



Hotel Motel Advisory Committee (HMAC) Agenda

April 10, 2024

3:00-5:00PM

**In-Person/Hybrid Meeting
City Hall Council Chamber**

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 Mohamed Egal

Lodging Industry: Mollie Mad (BMI Hospitality), Byron Pihuave (Cedarbrook Lodge), Jon McFarland (SeaTac Hilton and DoubleTree)

Tourism Related Enterprise: James Morgese (Highline Botanic Garden), Jamie Stenson (BMX Track), Jeffrey Bauknecht (Museum of Flight)

Staff Coordinator: Aleksandr Yeremeyev, *Economic Development Manager*
Maria Langbauer, *Senior Economic Development Strategist*

A quorum of the Council may be present.

ITEM	TOPIC	PROCESS	WHO	TIME
1	Call to Order / Introductions - Introduce new members		Mohamed Egal	5
2	Approval of the 11/08/23 Minutes	Approval	Members	5
3	SeaTac Police Report - to be confirmed	Update	Police Staff	10
4	WA Department of Revenue Statistics	Informational/ Discussion		10
5	HMAC Grant & Applications Update	Informational	Maria Langbauer	5
6	SeaTac Tourism Destination Development Plan (TDDP) 2024 Work Plan	Update/Discussion	Maria Langbauer	40
7	Seattle Southside Regional Tourism Authority (SSRTA) Update	Update	Mark Everton	15
8	Around the table – member updates	Update	Chair Egal	10
9	Adjourn			

PLEASE NOTE:

Committee members will receive meeting invites with Zoom details.

This meeting will be conducted in-person with a hybrid format with remote options for public viewing. The meeting will be broadcast on SeaTV Government Access Comcast Channel 21 and live streamed on the City's website <https://www.seatacwa.gov/seatvlive> and click play.

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 mlangbauer@seatacwa.gov. Thank you!



Hotel Motel Tax Advisory Committee Meeting Minutes

11/8/2023
3:00 pm – 5:00 pm
Virtual Meeting

Members Present: Peter Kwon, Chair; Jeffrey Bauknecht (*Museum of Flight*); Jon McFarland (*SeaTac Hilton and DoubleTree*); Anikó Juhász (*Highline Botanical Garden Foundation*)

Members Absent: Mollieann Mad (*BMI Hospitality*); Byron Pihuave (*Cedarbrook Lodge*);

Staff Present: Aleksandr Yeremeyev, *Economic Development Manager*; Gillian Sayer, *Admin 2*; Evan Maxim, *Director, Community & Economic Development*

Others Present: Mark Everton (*SSRTA*); Captain Chad Mulligan (*Police*); Greg Oates (*TDDP*); James Morgese (*Highline Botanical Garden*)

Commence: 3:06 PM

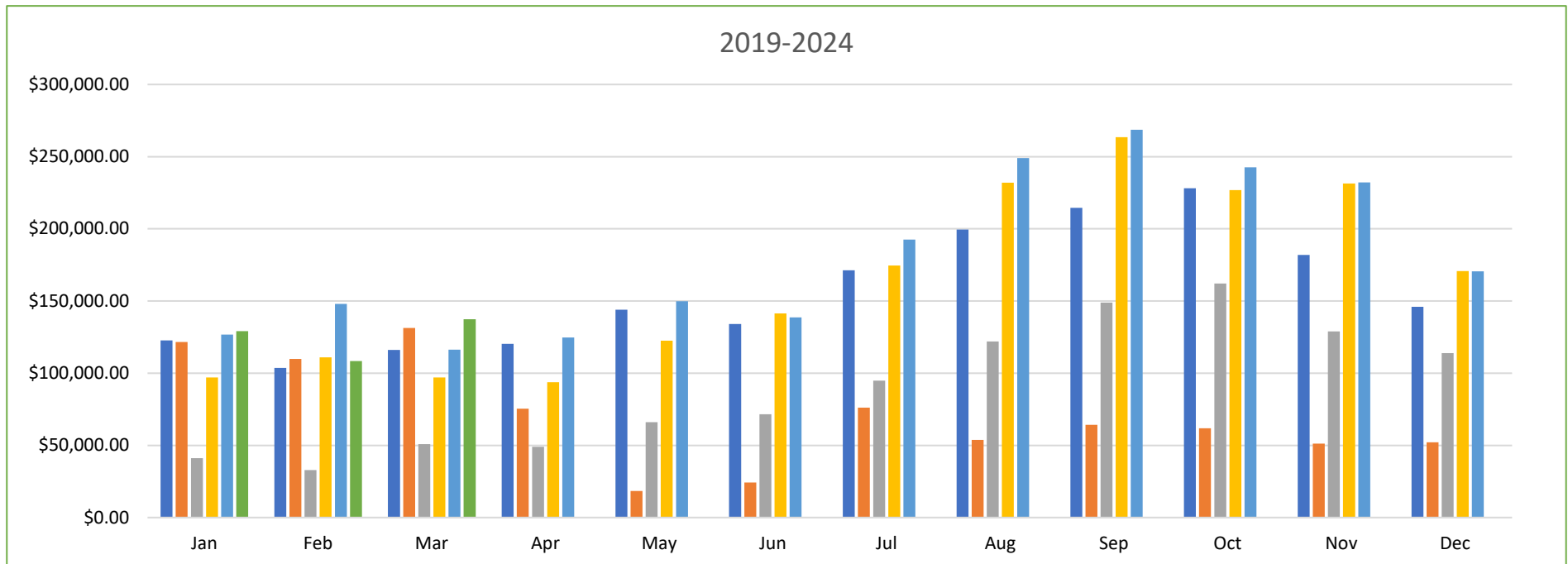
Adjourn: 5:06 PM

1. Call to Order / Introductions	Chair Kwon called the meeting to order at 3:06 pm.
2. Approval of the 03/08/23 and 05/10/23 Minutes	Review and Approve Jeff made a motion to approve the minutes. Jon seconded the motion. Motion passed: 4:4
3. SeaTac Police Report Captain Chad Mulligan	Update Captain Mulligan reported that for the year 2023, January – present, there has been a slight increase in vehicle thefts and attempted thefts, robberies along International Blvd. are down, but thefts from vehicles have risen. Auto part accessory theft is down, mainly due to less demand and the inability to sell the parts. Discussion commenced between Jeff, Jon, Chair Kwon, and Captain Mulligan
4. WA Department of Revenue Statistics Aleksandr Yeremeyev	Update Aleksandr presented the Department of Revenue Statistics

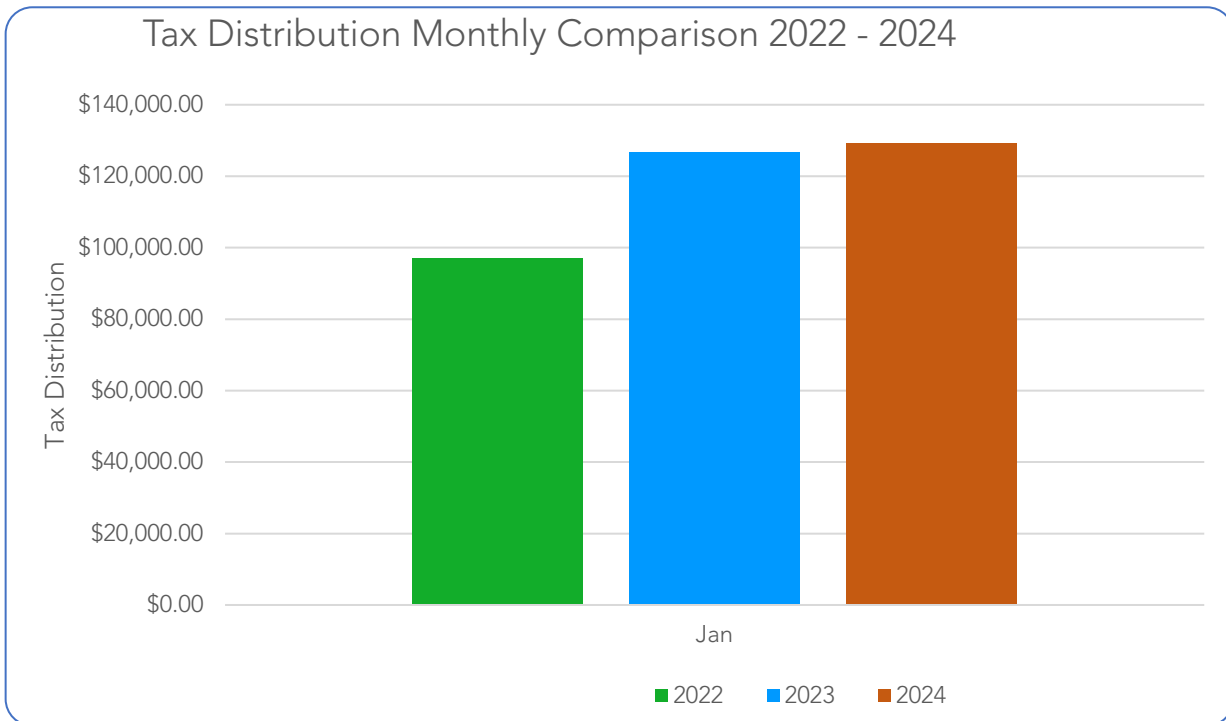
<p>5. Seattle Southside Regional Tourism Authority (SSRTA) Update Mark Everton</p>	<p>Update</p> <p>Mark presented:</p> <ul style="list-style-type: none">• Star Report• PowerPoint presentation showing a recap of what the Regional Tourism Authority has been doing, including budget, priorities for 2022, 2023 & 2024, SeaTac Shuttle, micro-adventures, Business Development Scholarship, 2023 convention results, a list of the sales conventions and events they are going to attend in 2024, and awards and honorable mentions they have received, and they are preparing to hire a Social Media Manager. <p>Discussion commenced between Jon, Jeff, Chair Kwon, and Mark</p>
<p>6. SeaTac Tourism Destination Development Plan (TDDP) Aleksandr Yeremeyev and Greg Oates</p>	<p>Update / Discussion</p> <p>Aleksandr introduced Greg Oates who gave a PowerPoint presentation outlining the TDDP.</p> <p>Discussion commenced between Aleksandr, Jon, Chair Kwon, and Greg</p>
<p>7. Around the table – member updates</p>	<p>Update</p> <p>James introduced himself and spoke about his role as Executive Director of the Botanical Garden (updating the website, phone system, garden irrigation, budget)</p> <p>Jeff gave a brief update on programs going on at the Museum of Flight.</p> <p>Chair Kwon recently attended the grand opening of the Roadhouse, located at the SeaTac Angle Lake light rail station. It is owned by Sound Transit and run by the Sound Transit Art Program (theroadhouse.art).</p> <p>Aleksandr updated on the progress of filling the position of Senior Economic Development Strategist.</p> <p>Aleksandr thanked everyone who has been involved in the creation of the TDDP.</p>
<p>8. Adjourn</p>	<p>Chair Kwon adjourned the meeting at 5:06 pm</p>

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

	2019	2020	2021	2022	2023	2024
Jan	\$122,762.86	\$121,624.17	\$41,098.46	\$97,106.15	\$126,729.01	\$129,059.73
Feb	\$103,560.38	\$109,927.63	\$32,884.70	\$111,022.81	\$148,089.62	\$108,391.45
Mar	\$116,084.70	\$131,257.73	\$50,796.25	\$96,977.41	\$116,302.70	\$137,405.83
Apr	\$120,398.21	\$75,431.71	\$48,979.34	\$93,716.17	\$124,659.46	
May	\$143,995.02	\$18,397.76	\$65,984.83	\$122,603.23	\$149,858.64	
Jun	\$134,112.69	\$24,302.12	\$71,629.31	\$141,350.69	\$138,628.92	
Jul	\$171,228.19	\$76,095.13	\$94,790.24	\$174,604.68	\$192,468.39	
Aug	\$199,483.93	\$53,842.42	\$121,928.59	\$231,927.71	\$249,093.78	
Sep	\$214,497.00	\$64,194.10	\$148,909.98	\$263,467.14	\$268,633.14	
Oct	\$228,137.12	\$61,814.99	\$162,049.98	\$226,789.27	\$242,526.25	
Nov	\$181,987.69	\$51,138.72	\$128,970.75	\$231,358.60	\$232,111.89	
Dec	\$145,998.17	\$52,127.72	\$113,965.62	\$170,774.10	\$170,607.04	
TOTAL	\$1,882,245.96	\$840,154.20	\$1,081,988.05	\$1,961,697.96	\$2,159,708.84	\$374,857.01

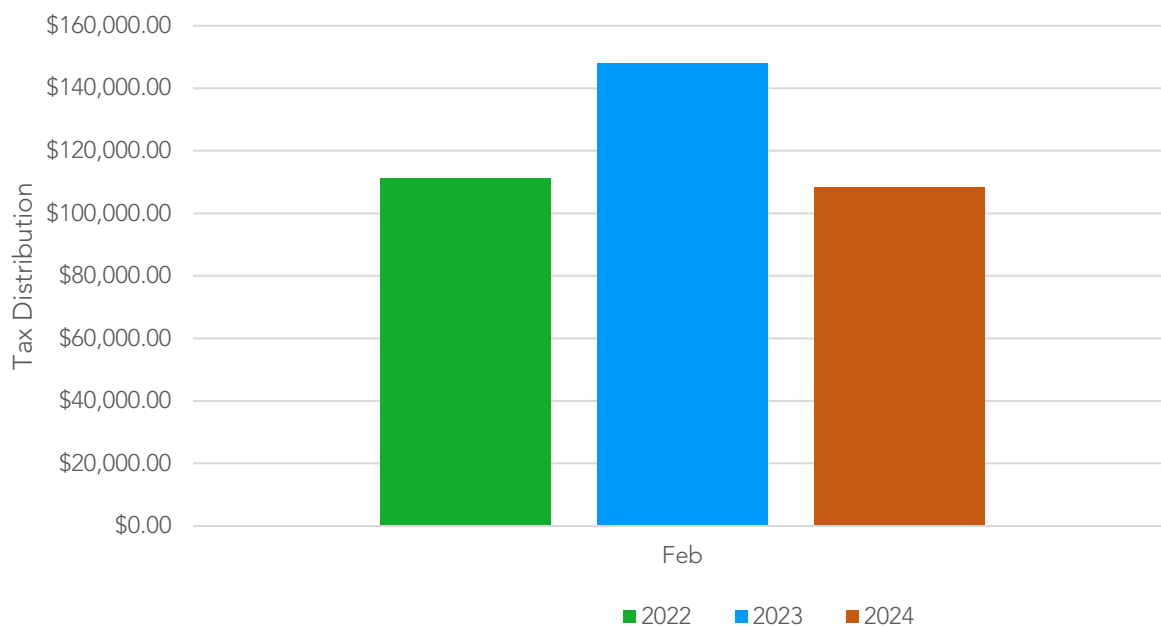


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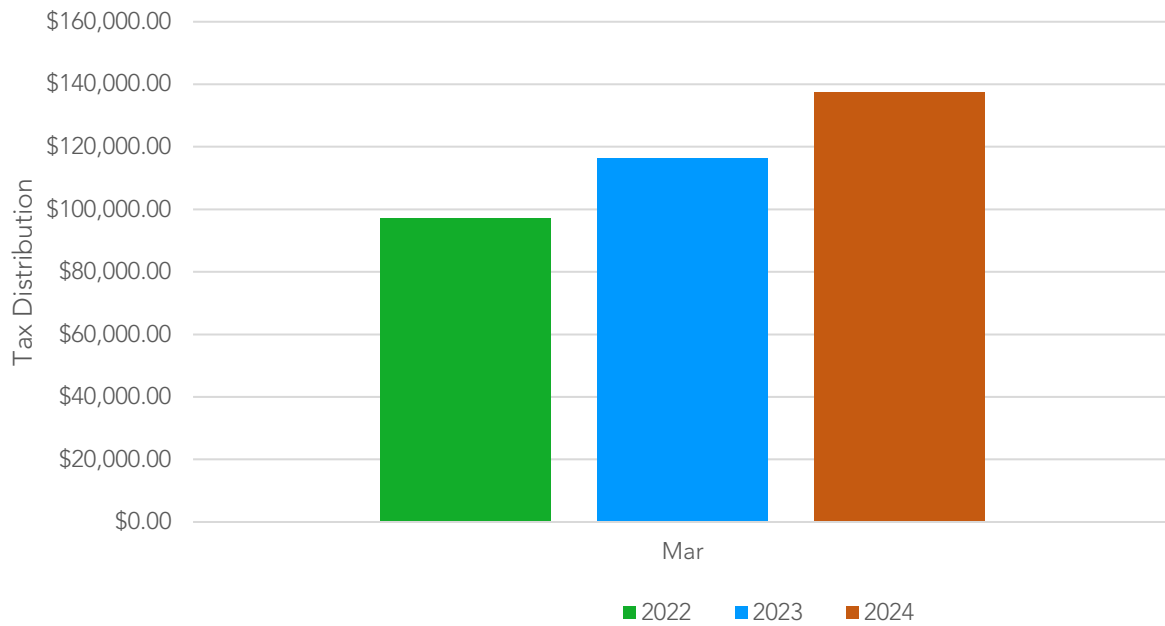
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Tax Distribution Monthly Comparison 2022 - 2024



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Tax Distribution Monthly Comparison 2022 - 2024





MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 4/10/2024
To: Hotel Motel Advisory Committee (HMAC)
From: Maria Langbauer, Senior Economic Development Strategist
Subject: Tourism Destination Development Plan (TDDP) 2024 Work Plan Update

Summary

On January 23rd, the City Council formally adopted the SeaTac Tourism Destination Development Plan (TDDP). Following this adoption, there was a clear expression of interest from the City Council to review the associated TDDP Work Plan. This memo is designed to offer the Planning and Economic Development Committee members detailed insights into the Work Plan, emphasizing the strategic framework set forth by the TDDP. The memo highlights the projects and pilot programs slated for implementation in the upcoming year and provides an overview of the key milestones and metrics established to gauge progress and success towards stated objectives.

Analysis

Background on the development of the SeaTac Tourism Destination Development Plan (TDDP)

The TDDP provides the first ever SeaTac-focused strategic, holistic, and actionable guidance road map to coordinate the recommended implementation strategies and lodging tax allocations to further the Council-adopted Tourism and Travel Policies expressed in the Economic Vitality Element of the Comprehensive Plan. The plan development process included Councilmember interviews, robust stakeholder community engagement, Hotel Motel Advisory Committee and PED committee presentations and input, independent research, and coordination with the Explore Seattle Southside Regional Tourism Authority. The TDDP was adopted by the City Council on January 23rd, 2024.

Strategic Planning and Stakeholder Engagement for the 2024 Work Plan

The TDDP has developed a Strategy Flowchart that outlines five key areas, each of which encompasses five pillars with related strategic initiatives. The pillars are:

1. Optimize the SeaTac Angle Lake Station Area's Cultural Assets and Highlight Community-based Experiences
2. Develop Tukwila International Boulevard Station Area as a Grand Entrance to "SeaTac North" and North SeaTac Park
3. Activate the Three Light Rail Stations as Experience Platforms to Showcase Local and Regional Culture
4. International Boulevard Visitor Experience: Beautify, Brand, and Enhance Mobility and Transportation Infrastructure
5. Develop and Build Out an Entertainment and Events Mixed-Use District near SeaTac/Airport Station

These strategic initiatives have been categorized based on their anticipated development timelines: immediate ("now"), short-term (1 to 2 years), medium-term (3 to 5 years), and long-term (6 to 10 years). The focus of the 2024 Work Plan is on projects slated for immediate development under the "now" category. It is important to emphasize that the 2024 Work Plan is a dynamic document, subject to ongoing updates and revisions to reflect changing priorities and progress.

Staff have interviewed key stakeholders associated with the areas where the projects are proposed. These interviews were conducted both online and in-person. Staff encouraged stakeholders to discuss their 2024 work plans and explore ways in which ED SeaTac staff could best support their needs. The findings collected

from these interviews were used to identify insights regarding the strategies discussed and to further develop each project.

Strategic Initiatives to Enhance Tourism, Economic, and Community Development in SeaTac

The Economic Development staff, guided by the TDDP Strategy Flowchart, have identified and in part initiated approximately 30 projects aimed at enhancing space activation, beautification, mobility, and supporting SeaTac's local economic development.

Marketing and Advertising Projects (Strategy Flowchart (1. A, 3. a))

The City of SeaTac is launching a “station domination” and advertising campaigns at the Link Light Rail Stations and the Car Rental Facility areas, starting in June 2024. These campaigns will feature vibrant, diverse advertising that welcomes visitors with colorful graphics and illustrative widgets across pillars, posters, and escalators. They will showcase SeaTac's restaurants, hotels, and attractions, including QR codes for additional information and discounts. This initiative, supported by the TDDP (1.a & 3.a), aims to enhance the sense of place and identity within the stations through multimedia programming and art, transforming the three Light Rail Stations into Experience Platforms that highlight local and regional culture, and help optimize the SeaTac Angle Lake Station Area's and overall SeaTac’s cultural assets.

Additionally, staff proposes to enhance social media campaigns for promoting ethnic local businesses, starting in August 2024, with the support of Explore Seattle Southside and a social media contractor. This effort, endorsed by the TDDP (1.a, 3.a.c), seeks to use the Three Light Rail Stations as platforms to exhibit local and regional culture, foster a stronger sense of place and identity within the stations through multimedia programming, and underscore the City of SeaTac's diverse resident population to promote diversity, equity, and inclusion as core strengths of the city and region.

Support for Sport-Related Local Youth Development Programs (Strategy Flowchart (2. D))

Staff members are collaborating with the Parks and Recreation Department and the Regional Tourism Authority to increase the number of sport-related tournaments in the SeaTac region. Efforts include participating in sports-related conferences, such as Sports ETA in Portland, to engage with vendors representing groups of amateur sports interested in SeaTac as a potential location. Each conference appointment allows destinations and vendor exhibitors to share information about their communities, products, and services. Furthermore, our team is working closely with the Parks and Recreation Department to identify suitable venues within SeaTac for hosting events such as runs, esports, disc golf, and cycling competitions.

Training and local tours pilot (Strategy Flowchart (1. A))

Key initiatives include forming a partnership with the Chamber of Commerce to elevate service quality in local restaurants and developing a pilot program for local cultural and food tours. These efforts aim to increase partnerships with Mall of Africa, SeaTac International Mall, and other local ethnic businesses, leveraging the cultural assets of the SeaTac Angle Lake Station Area to provide curated experiences for hotel guests, showcasing the diversity of the SeaTac community and business offerings.

Furthermore, staff are exploring a few projects to increase mobility and connectivity and are in early conversations on workforce development through a hospitality scholarship program for SeaTac residents in partnership with Highline College.

Placemaking, activation and beautification projects (Strategy Flowchart (4.a.b) and (5.a))

The Economic Development team plans to collaborate with placemaking specialists, the Community and Economic Development Department, Parks Department, Public Works, and the Arts Commission. This collaboration will focus on activating and beautifying the vicinity of International Boulevard and the

SeaTac/Airport Station through public art, "I Love SeaTac" type signage, enhanced lighting, and landscaping, with a consultant leading the public engagement process. This initiative is set to begin in August 2024.

Supported by the TDDP under sections (4.a.b) and (5.a), these projects include creating a significant "I ♥ SeaTac" or "Welcome to the City of SeaTac" type sign/monument, beautifying the area near the electric substation with murals, and expanding public art, branding, lighting, and landscaping near SeaTac/Airport Station and throughout the City.

Additionally, in partnership with Sound Transit and other organization, there are early iterations of a proposed summer pop-up pilot project at the Sound Transit Kiss and Ride site, aiming to cultivate an Entertainment and Events District experiences near the SeaTac/Airport Station. This project, encouraged by the TDDP Strategy Flowchart (5.a), plans to host two events featuring vendors, food trucks, and music in June and July 2024 to enhance the community's vibrancy and appeal for travelers, workers, and residents alike.

Next Steps

The Economic Development Staff is preparing a report update for the 2024 Work Plan in May for Planning and Economic Development Committee and the Hotel Motel Advisory Committee. This report will provide detailed information about the status of the work plan and ongoing projects, highlighting accomplishments, identifying any challenges encountered, and outlining the next steps.

TDDP 2024 Work Plan Update

Presented by: Maria Langbauer, Senior Economic Develop. Strategist
01/24/2024



TDDP 2024 Work Plan Update

EXHIBIT 6: PAGE 5 OF 15
DATE: 04/10/2024

- Overview of the TDDP's adoption by the City Council
- The purpose of the memo: To provide detailed insights into the Work Plan



TDDP Background

- The development process of the TDDP
- Key focuses of the TDDP
 - To enhance SeaTac's tourism and extend stays in local hotels
 - Increase investments tourism sector
 - Unite stakeholders



Strategic Planning and Stakeholder Engagement

- Outline of the Strategy Flowchart
- Key areas and pillars of the TDDP
- Overview of stakeholder engagement efforts



2024 Work Plan Focus

- Projects slated for immediate development
- Emphasis on dynamic updating and revision of the Work Plan



Strategic Initiatives

- Marketing and advertising projects
- Support for sport-related local youth development programs
- Training and local tours pilot
- Placemaking activation and beautification projects



Marketing and Advertising Projects

- Station Domination + QR Code
- Car rental lot advertising Campaign with QR
- Social media campaign to promote SeaTac and local business



Support for Sport-Related Programs

- Collaboration with Parks, Recreation Department, and Regional Tourism Authority
- Hosting sport-related tournaments



Training and Local Tours

- Partnerships for elevating service quality
- Pilot program for cultural and food tours



Placemaking and Beautification

- Collaborative efforts for activation and beautification
- Specific projects and initiatives



Next Steps

- Preparing report update -2024 TDDP Work Plan
 - PED
 - HMAC Committee
- Provide detailed information about:
 - the status of the work plan and ongoing projects
 - Highlighting accomplishments
 - Identifying any challenges encountered



TDDP 2024 Work Plan Update

EXHIBIT 6: PAGE 15 OF 15
DATE: 04/10/2024

QUESTIONS?

