2023/2024 Application for City of SeaTac Lodging Tax Funding

APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN <u>WEDNESDAY MAY 4,2022 5 PM</u>. 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

APPLICATIONS ARE DUE NO LATER THAN <u>WEDNESDAY MAY 4,2022 5 PM</u>.
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.

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City of SeaTac
everywhere's possible

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Total Amount Requested: **2023- $884,943 / 2024 - $1,005,648**
Name of Event/Program/Activity   **SeaTac Tourism Development**

ORGANIZATION/AGENCY INFORMATION

SeaTac Community & Economic Development Dept.
Organization/Agency Name

91-1461832
Federal Tax ID Number

Attn: Tanja Carter
Contact Name

Economic Development Strategist
Title

4800 South 188th Street
Mailing Address

SeaTac   WA   98188
City   State   Zip

206.973.4841
Phone

TCarter@SeaTacWa.gov
Email Address

SeaTac, Washington
 Event Location

1/1/2023 – 12/31/2024
Event Date(s)

www.SeaTacWA.gov

 Website

Check all service categories that apply to this application:
__X__ Tourism Promotion/Marketing
__X__ Operation of a Special Event/Festival designed to attract tourists
__X_ 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)*
__X__ Public Agency
_____ Other

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APPLICANT CERTIFICATION

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

Tourism Promotion Activities or Tourism-Related Facilities:

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

Events/Festivals:

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

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

_____   5/27/2022_____
Signature   Date

Evan Maxim_____
Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE

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

The funding from this proposal will allow the City to both continue its successful Tourism & Economic Development programs; as well as enhance them with a more strategic and robust multifaceted approach for 2023-24.

During the last funding cycle, combined tourism economic development efforts supported hotel occupancy recovery from its COVID low at nearly 48% in 2020 to a projected more stable average by end of 2022 at almost 70%. Additionally over 40 businesses in South SeaTac have been supported by tourism promotion efforts in the past 8 months, even while the City experienced less travel and tourism due to COVID restrictions.

In the next budget cycle, the revised SeaTac Tourism & Economic Development landscape and goals include: 1) tourism policies that guide long term strategic goals and implementation within the Comprehensive Plan (note: this was completed in 11/21), 2) developing a tourism destination development plan (TDDP) that will guide tourism and travel activation and development implementation for the next ten years 3) establishing a robust travel & tourism business forum which will serve as a place for industry business owners to exchange ideas & have a collective voice 4) activation of existing amenities within SeaTac through regular programming that serves as attractors to our destination and helps nurture an environment for tourist and traveler experiences 5) actively ensuring that the tourism & travel programs being developed and implemented support the activation, connectivity, and economic opportunity of the City center subarea plan.

A large portion of focus in 2023-24 will also continue to be invested in working with SeaTac's hospitality business owners to become more resilient against the adverse effects of the COVID-19 global pandemic. This includes working closely with owners of SeaTac restaurants, hotels, retail and other tourism amenities to not only find ways to pivot business models now, but to also ensure that there continues to be a healthy mix of hospitality & tourism venues in the city to visit. These strategies and tactics are paramount to continuing to support the synergistic efforts that have been painstakingly built between adjoining partner cities of Tukwila and Des Moines as one destination – as well as ensuring the Seattle Southside Regional Tourism Authority (SSRTA) has products to promote regionally and nationally.

The City's programs seek to achieve a mix of tourism destination products that meet the "triple bottom line" requirement of; 1) economic contribution; 2) environmental preservation / development 3. while maximizing visitor spending (tax revenues) and satisfaction.

These programs are intended to:

1. **Create a positive community image**
    A positive image is critical when it comes to the tourism and travel industry. This is achieved by highlighting the SeaTac story through planned media placement, strategically published interviews or reactions to national events, charity and volunteer work, and anything else that helps build a positive image.
2. **Foster inter-agency coordination**
    Tourists do not recognize municipal boundaries, so it is imperative the City work closely with neighboring cities and partners to create experiences and infrastructure for travelers that are mutually beneficial. SeaTac achieves this through its inter-agency coordination with entities such as Soundside Alliance, Seattle Southside Chamber of Commerce, Seattle Southside Regional Tourism Authority, Highline College, and the Port of Seattle.

3. **Promote regional recognition and positioning**

In light of Greater Seattle Partners' (GSP) role to promote and market the tri-county region nationally and globally for business attraction, it is vital to ensure inclusion of south King County cities in regional economic development and tourism development initiatives. For example, City staff represents the Soundside Alliance on the GSP Leadership Board. This allows SeaTac and Soundside Alliance member cities to promote our interests and priorities as the Gateway to the Pacific Northwest. This in turn advances the city's attractiveness for leisure and business travelers, and further supports business attraction programs.

4. **Develop additional hotel rooms to compete regionally (increase TPA assessments & lodging tax revenue)**

   The SeaTac, Tukwila and Des Moines Tourism Promotion Area (TPA) hospitality cluster is second only to Seattle in Washington State in terms of numbers of lodging rooms. Providing a full spectrum of lodging choices to prospective leisure and business travelers further secures market share and positioning as the destination of choice. The revenues from TPA assessments and lodging tax from new developments help replenish and grow the lodging tax fund.

5. **Provide research to enable planning**

   Up-to-date and reliable information is vital to staying competitive and to creating new tourism development products, policies and plans that better the traveler experience, positively contribute to the City's economy, and benefit the community.

6. **Provide management and oversight**

   Funding ensures the required oversight and administration of the Lodging Tax Program, the Hotel Motel Advisory Committee (HMAC), and coordination with the Seattle Southside Tourism Promotion Area and Regional Tourism Authority.

The City also continues to closely coordinate with the Seattle Southside Regional Tourism Authority to identify and implement additional tourism and community-related attractions and options to help ensure that guests staying in local hotels will have additional amenities and activities nearby and provide incentives to spend more time in SeaTac and purchase additional goods and services.

Additionally, during the next two-year period, City staff will stay involved with the Port of Seattle as the Sustainable Airport Master Plan (SAMP) is developed and progresses in the process. Staff will engage with hospitality and tourism related businesses in the City to facilitate and ensure their involvement in this process. It is critical that the City has the resources needed to research, evaluate, and respond to SAMP-related issues that could significantly impact both the tourism industry and overall economic development of the community. Issues related to transportation and traffic circulation, vehicular and pedestrian accessibility, public safety, street improvements, road maintenance and noise, among others, must all be paid close attention to. If not properly addressed and mitigated in a holistic manner, the negative financial and development impacts to the travelers, tourism industry, the City, and business community could be severe and far-reaching. However, when addressed holistically, the overall traveler experience will improve and the SeaTac destination will continue to prosper.

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

Over the next two years, the new initiatives being implemented (TDDP, amenity activation, long range tourism planning to compliment city center subarea plan) will create a more robust traveler & tourist environment which will encourage more local, regional and overnight tourism. More activation will also encourage additional tourism related spending, and support the establishment and development of new retail, service and travel related businesses. Finally, as corporate business travel is enabled "post-COVID", the need for lodging, and a wide selection of activities and access to them, will also continue to make SeaTac and attractive place to do business.

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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, provide:		*Estimate*	*Calculation Methodology*
a.	Overall attendance at your event/activity/facility *People: Based on 1.3 avg length of stay (LOS) & 2.1 Avg Occ*	2023 – 2,776,324 2024 – 2,998,430	**xDC xIC ☐RS ☐IS ☐SE**
b.	Number of people who travel more than 50 miles for your event/activity *Dean Runyan Research > 95% of Seattle Southside visitors travel more than 50 miles*	2023 – 2,637,508 2024 -2,848,509	**xDC xIC ☐RS ☐IS ☐SE**
c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state *Historically, 50% based on Google Analytics, however, due to the pandemic, we believe international travel is reduced but is being made up by strong domestic travel*	2023 – 1,318,754 2024 -1,424,254	**xDC xIC ☐RS ☐IS ☐SE**
d.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac *SSRTA does not track overnight stays in UNPAID accommodations based on distance traveled. However, as noted in Dean Runyan Report research, 85% stay in paid accommodations; therefore, we assume 15% of 3. b.*	2023 – 395,626 2024 – 427,276	**☐DC x IC ☐RS xIS ☐SE**
e.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac **(question f * 2.1 industry avg room occupancy)**	2023 – 3,609,221 2024 -3,897,959	**xDC xIC ☐RS ☐IS ☐SE**
f.	Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility **(projected 2023 occ * SeaTac hotel rooms)** *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*	2023 – 1,718,677 2024 – 1,856,171	**☐DC xIC ☐RS xIS ☐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)

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

However, we always encourage travelers to stay at SeaTac hotels.

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.

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

Prior to the arrival of the COVID-19 pandemic, the SeaTac and regional tourism/travel industry was expanding rapidly, as was the overall economy of the community. Despite the heavy restrictions placed on travel and tourism in 2020-21 however, there are several data points we can provide which give an overview of the resilience of visitors to SeaTac and the number of travelers and tourists staying at hotels in 2021*. The total lodging tax revenue for 2021 was at $1.081 million which roughly equates to $10m in lodging related tourism spending in SeaTac. The average occupancy in SeaTac at the end of 2021 was 60% as compared to pre-COVID at 74% in 2019. The average room rate ended at $102, which is only about $20 per room night less than the 2019 pre – COVID average rates. Finally the estimated number of international or out of state hotel guests in 2021 was 1,015,979, which is only about 200, 000 less than pre-COVID. The completion of the Sea-tac Airport international arrivals terminal has attracted crews from the region and nationally; and the two new hotels planned to be built for a total of 450 additional hotel rooms have ensured that SeaTac is on a solid foot to recovery. And finally, he City's Economic Development Division staff continues to work with the hotel developers coming to the city locally and, also works in close collaboration with national and foreign investment groups who perform regular extended visits to the area in regards to their local operations, business expansion, and real estate development projects.

*2021 only was used for comparison to 2019 since 2020 would skew the data due to extreme closures and travel restrictions.

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

Due to the mix of amenities and the fact that SeaTac is a local, regional & international travel hub, visitors to SeaTac include independent and corporate business travelers, cruise ship travelers and other industry specific group travelers. Additionally, there are many who travel for personal, family and leisure purposes. There is also a percentage of travelers that are on overnight layovers in SeaTac or are travelling from locations far from SeaTac and choose to overnight in the city before their flights.
Many travelers (i.e. cruise ship & business) arrive from out of state/out of country; whereas independent business travelers, contractors, extended stay project workers mainly arrive from within the region or other US locations. COVID-19 related impacts indicate that traveler behaviors have and continue to change. The City's efforts will primarily focus on business related travelers.

6. **Describe how you will promote your event/activity/facility to attract overnight tourists:**
*Note: State reporting requests overnight (not day) tourist promotional information

Regional/National/International Promotion
Over the past five years there has been a fundamental shift away from physical marketing (print magazines, brochures, billboards etc.) to marketing products and services digitally (on the internet). This includes everything

from social media marketing to content/mobile/email marketing as well as influencer and affiliate marketing. This type of marketing is handled mainly by the Southside Regional Tourism Authority (SSRTA) through either Tourism Promotion Area or Lodging Tax funding.

In addition to this robust digital marketing effort, SeaTac is also actively connecting various organizations to the SSRTA in order to create custom packages for these groups which helps ensure they choose SeaTac. Some examples are partnering the Parks department with the SSRTA to help encourage regional sports teams to book sports fields that are currently underutilized when vacancies are available, as well as creating special "stay and play" hotel programs for the 10,000 member State Wrestling Federation to encourage them to participate in a "Staycation" in the region. The Economic Development team also actively connects larger businesses to the SSRTA so they can encourage their companies to plan their conventions, meetings and events at a hotel in SeaTac through the SSRTA group sales team. Finally, there are several areas in the City which have become known for having high visitor traffic (Mall of Africa, SeaTac International Mall, North SeaTac Park "Wednesday Night Worlds") and the Economic Development staff also actively connects these businesses to the SSRTA in order for them to invite influencers and travel bloggers to experience what SeaTac has to offer.

Local Promotion through product development
The development of new amenities and tourism development products for visitors such as restaurants, retail stores, destinations, activities, and new services makes the city more inviting for both business and leisure travelers, and increase the probability of return and extended stays. This economic development effort is continually refined through business outreach and needs assessment which helps direct further product development.

7. **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.)**

Because lodging, travel, and tourism make up a large portion of the local economy, the City prioritizes and spends considerable time and energy to support and develop these industries. The program's proposed use of lodging tax funding will reinvest expended funds right back into market expansion and fund replenishment activities, directly benefitting lodging businesses and the tourism industry.

First, the City will continue funding its successful tourism/lodging and economic development strategic initiatives related to tourism. Funding will support City of SeaTac destination brand image development, promotion of the city for continued business travel attraction and investment, data gathering and lodging/hospitality market expansion/reinvestment. Staff will continue facilitating new hotel development to expand and strengthen the lodging industry in SeaTac by attracting new investment to the market. This encourages existing property owners/operators to reinvest by renovating their facilities in order to successfully compete with new products. Additionally, staff will implement strategies for restaurant, retail and amenity development to provide additional options to the travelers. This also expands options for the residents who live here and the workers who are employed within the City.

What is new in the funding cycle is the fact that the way the above programs and strategies are structured, implemented and tracked will be different. At a high level, the City has now adopted its first travel and tourism policies within the Comprehensive plan. These policies form the framework which staff will use to engage a consultant to execute the first Tourism Destination Development Plan (TDDP). This document will be used to create a roadmap for activating existing amenities, improving connectivity with the "hotel district" and setting the City up for success in preparation for the city center sub area development process. Activations will be monitored and success will be measured. "A/B testing" will also be performed as the City learns what kind of amenities and activities resonate with travelers. With policies in place, there will be increased collaboration with various City departments to ensure that the travel and tourism implementation also benefits the well-being of residents as well as can be leveraged when decisions on project prioritization need to be made.

Finally, funding SeaTac's program allows City staff to oversee the coordination of all funded activities, initiatives and programs to ensure collaboration among applicants and in turn maximize the benefits of the use of lodging tax dollars within the City of SeaTac for local businesses and ultimately for the broader community.

Note: The tourism initiatives described here are supplemental to the overall economic development strategic plan as defined in the City's comprehensive plan objectives and goals.

8. **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 City provides written materials and maps to visitors at City Hall regarding options for dining, shopping, attractions and lodging, as well as direct referrals to the SSRTA for public and non-profit sponsored meetings and conferences. City staff regularly performs thorough market briefings to enquiring parties, provides access to the City's development pipeline and reviews existing lodging, dining, retail and entertainment establishments. City staff also supports the development of marketing materials and maps by the SSRTA. Additionally, the economic development team will launch a SeaTac digital Marketplace (think examples of Amazon or Etsy) which will provide also smaller businesses with an affordable way to expand their brick and mortar businesses to a digital sales and promotion platform with support from the city in all areas of creating their virtual presence, to technical assistance, to regional/national promotion of their goods and services on the platform. This will increase visibility of SeaTac's diverse businesses to the traveler customer base. Finally, the SeaTac tourism/lodging industry benefits from having staff dedicated to ensuring a holistic, vibrant and healthy economic environment throughout the City.

9. **Are you applying for Lodging Tax Funding from another community/ies?**   No ☒
   If yes, list the other jurisdiction(s), amount(s) requested and status.

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

    As referenced in questions 8 paragraph 3, the City was awarded funds from the lodging tax opportunity bucket to pursue a contract with a consulting firm to support developing the first ever SeaTac specific Tourism Destination Development Plan. This plan is intended to translate the adopted tourism policies into an actionable ten-year strategic plan that will first activate existing amenities in the city and then monitor and adapt programs based on their success. After a period of time, the data will be analyzed and should provide a better picture of what tourism-related developments would be the most conducive in SeaTac. This TDDP will also be reviewed on a 3, 5, 7-year basis to review and adjust as economic conditions evolve.

11. **What is the overall budget for your event/activity/facility?**
    a. **Please provide an itemized list identifying each type of expenditure to be reimbursed. Separate documents/pages are permitted if more space is needed.**

       Please see appendix for full 2-year budget

12. What percent of your total budget are you requesting from Lodging Tax Fund? **100%**

13. 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
N/A	$0		
N/A	$0		
N/A	$0		

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

If not funded, the City would significantly decrease its destination development activities aimed at tourism promotion and related development of amenities and additional hotel facilities.

If a lower amount is provided, the City would need to re-assess its strategic efforts and develop a program more limited in scope.

15. Funding History

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

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

2019 $336,754   **2020** $369,673   **2021** $524,087   **2022** $567,843

17. Number of total years you have received City of SeaTac lodging tax funds: **10+**

18. 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.

Awarded funds were used to implement the initiatives described in the 2021-22 application packet. The City of SeaTac was able to continue to develop assets within the City which are valuable to Tourism and Travel. Activities included tourism related business attraction & retention, tourism related product development, as well as marketing & promotion. In addition, support was provided to tourism & travel businesses during the Covid-19 pandemic in the form of outreach & access to funding and resources. Return on investment was measured through multiple surveys conducted with travel & tourism businesses throughout the period. Businesses surveyed by both the City and under contract with the Chamber of Commerce were: SeaTac Hotels (GM level), Restaurants (owners) and a number of other SeaTac tourism & travel related businesses - as it related to resiliency & recovery during the Covid-19 pandemic.

19. **How did you hear about the City of SeaTac Lodging Tax Funding Program?**
    SeaTac is the administrator of the program.

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

    Risks/Challenges: Slower business, cruise, and recreational/tourism travel rebound would reduce hotel occupancy levels and overall airport passenger traffic. There could be a decreased appetite of developers to build in SeaTac due to recession-like conditions with current higher construction costs and inflationary pressures. Staff will mitigate this through continued marketing and outreach to attract further investment in the City of SeaTac by a diverse group of business interests.

APPENDIX BELOW

2023/2024 Application for City of SeaTac Lodging Tax Funding

City of SeaTac

107 Hotel/Motel Tax Fund

2023-2024 PROPOSED BUDGET

Account Number	Description	2022 BUDGET	2023 REQUEST	2024 REQUEST
	*Categories are examples of line items/projects/services, etc.			
107.000.13.557.30.11.000				
	SALARIES & WAGES & BENEFITS for total of 1.7 FTE*	$265,760.00	$316,593.20	$346,147.70
	TOTAL PERSONNEL	**$265,760**	**$316,593**	**$346,148**
107.000.13.557.30.35.000	SMALL TOOLS AND MINOR EQUIPMENT <$5,000	$1,500	$1,700.00	$1,750.00
107.000.13.557.30.31.008	OFFICE & OPERATING SUPPLIES	$1,750	$1,750	$1,850
	TOTAL SUPPLIES	**$3,250.00**	**$3,450.00**	**$3,600.00**
107.000.13.557.30.41.000	**PROFESSIONAL SERVICES (may include the following:)**	$50,000	$55,000.00	$60,000.00
	Legal Fees for RTA Administration/or Changes			
	Marketing Material Content Creation/Analysis			
	Real Estate Analysis Services for Restaurants/Amenities/Services location/feasibility - Information			
	Demographic and Consulting services - Reports on spending trends, etc.			
	Tourism and Travel Industry Survey Service and Analysis			
	Feasibility Analysis			
	Market Studies - Consultant services			
	Graphic Design Services			
107.000.13.557.30.41.088	**REDEVELOPMENT COORDINATION PROGRAM (may include the following:)**	$17,500	$17,500.00	$18,500.00
	Real Estate and Amenities Development			
	Consultant Study Facilities/Amenities			
	Public Space/Amenities Development/Initiatives			
	Research/Outreach/Coordination of Real Estate Development - Compatible uses which support Tourism & Professional Travel			
	CRM - Customer Relationship Management system - Streamline Communication / Hospitality and other Developers/Businesses			
	Wayfinding/Place Making - Guiding tourists to amenities			
107.000.13.557.30.41.113	**MARKET DATA RESEARCH (may include the following:)**	$15,000	$15,000.00	$17,000.00
	Demographic & Data - Business Trend Data - Tourism/Business Travel Support Industries			
	CoStar and Other Real Estate Analysis Data for Restaurants/Cafés, Amenities location - Information			
	Other Market Data Research			
107.000.13.557.30.41.114	**BRAND DEVELOPMENT & MARKETING (may include the following:)**	$ 75,000	$ 75,000	$ 80,000
	Site Selection Magazine and Business / Investment travel attraction / Image Development			
	Sponsorship - Community Practice or other similar events			
	Global Trade Magazine - Display Advertisement Business Travel to Area			
	Website Content Creation and Management, Funneling Leads and Enquiries			
	Regional Showcase Events/Projects, including content creation and distribution			
	SeaTac Specific Regional Marketing - Scenic Washington, WTA, etc. Certified Folder?			
	Support Local and Tourism shopping campaign			
107.000.13.557.30.41.136	**OPPORTUNITY BUCKET 1-2 day Events/Application Allotment**	$ 100,000	$ 100,000	$ 100,000
	Included in City of SeaTac application for ease of administration			
107.000.13.557.30.41.140	**SMALL BUSINESS DEVELOPMENT CENTER**	$ 13,500	$ 14,500	$ 15,500
	Most visitor amenity businesses in the City and Area eligible for SBDC advising free of charge			
	Supports creation of new business/enterprise/entertainment opportunities - Analysis/Feasibility			
	COVID-19 recovery related work, business re-opening			
107.000.13.557.30.41.141	**SOUNDSIDE ALLIANCE BUSINESS ATTRACTION PROGRAM**	$ 6,500	$ 6,750	$ 7,000
	Regional Branding/Emphasis - Gateway to the Pacific Northwest			
	COVID-19 recovery related work, business re-opening			
	Inter City Business Referrals - Tourism, Food & Beverage, Transportation			
107.000.13.557.30.42.028	**TELEPHONE**	$ 1,450	$ 1,600	$ 1,700
107.000.13.557.30.43.031	**LODGING**	$ 1,750	$ 2,000	$ 2,250
107.000.13.557.30.43.032	**MEALS**	$ 1,750	$ 1,800	$ 2,000
107.000.13.557.30.43.033	**TRANSPORTATION**	$ 2,750	$ 3,000	$ 3,250
107.000.13.557.30.49.054	**MEMBERSHIPS**	$ 17,500	$ 17,500	$ 18,000
	Business Development / Tourism and Lodging investment attraction associations/orgs.			
	Economic Development / Events/Associations - Industry Specific Promotion/Development information			
	Greater Seattle Partners - Regional/Statewide Econ Dev Participation			$
	WA Econ Dev Association & Similar Organizations			
107.000.13.557.30.49.058	**PRINTING & BINDING**	$ 3,000	$ 3,000	$ 3,250
	Business Cards / Fliers / Promotion Materials, etc. /Reports			
107.000.13.557.30.49.061	**REGISTRATIONS/CONFERENCES/EVENTS**	$ 2,000	$ 2,250	$ 2,450
NEED BARS # & Confirm title colu	**TOURISM PROGRAMMING & AMENITY ACTIVATION (RELATED TO TDDP)**	$ -	$ 200,000	$ 250,000
NEED BARS # & Confirm title colu	**CONTRACTOR / CONSULTANT SUPPORT for TDDP and Tourism Related Programs**	$ -	$ 50,000	$ 75,000

G:\CED\Economic Development\3A.Tourism - HMAC\LodgingTaxFunding - APPLICANTS & DOCUMENTS\LodgingTaxDOCUMENTS&PROCEDURES\2023_24 Lodging Tax

		2022	2023	2024
TOTAL SERVICES & CHARGES - CED Tourism/Hospitality Ec Dev Funding Reques		$ 576,710	$ 884,943	$ 1,005,648

_____END OF BODY_____

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.

2023/2024 Application for City of SeaTac Lodging Tax Funding

RCW 67.28.080 - Definitions.

1. "Acquisition" includes, but is not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purpose or purposes under this chapter.
2. "Municipality" means any county, city or town of the state of Washington.
3. "Operation" includes, but is not limited to, operation, management, and marketing.
4. "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
5. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
6. "Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.
7. "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

Please see:

2020HMACAfterEventReport&ReimbursementApplication
20200410HMACLodgingTaxFundingProgramProcedures
2020HMACFundingApplicant Scoring Sheet

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

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

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

End of Application