



Hotel Motel Advisory Committee (HMAC) Agenda

May 11, 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 03/09/22 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	SeaTac Lodging Tax Funding Application Discussion <i>We will walk through an application as a group to understand the contents & process before HMAC analyze them due to many new members & this being first application cycle. Full portfolio of applications sent by 5/13 for review</i>	Update	Tanja Carter	30
	Next Meeting: <i>Full Review of all SeaTac Lodging Tax Funding Applications. Applications will be sent 2 weeks prior to regular meeting on Wednesday June 8</i>			
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

3/9/2022
3:00 pm – 5:00 pm
Virtual Meeting

Members Present: Chair Peter Kwon, Amanda Leon, Jeff Bauknecht, Mollieann Mad (arrived 3:13 pm), Yvonne Gooden (arrived 3:14 pm)

Members Absent: Barbara Brunetti, Richard Scherzinger

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

Others Present: Scott Dery, *Sergeant*; Mark Everton, *President/CEO Seattle Southside RTA*; Meagan McGuire, *VP Business Development Seattle Southside RTA*

Commence: 3:10 PM
Adjourn: 4:25 PM

1. Call to Order / Introductions	Chair Kwon called the meeting to order at 3:10 PM, roll call, and meeting attendees introduction.
2. Approval of the 09/08/21 Minutes	Approval Member Bauknecht motioned to approve the meeting minutes. Member Gooden seconded. Unanimous approval of meeting minutes.
3. SeaTac Police Report	Update Sgt Scott Dery reported on current crimes in the city such as ongoing trespassing and continued vehicle theft of catalytic converters and gas siphoning crimes.
4. Smith Travel Report/WA Department of Revenue Statistics	Update Report was introduced by Economic Development Strategist Tanja Carter and narrated by Seattle Southside President/CEO Mark Everton.
5. SSRTA Hotel Shuttle 2021 Summary	Update <ul style="list-style-type: none">Presented by Seattle Southside VP of Business Development Meagan McGuire.

	<ul style="list-style-type: none">• Mark Everton presented the 2021 ridership shuttle passenger results based on questionnaire and the 2022 shuttle summer hours.
6. Review HMAC Roles/Responsibilities (power point)	<p>Update</p> <p>Presented by Tanja Carter.</p> <p>The presentation overview included the following:</p> <ul style="list-style-type: none">• What is HMAC & why does it exist• Who is on HMAC• What are our roles on HMAC• Lodging Tax Funds explanation
7. 2022 Lodging Tax Application/Process Review	<p>Review</p> <p>Presented by Tanja Carter:</p> <ul style="list-style-type: none">• Application Overview• Application Checklist• Application Timeline• Process• Review <p>Discussion commenced with Member Bauknecht, Chair Kwon, Tanja Carter, Economic Development Manager Aleksandr Yeremeyev, and Member Amanda Leon.</p>
8. Adjourn	<p>Chair Kwon adjourned the meeting at 4:25 pm.</p>



2023/2024 Application for City of SeaTac Lodging Tax Funding

APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN WEDNESDAY MAY 4, 2022 5 PM. 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 **electronically** to:

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

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LATE APPLICATIONS WILL NOT BE CONSIDERED DURING FUNDING CYCLE.

Applications must be submitted at least 180 days prior to your event to be considered for funding.

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 November 2022 and confirmed upon final budget adoption.

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2023/2024 Application for City of SeaTac Lodging Tax Funding



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Total Amount Requested: \$ 8000 annually Name of Event/Program/Activity Community Concerts and Activities

ORGANIZATION/AGENCY INFORMATION

Northwest Symphony Orchestra
Organization/Agency Name

94-3055544
Federal Tax ID Number

Anthony Spain
Contact Name

Director
Title

P.O Box 16231
Mailing Address

Seattle WA 98116
City State Zip

(206) 242- 6321
Phone

anthonyspainnwso@gmail.com
Email Address

Highline SeaTac Botanical Garden and 5 concerts annually at Highline Performing Arts Center, or Benaroya Hall-Dates-TBA
Event Location

Event Date(s)

northwestsymphonyorchestra.org
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: (check each box to confirm)

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.

Anthony Spain
Signature

April 29, 2022
Date

Anthony Spain
Printed or Typed Name

2023/2024 Application for City of SeaTac Lodging Tax Funding



PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE

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

The Northwest Symphony Orchestra offers and provides services for a range of events that include numerous out-of-town guests. These services include concerts, music for other important community events, (weddings and holiday events), and other SeaTac events- such as playing at **Highline SeaTac Botanical Garden Events**, and the opening of the Angle Lake Light Rail Station.

For many years the NWSO has regularly provided free concert tickets to SeaTac hotels for travel packages. These tickets are distributed directly to SeaTac Hotels through both NWSO staff and Barbara McMichael- Director of South King County Cultural Coalition. Travel packages are offered to out-of-town visitors staying in SeaTac Hotels and include complimentary tickets to any NWSO concerts. These packages promote the area's arts and culture, with the goal of extending the stay of visitors within the area, and thereby increasing hotel/motel overnight stays.

The NWSO has helped to promote hotel stays by performing with nationally recognized artists such as **Natalie Cole**, Joshua Roman, Michael Nicolella. The NWSO also performed in a **Seattle Seahawks** opening regular season game with **Alice In Chains**- and part of this performance was broadcast live on television across the West Coast. **All concert offerings are promoted to draw more visitors, and families, to SeaTac businesses, such as restaurants and hotels- thus increasing business and hotel/motel overnight stays in the SeaTac area.** To increase hotel occupancy and attractiveness of staying in the SeaTac area, the NWSO is established as an on-line resource guide and advertises extensively throughout the area.

As the SeaTac area provides an ideal place to stay with its close proximity to the airport, **NWSO performances/events near the airport offer further incentive to stay at SeaTac hotels.**

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

The Northwest Symphony Orchestra is a nationally recognized orchestra. It has received **numerous national awards, (most recently an American Prize for our commitment to local composers), been on several NPR broadcasts, appeared on NBC's "Today Show," and received coverage in the Wall Street Journal, as well as regularly receiving coverage in the Seattle Times.** It is regarded as being the premiere orchestra in the northwest for presenting music by local composers and also presents some of the most unique concerts in the country including our **multimedia concerts**, which have been very successful. For example, our world premiere "Planets Live" concert, that included visuals by local astrophotographers and artists, was a huge draw, and since our world premiere, "Planets Live" has been presented in many different parts of American and in England. **In October 2023, we will partner with Washington's National Park Fund and present a multimedia concert featuring photography from some of Washington States best photographers.**

2023/2024 Application for City of SeaTac Lodging Tax Funding

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, provided:	Estimated in Application	Actual	Calculation Methodology (See below)
Overall attendance at your event/activity/facility	7200		<input type="checkbox"/> DC <input type="checkbox"/> IC x <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	375		<input type="checkbox"/> DC <input type="checkbox"/> IC x <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	90		<input type="checkbox"/> DC <input type="checkbox"/> IC x <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	95		<input type="checkbox"/> DC <input type="checkbox"/> IC x <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.	40		<input type="checkbox"/> DC <input type="checkbox"/> IC x <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	55		<input type="checkbox"/> DC <input type="checkbox"/> IC x <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 (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	55/5 Events		<input type="checkbox"/> DC <input type="checkbox"/> IC x <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> 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/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:

The Northwest Symphony Orchestra has been complimented by 4 Culture (King County Arts Commission) for having one of the most diverse and large audiences in King County, and in presenting one of the most unique and successful concert seasons in the area that attracts people from many different locations. Our impressive concert attendance, and events already discussed in the previous questions are a testament to our regular success. As we emerge out of Covid, we are finding our audience is returning in strength, and we are getting contracted for more services in the SeaTac area- we expect this to continue as we enter 2023. **The NWSO has been featured several times on NPR radio, KOMO and KING TV, and once on NBC's Today show.** The NWSO annually serves approximately **7200 people at numerous public concerts and events**- this number does not include weddings and other private events that NWSO musicians also play for.

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

Because of the number of different services that the NWSO offers, it plays for local, regional, national and international visitors. As described above, our multimedia concerts with Washington's National Park Fund in Washington State attract visitors from throughout the state and help increase the visibility of our organization. In 2023 our collaboration with Seattle Pacific University will give us exposure to both a new local and national audience.

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

The Northwest Symphony Orchestra has a mailing list of 7500 people, as well as an extensive email list, and Facebook following. We time e-blasts and Facebook postings, so that they are effective for attracting both local and regional visitors. The Northwest Symphony Orchestra also advertises in the Seattle Times, and on CLASSIC KING-FM radio- to attract both local and regional guests as well.

As we will be collaborating with Seattle Pacific University on our April 2023 concert, as part of their 100th anniversary year celebrations, due to their national advertising capabilities, this will also attract overnight guests.

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.)

We will use Lodging Tax funds for a variety of PR and advertising options- including mailings/flyers and concert announcements, both hard copy and online sources- including e-blasts, and Facebook postings. We also use the funding to advertise on several blogs including SeaTac Blog and other local blogs. We advertise on the radio, most importantly with CLASSIC KING-FM radio.

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.):

The Northwest Symphony Orchestra will continue to provide tickets to hotels for travel packages, thus promoting the City of SeaTac with out-of-town visitors staying in SeaTac Hotels.

The NWSO also has a **“Dining and Accommodations”** tab on the homepage of its website which directs people to **hotels and businesses in the SeaTac area.**

The Northwest Symphony Orchestra also supports local restaurants and hotels, by holding fund raising events at these local venues.

10. Are you applying for Lodging Tax Funding from another community?

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?

As we emerge out of Covid and have an extensive season planned for 2022-2023 including important collaborations with local area groups, choirs, and Seattle Pacific University, the Northwest Symphony Orchestra will be hiring an additional part-time PR person beginning in the 2022-2023 season. To support this person the NWSO will be spending additional funds to advertise concerts and events- as plans are developed for marketing in 2023 and beyond.

2023/2024 Application for City of SeaTac Lodging Tax Funding



12. What is the overall budget for your event/activity/facility? \$229,541= total annual budget. \$11,300 of that total is advertising budget- see below (Does not include design/art work costs)

- 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	Publicity flyers and mailing \$2600, Local Blogs/Facebook \$600- Posters \$350	\$3550
Q2	\$1200 Advertising on KING-FM, Blog/FBs \$400 Publicity flyers/ mailing \$1400	\$3000
Q3	Posters \$350, Local Blogs and Facebook \$600, Seattle times \$800	\$1750
Q4	\$1200 Advertising on KING-FM, Blogs and Facebook \$400, Publicity flyers and mailing \$1400	\$3000
Year 2	Activities	Amount
Q1	Publicity flyers and mailing \$2600, Local Blogs/Facebook \$600- Posters \$350	\$3550
Q2	\$1200 Advertising on KING-FM, Blogs/FB \$400 Publicity flyers/ mailing \$1400	\$3000
Q3	Posters \$350, Local Blogs and Facebook \$600, Seattle times \$800	\$1750
Q4	\$1200 Advertising on KING-FM, Blogs and Facebook \$400, Publicity flyers and mailing \$1400	\$3000

13. What percent of your total budget are you requesting from Lodging Tax Fund? 3.5%

14. Please identify your top 5 sources of revenues anticipated for your 2023/24 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
4 Culture- King County	\$21,000	Yes	2023
Picard Foundation	\$10,000	Yes	2023
Ren Che Foundation	\$10,000	No	2023
Gene and Rosaly Fish	\$10,00	Yes	2023
William, Kathryn Milne	\$7000	Yes	2023

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

If full funding is not available, the NWSO will have to scale back marketing that focuses on attracting visitors to our events in the SeaTac area, as well as cut back on our services and concerts in the SeaTac area.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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:

2019 \$5000 2020 \$5000 2021 \$5000 2022 \$5000

18. Number of total years you have received City of SeaTac lodging tax funds: Every year since 2004

19. If you received a 2021/22 Lodging Tax Funding, please explain below how awarded funds were used. If you were not a 2021/22 funding recipient, please skip this question.

Funds have been used on marketing costs such as publicity flyers (printing and postage), mailing costs, ads in blogs including the SeaTac Blog and advertising with Facebook. As we progress through 2022, funds will be continued to be used for these marketing items, as well as other online advertising sources.

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

Originally from the Mayor back in 2003.

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.

As we have a proven track record of providing services, consistent staff, and income, we do not expect risks to this project.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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 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.

2023/2024 Application for City of SeaTac Lodging Tax Funding



- 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:

2020HMCAfterEventReport&ReimbursementApplication
 20200410HMACLodgingTaxFundingProgramProcedures
 2020HMACFundingApplicant Scoring Sheet

APPLICANT REPRESENTATIVE NAME Anthony Spain

APPLICANT REPRESENTATIVE SIGNATURE *Anthony Spain*

DATE OF SIGNATURE April 29, 2022

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



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Total Amount Requested: \$120,000; (\$60,000 per year) Name of Event/Program/Activity: The Museum of Flight

ORGANIZATION/AGENCY INFORMATION

The Museum of Flight
Organization/Agency Name

91-0785826
Federal Tax ID Number

Jeff Bauknecht
Contact Name

Grant Program Manager
Title

9404 East Marginal Way South
Mailing Address

Tukwila WA 98108
City State Zip

(206)768-7198
Phone

jbauknecht@museumofflight.org
Email Address

The Museum's main campus at above address
Event Location

Year round
Event Date(s)

<https://www.museumofflight.org/>
Website

- Check all service categories that apply to this application:
- Tourism Promotion/Marketing
 - Operation of a Special Event/Festival designed to attract tourists
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- Check which one of the following applies to your agency:
- (Note: **For Profit organizations are currently not eligible for any lodging tax funding**)
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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

5/3/2022

Date

Jeffrey R. Bauknecht

Printed or Typed Name

2023/2024 Application for City of SeaTac Lodging Tax Funding



PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE

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

The Museum of Flight is one of the premier and largest nonprofit educational air and space museums in the world. Visitors come to the Museum for myriad reasons including meetings and conferences, individual and group education programs, research for historical and scholarly projects and simply for personal enjoyment of the exhibits and many special events we hold throughout the year.

Our collections now include more than 175 air- and space-craft, tens of thousands of small artifacts, more than 3 million rare photographic images, and a world-class library housing more than 34,000 books, 66,000 periodicals, and 14,000 technical manuals.

In addition to our extensive collection and broad-ranging education programs, the third pathway we provide for our visitors to experience the history and fun of flight is through our Public Programs. Public Program staff facilitate more than 70 programs each year. Most of these programs are free with Museum admission and available to all visitors. Topics vary widely from historical presentations by military veterans and industry professionals to live downlink sessions by astronauts aboard the International Space Station. Additional programs feature Popsicle-stick bridge building contests hosted by engineering associations and Star Wars themed droid building sessions for the young and young at heart. The Museum is also host to large-scale public events such as the annual US Navy Blue Angels demonstration team, and visits by flying heritage groups like the Collins Foundation and Experimental Aircraft Association which bring in aircraft each year such as B-17, B-29, B-24 & B-25 bombers, and the legendary North American P-51 Mustang.

Prior to the pandemic, the Museum welcomed more than 600,000 visitors annually. Although the last two years have been challenging, the Museum is showing strong indications of recovery. Year to date admission in 2022 are 79,366 compared to 27,176 for the same time in 2021 – a 275% increase. Although it is nearly impossible to predict the course forward, we are optimistic that we'll be back to pre-pandemic numbers by the beginning of 2024.

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

The Museum is recognized by our peers, the general public and aerospace industry professionals as one of the most comprehensive aerospace museums in the world. The Museum's collection is virtually unmatched within the industry, showcasing more than 175 air- and space- craft across all genres and time periods, as well as the largest air and space library and archives on the US west coast. In addition, the Museum ranks among the top for meeting and event capacity in the greater Seattle region. Visitors come to the Museum for the fun and excitement that is flight.

The collection, combined with easy access from I-5 and free parking, makes the Museum one of the top picks for corporate meetings and affinity group conferences such as military organizations and reunions. Visitors are entertained with a nonstop airshow every day at the Museum due to the many different types of aircraft flying into and out of Boeing Field! Our galleries are bright, spacious and clean, and our Docent Corps is second to none in the industry in terms of professional background and training.

2023/2024 Application for City of SeaTac Lodging Tax Funding

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, provided:	Estimated in Application 2023/2024	Actual 2023/2024	Calculation Methodology (See below)
Overall attendance at your event/activity/facility	400,000/525,000		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Number of people who traveled more than 50 miles for your event/activity	140,000/183,750		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state	28,000/73,500		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Of the people who traveled more than 50 miles, the number of people who stayed overnight in SeaTac	7,000/9,190		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac.	4,900/5,790		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	2,100/3,400		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	2,900/6,000		<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> 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/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)

2023/2024 Application for City of SeaTac Lodging Tax Funding



4. Is there a host hotel for your event/program? Yes No

If yes, list the host hotel(s): The Museum partners with multiple hotels in the Seattle Southside region during the year for different events such as our Gala, Pathfinder Awards Banquet, Hops & Props, Yuri's Night, and Washington Aerospace Scholars (WAS) education program.

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. A range of room-nights are used for each of our events varying from a few for our single day events to several dozen for our WAS summer sessions where 30-40 students with chaperones are hosted on site for three one-week sessions.

5. **Describe the prior success (number of attendees, media exposure, etc.) of your event/activity/facility in attracting tourists:** Prior to the pandemic of the last two years, the Museum enjoyed more than a decade of increasing general admission attendance. During this time we hosted multiple "blockbuster" level events such as the Boeing Centennial Celebration in 2016 which attracted more than 90,000 visitors over a three-day period, setting a new record for the Museum.

In 2019, the Museum hosted the Smithsonian traveling "Destination Moon" exhibit from April through September. Four key out-of-area markets were targeted for advertising during Destination Moon: Portland, Vancouver, Eastern WA and San Francisco.

- Visitors increased by 60% over 2018 numbers from these markets.
- An estimated 18,600 visitors from the 4 markets generated an estimated 6,435 hotel stays region-wide; 2.89 people per ticket/hotel room.
- Visitors via Expedia and Viator (most are out of state or out of country) increased by roughly 260% over 2018, with an estimated 725 hotel stays

On Memorial Day 2019, we opened the new Vietnam Veterans Memorial Park. This event drew more than 3,500 veterans and family members from across the country and around the world to participate in the event.

The Museum regularly plays host to industry related gatherings and events such as NASA conferences, Mars Rover landings, as well as partnering with the Seattle Rock N Roll Marathon to host its 5K event for three consecutive years.

The Museum is a draw to visitors in and of itself, and plays an important role in adding value to other events in the region such as Seafair and the cruise ship season.

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

The Museum serves a geographic region composed primarily of the Pacific Northwest, with the majority of visitors coming from King, Snohomish, Skagit, Pierce, Thurston, and Kitsap counties. Roughly 75% of our visitors come from Washington State including many from underserved and underrepresented populations. We attract visitors from every state in the nation while also continuing to increase our international visitor base.

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The Museum provides an experience for every age, education level or cultural background. Our primary target audiences are young families with children living in the Puget Sound region, along with out-of-area leisure and business travelers. We are increasing our reach to eastern Washington, British Columbia and the Portland, Oregon region. Additional target audiences are military affinity groups, industry professionals, and engineering and technology professionals.

Like many other cultural organizations, the Museum has faced many challenges from the COVID-19 pandemic over the last two and a half years. During 2020 & 2021, we were totally closed to the public for 9 of the 24 months, opened part time with capacity restrictions for 8 months, and fully opened since July 1, 2021 but with vaccination and masking requirements until early 2022. Beginning even before our March 12, 2020 closure, we took quick action to begin adapting more of our education, public programming and collections content to an online audience. We have been pleased to see a significant and steady increase in our online audience with some participants being our long-term friends, while others are new viewers who have never experienced the Museum in person. Many of these new friends have expressed an eagerness to visit the Museum now that they know what we have to offer.

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

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

Per the guidelines listed below under (RCW 67.28.1816), activities supported through any funds awarded will be used for:

- * Tourism marketing: funds will be used for general tourism marketing through print, radio, television and social media. Additional efforts will include hosting live webcasts of events such as NASA International Space Station downlinks and launches by Blue Origin and Space X. These types of events are effective marketing tools to inform our audiences of the many exciting activities that take place at The Museum of Flight, encouraging them to visit in person. An example is shown below.

- * Marketing and operations of special events and festivals designed to attract tourists: funds will also be used to support the marketing and operations costs of events such as Memorial Day, HangarFest, Blue Angels, and Veterans Day weekends. Details for which events will be supported through this funding are worked out at the beginning of each year based on support raised from other sources.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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.)

The requested funding will supplement our marketing efforts and support the operations of Museum special events. Our current admissions numbers indicate a positive recovery trend from the impact of the COVID-19 virus. However, we know that winning the confidence of our visitors and encouraging them to come back is going to take a continued intentional marketing and public relations plan of action.

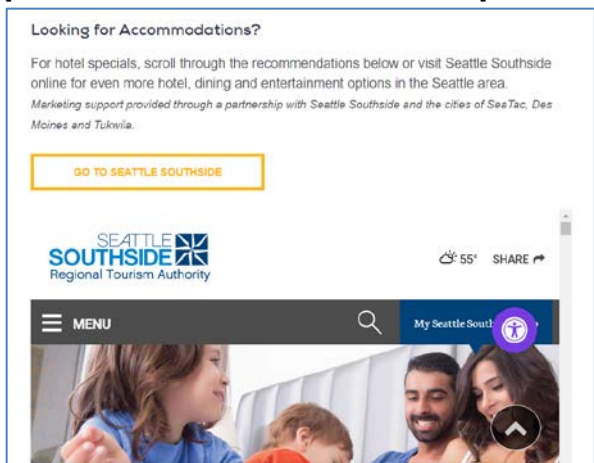
In addition to the steps mentioned above in #7, some of the specific uses for this funding may include:

- * Marketing Placements:
 - o Meeting and event planner publications and conventions
 - o Radio and television advertisements
 - o Paid and unpaid social media promotions
- * Operations of Special Events Designed to Attract Tourists:
 - o Supplies and materials for special events
 - o Fees and services for special events

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.):

The Museum promotes businesses in the SeaTac region through placement of the Seattle Southside Regional Tourism Authority (SSRTA) Visitor Guide in our Museum lobby kiosk. We also promote SSRTA through placement of their tourism “widget” on our website in an effort to drive website traffic to the myriad lodging and other tourism businesses in the Seattle Southside region. Throughout the year we look for opportunities to collaborate with SSRTA and other SeaTac area businesses on hotel packages and marketing partnerships.

[Below: SSRTA Link on Museum website]



Recognition opportunities will be provided to the City and other tourism industry businesses that partner with the Museum on general or event specific promotions such as our annual Blue Angels weekend activities. This would include, but not be limited to, logo/name recognition and similar acknowledgements based on the level of support and involvement.

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.

The Museum plans on submitting a Lodging Tax application to the City of Tukwila but has not made a specific request at this time.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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

As indicated in other sections of this request, as of the midway point of 2022, the Museum is showing consistent signs of recovery from the pandemic of the last two years. 2022 metrics are well ahead of 2021 numbers which were more than 59% stronger than 2020. We will continue to do what has worked; providing exciting and inspiring programs a safe and welcoming environment for our visitors to enjoy world class aerospace exhibits and programs.

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.

- 2022 Museum of Flight overall operations budget: \$24,662,554
- 2022 Museum of Flight Marketing budget: \$ 1,460,830

b. Please provide an itemized list identifying each type of expenditure to be reimbursed. Separate documents/pages are permitted if more space is needed.

- Museum of Flight operations budget included as Attachment A
- Museum of Flight Marketing department shown below:

2022 Approved Marketing Expense Budget	
Salaries & Wages	
Total Salaries & Wages	\$458,225.37
P/R Taxes & Benefits	
Total P/R Taxes & Benefits	\$85,904.64
Total Compensation	\$544,130.01
General & Administrative	
Total General & Administrative	\$2,900.00
Travel	
Total Travel	\$4,300.00
Facilities, Equipment, IT, Vehicle, & Maintenance	
Total Facilities, Equipment, IT, Vehicle, & Maintenance	\$1,100.00
Utilities/Phone	
Total Utilities/Phone	\$0.00
Printing & Postage	
Total Printing & Postage	\$113,700.00
Supplies	
Total Supplies	\$600.00
Marketing & Promotion	
Total Marketing & Promotion	\$793,600.00
Misc. Expense	
Total Misc. Expense	\$500.00
Total Direct Expenses	\$1,460,830.01

Year 1	Activities	Amount
Year 2	Activities	Amount



2023/2024 Application for City of SeaTac Lodging Tax Funding

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

- 4% of total annual Marketing budget based on 2022 approved budget

14. Please identify your top 5 sources of revenues anticipated for your 2023/24 event/program, not including requested City of SeaTac LTAC funds. (Please do not include in-kind contributions.)

* Amounts below represent our 2022 approved budget. 2023/2024 amounts will be determined at the start of each year but should represent roughly a 10-15% increase over the previous year.

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Earned: admissions, store sales, private event rentals, etc.	\$7,162,492	No: This amount is projected based on the 2022 approved budget.	Comes in throughout the year.
Contributed: individual, corporate, government, foundations	\$8,270,000	No: This amount is projected based on the 2022 approved budget.	Comes in throughout the year.
Membership Fees	\$835,000	No: This amount is projected based on the 2022 approved budget.	Comes in throughout the year.
Education Program Fees	\$799,963	No: This amount is projected based on the 2022 approved budget.	Comes in throughout the year.
Special Events	\$368,900	No: This amount is projected based on the 2022 approved budget.	Comes in during the second half of the year.

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

The Museum would shift funds from other department categories as needed to meet marketing and event operation budget needs.

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:

2019: \$75,000

2020: \$60,000

2021: \$60,000

2022: \$60,000

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

Since 2007; 15 years

2023/2024 Application for City of SeaTac Lodging Tax Funding



19. If you received a 2021/22 Lodging Tax Funding, please explain below how awarded funds were used. If you were not a 2021/22 funding recipient, please skip this question.

2021/2022 awarded funds were (will be) used to support our overall marketing efforts and operations expenses for specific special events such as our Blue Angels weekend which are very popular with local and overnight tourists.

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

The Museum of Flight was one of the original organizations to receive funding when the Lodging Tax Funding program began. One of our staff has also been a member of the HMAC for the past ten years.

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.

Our only real risk is the unknown future of the pandemic. At this time it appears things are on a good course, but as we've seen over the last two years that can change very quickly. Our admissions numbers, as of the first half of 2022, show continued signs of recovery, at roughly 275% ahead of 2021 pace at this time. Private Event, Museum Store, and other earned revenues are all trending to the positive, indicating continued progress.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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 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.

2023/2024 Application for City of SeaTac Lodging Tax Funding



- 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

Jeff Bauknecht

APPLICANT REPRESENTATIVE SIGNATURE

DATE OF SIGNATURE

5/3/22

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

Attachment A

Museum of Flight - 2022 Operations Budget

<i>Revenues</i>	Operations Budget 2022
Earned Income	
<i>Admissions/Sales Activity</i>	
Admissions	\$ 4,104,116
Simulators	\$ 300,855
Other Visitors Service Revenue	\$ 8,069
Store Sales	\$ 2,091,852
Private Events/Prem Experiences	\$ 657,600
Total Admissions/Sales Activity	\$ 7,162,492
<i>Education Programs</i>	
Total Education Programs	\$ 799,963
<i>Misc. Revenue</i>	
McCormick & Schmick	\$ 601,000
LLC (Hawaii)	\$ -
Other	\$ 110,250
Total Misc. Revenue	\$ 711,250
Contributed Revenue	
<i>Contributed Income</i>	
Contributed Income	\$ 2,270,000
2021 Carryforward	\$ 4,000,000
Federal Grants	\$ -
Transferred from Roadmap	\$ 2,000,000
Total Contributed Income	\$ 8,270,000
<i>Memberships</i>	
Total Memberships	\$ 835,000
<i>Events</i>	
Annual Event	\$ -
Pathfinder/Breakfast	\$ 160,000
Hops & Props/Hangarfest	\$ 208,900
Total Events	\$ 368,900
TOTAL - DIRECT REVENUES	\$ 18,147,605
Endowment Distribution	\$ 1,236,424
Restricted funds earned in prior years	\$ 1,054,624
Roadmap funds earned in prior years	\$ 2,417,901
Surplus funds from 2021 carried forward	\$ 1,936,000
Restricted funds earned not spent	\$ (130,000)
TOTAL OPERATING FUNDS AVAILABLE IN 2022	\$ 24,662,554

Museum of Flight - 2022 Operations Budget

<i>Expenses</i>	Operations Budget 2022
Total Compensation. Taxes, & Benefits	\$ 14,001,566
<i>Other Direct Expenses</i>	
General and Admin	\$ 581,307
Travel/Conventions	\$ 139,721
Facilities and Maintenance	\$ 1,612,556
Utilities / Phone	\$ 902,580
Printing/Postal	\$ 237,295
Supplies	\$ 446,073
Marketing & Promotion	\$ 958,000
Major Events Expense	\$ 150,000
Lobbyists	\$ -
Legal / Accounting	\$ 153,250
Contracted Services	\$ 904,050
Insurance	\$ 542,260
Misc. Expense	\$ 359,769
Total Other Direct Expenses	\$ 6,986,861
<i>Cost of Good Sold</i>	
Total Cost of Goods Sold	\$ 1,036,926
<i>Scholarship Expense</i>	
Total Scholarships & Flight Training	\$ 316,575
TOTAL DIRECT EXPENSES	\$ 22,341,928
LLC (ALC Replication Hawaii)	\$ -
2021 Surplus funded projects	\$ 955,000
Roadmap	\$ 1,376,616
Capitalized Expense	\$ -
TOTAL OPERATING FUND EXPENDITURES	\$ 24,673,544
(LLC) Federal Income Tax	\$ (10,990)
Summary	
Total Revenue	\$ 24,662,554
Total Expense	\$ 24,662,554

BUSINESS INFORMATION

Business Name:

MUSEUM OF FLIGHT FOUNDATION

UBI Number:

177 007 288

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

9404 E MARGINAL WAY S, TUKWILA, WA, 98108-4046, UNITED STATES

Principal Office Mailing Address:

9404 E MARGINAL WAY S, TUKWILA, WA, 98108-4046, UNITED STATES

Expiration Date:

09/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

09/20/1965

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CULTURAL, THE MUSEUM OF FLIGHT EXISTS TO ACQUIRE, PRESERVE AND EXHIBIT HISTORICALLY SIGNIFICANT AIR & SPACE AIRCRAFT. WHICH PROVIDES A FOUNDATION FOR SCHOLARLY RESEARCH AND LIFE LONG LEARNING. WE INSPIRE AN INTEREST IN AND UNDERSTANDING OF S.T.E.M.

Charitable Corporation:

FEIN Number:

Gross Revenue exceed \$500,000:

Has Members:

Public Benefit Designation:

Host Home:

REGISTERED AGENT INFORMATION

Registered Agent Name:

MUSEUM OF FLIGHT FOUNDATION

Street Address:

9404 E MARGINAL WAY S, TUKWILA, WA, 98108-4046, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		KENT	RAMSEY
GOVERNOR	INDIVIDUAL		CHARLIE	LYFORD
GOVERNOR	INDIVIDUAL		STEVE	TAYLOR
GOVERNOR	INDIVIDUAL		SRI	THORNTON



2023/2024 Application for City of SeaTac Lodging Tax Funding

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN WEDNESDAY MAY 4, 2022 5 PM. 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 *electronically* to:

APPLICATION CHECKLIST

tcarter@seatacwa.gov

- 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 WEDNESDAY MAY 4, 2022 5 PM.
LATE APPLICATIONS WILL NOT BE CONSIDERED DURING FUNDING CYCLE.**

Applications must be submitted at least 180 days prior to your event to be considered for funding.

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 November 2022 and confirmed upon final budget adoption.

Applications must be submitted at least 180 days prior to your event to be considered for funding.

2023/2024 Application for City of SeaTac Lodging Tax Funding



ORGANIZATION/AGENCY INFORMATION

APPLICATIONS ARE DUE NO LATER THAN WEDNESDAY MAY 4, 2022 5 PM

Total Amount Requested: \$218,200 = \$109,100.00 In 2023 & 2024

Name of Event/Program/Activity Highline Botanical Garden Foundation Marketing Program

Highline Botanical Garden Foundation
Organization/Agency Name

31-1596850
Federal Tax ID Number

Amanda León
Contact Name

President, Board of Directors
Title

P.O. Box 69384
Mailing Address

SeaTac, WA 98168
City State Zip

(206)391-4003
Phone

highlinegardenfoundation@gmail.com
Email Address

13735 – 24th Avenue South, SeaTac, WA 98168
Event Location

2023-2024
Event Date(s)

Website: highlinegarden.org

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

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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.

APPLICANT CERTIFICATION

A. León
Signature

5.4.22
Date

Amanda León
Printed or Typed Name

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

The Highline Botanical Garden Foundation supports and sustains the Highline SeaTac Botanical Garden in the City of SeaTac. The Foundation has an agreement with the City of SeaTac to lease 11 acres in North SeaTac Park to celebrate local heritage, display and encourage plantings that flourish in the Pacific Northwest climate and to provide education on best planting practices in our area. The Highline SeaTac Botanical Garden is a unique tourist destination containing gardens moved to the site to save them from demolition due to airport expansion. Local volunteers, the City of SeaTac, and the Port of Seattle moved the Elda Behm Paradise Garden from her home to the newly designed Highline SeaTac Botanical Garden in 1999. In 2005, the Seike Family Japanese Garden was moved from the family's nursery, to a permanent new home in the Highline SeaTac Botanical Garden.

Our Plant Society Partner Gardens - King County Iris Society Iris, the Puget Sound Daylily Club, the Seattle Rose Society, the Puget Sound Fuchsia Society, and the Western Species Fuchsia Society - feature species and companion plantings that educate and delight.

The Garden provides free admission to all visitors and is open from dawn to dusk. Visitors are welcome to visit either informally "dropping by" or more formally by arranging a tour. Throughout the year, visitors are encouraged to attend special garden events and activities.

(a). Informal Visits to the public garden. The Garden is listed on Google – Best Places to Visit near the airport and with the Regional Tourism Authority as a "must-see" destination in SeaTac. Major exhibits include the Elda Behm Paradise Garden, the Seike Family Japanese Garden, the Neighborhood Heritage Garden, and five plant society partner gardens. Visits to the Botanical Garden are free, with plentiful nearby free parking. Gravel pathways are accessible. The Gardens website, www.highlinegarden.org is searchable through the Seattle Southside RTA, the City of SeaTac, and the Seattle Southside Chamber of Commerce and social media extends the invitation for visits to a wide audience.

(b). Formal Tours. Tours range from 30 minutes to 1 hour and can be arranged for groups of ten or more. Tours include the history of the Garden's plantings, stories about the gardens, the people who built them, and information about the plant collections. Tours can be arranged in advance for a modest fee, by the tour coordinator. This grant request will maintain the part-time contract Tour Coordinator position responsible for coordinating and marketing tours, whose position was created by the 2021/22 HMAAC grant. We estimate that our Tour Coordinator and Docent capacity will host 320 visitors on tours per year in 2023 and 2024

(c). Annual Plant Sale. Each spring a plant sale is held, featuring propagated plants from the Garden and other plants that do well in the Northwest climate. Board members, contract staff, and volunteers engage with the visitors in this joyful event. Over 200 people attend each year.

(d). Annual Ice Cream Social. The Ice Cream Social opens the Garden to the public with free ice cream, a featured local garden celebrity speaker, a scavenger hunt and a children's activity. This community wide event is anticipated to draw over 300 attendees.

(e). Concert Series. In August 2023 and 2024, the Garden will host a 4 week evening concert series, drawing on music that reflects the rich cultural diversity of the SeaTac community and its visitors. This family inclusive event series will activate the space with sound and public engagement

(f) Photography. Because of the picturesque setting of the Botanical Garden, we encourage groups to use the Garden for photo opportunities. The most common photo opportunities are wedding parties, Quinceañera, and graduation photos. Families capture many family portraits in the Garden's beautiful setting.

(g). Special Events & Weddings. The beautiful Celebration Rose Garden at the heart of the Garden is available for rentals and special events. This grant would expand the Garden's part-time contract event coordinator's hours to market for weddings, and to engage through advertising and social media to raise awareness of the garden as an event venue. This position plans, manages, and staffs the booths at wedding and event shows along with providing content for the annual Seattle Wedding Show Directory which is distributed widely to prospective brides and

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grooms, reaching an estimated 600 couples in search of a wedding venue. The impact of this grant would be to increase the number of weddings and events by 25% over the biennium.

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

- Visit the Highline SeaTac Botanical Garden. As a free public venue, the garden is uniquely positioned as an equitable space that can be visited without impacting the visitor's tourism budget for other expenses such as restaurant and hotel stays.
- To attend events such as weddings, Quinceañera, family gatherings and other celebrations in the Garden.
- As garden tourism: Western Washington is home to abundant public gardens with more than 50 within King, Snohomish and Pierce Counties. Many travelers plan around visiting multiple gardens.
- Japanese Garden Visits are a specific tourism industry and the PNW has a rich tradition of Japanese gardens, tied to the history of Japanese and Japanese American families in our area, and to the displacement and return of families during and after the internments in WW2. Many people visit multiple gardens, gaining in appreciation with each visit. Examples are the Seike Family Japanese Garden, the Bonsai Garden in Federal Way, the Japanese Garden at the Seattle Arboretum, and the Japanese American Kubota Gardens.
- Social media campaign - the Garden posts on the plants, history, events and mission of the garden draws visitors in to see in person the features posted about the garden.
- Regional Tourism Authority (RTA) shuttle features the Seike Family.
- South King County Culture's and 4Culture's "Less is More" ad campaign is now being featured on Metro and Light Rail, showcasing the outdoor venues in the region including the HSBG. We will continue to partner with these and other programs to keep our recognition high in public places.
- To attend specialized plant conventions like the NW Flower and Garden Show (attended by 60,000 in 2022) and other garden-related shows that draw visitors to the Highline SeaTac Botanical Garden, not only for the garden itself but for the plant society demonstration gardens. All of the plant societies host annual visits to the society garden, bringing 50 -100 visitors, in some cases including sister plant societies worldwide.
- Garden clubs - Washington state has 91 recognized Garden Clubs, with over half of them within a day-visit of Highline Botanical Garden. Every year, many plant societies plan tours, and our Tour Coordinator will specifically outreach to offer tours and recommendations of other nearby activities and restaurants.
- Highline SeaTac Botanical Garden is open to the public, free of charge, daily year-round. Parking and public events such as gardening workshops are hosted free to the public.
- The Garden is rated number 1 of activities in SeaTac (Yelp), and 3 of 31 things to do in SeaTac (TripAdvisor)
- To enhance their stay in SeaTac. Visitors staying near the SeaTac airport visit the garden because of positive reviews and high visibility as a search item. The Garden is listed as a place to visit near SeaTac Airport on Google, on the Seattle Southside Regional Tourism page, on the American Public Gardens website; the Nature Conservancy Website; the NW Perennial Alliance Website and the South King County Cultural Coalition (SOCO Culture). According to Seattle Southside Regional Tourism Authority, the Garden is one of the most frequently highlighted attractions across all the RTA's regional media pages. In addition, and largely due to the RTA's media efforts, the Highline SeaTac Botanical Garden was featured in ads, articles and videos last year, including the following.

<https://www.pacifichorticulture.org/articles/highline-seatac-botanical-garden/>

<https://www.wta.org/go-hiking/hikes/highline-seatac-botanical-garden>

<https://www.seatacwa.gov/our-city/visiting/points-of-interest/highline-seatac-botanical-garden>

<https://www.wedding-spot.com/venue/3636/Highline-SeaTac-Botanical-Garden/>

<https://www.mountaineers.org/activities/routes-places/highline-seatac-botanical-garden>

<https://pugetsoundgardens.org/gardens/highline-seatac-botanical-garden/>

https://inhabitat.com/recycled-botanical-garden-in-seattle-brings-visitors-decades-of-joy/highline-seatac-botanical-garden_seike-japanese-garden5/

<https://wabiburien.org/wabi-in-highline-seatac-botanical-garden-on-wed-jan-15-11am/>

<https://foursquare.com/v/highline-seatac-botanical-garden/4c1d1274fc8c9b6a81eab0b>

<https://www.seattlesouthsidechamber.com/list/member/highline-botanical-garden-foundation-433>

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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, provided:	Estimated in Application	Actual	Calculation Methodology (See below)
Overall attendance at your event/activity/facility	7,000		<input type="checkbox"/> DC x 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	2,000		<input type="checkbox"/> DC x 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	1,500		<input type="checkbox"/> DC x 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	1,200		<input type="checkbox"/> DC x 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	300		<input type="checkbox"/> DC x 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	900		<input type="checkbox"/> DC x 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 (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	900		<input type="checkbox"/> DC x IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE

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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).

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.

N/A

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

- A. **Informal Visits.** In 2021, there were about 7,000 total visits per to the Garden, 1,500 of which were tourists or airline passengers experiencing lengthy layovers at SeaTac International Airport, and 900 of whom were paying guests in lodgings.
- B. 2021 was a successful year for events and weddings at the garden, with 18 events and weddings, averaging \$373 in revenue per event. Our Event and Wedding Coordinator partnered with a local business, EZ Elopements, to host events. In 2022 we are seeing a return to larger and more elaborate events, and we expect this trend to continue in 2023/24 as pandemic concerns subside and people return to larger in-person gatherings. This will bring larger events with higher attendance of out-of-town guests.
- C. **Formal Tours.** At least 8 formal tours were conducted in 2021 averaging between 10 and 12 visitors each at \$5 per person, for a total revenue of \$405.00. With the Tour Coordinator onboard, we anticipate at least a 25% increase in 2022 with estimated 10 tours and \$500 revenue, and a 400% increase in tour revenue for 2023/24, with 18 tours per year and revenue of \$1600. An example of the impacts of tours on the tourism industry, is the 2022 Iris Convention, in which iris societies worldwide will travel to the region and view iris society plantings. This will bring an estimated 50 -100 out of state guests.

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- D. **Annual Plant Sale.** The Annual Plant Sale was held on multiple summer weekends in 2021, and was additionally impacted by the record setting heat during the summer months. Revenue was lower than expected at \$ 3,662.00. We will be returning to a single date of June 4 in 2022, with the plan to continue with single day sales in 23/24. We expect our revenue to return to the levels of past years, around \$6500
- E. **Photo Opportunities.** The Garden is often host to photo opportunities where both local photographers and artists come to photograph the flowers and plants and to record special occasions like weddings, Quinceaneras, graduations, and family reunions.
- F. **Website Visits. www.highlinegarden.org** In December 2021, the Garden launched a newly designed website, designed to simplify our messages, direct users to the page (donations, visit planning, events, garden history) that they needed and remove content that was rarely used. In the first months of use, our numbers are already exceeding those of our old format. For all of 2020, we had 6,736; New Users 6,708. For first quarter 2022, we already have 3,620 session and 2,858 new users. Users were primarily from within the USA (96%), Canada (.6%) China (.3%) and European Countries (1%). Within the US, 30% are from Seattle, another 13% from Burien, SeaTac, Des Moines, Tukwila and other cities within 10 miles of the garden. 17% are from other Puget Sound region cities such as Everett, Bellevue and Tacoma. Out of state views came primarily from Oregon, California, New York and Illinois.

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

The Highline SeaTac Botanical Garden was designed to be an inclusive and welcoming garden to all visitors. It is a garden that a young child can explore with curiosity and that an adult without specific plant knowledge or garden experience will enjoy for its beauty and inviting design. This extends to the physical layout, which includes multiple ADA accessible pathways to key viewing spots in the garden. Our tourist audience is varied: by age, ability, language, socioeconomic class, ethnicity, and place of origin. Some are gardeners, many are interested in plants and public gardens, and all are seeking beauty and a breath of fresh air. Most visitors tell us they came because of our proximity to the Airport, near their hotel, on the way to a cruise or during a layover, and they report being surprised and delighted once they began to explore.

We host many visitors with special interests in our Plant Society gardens and Japanese Gardens. Tourists interested in learning more about local history visit the three heritage gardens within the Highline SeaTac Botanical Garden. We have visitors from across the U.S. and many international visitors, especially from Canada and Japan. Our website analytics illustrate the dynamic visitor base. Visitors to the website are mostly women and most are evenly spread in ages from 25 to over 65. Visitors to the Garden are often people who have stopped at our booth at the NW Flower and Garden Show where they learn about our location and our featured plants. Of the 900 estimated visitors to the Garden who are staying in local hotels, most are adults, many are couples, and their major interest is something interesting to do during their stay in SeaTac.

In 2022, we began to post a survey at the garden entrance, asking first time visitors to share their demographic information. We are still in the early stages of collecting this data, but our plan is to use our findings to better understand who visits, how they learn about us, and how best to attract new visitors.

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

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

In addition to the Garden's own website, social media presence (Facebook and Instagram), and flyers, mailers, posters and brochures, we will continue to work with the City of SeaTac's Parks and Recreation and Arts and Culture departments, Seattle Southside Regional Tourism Authority, the Port of Seattle, and the Seattle Southside Chamber of Commerce to broaden the scope of our publicity. The Foundation works closely with the Seattle Southside Regional Tourism Authority to provide contacts with publicists, local media shows, and the RTA's own publications. Documentation of the kind of publications used by the RTA.

We mail postcards and posters for the Annual Plant Sale and Ice Cream Social to 300 households as well as post in neighborhood businesses and community gathering spaces. Events in the Garden are publicized on the website of the South King County Cultural Coalition (SOCO Culture) which is funded by the County's arts and heritage organization, 4Culture. This website publishes a monthly calendar of arts, heritage and cultural events in communities south of Seattle in King County.

New for 2022, the Garden has posted events in the local semi-annual or quarterly magazines for the Cities of Burien, Normandy Park and Des Moines, as well as in the regional gardening magazine Colibri all produced by Philips Publishing. The Highline Botanical Garden Foundation also publishes a quarterly newsletter called the Cuttings. The Winter edition of the Cuttings is attached to this proposal. The Cuttings newsletter is sent 4 times a year to a mailing list of 300 households, the American Public Gardens Association, the NW Perennial Alliance, Plant Amnesty, and the Garden Conservancy.

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.)

- Managing and expanding the Garden's marketing program to attract tourism to the garden
- Coordinating Garden's activities more effectively with the City of SeaTac, especially with their newly created Events Planner position.
- Partnering with other tourist marketing organizations:
 - Local tourism boards: Southside Chamber of Commerce with Seattle Southside Regional Tourism Authority, Port of Seattle
 - Arts, cultural and historical tourism: SoCoCulture and 4Culture
 - Other public gardens in the region, such as: Puget Sound Gardens, Northwest Perennial Alliance, West Seattle Garden Tour
- Advertising and amplifying our message in print media, on websites, and in social media
- Attract visitors by amplifying stories about the garden and the potential for future projects in the Master Plan which will continue to attract new visitors and supporters;
- Continuing to support the Tour Coordinator expands the visitor base with organized tours and a volunteer docent program;
- Continue our updated website presence to capture new readers and increase memberships, donations, volunteer engagement and tours and events.
- With Contract Photographer, use professionally produced images to update and refresh our website and marketing materials.
- Expand our social media capacity to grow our support base and visitors.
- Host events, private and public
- Concert series
- Marketing for City of SeaTac activities such as art in the garden, library story hour, senior exercise activities
- Work with partner arts, culture, and historical organizations for marketing partnerships through advertising campaigns.

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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.)?:

- The Highline SeaTac Botanical Garden enhances the tourist experience in SeaTac by providing an opportunity to slow down and connect to nature, to enhance a hotel stay or a day trip to the area.
- For people touring the Garden in groups, we recommend local restaurants for lunch in SeaTac. All of our print material includes the SeaTac logo and our partnership with the City of SeaTac.
- Tours and docent guided experiences include a statement giving thanks and credit to the City of SeaTac HMAAC grant for funding our marketing program.
- The Seattle Southside Regional Tourism Authority and the Southside Chamber of Commerce feature the garden in tourism marketing, and the garden submits information about garden events that attract tourism to the garden.
- The garden's name 'Highline SeaTac Botanical Garden' reflects the close relationship and appreciation the garden has for the city of SeaTac. All of our paid advertisements, graphics, posters, flyers, mailers, newsletters and other materials emphasize this relationship.

10. Are you applying for Lodging Tax Funding from another community/ies? Yes No

11. If yes, list the other jurisdiction(s), amount(s) requested and status. N/A

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

- During the 2021 cycle, hiring was delayed for the contract Executive Director due to the pandemic and the very specific nature of the position. The Contract Tour Coordinator, hired in early 2022, completes the Garden's contract team. Now that the Garden is fully staffed, we are producing marketing material and engage in active outreach through social media, flyers, and with partner organizations.
- The Executive Director coordinates the garden's marketing messages, develops social media plans and outreaches to community groups, city, county and port leadership, and business organizations in SeaTac to make them aware of the tourism potential of the garden, as well as collecting data on visitors to further refine our marketing strategies. The ED outreaches and works to develop our relationships with neighboring public gardens to provide information on clustered tours of public gardens in the area, and to coordinate advertising campaigns to activate garden tourism.
- The Tour Coordinator is booking tours, distributing marketing materials to local shops, outreaching to garden clubs throughout the region for tours, and recruiting and onboarding docents to further build capacity for tours.
- The Event and Wedding Coordinator is expanding the types of events we host, from weddings to corporate events and graduations.
- In 2023/24, the Garden will host a series of four public music in the park events, which will draw tourists looking for a free, family friendly, culturally diverse evening of entertainment.
- Our contract Web Designer redesigned the Garden's website in 2021, it is more simple and more focused, bringing attention to the Garden, our Partner Garden spaces, and opportunities for events, philanthropy, tours and volunteerism.
- In 2022, the Garden hired a part time contract photographer to capture the beauty of the Garden in all seasons. In 2023/24, we will change web graphics and photographs in Spring and Fall, to better attract tourists who have not seen the garden and will be able to visualize their trip.
- The contract staffing arrangement frees the Board of Directors to pursue new development within the Garden, to re-examine the Master Plan and evaluate expanded areas, programs and events in the

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Garden. The impact of this sustainability plan for the Garden is to increase the number of tourist visits including hotel stays, and to better organize tours and other information that can enhance the visitor experience in SeaTac.

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

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

The total proposed budget is \$218,200, split into \$109,100 in 2023 and 2024.

Year 1	Activities	Amount
Q1	Contractual Work on Website, Admin, Tours, Events, Photography	\$75,000
Q2	Promotional printed materials, postage	\$12,000
Q3	Free public events, Show and Directory Fees	\$14,100
Q4	Supplies, Misc. Promotions, Memberships	\$8,000
Year 2	Activities	Amount
Q1	Contractual Work on Website, Admin, Tours, Events, Photography	\$75,000
Q2	Promotional printed materials, postage	\$12,000
Q3	Free public events, Show and Directory Fees	\$14,100
Q4	Supplies, Misc. Promotions, Memberships	\$8,000

14. What percent of your total budget are you requesting from Lodging Tax Fund? 58 %

15. Please identify your top 5 sources of revenues anticipated for your 2023/24 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
Grants and sponsorships	\$26,000	Y	9/30/23
Donations/memberships/bequests	\$9,000	Y	12/31/23
Plant Sales	\$6,500	Y	9/20/23
Events, tours, weddings	\$4,100	Y	9/30/23
Contributions other	\$3,000	Y	9/30/23

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

The current staffing model for the Garden draws on the HMAc grant to sustain the Executive Director, Event Planner and Tour Coordinator, all part time contract positions that generate revenue, promote the garden through various media, and manage the calendar of events and activities that create a dynamic visitor experience for the garden. Without the grant, the garden would have a single staff member, the gardener, and otherwise be entirely board run. Highline SeaTac Botanical Garden is at a level of maturity as a garden, in which greater public outreach is needed to grow to a higher level of potential. This grant will secure the staffing needed to facilitate that growth and build a garden that is regionally attractive, well known, and more widely funded.

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:

2019 \$16,000 2020 \$16,000 2021 \$82,400 2022 \$82,400

18. Number of total years you have received City of SeaTac lodging tax funds: 6

19. If you received a 2021/22 Lodging Tax Funding, please explain below how awarded funds were used. If you were not a 2021/22 funding recipient, please skip this question.

The 2021 Lodging tax was used to hire a Contract Part Time Event and Wedding Coordinator who brought a record number of events and weddings, (18 total) to the garden, as well as serving as the interim Tour coordinator for 8 paid tours. In August 2021, the garden hired a contract part time Executive Director, who connected with community and elected leaders. In February 2022, the Contract Part Time Tour Coordinator was hired and began marketing and giving tours.

The garden used HMAc marketing funds to:

Advertise in print media (Phillips advertising)

Rent and decorate a booth at the Northwest Flower and Garden Show (60,000 attendance), Seattle Wedding Show (8,000 attendance)

Collaborated with 4Culture in Fall 2021 for the Museums Rising joint museum marketing campaign. This campaign resulted in 2.9M impressions across social media channels, resulting in 16,307 clicks and 338,623 video views.

Printed mailers, brochures and letterhead, and purchased postage.

Redesign our website to drive engagement.

Purchase and renew memberships in allied organizations such as the Northwest Perennial Alliance, American Public Gardens Association and the Puget Sound Gardeners, organizations which pool their advertising and educational resources to better engage garden enthusiasts.

Hired a local contract Photographer to capture images of the garden in all seasons for our website and marketing materials.

Direct marketing to a mailing list of 300 household (cuttings, postcards, flyers) for 6 bulk mailings per year.

Worked with a local contract Graphic Designer for large mailings, and subscribed to a design software program to produce posters for on-site advertising of future events.

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

The Highline Botanical Garden Foundation has been involved with this program since its inception.

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.

The greatest risk for our community has been the Pandemic which has created a great deal of disruption to everyone's lives, but most dramatically to the tourism business and economic situation in SeaTac which is built around the airport and hotels surrounding it. During the pandemic our volunteer base shrank dramatically, as our core senior volunteer crew was reluctant to participate in group activities, even outdoors. Our Tour coordinator is recruiting and building a team of docents who deliver informative and engaging tours - which grows our membership and volunteer bases as people become more engaged in the garden.

Because the garden remained open during all but the first 6 weeks of the pandemic, and because it was a free venue, we experienced additional impact to the Garden's infrastructure from so many visitors. While the indoor museums were closed, we were recognized as an outdoor living museum, taking on additional tourism visits.

The pandemic also opened up opportunities for the garden. People flocked to outdoor venues in record numbers, and for the garden, after a lull in weddings in 2020, we hosted large numbers of weddings and private events in 2021.

For the past 23 years, the Garden has established itself as a premier tourist destination in SeaTac, is an integral part of the community for tourism, a place of beauty and respite in a mostly industrial and business-oriented city. The Board of Directors greatest challenge is in moving from a volunteer-based organization to a contract staffing structure which provides sustainability for the future and allows the Board to move onto expanded development planning, greater fund development and strengthening succession planning for our role in the community.

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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 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.

2023/2024 Application for City of SeaTac Lodging Tax Funding



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

AMANDA J. LEÓN
A. León
5/11/22

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 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. 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

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



Cuttings

News from the Highline SeaTac Botanical Garden

Connecting the community to nature through a diverse and beautiful collection of historical gardens

VOL. 31, ISSUE 1
Spring 2022



Summer 2022 Annual

Plant Sale

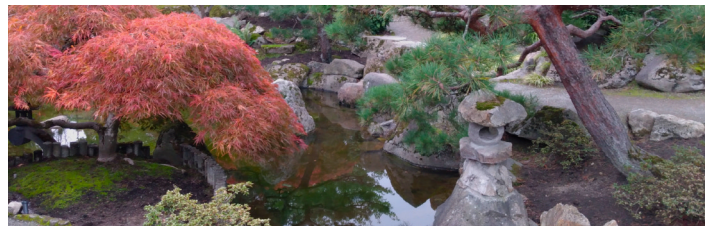
Saturday, June 4
10 am - 2 pm

13735 24th Avenue S. • SeaTac, WA 98168
www.highlinegarden.org
206-391-4003

Acceptable payments are cash or check



PLEASE JOIN US FOR THE CELEBRATION!
60th Anniversary Celebration of the Seike Family Japanese Garden on June 25th from 1-3 pm.

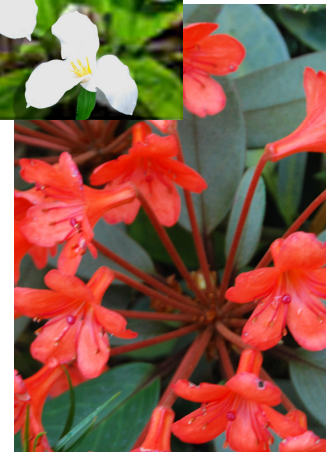


See the Spring in the Garden!

by Jason Billingsley

With the days getting longer, the gardens have really started to wake up from their Winter slumber. We invite you to take a stroll through the garden, where you will see signs of spring everywhere! Witness the explosion of green as every single plant in the garden flushes with fresh new foliage. There are so many things happening around the garden right now that you'll see something new and exciting every time you visit!

One of our favorite parts of the Spring season is the emergence of the big, beautiful Hostas in the Paradise Garden paired with plants like Ferns, Hydrangeas, Hellebores, Heuchera, Solomon's Seal, Trillium, and many others!



DID YOU KNOW?

Peaches, pears, apricots, quinces, strawberries, and apples are all members of the rose family!



CALENDAR OF EVENTS

May

- 7th - New Volunteer Orientation 9:45 - 10am
- 7th - Volunteer Day 10am - 2pm
- 14th - Volunteer Day 10am - 2pm
- 21st - New Volunteer Orientation 9:45 - 10am
- 21st - Volunteer Day 10am - 2pm
- 23rd - Senior Center Lawn Games 10 - 11:30am
- 28th - Volunteer Day 10am - 2pm
- 28th - Iris Society Tour 10 - 11:30am
- 30th - Senior Center Lawn Games 10 - 11:30pm

June

- 3rd - Private Event* 10am - 2pm
- 4th - ANNUAL PLANT SALE 10am - 2pm
- 6th - Senior Center Lawn Games 10 - 11:30am
- 11th - Volunteer Day 10am - 2pm
- 18th - Private Event* 12 - 3pm
- 25th - New Volunteer Orientation 9:45 - 10am
- 25th - SEIKE GARDEN 60th ANNIVERSARY 1 - 3pm
- 27th - Senior Center Lawn Games 10 - 11:30am

July

- 2nd - New Volunteer Orientation 9:45 - 10am
- 2nd - Volunteer Day 10am - 2pm
- 9th - Volunteer Day 10am - 2pm
- 11th - Senior Center Lawn Games 10 - 11:30am
- 16th - New Volunteer Orientation 9:45 - 10am
- 16th - Volunteer Day 10am - 2pm
- 18th - Senior Center Lawn Games 10 - 11:30am
- 23rd - Volunteer Day 10am - 2pm
- 25th - Senior Center Lawn Games 10 - 11:30am
- 28th - Private Event* 1 - 8pm
- 30th - Private Event* 9am - 9pm
- 31st - Private Event* 3 - 6pm

* Garden is closed for private events.

Closures are posted on Instagram and Facebook so you can always check to see if the garden will be open on the day you are planning to visit.

Event Season!

Susan Gallotte - Wedding and Events Coordinator

It's event and wedding season in the Garden! We have 12 events booked in June, July, and August. Most of our events are 3 hours but sometimes it is longer, especially if Wedding parties are taking photos in the Garden. During the time we host private events in the Garden we close the gates to the public. We post the closure details on our website calendar. We also post closures on our Facebook and Instagram accounts.

If you, or someone you know, would like information about costs and dates for having an event in the Garden please feel free to contact me at events@highlinegarden.org to find a date for your special day!

Letter from the President

by Amanda León



Happy Spring!

The HSBG Mission is "connecting the community to nature through a diverse and beautiful collection of historical gardens." The Highline Botanical Garden Foundation Board of Directors has started the process of actively recruiting Board Members. We could not do our impor-

tant work without our volunteer Board of Directors. Do you want to make an impact and help your community at the same time? Do you have skills you would like to use to help us achieve our mission? If so, the Highline Botanical Garden Foundation needs your talents. We are looking for energetic, skilled volunteers who enjoy being part of a team. We are specifically looking for a Board Secretary, Treasurer, and Attorney.

You can make a difference in the community by sharing your unique skills that support others, while enjoying the fellowship and collaboration of other garden aficionados. If you are interested in learning more about Board volunteer opportunities, please email me at president@highlinegarden.org.



See you in the Garden!



Less Is More Campaign



This May, as you travel around town on King County Metro Buses and Sound Transit Light Rail, keep your eyes open for the HSBG advertisements on the “Less is More” campaign with our partners at 4Culture and SoCo Culture.

A Word from our Executive Director

by Sarah Moore

Join us for the Seike Family Japanese Garden 60th anniversary celebration, June 25, 1-3 pm.

The Seike Family Japanese Garden was originally built in 1960, ahead of Seattle’s 1962 World’s Fair. In 2004-2006, the garden relocated due to airport expansion, and Highline Botanical Garden was delighted to become its new home.



We planned a grand 60th anniversary celebration in 2020, but concerns about the pandemic delayed the event for two years. We are happy to celebrate this important anniversary at last.

The timing of this event coincides with the expansion of the Seike Family Garden. Thanks to the generosity of the Port of Seattle’s South King County Fund Environmental Grant Program and the efforts of Glen Seike, James Hachiya and of the Foundation’s Board of Directors, the remainder of the Seike Family’s tree collection was donated and moved in 2021 to the garden.

Look for more work throughout 2022, as paths are created, stones are placed, and other details are added to complete the new Seike Garden extension.

DID YOU KNOW?

During the 1600s, tulips became so valuable in Holland that their bulbs were worth more than gold.

The craze was called Tulip Mania and ended with the crash of the Dutch economy.



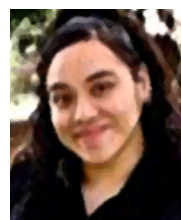
“The hum of bees is the voice of the garden”

– Elizabeth Lawrence



Meet Our New Tour Director

by Maricilla Ah-Siu



Greetings! My name is Maricilla Ah-Siu and I am extremely excited to become a part of the Highline Botanical Garden team as the Tour and Volunteer Coordinator.

Summer is near and tours at the Highline Botanical Garden are being scheduled.

Days are getting warmer and the garden

has been attracting more visitors. Private tour reservations are available. Please email me at:

tourcoordinator@highlinegarden.org to schedule your tour in advance. The tours are 45 minutes and are a slow stroll through different plant collections and hear about their unique stories.

Our weekend volunteers have been busy in the Garden. I am hosting ‘New Volunteer’ orientation every 1st and 3rd Saturday at 9:30am. We meet at the Garden entrance gate.

Please call or email if you’re interested in volunteering in the Garden or giving Garden tours.



Gardener's Corner

by Nathan Fuentes

Our annual plant sale will be held June 4th from 10 am to 2pm. We moved the sale date to avoid conflict with some of our friends who are having earlier sales.

This season we have varieties of Lilies, Helleborus, Dahlias, Hostas and grasses. Our partners from The King County Iris Society, The Puget Sound Fuchsia Society and The Puget Sound Daylily Club will be joining us at the plant sale with plants from their collections.

We accept Cash, Check and PayPal payments.



Call for Volunteers

Meet on Saturdays from 10 am to 2 pm

For more information and to sign up to volunteer in the garden call (206) 391-4003 or email Maricilla at: tourcoordinator@highlinegarden.

Volunteer application material can be found at: <https://www.volunteermatch.org/search/opp3367804.jsp>



Thank you to our sponsors

The Highline Botanical Garden thanks our friends and sponsors. The Garden is sustained by the funding, volunteers, organizers, and contributions of numerous organizations, individuals, and the entire community.



Membership

Your membership supports and sustains the Highline-SeaTac Botanical Garden.

The Highline Botanical Garden Foundation is a 501(c)(3) Nonprofit.

We invite you to join our community by becoming a member today.

The Highline SeaTac Botanical Garden is a successful partnership between the City of SeaTac, the SeaTac Parks and Recreation Department, and the nonprofit Highline Botanical Garden Foundation.

The Highline Botanical Garden Foundation

P.O. Box 69384 • SeaTac, WA 98168

206-391-4003 • highlinegardenfoundation@gmail.com

For more information about the Garden, contact us at:



Highline Botanical Garden Membership Application and Renewal Form

Annual Dues \$25 Individual \$40 Family

Submit payment through PayPal, or enclose check or money order payable to:

Highline Botanical Garden Foundation

Amount Enclosed _____

Name _____

Address _____

City _____ State _____ Zip _____

Telephone (Daytime) _____ Evening _____

Email _____ Fax _____

I am joining at a higher support level:

_____ \$ 50 Steward

_____ \$100 Patron

_____ \$500+ Benefactor

I wish to contribute \$ _____ to support the garden.

I wish to volunteer:

- fundraising
- plant sales
- working in the garden

Your dues go toward paying for the garden's growth and upkeep. Thank you!



NORTHWEST
SYMPHONY
ORCHESTRA

SEASON FINALE

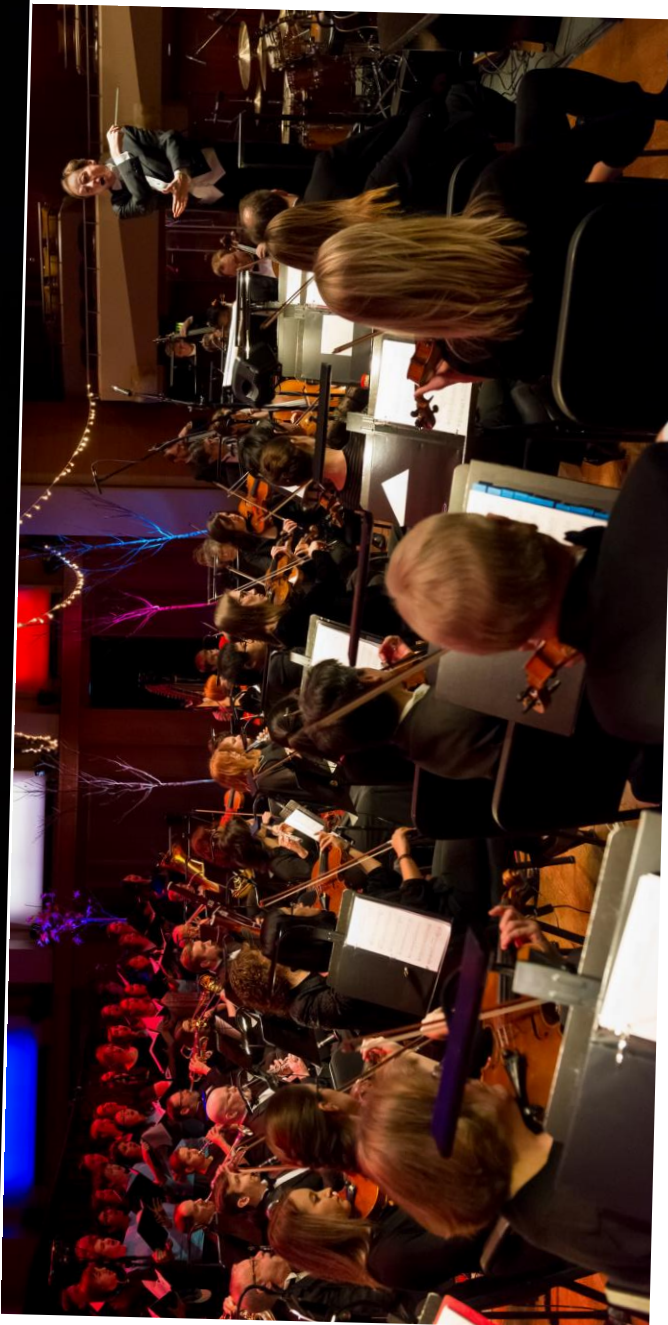
SATURDAY
APRIL 30, 2022
HIGHLINE PERFORMING
ARTS CENTER
8PM

ANTHONY SPAIN
Music Director

FEATURING
CONCERTO FOR VIOLIN
by Pyotr Ilyich Tchaikovsky
Eric Rynes, soloist
SYMPHONY NO. 7
by Ludwig van Beethoven
O MAGNUM MYSTERIUM
by Morten Lauridsen
(NWSO cello section)

*Masks Required

**TICKETS
ONLY
\$15-\$20**



the Highline Performing Arts Center by calling **Brown Paper Tickets** at **800.838.3006**, or you can order them online at www.brownpapertickets.com.
Adults **\$20**; seniors & students **\$15**; and **\$15** per person for groups.

For more information about NWSO visit our website at
www.northwestsymphonyorchestra.org

