



Hotel Motel Advisory Committee (HMCA) Agenda

March 9, 2022

3:00-5:00PM

Virtual:

The SeaTac Hotel/Motel Tax Advisory Committee was created pursuant to RCW 67.28. The Chair of the Committee is a member of the City Council with the remaining members representing the lodging industry or associated tourism-related enterprise, including not-for-profit organizations. The Committee's duties include soliciting requests for tourism-related activities from eligible entities and making recommendations for funding to the City Council as part of the annual budget development and adoption process.

Members: Chair Council Member Peter Kwon;

Lodging Industry:

Mollie Mad – BMI Hospitality; Rich Scherzinger – Hilton; Barbara Brunetti – Wingate by Wyndham

Tourism Related Enterprise:

Jeffrey Bauknecht – Museum of Flight; Yvonne Gooden – SeaTac BMX; Amanda Leon – Highline Botanical Garden Foundation

Staff Coordinator: Tanja Carter – Economic Development Strategist

A quorum of the Council may be present.

ITEM	TOPIC	PROCESS	WHO	TIME
1	Call to Order / Introductions		Chair Kwon	5
2	Approval of the 09/08//21 Minutes	Approval	Members	5
3	SeaTac Police Report	Update	Police	10
4	Smith Travel Report/WA Department of Revenue Statistics	Update	Tanja Carter & Rich Scherzinger	5
5	SSRTA Hotel Shuttle 2021 Summary	Update	Mark Everton & Meagan McGuire	5
6	Review HMCA Roles/Responsibilities (power point)	Update	Tanja Carter	10
7	2022 Lodging Tax Application/Process Review	Review	Tanja Carter & Members	20
8	Adjourn			

PLEASE NOTE:

**Public call in number 206-973-4555. Please mute your phone.
Committee members receive GoToMeeting call in details.**

Due to the current COVID-19 public health emergency, and social distancing protocols, pursuant to the Governor's and public health officials' orders, this meeting will be conducted virtually. The public may call in to the conference line to listen to the meeting per the details provided above. While you will be able to hear the meeting, you will not be able to participate in the meeting. You may be asked to identify yourself. Please note that if you are unable to mute your phone, everyone else on the call-in line will be able to hear you, so please refrain from speaking. If background noise or side conversations interfere with the meeting, your line may be muted or disconnected. No one will be able to physically attend this meeting.

This is a working advisory committee and although open to the public, no public comment process is provided. If you have questions, please email them to tcarter@seatacwa.gov. Thank you!



Special Hotel Motel Tax Advisory Committee Meeting Minutes

9/8/2021
3:00 pm – 5:00 pm
Virtual Meeting

Members Present: Chair Stanley Tombs, Brandi Mitchell, Richard Scherzinger, Jeff Bauknecht, Amanda Leon

Members Absent: Barbara Brunetti, Yvonne Gooden

Staff Present: Aleksandr Yeremeyev, *Economic Development Manager*; Tanja Carter, *Economic Development Strategist*; Barb Mailo, *Admin 3*; SeaTV

Others Present: Pam Fernald, *Councilmember*; Koby Hamill, *Police Detective Sergeant*; Mark Everton, *President/CEO Seattle Southside RTA*

Commence: 3:02 PM
Adjourn: 4:22 PM

1. Call to Order / Introductions	Chair Tombs called the meeting to order at 3:02 PM.
2. Approval of the 05/12/21 and 05/26/21 Minutes	Member Brandi Mitchell motioned to accept 05/12/21 & 05/26/21 meeting minutes as drafted. Member Richard Scherzinger seconded. Unanimous approval of meeting minutes.
3. SeaTac Police Report	<p>Acting Captain Koby Hamill provided the update as Captain Hodges's transferred out of SeaTac to another jurisdiction. Hamill reported the following:</p> <ul style="list-style-type: none"> • Catalytic converter theft is on the rise all over Washington including SeaTac. Active investigations are ongoing. High value vehicles have been hit quite a bit. Mostly targeted are Toyota Prius vehicles. Environmentally friendly vehicles targeted also and full-size trucks. • Located and arrested a man that was going around the hotels in the city and exposing himself. • There is more traffic coming into the city. <p>Discussion commenced with Member Jeff Bauknecht, Economic Development Strategist Tanja Carter, Chair Tombs, and Member Brandi Mitchell.</p>

<p>4. SSRTA & Shuttle Program</p>	<p>Mark Everton President/CEO of Seattle Southside RTA reported the following:</p> <ul style="list-style-type: none"> • Bus program kicked off on 8/5. Schedule is Thu – Sun, starts noon through evening. • Encourage hotel guests that don't have their own transportation to enjoy shopping and dining that are not easily accessible in the SeaTac area. Signs posted near hotel front desks on easels. A QR code is located on the sign that can be captured by mobile phone to download the information. • Survey consisted of 5-6 questions: where you are staying, how long are you here for, where do you come from, etc. • Bus ran 16 days in August • 273 riders generated • 17 riders per day • 78% (or 213) rode the shuttle before 4pm • 22% after 4pm • Average 2.2 people in the morning • Average 1.7 people in the evening • 47 people (17%) through multiple reservations, same day riding or rode consecutive days <p>A. – Would like answering the questions be a requirement B. – SeaTac hotel to the mall or coming from mall to SeaTac – would like to differentiate route C. – what's the most visited hotel in SeaTac, need better tracking on which hotels are having the most success D. – bus driver reported everyone seems very nice and they seem to be tourists. Half of survey responses reported leisure and other half reported business/training reasons</p> <p>Cruise prior season generated 1.7 passengers from Seattle to Alaska Competition is Anchorage & Vancouver – would like to grab passengers from these. 75% from people on cruise ships stayed in Seattle south side area.</p> <p>Need to tap more market share of the Seattle market. We need to know more about these people. There are data tools that can help determine demographics, where they are from and where they are going.</p> <p>We are in the Design stage of the shuttle bus wrap right now. The wrap design is not essential to people using the bus just as long as the bus is clean. A rolling billboard should be about the city and people in the city rather than it be a shuttle to the mall in Tukwila. A design idea is described - as if the bus is transparent and people outside can see through the bus and see the people (prominent people in the city) riding in the bus.</p>
<p>5. Smith Travel Report / WA Department of</p>	<p>STR Summary Report for July 2021 presented by Member Scherzinger. (Report is inserted into meeting packet.)</p>

Revenue Statistics	Discussion commenced with Tanja, Aleksandr, Member Richard Scherzinger and Member Brandi Mitchell.
6. Tourism Destination Development Plan (TDDP) Overview & Funding	<p>Presented by Tanja (included in meeting packet)</p> <ul style="list-style-type: none">• Overview of a proposed Tourism Destination Development Plan (TDDP), seeking guidance on the scope and receive feedback regarding support for using lodging tax monies to fund its development.• Background included Overview, Proposed Framework/Process, Funding and Staff Recommendation, and Timeline.• Strategic Planning Process (steps) <p>Discussion commenced with Tanja, Aleksandr, Member Amanda Leon, Member Scherzinger, Chair Tombs, and Member Bauknecht.</p> <p>HMAC committee members expressed their support to fund the development of the TDDP using lodging tax funds in the Opportunity Bucket line item in the budget.</p>
7. Future Meeting Dates / Topics	None
8. Adjourn	Chair Tombs adjourned meeting at 4:22pm.

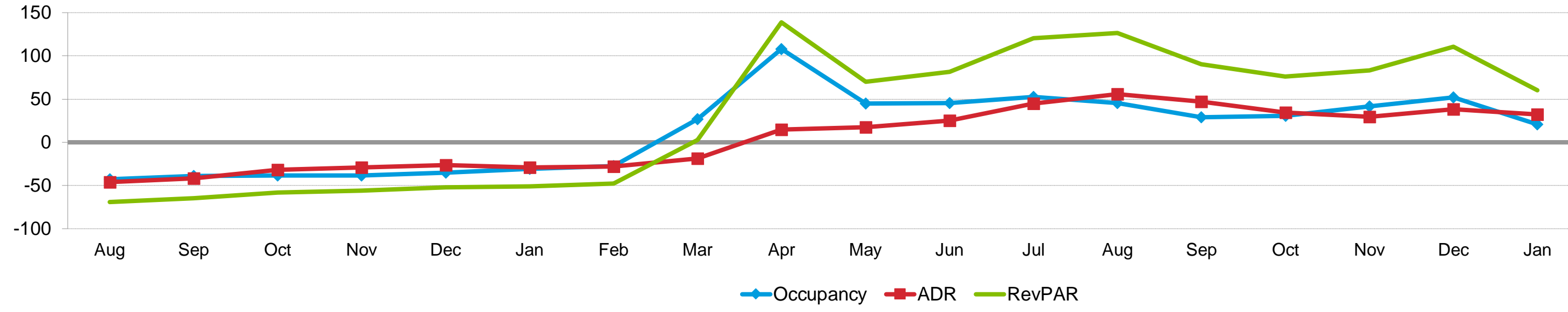
Draft

Tab 2 - Trend Seattle Southside+

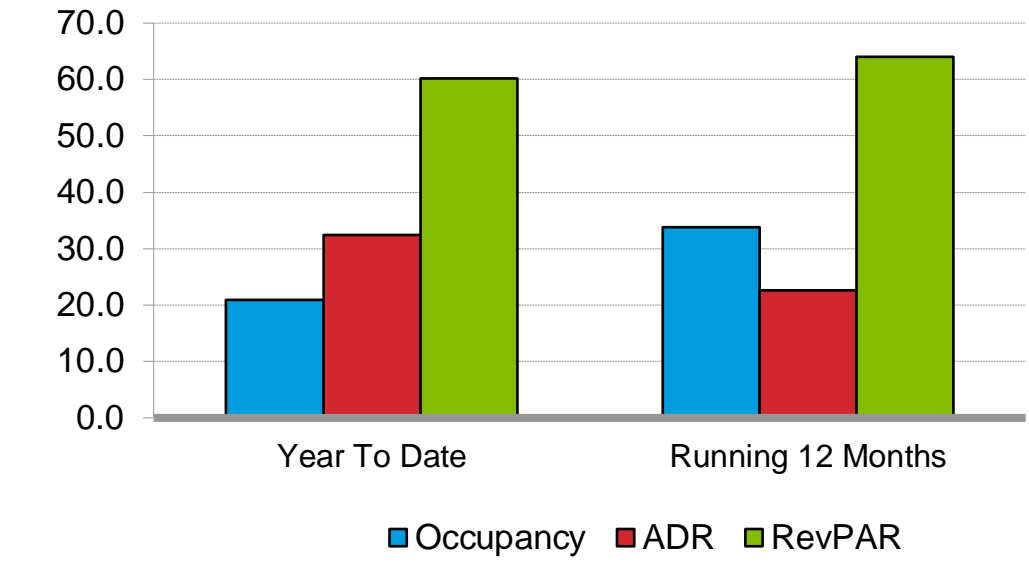
Seattle Southside Visitor Center
For the Month of January 2022

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	49.1	50.3	47.5	41.8	41.0	47.7	49.8	49.7	53.8	58.3	68.5	71.6	71.4	65.0	62.1	59.3	62.3	57.7
Last Year	85.8	82.3	76.9	67.6	63.3	69.0	68.6	39.2	25.9	40.3	47.1	47.0	49.1	50.3	47.5	41.8	41.0	47.7
Percent Change	-42.8	-38.9	-38.2	-38.2	-35.3	-30.8	-27.5	26.9	108.0	45.0	45.4	52.3	45.4	29.2	30.7	41.8	51.9	21.0

ADR	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	82.73	80.95	80.29	77.69	74.99	77.24	77.84	78.72	83.95	90.99	107.23	120.91	128.82	119.25	108.02	100.48	103.88	102.30
Last Year	153.28	139.36	117.75	109.17	101.78	109.02	108.28	97.08	73.12	77.48	85.79	83.57	82.73	80.95	80.29	77.69	74.99	77.24
Percent Change	-46.0	-41.9	-31.8	-28.8	-26.3	-29.1	-28.1	-18.9	14.8	17.4	25.0	44.7	55.7	47.3	34.5	29.3	38.5	32.4

RevPAR	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	40.63	40.70	38.14	32.48	30.74	36.85	38.74	39.15	45.16	53.09	73.48	86.53	92.01	77.46	67.07	59.57	64.69	59.04
Last Year	131.52	114.75	90.51	73.79	64.46	75.18	74.29	38.05	18.91	31.19	40.42	39.28	40.63	40.70	38.14	32.48	30.74	36.85
Percent Change	-69.1	-64.5	-57.9	-56.0	-52.3	-51.0	-47.9	2.9	138.8	70.2	81.8	120.3	126.4	90.3	75.9	83.4	110.4	60.2

Supply	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	253,797	245,610	253,797	248,580	256,866	256,866	234,584	286,068	276,840	286,068	280,230	289,571	289,571	280,230	289,416	280,080	291,214	291,214
Last Year	275,249	266,370	275,249	266,370	280,116	280,116	253,008	280,116	226,950	239,041	245,610	253,797	253,797	245,610	253,797	248,580	256,866	256,866
Percent Change	-7.8	-7.8	-7.8	-6.7	-8.3	-8.3	-7.3	2.1	22.0	19.7	14.1	14.1	14.1	14.1	14.0	12.7	13.4	13.4

Demand	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	124,654	123,487	120,541	103,911	105,297	122,550	116,733	142,278	148,935	166,906	192,015	207,227	206,821	182,040	179,714	166,038	181,337	168,074
Last Year	236,171	219,326	211,572	180,054	177,410	193,184	173,580	109,773	58,702	96,215	115,714	119,287	124,654	123,487	120,541	103,911	105,297	122,550
Percent Change	-47.2	-43.7	-43.0	-42.3	-40.6	-36.6	-32.7	29.6	153.7	73.5	65.9	73.7	65.9	47.4	49.1	59.8	72.2	37.1

Revenue	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	10,312,411	9,996,333	9,678,696	8,072,995	7,896,255	9,466,264	9,086,989	11,199,419	12,503,026	15,186,027	20,590,002	25,056,799	26,642,995	21,707,785	19,412,104	16,683,374	18,837,738	17,193,673
Last Year	36,199,957	30,565,983	24,912,912	19,656,037	18,056,830	21,060,477	18,795,554	10,657,287	4,292,236	7,454,662	9,927,306	9,968,810	10,312,411	9,996,333	9,678,696	8,072,995	7,896,255	9,466,264
Percent Change	-71.5	-67.3	-61.1	-58.9	-56.3	-55.1	-51.7	5.1	191.3	103.7	107.4	151.4	158.4	117.2	100.6	106.7	138.6	81.6

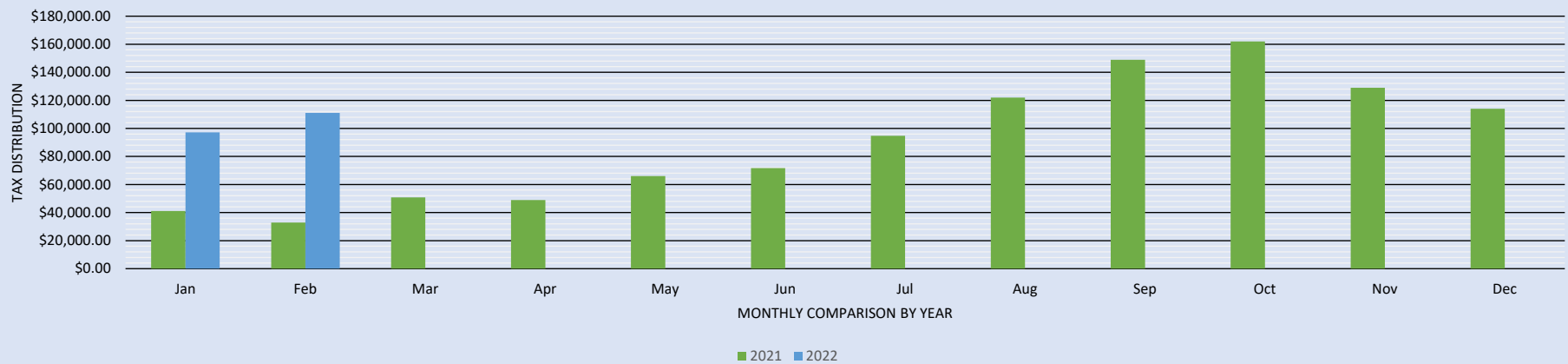
Census %	2020					2021					2022							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	63	63	63	63	63	63	64	65	65	65	65	65	65	65	65	65	66	66
Census Rooms	8187	8187	8187	8286	8286	8286	8378	9228	9228	9228	9341	9341	9341	9341	9336	9336	9394	9394
% Rooms Participants	92.4	92.4	92.4	93.1	93.1	91.9	92.0	92.7	92.7	92.7	94.6	94.6	94.0	94.6	94.6	94.1	94.1	94.1

A blank row indicates insufficient data.

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

2021			2022		
	Distribution			Distribution	
Jan	\$41,098.46		Jan	\$97,106.15	
Feb	\$32,884.70		Feb	\$111,022.81	
Mar	\$50,796.25		Mar		
Apr	\$48,979.34		Apr		
May	\$65,984.83		May		
Jun	\$71,629.31		Jun		
Jul	\$94,790.24		Jul		
Aug	\$121,928.59		Aug		
Sep	\$148,909.98		Sep		
Oct	\$162,049.98		Oct		
Nov	\$128,970.75		Nov		
Dec	\$113,965.62		Dec		
SUBTOTAL	Through Dec	\$41,098.46	SUBTOTAL	Through Feb	\$208,128.96
TOTAL 2021		\$1,081,988.05	TOTAL 2022		\$208,128.96



Meeting Date

SeaTac hotels - Shopping Shuttle 2021 Review



Digital reservations

Book online

- Real-time availability
- Instant confirmation

March 2022

Su	M	T	W	Th	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Click a date to browse availability

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Select Your Hotel/Lodging

Choose an option *

What is your zip code?

How long do you plan to stay in SeaTac?

Choose an option *

How did you get here?

Choose an option *

Why are you visiting us?

Choose an option *

Is this a round trip or one-way trip?

Choose an option *

Add to cart >

Please answer all fields marked with * to check out

Cancellations

Customers will receive a full refund or credit with 72 hours notice of cancellation. **Cancellation requests must be received by email to info@seattleexpress.com.** No-shows will be charged the full price

Shuttle Wrap



235

235

PeopleOnTheBus.org

Sea Tac Hotels-Shopping Shuttle

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GET TO KNOW OUR PEOPLE ON THE BUS!

The City of SeaTac is way more than just a home to one of nation's top airports—it's also home to a beautifully diverse population representing an array of cultures, remarkable people, and fascinating stories. While the city limits include nearly 70 Fortune 1000 companies and swell with more than 80,000 workers and travelers on any given day, it's the 25,000 residents whose families, small businesses, fascinating stories, and global cultural heritages really make our community an extra special one to live and stay in.

Learn a little more about just a handful of some of our remarkable residents, who you've seen traveling around town on our [SeaTac Shopping and Dining Shuttle](#)—a free service for guests at area hotels to help them get around and get to know some of the experiences that make SeaTac so spectacular.





BARBARA MCMICHAEL

“There are so many different people from so many different places—it’s a real opportunity to think globally right here in our community.”

As humble as she is knowledgeable and kind, this area native is a connector of people, keeper of histories, and lover of enriching the area with art and culture. As one of the founding employees of **SoCo Culture**, Barbara loves to help local artists thrive and ensure that local heritage projects get off the ground to help both preserve our histories and to support enriching the present and future diversity and creativity in our communities for years to come.

Favorite Things to do in SeaTac

“I love to travel along Military Road, which threads all the way through the City of SeaTac from south to north, and has a long, storied history that includes native tribes that have been here since time immemorial, American soldiers who built the road with logs and went on to become famous during the Civil War, and the first high tech ever to come to our region—the telegraph!”



Drive to Mt. Rainier

An active volcano and a beautiful mountain



History of Seattle Southside Region

The area known as Seattle Southside has a rich and...



Take a Historic Drive Down Military Road

Learn more about your surroundings



MUNIRA MOHAMED

Kind, dedicated, and busy, Munira is tireless in carrying out her mission to support and raise up youth in her community as Executive Director of EACS (East African Community Services.) Devoted to providing culturally responsive K-12 Education programs that keep youth safe and help them succeed, EACS provides tools for adjusting to—and succeeded at—life in the U.S. And at the heart of it all, you'll find Munira making sure students and staff have all the support, tools, and resources she can help provide.

Munira's Favorite Thing to do in and around SeaTac

"I enjoy walking through the Highline SeaTac Botanical Garden in the summer where I can smell the roses and visit the community gardens to see what is in season. Afterwards I love to take my family to explore the dining options and try new foods from around the world."



Dine Around the World in Seattle Southside
This booming dining scene is a gateway to the world



Two Day Itinerary for Families
Fun for kids and parents too!



Highline SeaTac Botanical Garden
Flowers and community in one



TOKA VALU

Va'eomatoka "Toka" Valu was born and raised in the South Pacific Islands of Tonga and migrated to South King County with his late mother in 1997. As an artist, his practice focuses on uplifting Pasifika cultural wisdom and Pasifika Futurism. Today, Toka proudly serves his Community as Director for Communications & Arts Development at the Pacific Islander Community Association of Washington in addition to being one of the Commissioners for Washington State's Commission for Asian & Pacific American Affairs. Toka is proud of his Tongan heritage and his role as a community organizer, and Pasifika Arts enthusiast living in the City of SeaTac with his family.

[See more of Toka's art!](#)

Favorite Things to do in SeaTac

"I love walking my daughter out to McMicken Park just minutes down the road! And being able to leisurely stroll around the neighborhood (McMicken Heights) is one of me and my wife's favorite pastimes in SeaTac."



Robert Morris Earthwork's Story

Find beauty from an unexpected past



SeaTac Attractions

Discover the best things to do in SeaTac



Picnic in Seattle Southside

Top 5 places to picnic in Seattle Southside



GRACIE

You couldn't ask for a sweeter face than Gracie's. Lucky travelers may have encountered those sweet puppy-dog eyes while passing through SEA (Sea-Tac) Airport, where Gracie can often be found providing a moment of calm and relaxation as a certified therapy dog. Keep an eye out for Gracie (and her owner Joanne) next time you're at SEA near the Information Desk in the Central Terminal, and be sure to say, "hello!"

Favorite Things to do in SeaTac

Volunteer at SEA Airport. As a therapy dog, Gracie enjoys meeting travelers, being pet by airline crew, and sharing her calm, relaxed nature with stressed travelers. SEA Airport is a city-within-a-city, and she loves to add joy to that community.



SEA Airport Travel Tips
Planning and precautions during travel



Top Trails in Seattle Southside
Explore nature nearby



Nike Missile Site at Grandview Dog Park
There's more than meets the eye here

LINDA & ELAINE SEIKE

Full of *joie de vivre*, this dynamic duo seem to know the secret to a life well lived. Sisters Linda and Elaine are part of a storied local history as members of the Seike family. The family's eponymously named Japanese garden is now the crown jewel at Highline SeaTac Botanical Garden. Full of stories, good humor, and stunning wit, these sisters and their family are a testament to resilience and perseverance in the face of adversity.

Favorite Things to do in and around SeaTac

Linda: "I love going to Bakery Nouveau for special treats, Seahurst park for dog walking, and Pancake Chef for great breakfasts!"

Elaine: "One of my favorite indulgences is the Smoked Candied Salmon at B&E Meats! I also like to walk in Marine View Park."



North SeaTac Park

Enjoy the outdoors



SeaTac Culinary Tour

Taste your way through the city



A Nisei Garden of Memories

Japanese garden's history

SHIRLEY GILES

“I can fix anything with a weed whacker or a screw driver.”

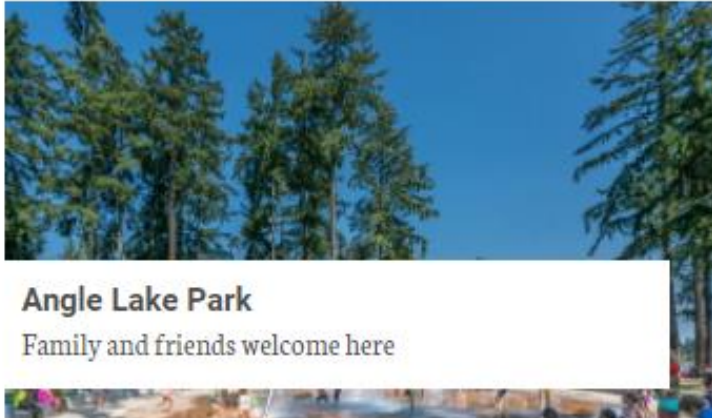
A pillar of her community, a long-time resident of Bow Lake, and an all-around firecracker, Shirley uses her indomitable energy and jack-of-all-trade knowledge to do everything she can to help her neighbors. “Every day is different,” she says, “and every day is a blast.” From minor home repairs and yard work, to organizing vaccines to be brought to her local neighborhood where most residents aren’t able to get around easily, Shirley uses her quick-wit and enviably inquisitive nature to help care and find resources for all those around her. Shirley also has some pretty amazing stories to tell, if you’re ever lucky enough to catch her during some downtime.



Shirley's Favorite Thing to do in SeaTac

“I could go on and on about this city!”

“SeaTac is my little piece of heaven. The wonderful variety of trees and the various parks and water access are beautiful year around. We are ten minutes from beaches major shopping facilities as well as advanced medical treatment. SeaTac provides everything I need to live a full, safe, active and happy life as a senior citizen. I would not want to be anywhere else.”



Angle Lake Park

Family and friends welcome here



Garden Lover Itinerary

Green thumbs accepted here



Diners, Dives and Drive-Ins

The places to eat along Pacific Highway



Marketing collateral



EXHIBIT 5: Page 12 of 17
DATE: 03/09/22



FREE RIDE TO WESTFIELD SOUTHCENTER
on the SeaTac Hotels-Shopping Shuttle

AVAILABLE SHUTTLE TIMES

**USE QR CODE TO
RESERVE YOUR SEAT**

Convenient pickup at your hotel

Thursday 1-6:15pm

Friday 1-8:30pm

Saturday 1-8:30pm

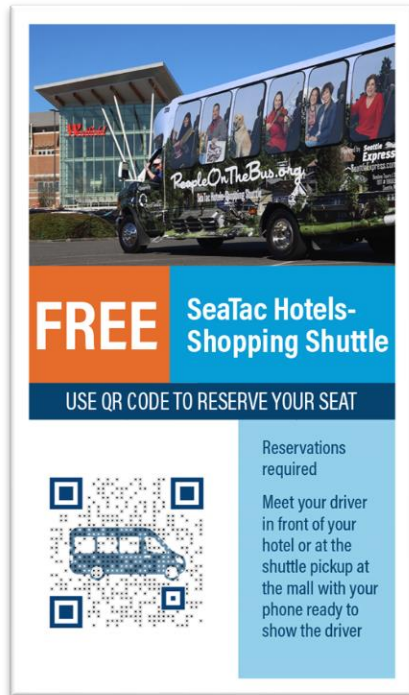
Sunday 1-6:15pm



SeattleSouthside.com/Shuttle-Service

For lost and found or questions, call (206)-593-6508

Marketing collateral



FRONT



BACK



2021 ridership 1,443 passengers

PAX/Party	# Party's	Pax
1	370	370
2	192	384
3	68	204
4	49	196
5	25	125
6	8	48
7	2	14
8	2	16
9	2	18
10	3	30
11	1	11
12	1	12
15	1	15
Total	724	1,443
Avg Pax/Party		2

Length of stay in SeaTac:	#	Room Nights
1	197	197
2	176	352
3	78	234
4+	71	320
Total	522	1,103

Arrival to SeaTac method		
Plane	197	90%
Bus	10	5%
Car	6	3%
Train	4	2%
Cruise	3	1%

2021 ridership

Purpose of Stay:	#	PAX	
Crew/Work	121	245	59%
Vacation	68	149	36%
Cruise	5	9	2%
NFL	3	5	1%
School	2	6	1%
Shopping	1	1	0%
Wedding	1	1	0%
Total	201	416	100%

Origin	#	PAX
Alaska	14	37
Arizona	3	7
Belgrade	1	4
Calif	4	4
Canada	8	13
Doha	1	1
Georgia	4	8
Guam	1	3
Hawaii	8	24
Holland	2	2
Japan	1	1
Korea	72	104
Mexico	2	2
Moldova	2	11
New Zealand	1	1
Pllipines	1	1
Serbia	1	5
South Africa	1	1

DATE: 03/09/22

2021 ridership

24 SeaTac Hotels

Origin Hotels:	# Pick-ups	PAX
Doubletree	273	535
Hilton	131	234
Radisson	45	103
Hampton Suites	55	113
Aloft	4	10
Best West	4	5
Cedarbrook	7	11
Clarion	35	112
Coast Gateway	20	35
Comfort Inn	19	35
Country Inn	11	23
Crown Plaza	15	22
Days Inn	2	3
Fairfield	5	9
Hilton Garden Inn	8	21
Holiday Inn	22	40
La Quinta	15	28
Marriott	18	38
Ramada	2	5
Red Lion	3	3
Red Roof	11	22
Residence Inn	9	14
Rodeway	2	6
Wingate	6	15

2022 summer hours

Currently: Thurs – Sun 23 hours/week

Thursday	3-6 pm
Friday	3-9 pm
Saturday	noon – 9 pm
Sunday	noon – 5 pm

Hotel Motel Committee



February 8, 2022

PRESENTATION OVERVIEW

1. What is HMAC & why does it exist
2. Who is on HMAC
3. What are our roles on HMAC
4. Lodging Tax Funds explanation

WHAT IS HMAC

Per **RCW [67.28.1817](#)**, a lodging tax committee is established in cities who choose to impose a 2% lodging tax (**RCW [67.28.180](#)**) on hotels to fund tourism promotion. 1% is assigned to the county and 1% is passed on to SeaTac.

WHAT IS HMAC

Per **RCW [67.28.1816](#)**, the duty of HMAC is to review applicants requesting funding of tourism activities that promote SeaTac and encourage hotel stays.

HMAC reviews applications, recommends to Council who approves/adjusts /denies applications. Historically always approves

WHAT IS HMAC

Applications are formally solicited once a year but can be submitted anytime.

SeaTac publishes a notification in March with a May application deadline.

HMAC reviews applications, scores them, recommends to Council

WHAT IS HMAC

The Lodging Tax Funding process in SeaTac necessitates 3-4 HMAC meetings annually:

1. Review Application Packet/Update
2. Review Applications Received
3. Special Meeting if Council Changes Recommendations
4. Final Review

WHO IS ON HMAC

Per **RCW [67.28.1817](#)**, cities
 5 members minimum
 required. SeaTac originally
 had 9, but found quorum
 difficult and therefore
 reduced to 7.
 Currently on HMAC:

Name	Position	Appointed	End of Term
Peter Kwon, Councilmember, Chair	Councilmember	1/19/2022	N/A
Richard Scherzinger Hilton Hotel	business required to collect tax	7/15/2015 09/26/2017 10/27/2020	09/23/17 (unexpired term) 09/30/20 (1st full term) 09/30/2024 (2nd full term - 4 year term)
Jeffrey Bauknecht Musuem of Flight	Person involved in activities authorized to be funded by revenue received from the Lodging Tax	08/11 09/14 09/26/2017 10/27/2020	09/23/14 (1st full term) 09/23/17 (2nd full term) 09/30/20 (3rd full term) 09/30/2024 (4th full term - 4 year term)
Mollie Mad	business required to collect tax	11/23/2021	09/30/2023 (unexpired term)
Yvonne Gooden BMX	SeaTac Person involved in activities authorized to be funded by revenue received from the Lodging Tax	5/11/2021	9/30/2023 (unexpired term)
Barbara Brunetti Hotel	Wingate business required to collect tax	2/25/2020 10/27/2020	09/30/20 (unexpired term) 09/30/22 (1st full term - 2 year term)
Amanda Leon Botanical Garden Foundation	Highline Person involved in activities authorized to be funded by revenue received from the Lodging Tax	7/13/2021	09/30/22 (unexpired term)

LODGING TAX

Per **RCW 67.28.1816**, Lodging Tax may be used for:

- Tourism marketing
- The marketing and operations of special events and festivals designed to attract tourists
- Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- 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

LODGING TAX

Sample Recipients

2020 Applications Received	2021 Funding	2022 Funding	Total 2021-2022	Project Summary
NW Symphony	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	To help fund the following promotion : advertising on King FM, Flyers, Posters, Blogs, Mailers
Museum of Flight	\$ 60,000.00	\$ 60,000.00	\$ 120,000.00	For tourism marketing & special event operation to help increase and enhance marketing efforts since winning the visitor confidence will take more rigorous effort like: Marketing Placements, Meeting and event planner publications and
Highline Botanical Garden Operations & Promotion	\$ 82,400.00	\$ 82,400.00	\$ 164,800.00	To expand the promotional capability of the garden by contracting an executive director, tour coordinator, wedding
City of SeaTac	\$ 524,087.00	\$ 567,843.00	\$ 1,091,930.00	To help promote SeaTac tourism real estate development, marketing & operation through establishment of new SeaTac tourism amenities & tourism products, promoting SeaTac, attracting tourism businesses to locate in SeaTac, attracting tourism real estate developers/investors to develop & invest in SeaTac tourism (i.e. for hotel development, restaurants, amenities)

LODGING TAX VS TPA (FOR CONTEXT ONLY)

Additional self assessed \$2 collected from SeaTac hotels – goes directly to regional tourism authority (RTA) - promotes SeaTac outside the region.

Tourism promotion area (TPA) = SeaTac/Tukwila/Des Moines

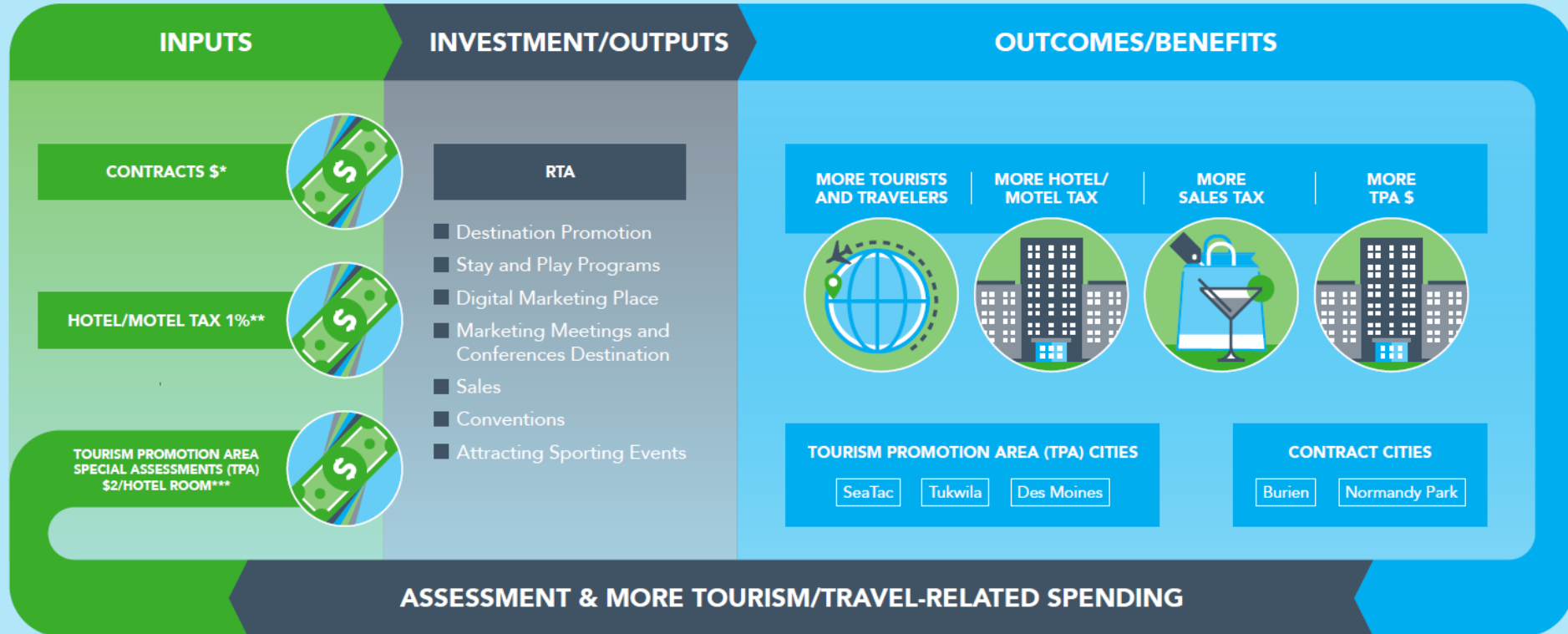
Funds differ in two notable ways:

- 1) Lodging Tax – “Feet in Streets & Butts in Seats*” & funds only distributed to applicants
- 2) TPA assessment - “Heads in Beds*” & funds go direct to RTA for TPA promotion only

(*generally accepted distinction rather than 50 +/- mile discussion – which there is no clear distinction in either lodging tax (RCW 67.28.1816, 2a) or TPA assessment RCW's (35.101.010, definitions). The distinction is by nature of the promotion – i.e RTA wouldn't promote restaurant week since it doesn't attract heads in beds)

LODGING TAX VS TPA (FOR CONTEXT ONLY)

Seattle Southside Regional Tourism Authority (RTA) Flow of Funds



* Contracts with Non-TPA Cities and other organizations
 ** a. 1% of all occupied hotel room sales to Department of Revenue > SeaTac 107 Fund > RTA & other grant applicants (inc. SeaTac EcDev team)
 b. Awarded Through Hotel-Motel Tax Advisory Committee or lodging industry and organizations eligible to receive lodging tax funds.
 c. RCW 67.28 mandates an HMAC: The Chair is a member of the Council. Other members represent lodging tourism.
 Duties include: soliciting grant requests & making recommendations for funding to the Council.
 *** a. \$2 per occupied hotel room for hotels with 90+ rooms—except extended stay hotels (30+ days) & contract rooms (airlines, construction...)

HMAC & NEW SEATAC TOURISM INFRASTRUCTURE

New Tourism Policies

2021 - first set of tourism policies. Will guide HMAC on funding decisions

Tourism Destination Development Plan (TDDP)

2021 HMAC approved Lodging Tax funding for TDDP creation in 2022. A roadmap for strategic development of visitor experience through programming/ capital development / brand marketing

Travel & Tourism Business Forums

All T&T businesses participate to discuss challenges, issues and execute projects in SeaTac. HMAC will be updated

2023 Lodging Tax Funding Procedures & Policies

What types of funding requests are there

1. Two Year Funding Request

- Funding for any amount
- Applicant must submit funding request by May of a City biennial budget year (next is by May 2022)
- Funding request will be:
 - Reviewed and recommended by HMAC (must meet application/scoring criteria)
 - Final decision by Council
 - Included in the City biennial budget process in Q3/Q4 of that year, and funds are then available for reimbursement starting in Q1 of the following year

2. One Year Funding Request

- Funding for any amount
- Applicant can submit funding request any time of year
- Funding request will be
 - Reviewed and recommended by HMAC (must meet application/scoring criteria)
 - Final decision by Council and required for a budget amendment approval

3. “Opportunity Bucket” Funding Request*:

- Funding for \$25,000 or less
- Applicant can submit funding request any time of year
- Funding request will be:
 - Reviewed by City staff (must meet application/scoring criteria)
 - Reviewed by HMAC
 - Inform Council at PED meeting (since the opportunity bucket budget line item is included in the approved budget for these expenditure types is already approved)
- * This fund is meant to allow the City to take advantage of opportunities for tourism promotion that occur at various times of year and does not necessitate a budget amendment. The Opportunity Bucket fund totals \$100,000 annually and is included within the City of SeaTac lodging tax biennial budget request to Council.

How is my application reviewed and approved/denied

1. Two Year Funding Request

- Hotel Motel Advisory Committee (HMAC) will review requests in May/June and make recommendations to the SeaTac City Council in June/July.
- Applicants will be notified within 30 days of the City Council’s decision following the City of SeaTac final budget approval.

2023 Lodging Tax Funding Procedures & Policies

- 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, with a decision provided to applicant within 45 days after re-submission.

2. One Year Funding Request

- HMAC will review the application at the next available meeting after application is submitted and can recommend to Council for approval.
- Applicants will be notified within 30 days of the City Council's decision (subject to Council review timeline).
- 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, with a decision provided to applicant within 45 days after re-submission.

3. Opportunity Bucket" Funding Request

- City Staff will review the application and approve/deny/request revision
- HMAC will review the application at the next available meeting after application is submitted and confirm staff recommendation
- City Staff will inform Council at the next available PED meeting. PED Committee Chair report back to the Council.
- Applicants will be notified within 30 days after the PED meeting
- If revision is requested, CED staff will convey the request to applicant, and revisions will be reviewed

How will my application be evaluated

Evaluation framework includes but is not limited to:

- Meeting basic eligibility criteria for lodging tax funding for tourism promotion
- Marketing approach
- Degree of matching funds by applicant
- Uniqueness of the opportunity
- Potential economic/tourism impact
- Potential synergy with other funded projects
- Event that occurs during shoulder season (May – October)
- Organizational Structure and capability

2023 Lodging Tax Funding Procedures & Policies

How do I apply

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, Economic Development Strategist, in Community & Economic Development (CED) tcarter@seatacwa.gov or at www.seatacwa.gov.

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.

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

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 funding application. Funds will be awarded based on merit and how each project meets stated criteria.
- HMAC may or may not take action/make funding recommendation decisions on a request at the meeting at which it is initially presented
- Funding 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, and is subject to SeaTac's Legal Department final review & approval.

State Law Excerpts - [RCW 67.28.1816](#)

1. 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.

2023 Lodging Tax Funding Procedures & Policies

6. "Tourism promotion" means 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.
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.

2. *Use of Lodging Tax Fund Criteria*

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. 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.

3. *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 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. (The City Council can recommend funding at a lower amount after a 45 day comment period by HMAC.)

4. *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](#).



2023/2024 Application for City of SeaTac Lodging Tax Funding

APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN **SUNDAY XXX 11:59PM**. Incomplete and/or late applications will not be considered/prioritized for funding cycle. 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 XXX 11:59PM.**
LATE APPLICATIONS WILL NOT BE CONSIDERED DURING FUNDING CYCLE.

APPLICATION TIMELINE

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

Should the HMAC recommend funding for your event/activity/facility, the Committee will forward its recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in **XXX Month and confirmed upon final budget adoption.**

2023/2024 Application for City of SeaTac Lodging Tax Funding



APPLICATIONS ARE DUE NO LATER THAN **SUNDAY XXX 11:59PM.**

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 funding**)

- Non-Profit (Attach copy of current non-profit registration with Washington Secretary of State)
- Public Agency
- Other

2023/2024 Application for City of SeaTac Lodging Tax Funding



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 tourism 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 funding and if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac. If changes to the event occur during the Committee and Council approval process, a final updated application must be submitted.

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

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE

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

2023/2024 Application for City of SeaTac Lodging Tax Funding



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:

<u>As a direct result of your proposed tourism-related service, provide:</u>	<u>Estimate</u>	<u>Calculation Methodology (See options below)</u>
a. Overall attendance at your event/activity/facility		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
b. Number of people who travel more than 50 miles for your event/activity		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
d. Of the people who traveled more than 50 miles, the number of people who stayed overnight in SeaTac		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
f. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
g. Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE

2023/2024 Application for City of SeaTac Lodging Tax Funding



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/program.
- ❖ **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/program users 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/program? Yes No
If yes, list the host hotel(s):

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

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

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

2023/2024 Application for City of SeaTac Lodging Tax Funding



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

**Note: State reporting requests overnight (note day) tourist promotional information*

8. How do you intend to use the Lodging Tax funds if selected as a funding 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 and lodging industry get in return for funding (e.g. logos, links print material, radio, TV etc.)?:

10. Are you applying for Lodging Tax Funding from another community/ies? 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/previous event(s)/activities?

12. What is the overall budget for your event/activity/facility?

- a. If you are applying for marketing program funding, please indicate that program's overall budget only. Breaking into fiscal quarters is not necessary.
- b. Please provide an itemized list identifying each type of expenditure to be reimbursed. Separate documents/pages are permitted if more space is needed.

Year 1	Activities	Amount
Q1		\$
Q2		\$

2023/2024 Application for City of SeaTac Lodging Tax Funding



Q3		\$
Q4		\$
Year 2	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 revenues 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 not recommended?

16. Funding History

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

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

2023/2024 Application for City of SeaTac Lodging Tax Funding



2017 _____ 2018 _____ 2019 _____ 2020 _____

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

19. If you received a **2019 Lodging Tax Funding**, please explain below how awarded funds were used. If you were not a 2019 funding recipient, please skip this question.

20. How did you hear about the City of SeaTac Lodging Tax Funding 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.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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 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.

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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.

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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 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.

Please see:

- 2020HMACAfterEventReport&ReimbursementApplication
- 20200410HMACLodgingTaxFundingProgramProcedures
- 2020HMACFundingApplicant Scoring Sheet

APPLICANT REPRESENTATIVE NAME _____
APPLICANT REPRESENTATIVE SIGNATURE _____
DATE OF SIGNATURE _____

CITY OF SEATAC PRESENTATIVE NAME _____
CITY OF SEATAC REPRESENTATIVE SIGNATURE _____
DATE OF SIGNATURE _____

APPROVED AS TO FORM BY (NAME) _____
APPROVED AS TO FORM BY (SIGNATURE) _____
DATE OF SIGNATURE _____

End of Application



2023/24 Lodging Tax Funding Application Assessment

Evaluation Score Sheet for Lodging Tax Applicants

Organization Information

Organization Name		Requested Amount	Year 1	Year 2
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. Does the request clearly summarize the purpose of the event/project and what benefits will be provided?	5	
c. Does the project propose an efficient, economical and effective use of the SeaTac Lodging Tax funds for tourism?	10	
d. How well does the event/program meet the HMAAC'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. Are there inter-organizational or community partnerships that demonstrate 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 (cross marketing opportunities)?	10	
c. Will the project efficiently and effectively increase tourism travel, overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?	10	
d. Does the applicant state clearly how they will recognize the support if funded with SeaTac Lodging Tax funds?	10	
e. Does the applicant, in the scope of work, provide for an adequate method for evaluation of the outcomes of the proposed project upon completion?	5	
f. Is the percentage of funding requested proportionate compared to overall cost of project? (LTAC funds should not be counted on to fund the entire project)	5	
TOTAL SCORE	100	

Overall Program Components

	Yes/No	
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 (October – May)?	Yes/No	



2023/24 Lodging Tax Funding Application Assessment

COMMENTS

COMMENTS

Person Submitting Review

Name		Date	
Contact Info			

DRAFT

AFTER EVENT/PROGRAM REPORT

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

INVOICE AMOUNT TO BE REIMBURSED: \$ _____ FUNDING AMOUNT AWARDED _____

ORGANIZATION CONTACT NAME: _____

ORGANIZATION NAME: _____

ORGANIZATION ADDRESS: _____

ORGANIZATION CONTACT PHONE NUMBER: _____

EMAIL: _____

WEBSITE: _____

Signed/Title _____ for above named Agency

Organizational name that should appear on check: _____

Project Organizer must submit this report plus invoices **no later than two weeks after the event/program end date**, 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 email only:

Tanja Carter – Economic Development Strategist
EMAIL: tcarter@seatacwa.gov



2020-22 City of SeaTac Lodging Tax Funding Report

Request for Reimbursement

- 1. How did being selected as a lodging tax funding assist you with your event/program?**

- 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.**
 - a. Overview**
 - b. Self-Assessment of Predicted vs. Actual outcomes 0 to 10 with details**
 - c. Aspects to be improved upon or expanded in the future / lessons learned**
 - d. Other**

- 3. Please provide:**
 - a. An itemized invoice with general categories of services provided. If the invoice includes staff time, list hours per project, hourly rate, and amount billed. Please include itemized receipts.**
 - 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**

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



2020-22 City of SeaTac Lodging Tax Funding Report

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 in acceptable form.

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