don't yet have true destination appeal
- Most cited: Part of a greater Seattle region

SWOT:

STRENGTHS:
Attractive, convenient, central, diversity of cultures

Specific Southside attractions list

NEW
- Highline Historical Museum, Burien Symphony.
- Light rail
- Diverse Lodging Types
- Festivals and events
- ShoWare Center
- WhiteRiver Amphitheater

WEAKNESSES
- Lack of Southside Destination Pull
- Walkability
- Suburban/Industrial/Lack of cute downtown area
- Lacking wayfinding and connections between SeaTac, Tukwila and Des Moines and destinations of interest
- Lack of compelling brand awareness and marketing
- Lack of culture
- Crime perception
- Lack of nightlife and independent restaurants

NEW
- Lack of public restrooms especially by station areas
- Transients
- Businesses may not reflect diversity
- Lacking lighting for pedestrians
- Lack of connectivity

THREATS
- Lack of an aligned Southside value proposition, story and brand
- Separate cities' agendas
- Limited number of cities involved in SSRTA
- Perception that it rains all the time
- Competition from regional players; Especially Seattle/Bellevue
- Perceived lack of Southside destinations/city centers/local flavor
- Dearth of independent mid-to-higher end restaurants not connected to hotels
- Lack of partnership with the Port

EXHIBIT 2
DATE: 04/08/20

NEW
- Technology reducing need for travel?
- Increase in homelessness
- Light rail expansion?
- Over supply of hotels
- Gridlock

OPPORTUNITIES
- Convenience to destinations of interest within and outside of the Seattle Southside, inexpensive and rapid transportation, free parking
- Light rail
- Engaging with younger demographic
- Ethnic diversity
- International destinations
- Many "flight" related destinations of interest
- Relationship with airport
- Family-friendly related destination of interest
- Soccer-related destinations of interest
- Low-cost business development opportunities; spillover from rest of region's growth

NEW
- Demonstrations Projects; Garden Tours; Flight Related
- Opportunity Zones
- Incentives
- Space flight
- Wine industry and tasting
- Certified Folder – Cannabis Tours
- Craft Breweries and distilleries
- Sports Home Base and convenience

Recommendations from before:
More for your money, Need Unique Flavor
Need a visible manifestation – Visual Branding
Instagram and digital age "Selfie" locations

We've been working the plan:
- Campaigns, marketing , operations

WHERE SHOULD WE FOCUS OUR EFFORTS NEXT? 2 years
- What benefits the individual cities and the region?
- More heads in beds
- Leverage our assets the most
- Etc.
-

CURRENT IDEAS:
- Holiday market festival (Perhaps leveraging our diversity of assets by celebrating ethnically diverse traditions?)
- Iconic signage welcoming visitors to Seattle Southside: Perfect for Instagramming!

EXHIBIT 2
DATE: 04/08/20

	- A focus on all-things-flight; building on iFly and Museum of Flight assets - Per room meeting incentives offering additional value add to groups - Holiday Lights @ Highline SeaTac Botanical Garden - Holiday Market - Sponsorships for meetings and groups - Tour Markets; Shows; Tradeshows – to elevate. Go West in Portland - Meeting Planner Incentive program - Running Trails in the City - "Pub Crawl"? - Multicultural Center and Ethnic Food Hall concept
5. Seattle Southside Regional Tourism Authority Update	☒Informational Update Kertzman provided an update on the RTA operations and current initiatives • Legislative priorities update • Tourism Symposium February 12 • Fully Staffed
6. Smith Travel Report / WA Department of Revenue Statistics	☒Informational Update Scherzinger – provided an overview of the STR report general statistics and trends. Some factors impacting the market are Boeing airplane grounding which results in reduced crew business.
7. City Updates	☒Informational Update / Discussion
8. Other Business	February 12th meeting – Same day as the SSRTA Tourism Symposium – Reschedule the HMAC meeting or cancel? Motioned Cancelling February meeting. Unanimous. - City of SeaTac is 30 years old. February 29, noon. Party at the Community Center. - Morgan mentioned the Seattle Wedding show attendance and giveaways and the $3,500 fund raising effort for planting new plants
9. Adjourn	Adjourned the meeting at 4:25 PM. *The next regular meeting will be held on 3/11/2020 in the City Hall Council Chamber*

STR Summary Report for January 2020

Occupancy (%)	Year To Date		
	2018	**2019**	**2020**
This Year	68.8	65.7	69.9
Last Year	69.6	68.8	65.7
Percent Change	-1.2	-4.5	6.4

ADR	Year To Date		
	2018	**2019**	**2020**
This Year	103.64	109.26	109.46
Last Year	102.23	103.64	109.26
Percent Change	1.4	5.4	0.2

RevPAR	Year To Date		
	2018	**2019**	**2020**
This Year	71.29	71.76	76.50
Last Year	71.18	71.29	71.76
Percent Change	0.2	0.7	6.6

Supply	Year To Date		
	2018	**2019**	**2020**
This Year	245,830	267,654	272,459
Last Year	243,784	245,830	267,654
Percent Change	0.8	8.9	1.8

Demand	Year To Date		
	2018	**2019**	**2020**
This Year	169,102	175,794	190,416
Last Year	169,746	169,102	175,794
Percent Change	-0.4	4.0	8.3

Revenue	Year To Date		
	2018	**2019**	**2020**
This Year	17,524,980	19,207,313	20,842,406
Last Year	17,352,305	17,524,980	19,207,313
Percent Change	1.0	9.6	8.5

Census %	2020 Jan
Census Props	59
Census Rooms	8789
% Rooms Participants	94.0

Hotel Motel Tax Advisory Committee
Local Tax Distribution Report
Special Hotel/Motel Tax

2019	Distribution		2020	Distribution
Jan	$122,762.86		Jan	$ 121,624.17
Feb	$103,560.38		Feb	$109,927.63
Mar	$116,084.70		Mar	
Apr	$120,398.21		Apr	
May	$143,995.02		May	
Jun	$134,112.69		Jun	
Jul	$171,228.19		Jul	
Aug	$199,483.93		Aug	
Sep	$214,497.00		Sep	
Oct	$228,137.12		Oct	
Nov	$181,987.69		Nov	
Dec	$145,998.17		Dec	
SUBTOTAL 2019	$122,762.86		SUBTOTAL 2019	$231,551.80
TOTAL 2018	$1,882,245.96		TOTAL 2019	$231,551.80

MONTHLY COMPARISON BY YEAR

■ 2019 ■ 2020
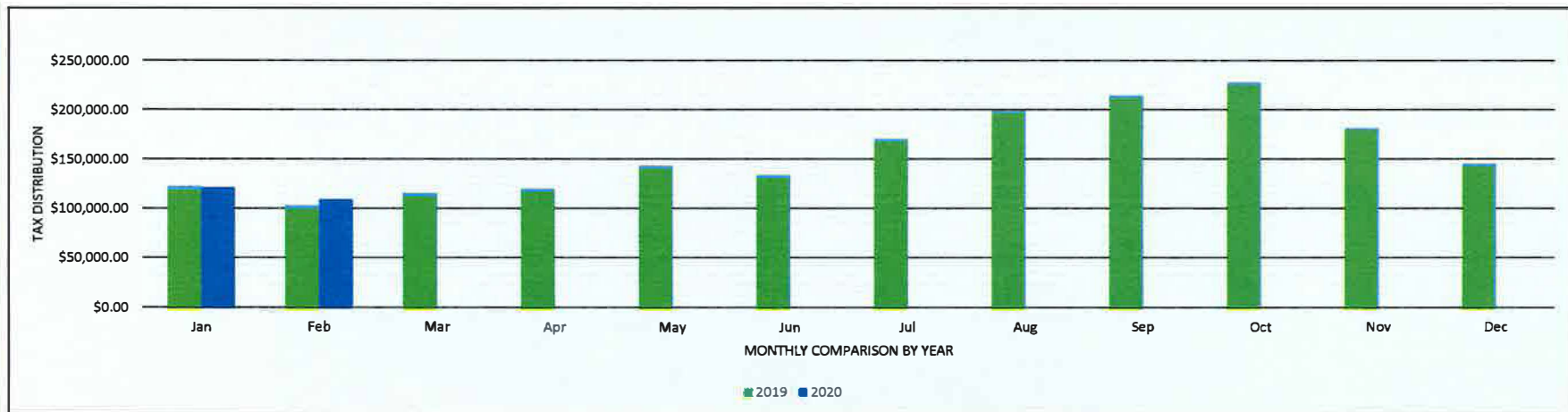
Meeting Date 03.11.2020

Policies & Procedures

Timing:

- There are generally two opportunities for applicants to submit grant proposal applications:

  1. For larger funding requests (>$25,000?); submission is recommended in Q2 of the biennial budget cycle.
     a. Applications reviewed at this time, are eligible for funding of the same project for <u>two years</u>
  2. For smaller funding requests (<$25,000?); submission is anytime during the year.
     - Applications submitted in non-biannual budget cycle years at this time are eligible for funding for <u>one year</u>

- For applications made in a <u>biennial budget year</u>, Hotel Motel Advisory Committee (HMAC) will review in May/June and submit to SeaTac City Council in June/July. Applicants will be notified of decision in August/September.
- For applications made <u>outside of the biennial year budget cycle</u> (i.e submitted outside of Q2 in biennial budget years), HMAC will review at the next meeting after application is submitted and applicants will be notified within 30 days after Council review (subject to Council review timeline).

Opportunity Bucket Funding:

- Smaller funding requests will be awarded from an Opportunity Bucket of funds.
  o This fund is meant to allow the City to take advantage of opportunities for tourism promotion that occur at various times of year.
- These funding requests (<$25,000), can be submitted at any time and will be awarded to projects for year.
  o This differs from the biennial budget cycle requests who are eligible for funding for two years for the same project
- The Opportunity Bucket fund totals $100,000 annually and is included within the City of SeaTac lodging tax application/biannual budget request to the HMAC.
  o Applications for these funds must be reviewed by HMAC and recommended to Council for approval.

LODGING TAX GRANT REQUESTS

General Procedure:

- The application window during biennial budget cycle years will be 4-6 weeks. Public notification will be made through various channels (outreach, digital/print notification, city website etc.).

- Interested parties can request applications in person at City Hall, print copies from the website or email in a request for application to Tanja Carter in Community & Economic Development (CED). tcarter@seatacwa.gov or at www.seatacwa.gov.

- Applications outside of the 4-6 week window can also be requested in the same way as above.

- The application form must be filled out in its entirety. The form also includes an after event/project report form; which must be submitted within two weeks after the event/project completion and include an invoice with receipts for reimbursement.

  o Please note: Grants are awarded as reimbursement after the event/project is complete. No funds will be provided in advance.

- Applications received in biennial funding cycle years will be reviewed by CED staff & HMAC in May/June, and submitted to SeaTac City Council for final decision (approval, revision, denial) in June/July. Applicants will be notified within 30 days after Council review.

  o If revision is requested, CED staff will notify HMAC and convey the request to applicant, and revisions will be reviewed by HMAC and re-submitted to Council again with a decision provided to applicant within 45 days after re-submission.

- Applications received outside of the biennial funding cycle (i.e Opportunity Bucket Fund <$25,000) will be reviewed by CED Staff & HMAC at the next available meeting; submitted at next available Council meeting after that; and applicant will be informed within 30 days after Council review.

Notes:

- All applicants must be available by phone or in person to present their applications/answer questions to HMAC. Dates will be confirmed after application receipt.
- Performance measures are provided in the Grant application. Funds will be awarded based on merit and how each project meets stated criteria.
- HMAC reserves the right to not take action on a request at the meeting at which it is initially presented
- Grant applications will serve as the contract between the applicant and the City. Each application must be signed and dated by both parties in order for the agreement to be valid.

Evaluation framework includes but is not limited to:

- o Meeting basic eligibility for Lodging Tax funding for tourism promotion
- o Marketing approach
- o Degree of matching funds
- o Uniqueness of opportunity
- o Potential economic/tourism impact
- o Potential synergy with other funded projects
- o Events occurring during the "shoulder season"
- o Organizational structure & capability

2021/2022 Application for City of SeaTac Lodging Tax Tourism Grant

==*2020 funds still available==

APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN ==SUNDAY May 31, 2020 11:59PM.== Incomplete and/or late applications will not be considered. Applications may not be amended or changed after the deadline for submission. The proposal and all documents filed with the City are public records.

Please submit your completed application along with the required documentation to:

> **City of SeaTac**
> **Attention: Tanja Carter,**
> **Economic Development Strategist**
> **4800 South 188th Street**
> **SeaTac, WA 98188-8605**
>
> **OR VIA EMAIL: tcarter@seatacwa.gov**

APPLICATION CHECKLIST

_____ Completed and signed the cover sheet with this packet.

☐ Completed application (attach additional sheets if necessary).

☐ A copy of your agency's current non-profit corporate registration with Washington Secretary of State.

☐ Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts.

APPLICATIONS ARE DUE NO LATER THAN ==SUNDAY May 31, 2020 11:59PM==.
LATE APPLICATIONS WILL NOT BE CONSIDERED.

APPLICATION TIMELINE

The City of SeaTac's Lodging Tax Advisory Committee (LTAC); referred to as the Hotel Motel Advisory Committee (HMAC) will review your application In June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in ==August/September 2020.==

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2021/2022 Application for City of SeaTac Lodging Tax Tourism Grant

Total Amount Requested: $_____ Name of Event/Program/Activity_____

ORGANIZATION/AGENCY INFORMATION

_____   _____
Organization/Agency Name   Federal Tax ID Number

_____   _____
Contact Name   Title

_____   _____
Mailing Address   City   State   Zip

_____   _____
Phone   Email Address

_____   _____
Event Location   Event Date(s)

_____
Website

Check all service categories that apply to this application:
_____ Tourism Promotion/Marketing
_____ Operation of a Special Event/Festival designed to attract tourists
_____ Operation and/or Capital Expenditures of a Tourism-Related Facility owned by a Municipality
         or a Public Facilities District

Check which one of the following applies to your agency:
(Note: **For Profit organizations are currently not eligible for any lodging tax grant funding**
_____ Non-Profit *(Attach copy of current non-profit registration with Washington Secretary of State)*
_____ Public Agency
_____ Other

APPLICANT CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐   This is an application for a contract with the City of SeaTac and, if awarded, my organization
     will honor this document as a Municipal Services Contract with the City of SeaTac .

Events/Festivals:

☐   The applicant has, or can obtain, general liability insurance in the amount commensurate with the
     exposure of the event/festival.

☐   The City of SeaTac will only reimburse those costs actually incurred by my organization/agency and
only after the service is rendered, paid for if provided by a third party, and a completed and signed
Request for Reimbursement/After Event Report (or other form acceptable to the City) has been
submitted to the City, including copies of invoices and payment documentation.

_____   _____
Signature   Date

_____
Printed or Typed Name

1. **Describe your tourism-related activity/program or event:**

2. **Describe why tourists will travel to SeaTac to attend your event/activity/facility:**

3. **Provide an estimate of the number of participants who will attend the event/activity in each of the following categories. Please use the Calculation Methodology as defined below:**

As a direct result of your proposed tourism-related service, provide:		_Estimate_	_Calculation Methodology (See options below)_
a.	Overall attendance at your event/activity/facility		□**DC** □**IC** □**RS** □**IS** □**SE**
b.	Number of people who travel more than 50 miles for your event/activity		□**DC** □**IC** □**RS** □**IS** □**SE**
c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state		□**DC** □**IC** □**RS** □**IS** □**SE**
d.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in		□**DC** □**IC** □**RS** □**IS** □**SE**
e.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in		□**DC** □**IC** □**RS** □**IS** □**SE**

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f. Number of paid lodging room nights resulting from your event/ activity/ facility *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*		□DC □IC □RS □IS □SE

Glossary for Calculation Methodology Options:

❖ **Direct Count**: **(DC)** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

❖ **Indirect Count**: **(IC)** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

❖ **Representative Survey**: **(RS)** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

❖ **Informal Survey**: **(IS)** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

❖ **Structured Estimate: (SE)** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
❖ **Other**: (please describe)

4. **Is there a host hotel for your event?**   **Yes** ☐   **No** ☐
 If yes, list the host hotel(s):

 If a host hotel(s) was/were used last year, please provide an estimate/report of how many rooms were booked last year at each hotel.

5. **Describe the prior success (number of attendees, media exposure, etc.) of your event/activity/facility in attracting tourists:**

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6. Describe your target tourist audience (location, demographics, etc.):

7. Describe how you will promote your event/activity/facility to attract overnight tourists:

8. How do you intend to use the Lodging Tax funds if selected as a grant recipient? (Please be as descriptive as possible with the strategy, plan and reasons for your application.)

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of SeaTac. What will the City of SeaTac /Tourism get in return for funding (e.g. logos, links print material, radio, TV etc.)?:

10. Are you applying for Lodging Tax Grants from another community? Yes ☐   No ☐
    If yes, list the other jurisdiction(s), amount(s) requested and status.

11. What will you or your organization do differently this year that will improve upon last year's event/activities?

12. What is the overall budget for your event/activity/facility? Please provide an itemized list identifying each type of expenditure to be reimbursed.

	Activities	Amount
Q1		$
Q2		$
Q3		$
Q4		$

13. What percent of your total budget are you requesting from Lodging Tax Fund? _____%

14. Please identify your top 5 sources of revenue anticipated for your 2021/22 event/program not including requested City of SeaTac LTAC funds. (Please do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

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

16. Funding History

   Was this event previously funded with   lodging tax funds in the past four years? _____YES _____NO

17. If yes, how much funding did you receive in:

   2017 _____ 2018 _____ 2019_____

18. Number of total years you have received City of SeaTac lodging tax funds: _____

19. If you received a <u>2019 Lodging Tax Grant</u>, please explain below how funds awarded were used. If you were not a 2019 grant recipient, there is no need to complete this section.

20. How did you hear about the City of SeaTac Lodging Tax Grant Program?

21. Please list the risks and challenges to your success and how you plan to mitigate these? Examples include: space, staff, money, time, marketing etc.

State Law Excerpts and Notes

([RCW 67.28.1816](#))

Use of Lodging Tax Fund
Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization for:
   a. Tourism marketing;
   b. Marketing and operations of special events and festivals designed to attract tourists;
   c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
   d. No longer permitted*: 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.

*Note that, as of July 1, 2013, capital expenditures for tourism-related **facilities owned by nonprofit organizations are no longer permitted** expenditures of lodging tax funds.

Lodging Tax Advisory Committee
(ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality

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may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.

Note that, the State Auditor's Office is interpreting the law to mean that all users of funds, including municipalities, are considered applicants and must follow relevant application procedures. So, cities and counties should submit applications for their own projects to the LTAC.

Note that, a city or county does not have to fund the full list as recommended by the LTAC and can choose to make awards in the recommended amounts to all, some, or none of the candidates on the list.

Applicant Reporting Requirements

In a municipality with a population of five thousand or more, applicants applying for use of revenues must submit their applications and estimates to the local lodging tax advisory committee of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

  i.   Away from their place of residence or business and staying overnight in paid accommodations;
  ii.   To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
  iii. From another country or state outside of their place of residence or their business.

(c)(i) All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip.

Note that, local governments, as part of their contract with recipients, should require that the final report be provided immediately after the event or activity. Local governments will then, in turn, report this information annually to JLARC using their on-line reporting system.

RCW 67.28.080 - Definitions.
  1. "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.
  2. "Municipality" means any county, city or town of the state of Washington.
  3. "Operation" includes, but is not limited to, operation, management, and marketing.
  4. "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
  5. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
  6. "Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information

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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.

7. "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

End of Application

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Funding\HMACGrantProgramDocuments&Procedures\2020HmacGrantApplication.docx

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2021/22 Lodging Tax Grant Application Assessment

City of SeaTac
everywhere's possible

Evaluation Score Sheet for Grant Applicants

Organization Information

Organization Name		Requested Amount	
Contact Person		Date of Event	

Ratings

		Available Points	Points Awarded
Eligibility and Clarity		**30**	
a.	Is the application package complete and turned in prior to the stated deadline?	5	
b.	Has the request for funding summarized clearly the purpose of the event and the role funds would benefit if selected?	5	
c.	Does the project propose an efficient, economical use of the SeaTac Lodging Tax funds for tourism?	10	
d.	How well does the event/program meet the HMAC's objectives to support the wider promotion and marketing of SeaTac in order to attract travelers and tourism?	10	
Growth and Collaboration Potential		**20**	
a.	Is the event/program financially sustainable?	5	
b.	Is this a viable event/program with the potential to grow in attendance and exposure?	5	
c.	Is there inter-organizational or community partnerships that demonstrates a community collaboration?	5	
d.	Does the project fit well into the overall destination offering?	5	
Value Assessment – Evaluating Impact with Funding		**50**	
a.	Does this event/program enhance the visitors' experience?	10	
b.	How great is the potential to attract sponsorships and media exposure?	10	
c.	Will the project efficiently and effectively increase overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?	10	
d.	The applicant states clearly how they will recognize the support if granted a Lodging Tax Grant.	10	
e.	Does the applicant, in the scope of work, provide for an adequate method of the evaluation of outcomes of the proposed project upon completion?	5	
f.	Is the percentage of funding requested proportionate compared to overall cost of project? (LTAC funds shouldn't be counted on to fund the entire project)	5	
	TOTAL SCORE	**100**	

Overall Program Components

a.	Is this Tourism Promotion/Marketing ?	Yes/No	
b.	Is this a special event/program designed to attract tourists?	Yes/No	
c.	Is this for operation of a tourism promotion agency or tourist related facility owned by a municipality	Yes/No	
d.	Does this event/project have synergy with other funded projects/City initiatives?	Yes/No	
e.	Does this event/project occur in the hotel shoulder season (January – May)?	Yes/No	

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COMMENTS

COMMENTS

Person Submitting Review

Name		Date	

2021/22 City of SeaTac Lodging Tax Tourism Grant Report

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AFTER EVENT REPORT

TODAY'S DATE: _____   EVENT/PROGRAM: _____
                                 EVENT/PROGRAM DATE_____

INVOICE AMOUNT TO BE REIMBURSED: $_____ GRANT AMOUNT AWARDED_____

ORGANIZATION CONTACT NAME:_____

ORGANIZATION NAME: _____

ORGANIZATION ADDRESS: _____

ORGANIZATION CONTACT PHONE NUMBER:_____

EMAIL:_____

Signed/Title _____ for above named Agency

Organizational name that should appear on check: _____

****

Project Organizer must submit this **report plus invoices <mark>no later than two weeks after the event/program end date</mark>,** or by along with requested receipts and relevant documentation. ***Failure to provide the requested information will result in non-reimbursement of awarded funds and non-acceptance of future funding applications.***

Please send your completed After Event/Program Report to Tanja Carter, Economic Development Strategist via one of the options below:

> **City of SeaTac**
> **Attention: Tanja Carter,**
> **Economic Development Strategist**
> **4800 South 188th Street**
> **SeaTac, WA 98188-8605**
>
> **OR VIA EMAIL: tcarter@seatacwa.gov**

1

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Request for Reimbursement

1. **How did being selected as a grant recipient assist you with your event?**

2. **Evaluate the overall success of the project/event and provide what metrics you used to determine the Return on Investment (ROI) of awarded funds used for your event/program.**

3. **Please provide:**

    a. **An itemization of services provided. If the invoice includes staff time, list hours per project, hourly rate, and amount billed.**

    b. **Attach copies of payment documentation acceptable to the City for services purchased by the Agency for which reimbursement is being requested; copies of the work performed (e.g., advertisement, brochure, website page, flyer, screenshots, etc.).**

    c. **Images and/or printouts of supporting documents to demonstrate event/program completion**

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2021/22 City of SeaTac Lodging Tax Tourism Grant Report

Please provide a good faith estimate of the number of participants who attended/participated/were attracted to the event/activity to the best of your knowledge in each of the following categories. ==The report must be completed in its entirety and must be legible. Any incomplete or illegible reports will be returned and _will not_ be accepted. Funding will be provided upon receipt of resubmittal of acceptable form.==

As a direct result of your proposed tourism-related service, provided:	Actual	Calculation Methodology *(See below)*
Overall attendance at your event/activity/facility		□DC □IC □RS □IS □SE
Number of people who traveled more than 50 miles for your event/activity		□DC □IC □RS □IS □SE
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state		□DC □IC □RS □IS □SE
Of the people who traveled more than 50 miles, the number of people who stayed overnight in Auburn		□DC □IC □RS □IS □SE
Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn		□DC □IC □RS □IS □SE
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in Auburn		□DC □IC □RS □IS □SE
Number of paid lodging room nights resulting from your event/ activity/ facility *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*		□DC □IC □RS □IS □SE

Calculation Methodology Options:

- **Direct Count (DC):** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- **Indirect Count (IC):** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey (RS):** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey (IS):** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate (SE):** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- Other (O): (please describe)

END OF REPORT

City of SeaTac
Hotel/Motel Tax Fund Lodging Tax Grant Requests - Process & Timeline

Lodging Tax Grant Requests - Process & Timeline

Timeline	March	April	May	June	July	August	September	October	November	December
Preliminary Timeline/Process Set by HMAC	March 11?									
Timeline/Process Finalized		April 8?								
Applicant Attraction Campaign		April 9?	May 31?	June 1?						
Applications Due				June 1?						
Review of Applications Ec Dev Staff				June 1-3						
HMAC Committee Review of Applications				June 4-10						
Presentations Group 1				June 10?						
Presentations Group 2 * SPECIAL MEETING?				June 17 or 24?						
Funding Recommendations to Council Ready					July 8?					
Budget 2021-2022 Finalized							???	???		
Budget 2021-2022 Adopted								???	???	???

	HISTORIC 2019 REQUEST	HISTORIC 2020 REQUEST	YES	NO	2019 FUNDED	2020 FUNDED	NOTES/REASONING
Description							
1	NW SYMPHONY ORCHESTRA	$ 5,000.00	$ 5,000.00	X			
2	MUSEUM OF FLIGHT	$ 75,000.00	$ 60,000.00	X			
3	HIGHLINE BOTANICAL GARDEN	$ 16,000.00	$ 16,000.00	X			
4	DUWAMISH SOUTHSIDE ROTARY - Summer Sip	$ 2,000.00	$ 2,000.00		X		
5	HIGHLINE HISTORICAL SOCIETY - Museum -	$ 100,000.00			X		
6	KOREAN AMERICAN NATIONAL SPORTS FESTIVAL	$ 35,000.00			X		
7	DESTINATION MARKETING ORGANIZATION Seattle Southside RTA	$ 830,000.00	$ 830,000.00	X			
8	CITY OF SEATAC TOURISM & ECON DEV PROGRAM	$ 336,754.00	$ 369,673.00	X			
	TOTAL FUND REQUESTS - Estimated	$1,399,754	$1,282,673				

Note: In the second table above, the Description column header spans above the numbered rows.

	2021 REQUEST	2022 REQUEST	YES	NO	2021 FUNDED	2022 FUNDED	NOTES/REASONING
Description							
1	NW SYMPHONY ORCHESTRA						
2	MUSEUM OF FLIGHT						
3	HIGHLINE BOTANICAL GARDEN						
4	DUWAMISH SOUTHSIDE ROTARY - Summer Sip						
5	HIGHLINE HISTORICAL SOCIETY - Museum -						
	Or $100,000 commitment payable over four years at $25,000 per year						
6	KOREAN AMERICAN NATIONAL SPORTS FESTIVAL						
7	DESTINATION MARKETING ORGANIZATION Seattle Southside RTA						
8	CITY OF SEATAC TOURISM & ECON DEV PROGRAM						
	TOTAL FUND REQUESTS - Estimated	$0	$0			$0	$0	