

H I G H L I N E BOTANICAL GARDEN FOUNDATION

PO Box 69384, Riverton Heights Station, SeaTac, WA 98168 | www.highlinegarden.org

Dear SeaTac HMAC Committee Members,

Highline SeaTac Botanical Garden (HSBG) is poised to become a tourism experience for the city of SeaTac. Our HMAC grant application will allow the garden to focus on projects beyond daily operations: improving the visitor's experience, using data to understand and build our attendance, and connecting our guests with SeaTac hospitality providers.

The **visitor experience** will be enhanced by a more cohesive signage plan that will include way finding, plant identification and historical components. Visitors will understand the human interest of the gardens, discover plants they can grow in their own gardens, and tell others about their visit. The signage will include QR codes that allow visitors to identify plants, access information in multiple languages, and find more backstory, which will also allow the garden to gather data on usage.

Data gathering and interpretation will help us better understand and serve our visitors. The garden's phone and email are untapped sources of information, and the ED will maintain data on type and frequency of calls, area code, and other important touch points. The garden will push out more messaging using a disciplined social media plan that encourages visits to the website and to the garden itself. With guidance from RTA and SeaTac economic development and tourism dept, the website designer will work on improving the new website to encourage tourism.

HSBG's contract staff will build **strong collaborative relationships with local tourism industry**. The Event and Wedding Coordinator will work with hotels, caterers, wedding reception banquet spaces, and service providers for exclusive contracts. The Tour Coordinator will focus on identifying opportunities to host tours for visiting cruise passengers, conference attendees, and will market tours at times known to be convenient for hotel guests. The garden will structure its events -Garden Concert Series, Ice Cream Social and Plant Sale- with dates and marketing plans designed to attract the cruise ship industry and hotel guests. HSBG is already attracting the attention of tourism industry representatives. Fever Productions has approached the garden to host a 4 month light experience in the garden, demonstrating a growing awareness of the garden as an attractive venue. With the resources to build on-site signage, internet presence, data collection and business relationships, this awareness can bring new visits to the garden and the city of SeaTac.

Thank you for this opportunity,
Sarah Moore
Executive Director

Preserving Our Heritage - Building Our Future

Member – American Association of Botanical Gardens and Arboreta – A 501(c) (3) Charity. Federal EIN 31-1596850, Washington State Reg. #8423



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