

From: [Barbara McMichael](#)
To: [RCM Public comment](#)
Subject: [EXT] - Funding Seattle Southside
Date: Sunday, October 25, 2020 7:51:53 PM

Greetings, SeaTac City Council!

I understand that at your October 27 meeting, the Council will be considering continued funding for Seattle Southside.

I am a homeowner in SeaTac, but I'm also the sole staff member for SoCoCulture, a coalition of arts, heritage and botanical groups throughout South King County, and it's particularly in that capacity that I wanted to share my perspective with you.

Seattle Southside has been a member of SoCoCulture for several years. We appreciate that this local tourism authority understands the importance of being an ally of South King County's cultural sector. Seattle Southside has actively worked with SoCoCulture to promote South King County's local botanical gardens, heritage museums, visual arts exhibits, and other cultural assets. The folks at Seattle Southside understand that these local sites are great inducements for out-of-towners to opt for lodging right here in SeaTac, rather than take a hotel room in Seattle.

Please understand that while there also is a nonprofit marketing organization that serves Seattle and King County, the very name of that organization, "Visit Seattle," is just the first hint that that organization puts its primary focus on institutions and activities located in Seattle. I can testify, from years of frustrating experience, that Visit Seattle gives South King County very short shrift.

Especially in these challenging times, I appreciate that the City of SeaTac needs to budget wisely. But I do hope to underscore for you the importance of having a professional marketing team that is dedicated to ensuring that SeaTac and its sister communities capture a robust share of overnight stays. This is not something that just happens. Seattle Southside has been working at this for a number of years and knows how to promote our community over competition from Seattle and the Eastside. Ultimately, this fine-tuned marketing approach results in more jobs for SeaTac's important hospitality industry.

With that in mind, I hope you will continue to support Seattle Southside, so that Seattle Southside can continue to support our community.

If you have any questions of me, please feel free to get in touch with me any time.

All best,

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