



Hotel Motel Advisory Committee (HMAC) Agenda

May 22, 2024
3:00-5:00PM

In-Person (Preferred) / 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		Mohamed Egal	5
2	Approval of the 04/10/24 Minutes	Approval	Members	5
3	WA Department of Revenue Statistics	Informational/ Discussion	Aleksandr Yeremeyev	5
4	Application Discussion - Content - Format and Wording - Timing - Process	Discussion	Committee	10
5	Lodging Tax Applications – Review & Presentations - WA Brewers Guild- Daniel Olson - Museum of Flight – Jeff Bauknecht - Highline SeaTac Botanical Garden – James Morgese - The Roadhouse- Ashley Long - Northwest Symphony Orchestra- Anthony Spain	Discussion and Evaluation	Committee	75
6	Around the table – member updates	Update	Chair Egal	10
7	Adjourn		Chair Egal	

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

4/10/2024

3:00 pm – 5:00 pm

Virtual Meeting

Members Present: Mohamed Egal, Mayor, Chair; James Morgese (*Highline Botanical Garden Foundation*); Jon McFarland (*SeaTac Hilton and DoubleTree*); Mollieann Mad (*BMI Hospitality*); Jamie Stenson (*SeaTac BMX*); Jeffrey Bauknecht (*Museum of Flight*);

Members Absent: Byron Pihuave (*Cedarbrook Lodge*)

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

Others Present: Mark Everton (*SSRTA*); Jake Pavlovich, *King County Sheriff's Department*

Commence: 3:02 PM

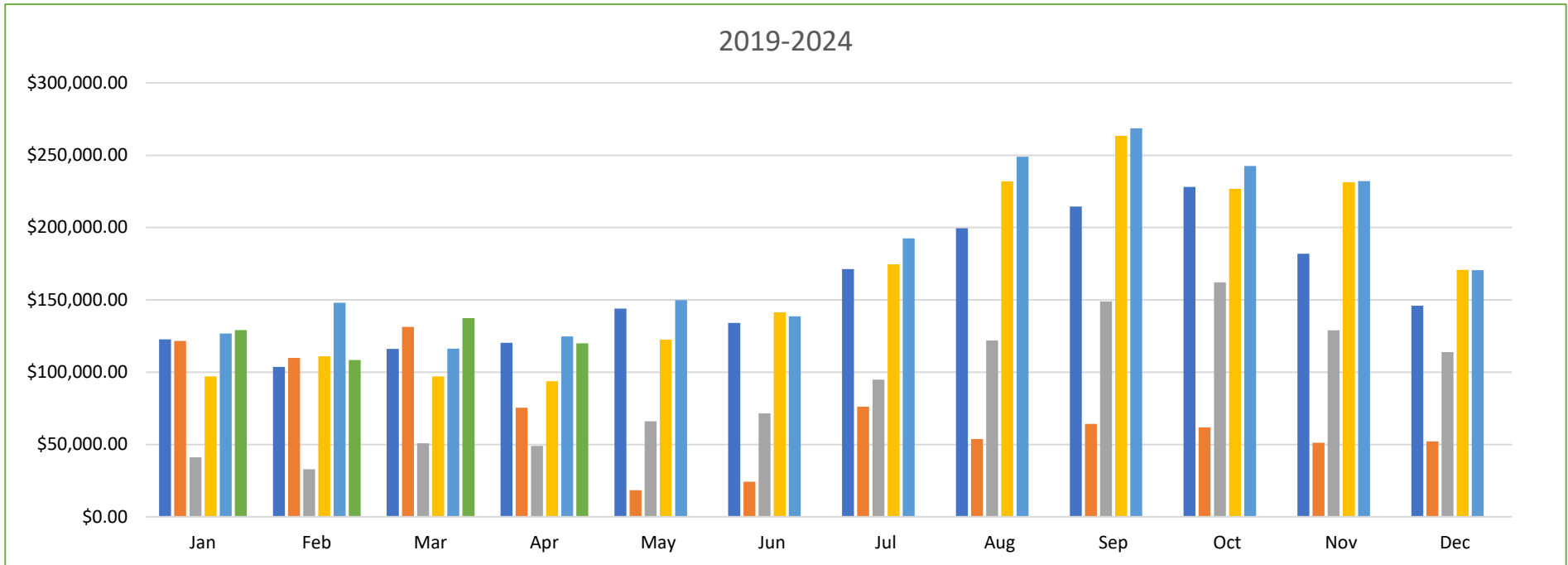
Adjourn: 3:59 PM

1. Call to Order / Introductions	Chair Egal called the meeting to order at 3:02 pm.
2. Approval of the 11/08/2003 Minutes	Review and Approve Jon McFarland made a motion to approve the minutes. Jeffrey Bauknecht seconded the motion. Motion passed: 6:0
3. SeaTac Police Report	Update There was not a report from the Police department.
4. WA Department of Revenue Statistics	Update Aleksandr presented the latest revenue statistic information. Discussion commenced between Aleksandr, Mollie, Jon, and Mayor Egal.
5. Seattle Southside Regional tourism Authority (SSRTA) Update	Update <ul style="list-style-type: none">• Maria and Aleksandr – application process and timeline.• Mark Everton – shared a PowerPoint update. Discussion commenced between Jeff, Aleksandr, Maria, Mollie, and Mayor Egal.

6. SeaTac Tourism Destination Development Plan (TDDP)	Update / Discussion Maria presented a PowerPoint entitled TDDP 2024 Work Plan Update. Discussion commenced between Maria, Mayor Egal, Jon, Aleksandr, James, and Mark
7. Around the Table – Member Updates	Update / Discussion <ul style="list-style-type: none">• Jamie Stenson – introduced himself and talked about SeaTac BMX.• Jeff Bauknecht – let members know about the Space Stations exhibit coming to the Museum of flight from June 2024 – January 2025.• James Morgese – introduced himself and also talked about making sure the airport area has all the resources necessary to encourage people to stay (i.e. shuttle to mall).• Mark – Indigenous Childrens Welfare Conference in SeaTac last week. Encouraging to see the participants visiting other locations around SeaTac.• Jake Pavlovich – introduced himself as our Law Enforcement Liaison• Aleksandr thanked all members for joining the committee and Mayor Egal for chairing the community.
8. Adjourn	Chair Egal adjourned the meeting at 3:59 pm

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

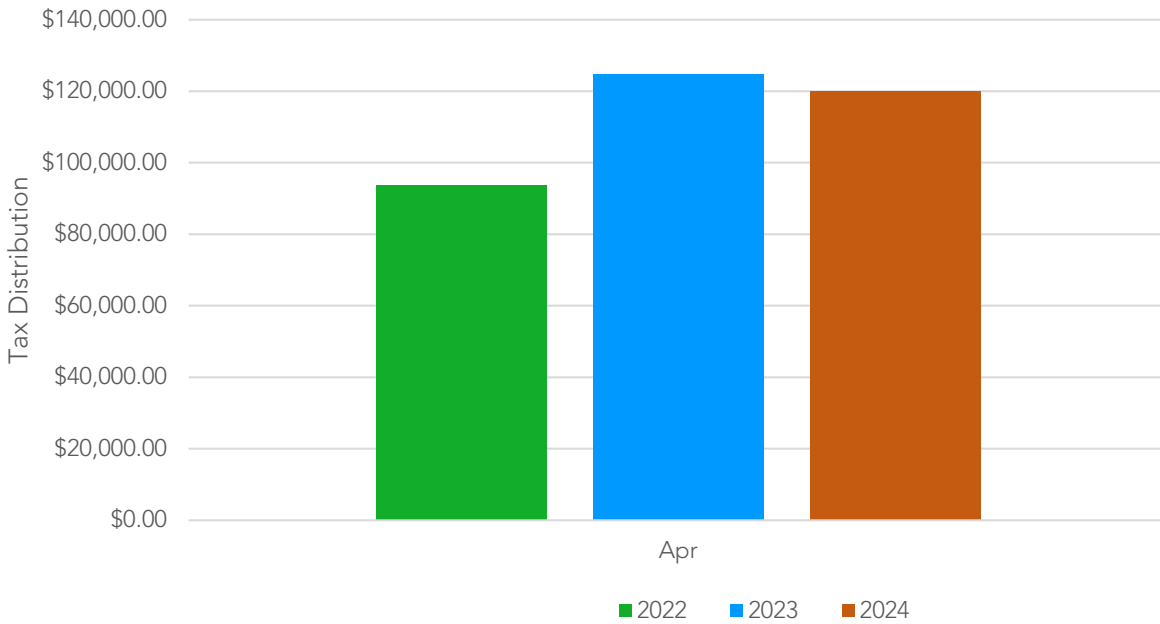
	2019	2020	2021	2022	2023	2024
Jan	\$122,762.86	\$121,624.17	\$41,098.46	\$97,106.15	\$126,729.01	\$129,059.73
Feb	\$103,560.38	\$109,927.63	\$32,884.70	\$111,022.81	\$148,089.62	\$108,391.45
Mar	\$116,084.70	\$131,257.73	\$50,796.25	\$96,977.41	\$116,302.70	\$137,405.83
Apr	\$120,398.21	\$75,431.71	\$48,979.34	\$93,716.17	\$124,659.46	\$119,958.18
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	\$494,815.19



April

Hotel Motel Tax Distribution			
	2022	2023	2024
Jan	\$97,106.15	\$126,729.01	\$129,059.73
Feb	\$111,022.81	\$148,089.62	\$108,391.45
Mar	\$96,977.41	\$116,302.70	\$137,405.83
Apr	\$93,716.17	\$124,659.46	\$119,958.18
May	\$122,603.23	\$149,858.64	\$0.00
Jun	\$141,350.69	\$138,628.92	\$0.00
Jul	\$174,604.68	\$192,468.39	\$0.00
Aug	\$231,927.71	\$249,093.78	\$0.00
Sep	\$263,467.14	\$268,633.14	\$0.00
Oct	\$226,789.27	\$242,526.25	\$0.00
Nov	\$231,358.60	\$232,111.89	\$0.00
Dec	\$170,774.10	\$170,607.04	\$0.00
TOTAL	\$1,961,697.96	\$2,159,708.84	

Tax Distribution Monthly Comparison 2022 - 2024



Applications Received	2024	2025 Funding	2026 Funding	Total 2025-2026	Project Summary
NW Symphony		\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	The NW Symphony will use Lodging Tax Fund for a variety of advertising and marketing options. These include mailings/ flyers for concert and events, and digital marketing such as Facebook , numerous blogs, websites, Youtube, eblasts. Funding will also be used to advertise on the radio most importantly with Classic King-FM radio, and for our Music from Latin America concerts, El Rey 130 radio.
Museum of Flight		\$ 100,000.00	\$ 100,000.00	\$ 200,000.00	The requested funding will strengthen the museum overall tourism marketing efforts and support the operations of Museum special events which draw visitors from across the Pacific Northwest.
The RoadHouse		\$ 355,376.00	\$ 339,243.00	\$ 694,619.00	STart aims to integrate arts into transit facilities, creating cultural connections with the community. The Roadhouse, funded by 1% from transit construction budgets, currently plans four marquee and up to 12 smaller events for 2024, with funding extending until 2026. Lodging Tax funds would enhance The Roadhouse’s capacity, support program longevity, and enable new programs and events, including three annual paid events with headliner artists. These funds would also boost marketing efforts and event visibility. Additionally, planned capital upgrades, like a catering kitchen, would improve audience engagement and provide amenities for space rentals.
Highline Botanical Garden		\$ 286,105.85	\$ 294,689.03	\$ 580,794.88	The Highline Botanical Garden Foundation (HBGF) will use Lodging Tax funding to cover wages for key staff, including a part-time Executive Director, Events Coordinator, and Volunteer/Tour Coordinators. Funds will be allocated to marketing and programming expenses to enhance promotional activities and advertising. The funding will enable the hiring of a full-time head gardener, responsible for managing maintenance, new plant materials, and garden design. A part-time assistant gardener will also be hired to focus on plant care and weeding. Overall, these enhancements will improve the garden’s appeal and support its role as a significant tourist destination in SeaTac.
WA Brewers Guild	\$ 107,000.00	\$ 107,000.00	\$ 112,000.00	\$ 433,000.00	Showcase Washington’s craft brewing culture and innovation by brining the Washington Craft Beer Summit and Washington Beer Awards to be hosted in SeaTac.
TOTAL	\$ 107,000.00	\$ 858,481.85	\$ 855,932.03	\$ 1,928,413.88	
Year	2024	2025	2026	Total Recommended for Funding	
TOTAL Recommended for Funding	\$ 107,000.00	\$ 858,481.85	\$ 855,932.03	\$ 1,928,413.88	

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	

COMMENTS

COMMENTS

Person Submitting Review

Name		Date	
Contact Info			

2024 HMAC APPLICATION

www.seatacwa.gov



APPLICATION OVERVIEW

The City of SeaTac invites applications for its Lodging Tax Funding program aimed at promoting tourism in SeaTac. Eligible projects include tourism marketing, special event operations, and tourism-related facility improvements/operations, supported by a 1% lodging tax per RCW 67.28. The Hotel Motel Advisory Committee (HMAC) will review proposals and recommend the most impactful ones to the City Council for consideration/approval.

APPLICATIONS MUST BE SUBMITTED BY THE DEADLINE: **Wednesday, May 1, 2024, AT 5:00 PM.** Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

Please ensure your application, along with all required documentation, is submitted to:

City of SeaTac
Attention: Maria Langbauer,
Senior Economic Development Strategist
[4800 South 188th Street](https://www.seatacwa.gov/locations/4800-south-188th-street)
[SeaTac, WA 98188-8605](https://www.seatacwa.gov/locations/4800-south-188th-street)
Or via email to mlangbauer@seatacwa.gov

APPLICATION CHECKLIST

- Completed and signed the cover sheet with this packet (page 3)
- Completed and signed application (attach additional sheets if necessary) pages 4 - 8
- A copy of your agency's current non-profit corporate registration with Washington Secretary of State
*If funded, your organization will be required to get the City of SeaTac business license/endorsement.
- Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in **June/July/August 2024** and final approval confirmed upon final biennial budget adoption by December (sometimes earlier).

Total Amount Requested:	2024: \$ 107,000	TOTAL: \$107,000
Name of Program:	Washington Craft Beer Summit	

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name: Washington Brewers Guild
Federal Tax ID Number: 91-1952451

Contact Name: Daniel Olson
Title: Executive Director
Phone/Ext: 425.501.1626
Email: daniel@washingtonbrewersguild.org
Website: www.washingtonbrewersguild.org

Mailing Address: P.O Box 66491, Burien, WA 98166

Event Location: SeaTac Hilton or DoubleTree (currently working with Explore Seattle Southside on securing venue.)

Event Date(s): November 7 & 8, 2024

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 a copy of current non-profit registration with Washington Secretary of State)
- Public Agency
- Other

APPLICATION 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 a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

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

5/1/2024

Date

Daniel Olson

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#). Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.).

The Washington Craft Beer Summit and Washington Beer Awards stand as premier showcases of the state's rich brewing culture and innovation. The Craft Beer Summit serves as a nexus for industry professionals, beer enthusiasts, and curious newcomers alike, offering a platform for education, networking, and appreciation. Through a dynamic program of workshops, seminars, and tasting sessions, attendees delve into the art and science of craft brewing, exploring topics ranging from ingredient sourcing to sustainability practices. Concurrently, the Washington Beer Awards recognize and celebrate excellence in brewing, honoring standout breweries and their masterful creations across diverse categories. Together, these events encapsulate the spirit of Washington's thriving craft beer community, fostering camaraderie, knowledge-sharing, and a collective passion for exceptional beer craftsmanship.

Drawing attendees from throughout the state and country, we hope to showcase SeaTac not only as a tourist destination, but also as a potential craft beer destination ready to welcome a brewery within city limits.

1.b Support and promote growth of arts and entertainment venues: We would be eager to work with the City of SeaTac on identifying entertainment opportunities for our attendees to explore during their stay in SeaTac.

3d. Develop a cohesive and comprehensive tourism branding package: We would work closely with the City to send out marketing materials that include City branding and information that highlights the City as a visitor destination.

5a. Explore and evaluate activation programming and market gap development opportunities: We host over 400 craft brewery owners and their staff from throughout the state. We would work closely with the City to connect their economic development team with owners who may be interested in opening a location within the City. Currently, there are no craft breweries within City limits.

5d. Develop midsize meeting facilities to increase capacity for larger meetings: We hope to be long-term partners with the City for our Craft Beer Summit and Washington Beer Awards ceremony, allowing us to grow this event into the premier craft beer conference not just in Washington, but along the West Coast. We would also be interested in adding a beer festival component to the Summit – bringing in more and more attendees to SeaTac each year.

2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:

Attendees to the Craft Beer Summit will be attracted to SeaTac for several reasons. First, we have built an excellent reputation for this event – it serves as the preeminent trade show and award ceremony for the incredible craft beer industry in Washington state.

Additionally, SeaTac's strategic location near the airport makes it convenient for travelers from the eastside of the state and out of state to travel into, as well as the numerous mass transit options our attendees can take advantage of.

We believe partnering with the City and Explore Seattle Southside we can highlight SeaTac's emerging culinary and cultural scene to our attendees and help to continue developing SeaTac as a tourist destination. Our goal is to assist SeaTac in appealing to visitors as a dynamic and welcoming destination – inviting visitors to explore the City's cultural culinary and recreational opportunities while they enjoy an amazing craft beer-centric conference and awards ceremony.

3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

The Washington Craft Beer Summit, along with the Washington Beer Awards Dinner, is the only state-wide conference for over 400 craft breweries and their staff to network with suppliers and gain valuable insights in the 16 educational sessions held throughout the day. Following the conference, the Washington Beer Awards Dinner showcases the best of the best in Washington craft beer.

Our target audience for the Washington Craft Beer Summit are brewery owners, management and other key decision-makers; industry suppliers from throughout the state and country who exhibit during the conference. The target audience for the Beer Awards Dinner are owners, brewers and other brewery staff – and with the support of the City of SeaTac we hope to broaden the reach of this event to include beer enthusiasts by marketing this event to a wider audience for the first time in this event's history.

Conference attendees primarily are brewery owners, management, and other key decision-makers; along with industry suppliers from throughout the region. Each brewery attending typically brings three to four members of their staff. In past years this event draws hundreds of attendees from Bellingham, Vancouver, Spokane, Tri-Cities, Yakima and the Puget Sound region. The common characteristics of our audience revolve around a passion for craft brewing, artisanal food and furthering their professional development and education, business opportunities, and exploration and love of Washington state. Age and demographics of our attendees varies as the craft brewing industry in Washington continues to grow and diversify.

4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

The Washington Brewers Guild, in close partnership with the City of SeaTac and Explore Seattle Southside, will implement a comprehensive promotional plan to attract overnight visitors to the Summit and Washington Beer Awards. The Summit benefits from a history of excellent attendance from people outside 50 miles of the previous location of this event, and we have an engaged email list of all breweries in Washington state which we will repeatedly use to promote this event.

Additionally, with the generous support of the City of SeaTac, we will:

- Run targeted social media “boosted” posts in cities where there are large clusters of craft breweries, including: Spokane, Bellingham, Yakima, and Vancouver. We hope to draw beer enthusiasts in these cities to travel and attend the Washington Beer Awards Dinner held at the Summit.
- Promote the Summit and the City of SeaTac at the Washington Brewers Festival in June, the largest craft beer festival in the state with over 10,000 attendees over two days.
- Email marketing campaigns to both our membership list and our festival customer list, totaling over 34,000 unique emails.
- With the assistance of SeaTac and Explore Seattle Southside, we hope to collaborate with local businesses and attractions to provide conference attendees added entertainment opportunities that we can market in the leadup to the conference.
- Work with the SeaTac, Explore Seattle Southside, and local hotel partners to create special hotel packages and booking links for attendees and exhibitors that we can market along with the conference.
- Create a contest or giveaway campaign on social media to award a specific number of free conference tickets to breweries with the goal of generating additional interest in the event.
- We hope to work closely with the City of SeaTac and Explore Seattle Southside to identify additional marketing opportunities and strategies for this event.

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

If awarded Lodging Tax funds for the Washington Craft Beer Summit in SeaTac, we would allocate these funds to enhance the event experience for attendees and maximize its impact on the local tourism and economic development in SeaTac, aligning with the objectives outlined in the Tourism Destination Development Plan (TDDP) – particularly helping develop midsize meeting facilities and continuing to establish SeaTac as a conference/meeting destination.

We will utilize Lodging Tax funding in the following ways:

- Dedicate funds to an expanded marketing and promotional campaign targeting key markets to maximize Craft Beer Summit attendance. This would include targeted online advertising, social media promotion, and email marketing to raise awareness of the event and attract tourists to SeaTac to attend the Craft Beer Summit and explore local attractions.
- Allocate funding to help assist in venue, equipment, and production costs. Elevating the experience for our attendees requires us to significantly increase our budget from past years. Utilizing Lodging Tax funds for our attendee welcome party (which will be located within the City of SeaTac), enhanced facilities and A/V equipment, and a professional event production team will establish a reputation for both our Craft Beer Summit and SeaTac as a destination attendees will be excited to return to in future years.

The Craft Beer Summit celebrates the rich brewing heritage and culture of Washington State, highlighting the creativity and craftsmanship of local breweries. By embracing this unique event, we believe it would showcase SeaTac a potential hub for craft beer enthusiasts and brewery owners, contributing to the city's cultural vibrancy and long-term economic development.

Overall, our utilization of Lodging Tax funds for the Washington Craft Beer Summit in SeaTac is designed to enhance the event experience, drive tourism to the city, and support many of the objectives outlined in the TDDP.

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

7. If so, could you please specify which hotel(s)?

We are working closely with Explore Seattle Southside to identify a hotel partner that has the space to host our event. We are currently in contact with the Hilton and Double Tree.

8. The City desires to increase travel during the slower - “shoulder season” in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increasing travel during this time?
Our event will be held the first week of November, which falls within the shoulder season. Our goal is for this event to increase travel to SeaTac, as we draw attendees from throughout the state and exhibitors from across the country.

9. Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

<i>As a direct result of your proposed tourism-related service, provide:</i>	<i>Estimate</i>	<i>Calculation Methodology</i>
a. Overall attendance at your event/activity/facility	800-850	DC (ticket sales + exhibitors)
b. Number of people who travel more than 50 miles for your event/activity	400	DC (zip code data from registration)

c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	90	DC (zip code data from registration)
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	150	DC & IS
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	10	IS
f. 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)	120	DC & IS

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)

10. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

The Summit is in its fourth year and has enjoyed remarkable success in the past – particularly with strong attendance numbers in the first year back following the pandemic (2022). We receive extensive coverage in industry press (including the Washington Beer Blog) and regional media following the Washington Beer Awards ceremony announcing the best beers in the state. We have received consistent, positive feedback on the structure, content, and opportunities of the Summit from attendees and exhibitors.

Last year we had over 700 attendees and exhibitors, with many coming into town the night before for our welcome party and staying overnight the following evening after the Washington Beer Awards. The vast majority of our attendees are repeat attendees and exhibitors from throughout the state and country. Over half of our attendees came from over 50 miles away, and even some breweries within 50 miles of our previous location (Puyallup) stayed at hotels.

11. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

Our goal is to work closely with the City of SeaTac and Explore Seattle Southside to highlight local businesses,

restaurants, and additional hotels during the leadup to the Summit. We would appreciate any marketing materials and visitor guides the City and Explore Seattle Southside already have, and would ensure that the materials would be included in the welcome bag each attendee and exhibitor receive during registration.

We would invite both the City of SeaTac and Explore Seattle Southside to be exhibitors at the event, which could benefit the economic development of the area through networking with brewery owners looking to open a second or third location in the region.

If awarded funding from the City of SeaTac, we would be honored to list the City of SeaTac as the “presenting sponsor”, “presenting partner”, or “Host Sponsor” (or a variation similar) and include the City’s logo on all marketing and communications, recognize the City various times throughout the event, offer the City the opportunity to present at one of the educational seminars (topic could be something such as “how to navigate City permitting process when opening a brewery”). We are also open to any and all suggestions from the City of SeaTac on additional benefits. We would view the City of SeaTac as partners with us, as it ensures that we will be able to provide the best possible experience for attendees and continue this event’s track record of success.

12. What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement:

Our overall budget for this event is \$150,000 in 2024. A detailed overall budget can be found in the budget attachment.

Year 1	Activities	Amount
Q1	Venue Rental and Marketing	\$43,000
Q2	Event Signage, Supplies, and Marketing	\$19,000
Q3	Equipment Rental, Event Coordinator/Production Team, A/V	\$34,150
Q4	Welcome Party, travel/lodging for staff	\$10,850

Year 2	Activities	Amount
Q1		
Q2		
Q3		
Q4		

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

We are requesting roughly 70% of our total budget from the Lodging Tax Fund. This funding would allow us to explore lowering the cost of admission for this event which would lower the burden of entry for potential attendees and draw more attendees to SeaTac. Additionally, this funding would allow us the opportunity to substantially elevate the attendee experience, leading to an even more successful event in SeaTac during Year 2 and Year 3.

14. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Sponsorships	\$25,000	N	July, 2024
Ticket Sales	\$45,000	Y	July-November, 2024

15. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

We would significantly reduce our marketing budget, catering budget, seek a more economical venue and unfortunately must raise ticket prices.

16. Funding History

a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A".
N/A

b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024 2025? If not applicable, please indicate "N/A".
N/A

c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".
N/A

17. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.
N/A

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

Annie McGrath, CEO Seattle Southside Chamber of Commerce, invited us to meet with the City of SeaTac's economic development team Aleksandr Yeremeyev and Maria Langbauer where we learned about the City of SeaTac's Lodging Tax Funding Program.

19. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

With any event there are always risks. Timing is an important consideration, as breweries are very busy throughout the year and taking a day or two to attend this event can be difficult for some breweries. We hope to mitigate the burden on staffing by hosting this event the first week of November, which is typically the slowest time for breweries.

Securing funding for this event is perhaps the biggest challenge, as it takes a significant amount of resources to ensure an excellent experience for attendees. In addition to pursuing a partnership with the City of SeaTac, we are relentlessly pursuing additional sponsorship opportunities with organizations in our network. We hope this will mitigate the financial risk of the event and allow us to make the Summit in SeaTac a first-class experience for all involved.

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as

amended.

*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/HMAC.

*Note that, a city or county does not have to fund the full list as recommended by the LTAC/HMAC 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](#).

APPLICANT REPRESENTATIVE NAME (Print): Daniel Olson _____

APPLICANT REPRESENTATIVE SIGNATURE:  DATE: 5/1/2024 _____

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____ DATE: _____

APPROVED AS TO FORM BY (NAME) (Print): _____

APPROVED AS TO FORM BY (SIGNATURE): _____ DATE: _____

End of Application

Budget Attachment

Washington Brewers Guild Craft Beer Summit & Washington Beer Awards Ceremony Budget

2024 - 2025 Summit Expenses	2024 & 2025 Budgeted
Venue	\$ 38,000
Event Coordinator	\$ 22,000
AV Set-Up (Bandstand Rental)	\$ 9,500
Insurance	\$ 1,500
Permits	\$ 850
Speaker Fee	\$ 2,000
Lunch Catering	\$ 12,500
Hourly Labor	\$ 1,000
Security	\$ 1,850
Supplies	\$ 1,500
Lanyards (sponsorship covers this expense)	\$ 2,000
Dinner Catering	\$ 15,000
Photo Booth	\$ 950
Coffee & beverages for lunch	\$ 600
Food for Vendors/sponsors	\$ 400
Signage printing	\$ 7,000
Program printing	\$ 1,500
Graphic Design (Loud Edge)	\$ 2,500
Attendee Bags (Grandstand sponsorship)	\$ 3,000
Travel/Lodging	\$ 1,350
Welcome Party	\$ 9,500
Gratuity for Welcome Party first drink on us	\$ 500
Marketing	\$ 15,000
	\$ -
Total Expenses	\$ 150,000



Corporations and Charities Filing System

Business Information

BUSINESS INFORMATION

Business Name: WASHINGTON BREWERS GUILD	UBI Number: 601 932 732
Business Type: WA NONPROFIT CORPORATION	Business Status: ACTIVE
Principal Office Street Address: 1801 BIRCHFIELD RD, YAKIMA, WA, 98901-9577, UNITED STATES	Principal Office Mailing Address: PO BOX 66491, SEATTLE, WA, 98166-0491, UNITED STATES
Expiration Date: 02/28/2025	Jurisdiction: UNITED STATES, WASHINGTON
Formation/ Registration Date: 02/16/1999	Period of Duration: PERPETUAL
Inactive Date:	Nature of Business: TRADE ASSOCIATION, FOR WASHINGTON STATE CRAFT BREWERS
Charitable Corporation: <input checked="" type="checkbox"/>	Nonprofit EIN: 91-1952451
Most Recent Gross Revenue is less than \$500,000: <input checked="" type="checkbox"/>	Has Members: <input type="checkbox"/>
Public Benefit Designation: <input type="checkbox"/>	Host Home: <input type="checkbox"/>

REGISTERED AGENT INFORMATION

Registered Agent Name: TREASURER	
Street Address: 1801 BIRCHFIELD RD, YAKIMA, WA, 98901-9577, UNITED STATES	Mailing Address: PO BOX 66491, SEATTLE, WA, 98166-0491, UNITED STATES

2024 HMAC APPLICATION

www.seatacwa.gov



APPLICATION OVERVIEW

The City of SeaTac invites applications for its Lodging Tax Funding program aimed at promoting tourism in SeaTac. Eligible projects include tourism marketing, special event operations, and tourism-related facility improvements/operations, supported by a 1% lodging tax per RCW 67.28. The Hotel Motel Advisory Committee (HMAC) will review proposals and recommend the most impactful ones to the City Council for consideration/approval.

APPLICATIONS MUST BE SUBMITTED BY THE DEADLINE: **Wednesday, May 1, 2024, AT 5:00 PM.** Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

Please ensure your application, along with all required documentation, is submitted to:

City of SeaTac
Attention: Maria Langbauer,
Senior Economic Development Strategist
[4800 South 188th Street](https://www.seatacwa.gov/locations/4800-south-188th-street)
[SeaTac, WA 98188-8605](https://www.seatacwa.gov/locations/4800-south-188th-street)
Or via email to mlangbauer@seatacwa.gov

APPLICATION CHECKLIST

- Completed and signed the cover sheet with this packet (page 3)
- Completed and signed application (attach additional sheets if necessary) pages 4 - 8
- A copy of your agency's current non-profit corporate registration with Washington Secretary of State
*If funded, your organization will be required to get the City of SeaTac business license/endorsement.
- Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in **June/July/August 2024** and final approval confirmed upon final biennial budget adoption by December (sometimes earlier).

Total Amount Requested:	2025: \$ 107,000 \$219,000	2026: \$112,000	TOTAL:
Name of Program:	Washington Craft Beer Summit		

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name:	Washington Brewers Guild		Federal Tax ID Number:	91-1952451
Contact Name:	Daniel Olson		Title:	Executive Director
Phone/Ext:	425.501.1626		Website:	www.washingtonbrewersguild.org
		Email:	daniel@washingtonbrewersguild.org	
Mailing Address:	P.O Box 66491	Burien	WA	98166
Event Location:		City	State	Zip
		SeaTac Hilton or DoubleTree (currently working with Explore Seattle Southside on securing venue.)		
Event Date(s):	November 7 & 8			

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 a copy of current non-profit registration with Washington Secretary of State)
- Public Agency
- Other

APPLICATION 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 a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

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

5/1/2024

Date

Daniel Olson

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP.](#)
Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.).

The Washington Craft Beer Summit and Washington Beer Awards stand as premier showcases of the state's rich brewing culture and innovation. The Craft Beer Summit serves as a nexus for industry professionals, beer enthusiasts, and curious newcomers alike, offering a platform for education, networking, and appreciation. Through a dynamic program of workshops, seminars, and tasting sessions, attendees delve into the art and science of craft brewing, exploring topics ranging from ingredient sourcing to sustainability practices. Concurrently, the Washington Beer Awards recognize and celebrate excellence in brewing, honoring standout breweries and their masterful creations across diverse categories. Together, these events encapsulate the spirit of Washington's thriving craft beer community, fostering camaraderie, knowledge-sharing, and a collective passion for exceptional beer craftsmanship.

Drawing attendees from throughout the state and country, we hope to showcase SeaTac not only as a tourist destination, but also as a potential craft beer destination ready to welcome a brewery within city limits.

1.b Support and promote growth of arts and entertainment venues: We would be eager to work with the City of SeaTac on identifying entertainment opportunities for our attendees to explore during their stay in SeaTac.

3d. Develop a cohesive and comprehensive tourism branding package: We would work closely with the City to send out marketing materials that include City branding and information that highlights the City as a visitor destination.

5a. Explore and evaluate activation programming and market gap development opportunities: We host over 400 craft brewery owners and their staff from throughout the state. We would work closely with the City to connect their economic development team with owners who may be interested in opening a location within the City. Currently, there are no craft breweries within City limits.

5d. Develop midsize meeting facilities to increase capacity for larger meetings: We hope to be long-term partners with the City for our Craft Beer Summit and Washington Beer Awards ceremony, allowing us to grow this event into the premier craft beer conference not just in Washington, but along the West Coast. We would also be interested in adding a beer festival component to the Summit – bringing in more and more attendees to SeaTac each year.

2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:

Attendees to the Craft Beer Summit will be attracted to SeaTac for several reasons. First, we have built an excellent reputation for this event – it serves as the preeminent trade show and award ceremony for the incredible craft beer industry in Washington state.

Additionally, SeaTac's strategic location near the airport makes it convenient for travelers from the eastside of the state and out of state to travel into, as well as the numerous mass transit options our attendees can take advantage of.

We believe partnering with the City and Explore Seattle Southside we can highlight SeaTac's emerging culinary and cultural scene to our attendees and help to continue developing SeaTac as a tourist destination. Our goal is to assist SeaTac in appealing to visitors as a dynamic and welcoming destination – inviting visitors to explore the City's cultural culinary and recreational opportunities while they enjoy an amazing craft beer-centric conference and awards ceremony.

3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

The Washington Craft Beer Summit, along with the Washington Beer Awards Dinner, is the only state-wide conference for over 400 craft breweries and their staff to network with suppliers and gain valuable insights in the 16 educational sessions held throughout the day. Following the conference, the Washington Beer Awards Dinner showcases the best of the best in Washington craft beer.

Our target audience for the Washington Craft Beer Summit are brewery owners, management and other key decision-makers; industry suppliers from throughout the state and country who exhibit during the conference. The target audience for the Beer Awards Dinner are owners, brewers and other brewery staff – and with the support of the City of SeaTac we hope to broaden the reach of this event to include beer enthusiasts by marketing this event to a wider audience for the first time in this event's history.

Conference attendees primarily are brewery owners, management, and other key decision-makers; along with industry suppliers from throughout the region. Each brewery attending typically brings three to four members of their staff. In past years this event draws hundreds of attendees from Bellingham, Vancouver, Spokane, Tri-Cities, Yakima and the Puget Sound region. The common characteristics of our audience revolve around a passion for craft brewing, artisanal food and furthering their professional development and education, business opportunities, and exploration and love of Washington state. Age and demographics of our attendees varies as the craft brewing industry in Washington continues to grow and diversify.

4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

The Washington Brewers Guild, in close partnership with the City of SeaTac and Explore Seattle Southside, will implement a comprehensive promotional plan to attract overnight visitors to the Summit and Washington Beer Awards. The Summit benefits from a history of excellent attendance from people outside 50 miles of the previous location of this event, and we have an engaged email list of all breweries in Washington state which we will repeatedly use to promote this event.

Additionally, with the generous support of the City of SeaTac, we will:

- Run targeted social media “boosted” posts in cities where there are large clusters of craft breweries, including: Spokane, Bellingham, Yakima, and Vancouver. We hope to draw beer enthusiasts in these cities to travel and attend the Washington Beer Awards Dinner held at the Summit.
- Promote the Summit and the City of SeaTac at the Washington Brewers Festival in June, the largest craft beer festival in the state with over 10,000 attendees over two days.
- Email marketing campaigns to both our membership list and our festival customer list, totaling over 34,000 unique emails.
- With the assistance of SeaTac and Explore Seattle Southside, we hope to collaborate with local businesses and attractions to provide conference attendees added entertainment opportunities that we can market in the leadup to the conference.
- Work with the SeaTac, Explore Seattle Southside, and local hotel partners to create special hotel packages and booking links for attendees and exhibitors that we can market along with the conference.
- Create a contest or giveaway campaign on social media to award a specific number of free conference tickets to breweries with the goal of generating additional interest in the event.
- We hope to work closely with the City of SeaTac and Explore Seattle Southside to identify additional marketing opportunities and strategies for this event.

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

If awarded Lodging Tax funds for the Washington Craft Beer Summit in SeaTac, we would allocate these funds to enhance the event experience for attendees and maximize its impact on the local tourism and economic development in SeaTac, aligning with the objectives outlined in the Tourism Destination Development Plan (TDDP) – particularly helping develop midsize meeting facilities and continuing to establish SeaTac as a conference/meeting destination.

We will utilize Lodging Tax funding in the following ways:

- **Dedicate funds to an expanded marketing and promotional campaign targeting key markets to maximize Craft Beer Summit attendance. This would include targeted online advertising, social media promotion, and email marketing to raise awareness of the event and attract tourists to SeaTac to attend the Craft Beer Summit and explore local attractions.**
- **Allocate funding to help assist in venue, equipment, and production costs. Elevating the experience for our attendees requires us to significantly increase our budget from past years. Utilizing Lodging Tax funds for our attendee welcome party (which will be located within the City of SeaTac), enhanced facilities and A/V equipment, and a professional event production team will establish a reputation for both our Craft Beer Summit and SeaTac as a destination attendees will be excited to return to in future years.**

The Craft Beer Summit celebrates the rich brewing heritage and culture of Washington State, highlighting the creativity and craftsmanship of local breweries. By embracing this unique event, we believe it would showcase SeaTac a potential hub for craft beer enthusiasts and brewery owners, contributing to the city's cultural vibrancy and long-term economic development.

Overall, our utilization of Lodging Tax funds for the Washington Craft Beer Summit in SeaTac is designed to enhance the event experience, drive tourism to the city, and support many of the objectives outlined in the TDDP.

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

7. If so, could you please specify which hotel(s)?

We are working closely with Explore Seattle Southside to identify a hotel partner that has the space to host our event. We are currently in contact with the Hilton and Double Tree.

8. The City desires to increase travel during the slower - “shoulder season” in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increasing travel during this time?
Our event will be held the first week of November, which falls within the shoulder season. Our goal is for this event to increase travel to SeaTac, as we draw attendees from throughout the state and exhibitors from across the country.

9. Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

<i>As a direct result of your proposed tourism-related service, provide:</i>	<i>Estimate</i>	<i>Calculation Methodology</i>
a. Overall attendance at your event/activity/facility	800-850	DC (ticket sales + exhibitors)
b. Number of people who travel more than 50 miles for your event/activity	400	DC (zip code data from registration)

c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	90	DC (zip code data from registration)
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	150	DC & IS
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	10	IS
f. Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	120	DC & IS

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)

10. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

The Summit is in its fourth year and has enjoyed remarkable success in the past – particularly with strong attendance numbers in the first year back following the pandemic (2022). We receive extensive coverage in industry press (including the Washington Beer Blog) and regional media following the Washington Beer Awards ceremony announcing the best beers in the state. We have received consistent, positive feedback on the structure, content, and opportunities of the Summit from attendees and exhibitors.

Last year we had over 700 attendees and exhibitors, with many coming into town the night before for our welcome party and staying overnight the following evening after the Washington Beer Awards. The vast majority of our attendees are repeat attendees and exhibitors from throughout the state and country. Over half of our attendees came from over 50 miles away, and even some breweries within 50 miles of our previous location (Puyallup) stayed at hotels.

11. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

Our goal is to work closely with the City of SeaTac and Explore Seattle Southside to highlight local businesses,

restaurants, and additional hotels during the leadup to the Summit. We would appreciate any marketing materials and visitor guides the City and Explore Seattle Southside already have, and would ensure that the materials would be included in the welcome bag each attendee and exhibitor receive during registration.

We would invite both the City of SeaTac and Explore Seattle Southside to be exhibitors at the event, which could benefit the economic development of the area through networking with brewery owners looking to open a second or third location in the region.

If awarded funding from the City of SeaTac, we would be honored to list the City of SeaTac as the “presenting sponsor”, “presenting partner”, or “Host Sponsor” (or a variation similar) and include the City’s logo on all marketing and communications, recognize the City various times throughout the event, offer the City the opportunity to present at one of the educational seminars (topic could be something such as “how to navigate City permitting process when opening a brewery”). We are also open to any and all suggestions from the City of SeaTac on additional benefits. We would view the City of SeaTac as partners with us, as it ensures that we will be able to provide the best possible experience for attendees and continue this event’s track record of success.

12. What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement:

Our overall budget for this event is \$150,000 in 2025 and \$156,000 in 2026. A detailed overall budget for 2025 can be found in the budget attachment.

Year 1	Activities	Amount
Q1	Venue Rental and Marketing	\$43,000
Q2	Event Signage, Supplies, and Marketing	\$19,000
Q3	Equipment Rental, Event Coordinator/Production Team, A/V	\$34,150
Q4	Welcome Party, travel/lodging for staff	\$10,850

Year 2	Activities	Amount
Q1	Venue Rental and Marketing	\$45,000
Q2	Event Signage, Supplies, and Marketing	\$20,000
Q3	Equipment Rental, Event Coordinator/Production Team, A/V	\$36,150
Q4	Welcome Party, travel/lodging for staff	\$10,850

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

We are requesting roughly 70% of our total budget from the Lodging Tax Fund. This funding would allow us to explore lowering the cost of admission for this event which would lower the burden of entry for potential attendees and draw more attendees to SeaTac. Additionally, this funding would allow us the opportunity to substantially elevate the attendee experience, leading to an even more successful event in SeaTac during Year 2.

14. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Sponsorships	\$25,000	N	July, 2024
Ticket Sales	\$45,000	Y	July-November, 2024

15. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

We would significantly reduce our marketing budget, catering budget, seek a more economical venue and unfortunately raise ticket prices.

16. Funding History

a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A".
N/A

b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024 2025? If not applicable, please indicate "N/A".
N/A

c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".
N/A

17. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.
N/A

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

Annie McGrath, CEO Seattle Southside Chamber of Commerce, invited us to meet with the City of SeaTac's economic development team Aleksandr Yeremeyev and Maria Langbauer where we learned about the City of SeaTac's Lodging Tax Funding Program.

19. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

With any event there are always risks. Timing is an important consideration, as breweries are very busy throughout the year and taking a day or two to attend this event can be difficult for some breweries. We hope to mitigate the burden on staffing by hosting this event the first week of November, which is typically the slowest time for breweries.

Securing funding for this event is perhaps the biggest challenge, as it takes a significant amount of resources to ensure an excellent experience for attendees. In addition to pursuing a partnership with the City of SeaTac, we are relentlessly pursuing additional sponsorship opportunities with organizations in our network. We hope this will mitigate the financial risk of the event and allow us to make the Summit in SeaTac a first-class experience for all involved.

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as

amended.

*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/HMAC.

*Note that, a city or county does not have to fund the full list as recommended by the LTAC/HMAC 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](#).

APPLICANT REPRESENTATIVE NAME (Print): Daniel Olson _____

APPLICANT REPRESENTATIVE SIGNATURE:  _____ DATE: 5/1/2024 _____

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____ DATE: _____

APPROVED AS TO FORM BY (NAME) (Print): _____

APPROVED AS TO FORM BY (SIGNATURE): _____ DATE: _____

End of Application

Budget Attachment

Washington Brewers Guild Craft Beer Summit & Washington Beer Awards Ceremony Budget

2024 - 2025 Summit Expenses	2024 & 2025 Budgeted	
Venue	\$	38,000
Event Coordinator	\$	22,000
AV Set-Up (Bandstand Rental)	\$	9,500
Insurance	\$	1,500
Permits	\$	850
Speaker Fee	\$	2,000
Lunch Catering	\$	12,500
Hourly Labor	\$	1,000
Security	\$	1,850
Supplies	\$	1,500
Lanyards (sponsorship covers this expense)	\$	2,000
Dinner Catering	\$	15,000
Photo Booth	\$	950
Coffee & beverages for lunch	\$	600
Food for Vendors/sponsors	\$	400
Signage printing	\$	7,000
Program printing	\$	1,500
Graphic Design (Loud Edge)	\$	2,500
Attendee Bags (Grandstand sponsorship)	\$	3,000
Travel/Lodging	\$	1,350
Welcome Party	\$	9,500
Gratuity for Welcome Party first drink on us	\$	500
Marketing	\$	15,000
	\$	-
Total Expenses	\$	150,000



Corporations and Charities Filing System

Business Information

BUSINESS INFORMATION

Business Name: WASHINGTON BREWERS GUILD	UBI Number: 601 932 732
Business Type: WA NONPROFIT CORPORATION	Business Status: ACTIVE
Principal Office Street Address: 1801 BIRCHFIELD RD, YAKIMA, WA, 98901-9577, UNITED STATES	Principal Office Mailing Address: PO BOX 66491, SEATTLE, WA, 98166-0491, UNITED STATES
Expiration Date: 02/28/2025	Jurisdiction: UNITED STATES, WASHINGTON
Formation/ Registration Date: 02/16/1999	Period of Duration: PERPETUAL
Inactive Date:	Nature of Business: TRADE ASSOCIATION, FOR WASHINGTON STATE CRAFT BREWERS
Charitable Corporation: <input checked="" type="checkbox"/>	Nonprofit EIN: 91-1952451
Most Recent Gross Revenue is less than \$500,000: <input checked="" type="checkbox"/>	Has Members: <input type="checkbox"/>
Public Benefit Designation: <input type="checkbox"/>	Host Home: <input type="checkbox"/>

REGISTERED AGENT INFORMATION

Registered Agent Name: TREASURER	
Street Address: 1801 BIRCHFIELD RD, YAKIMA, WA, 98901-9577, UNITED STATES	Mailing Address: PO BOX 66491, SEATTLE, WA, 98166-0491, UNITED STATES

2024-26 HMAC APPLICATION

www.seatacwa.gov



APPLICATION OVERVIEW

The City of SeaTac invites applications for its Lodging Tax Funding program aimed at promoting tourism in SeaTac. Eligible projects include tourism marketing, special event operations, and tourism-related facility improvements/operations, supported by a 1% lodging tax per RCW 67.28. The Hotel Motel Advisory Committee (HMAC) will review proposals and recommend the most impactful ones to the City Council for consideration/approval.

APPLICATIONS MUST BE SUBMITTED BY THE DEADLINE: Wednesday, May 1, 2024, AT 5:00 PM. Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

Please ensure your application, along with all required documentation, is submitted

To: City of SeaTac
Attention: Maria Langbauer, Senior Economic Development Strategist
[4800 South 188th Street](#)
[SeaTac, WA 98188-8605](#)
mlangbauer@seatacwa.gov

APPLICATION CHECKLIST

Completed and signed the cover sheet with this packet (page 3)

Completed and signed application (attach additional sheets if necessary) pages 4 – 8

A copy of your agency's current non-profit corporate registration with Washington Secretary of State
*If funded, your organization will be required to get the City of SeaTac business license/endorsement.

Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in

June/July/August 2024 and final approval confirmed upon final biennial budget adoption by December 2024 (sometimes earlier).

Total Amount Requested:	2025	2026	Total
Name of Program:			

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: _____ Federal Tax ID Number: _____

Contact Name: _____ Title: _____

Phone/Ext: _____ Email: _____ Website: _____

Mailing Address: _____
City State Zip

Event Location: _____

Event Dates: _____

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 a copy of current non-profit registration with Washington Secretary of State)
- Public Agency
- Other

APPLICATION 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 a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

Events/Festivals:

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

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



Signature

Date

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#). Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.).

As one of the top three tourism draws in the Seattle Southside region (SeaTac, Tukwila and Des Moines), and the third largest meeting and event venue in King County with 307,835 sqft of space across 18 rooms, the Museum reaches a unique blend of casual, business, and social audiences to the area for conferences, private events such as weddings and galas, military reunions, and the Museum's own special events. Whether coming for the day or staying overnight, these visitors are exposed to the many amenities found in SeaTac and the greater Seattle Southside region. Whether flying into SEA, arriving by cruise ship, or driving through the area, visitors are brought directly in contact with opportunities to enjoy SeaTac.

Whereas the Museum may not directly impact specific elements outlined within the new TDDP, as one of the primary tourism drivers the Museum attracts visitors to experience those elements. Each year, the Museum draws a half-million people through the area. In turn, those visitors have the opportunity to share the experiences they have in SeaTac and the Seattle Southside region with their network of family and friends. Referrals remain the strongest method of acquisition for new visitors relative to experiential encounters. People trust the suggestions of people they trust.
2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:

Visitors come to the Museum because we are one of the premier air and space museums in the country. The Museum of Flight is respected by its peer organizations, locally and abroad, as well as the aerospace industry we represent. We have taken great care to cultivate strong partnerships with groups like NASA, Blue Origin, SpaceX, Alaska and Delta Airlines, and Aerojet Rocketdyne as well as being a Smithsonian Affiliate and accredited by the American Alliance of Museums.

The Museum of Flight draws visitors from across the greater Puget Sound region, the Pacific Northwest, every state in the country, and international visitors from around the globe. The purpose of the international flags on the east side of the Museum's main building is to acknowledge the countries that bring the most visitors to the Museum. Many of these visitors traveling from outside the immediate area are introduced to SeaTac hotels, restaurants, shopping centers, theaters, and outdoor settings like Angel Lake and the Highline SeaTac Botanical Garden.
3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

The Museum's primary audience is the greater Pacific Northwest and Puget Sound regions, with many visitors coming from King, Snohomish, Skagit, Pierce, Thurston, and Kitsap counties. We are also increasing our reach to eastern Washington, British Columbia and the Portland, Oregon regions as well.

The Museum provides an experience for every age, education level and cultural background. Our primary target audiences are young families with children, along with out-of-area leisure, fraternal groups, and business travelers. Additional target audiences are military affinity groups, as well as engineering, aerospace, and technology professionals.

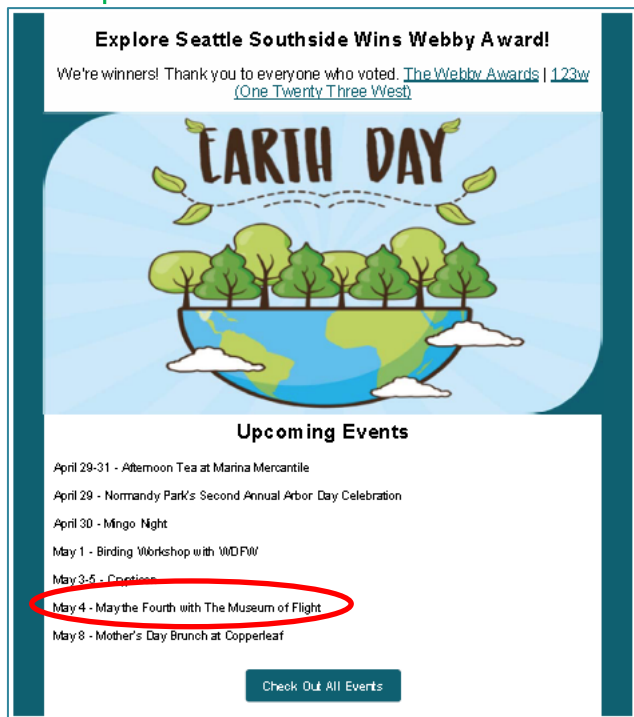
With our 2022 "The Walt Disney Studios and World War II", and 2023 "Art+Flight" exhibitions, we introduced new audiences to the Museum from the art sector along the I5 corridor from Portland to Vancouver BC, showing that the Museum can be in conversation with different topics outside of the aerospace realm. We plan to build off that work with our 2025 exhibition, tentatively scheduled for June 2025 – January 2026.

- 4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

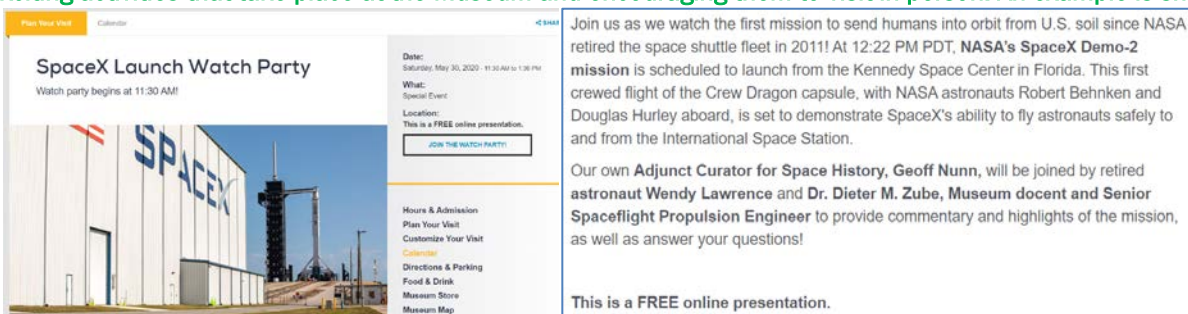
The Museum executes a promotional strategy that builds off knowledge from previous year's campaigns; observe, evaluate, adjust. Overall, our strategy includes a wide media mix including, but not limited to paid/organic social, email campaigns, digital advertising, influencer marketing (new for 2024!), outdoor, audio, public relations, word of mouth, community events, partnerships and sponsorships. We also promote our exhibits, events, and opportunities on local calendars (Seattle Southside website, The Stranger Everout, Do206, etc).

An example of SSRTA collaboration is shown below from their April 29, 2024 email.



By utilizing demographic data and assumptions based on the “product” we are promoting (exhibit, program, event), we map out a strategy to effectively reach and engage specific target audiences.

Past efforts 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 and encouraging them to visit in person. An example is shown below.



Funds will also be used to support the marketing and operations costs of events such as Memorial Day, HangarFest, Blue Angels, and Hops & Props. Details for which events will be supported through this funding are worked out at the beginning of each year.

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

The requested funding will strengthen our overall tourism marketing efforts and support the operations of Museum special events which draw visitors from across the Pacific Northwest. As highlighted in question 18 below, our current admissions numbers indicate a continued strong recovery from the pandemic.

Decisions on specific uses of the funding for 2025 & 2026, will be made at the end of the previous year as budget plans are developed for the coming year. Some of the likely uses for this funding 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

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

If so, could you please specify which 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.

7. The City desires to increase travel during the slower - "shoulder season" in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increasing travel during this time?

Yes, our tentatively planned exhibit for 2025, a multi-disciplinary exhibition around war history, social awareness, cultural appreciation, thought & reflection, art and military aviation, will run June 2025 through January 2026. We intentionally schedule our exhibitions into the shoulder months to increase local visitation with opportunities, especially over the holiday breaks.

Our public programming is year-round and does slow down during the shoulder season. We hold annual public events throughout this time, like The Museum of Fright (Halloween), Hops & Props in February, newly added Fashion in Flight in November, lectures, special presentations, in addition to our normal programming on weekends, like Family Workshops, and highlighting other local organizations during our monthly Free First Thursdays to provide access to our local community.

8. Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

As a direct result of your proposed tourism-related service, provide:	Estimate <i>2025/2026</i>	Calculation Methodology
a. Overall attendance at your event/activity/facility	550,000 / 600,000	IC & SE
b. Number of people who travel more than 50 miles for your event/activity	192,500/210,000	IC & SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	67,375/73,500	IC & SE
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	3,850/4,200	IC & SE
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	6,740/7,350	IC & SE
f. Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	9,436/10,290	IC & 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)

9. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

The Museum of Flight's campus at the south end of Boeing Field in Tukwila has been drawing thousands of tourists annually since it opened in 1983. During that time, our impact has slowly grown larger and larger. Since 2012, the Museum has attracted more than 500,000 visitors annually to experience exhibits and participate in educational offerings, public programs, and community-centered events. Our collections include more than 175 air and spacecraft, 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.

Highlights over the last decade include:

- *2015: The Museum celebrated its 50th anniversary. In addition to our gala which drew nearly 700 attendees, the Museum welcomed 527,396 visitors by the end of the year.*
- *2016: Hosted the Boeing Company's 100th anniversary celebration where more than 95,000 visitors came to the Museum over the three-day weekend.*

Opening of the new 144,000 sqft Aviation Pavilion housing 19 iconic aircraft including #1 of the Boeing 727 & 747, 787 Dreamline #3, a Douglas DC2, WWII era B-17 & B-29 bombers, British Airways SST Concorde, and several others.

The Museum welcomed 688,000 total visitors in 2016.

- *2019: The "Destination Moon" exhibit featured portions of the Smithsonian traveling artifacts from the Apollo missions including the Columbia space capsule which took astronauts to lunar orbit. The Smithsonian collection was blended with Museum of Flight space artifacts to create one of only five exhibits across the country and the only public display of these artifacts on the west coast.*

The Museum also dedicated its new Vietnam Veterans Memorial Park on Memorial Day 2019, with more than 3,500 veterans, friends and family members attending the ceremony with a keynote address by former Secretary of Defense General James Mattis.

The Museum welcomed 640,324 total visitors in 2019.

- *2023: The Museum continued a strong post-pandemic recovery welcoming 480,163 visitors.*

Examples of Annual Events:

- *The Museum is home to the US Navy Blue Angels demonstration team during Seafair week, which draws 15-20,000 visitors over the three days to watch the training and performance flights.*
- *Our "Hops & Props" tasting event draws 2,000 attendees to visit dozens of regional breweries providing samples onsite.*
- *Yuri's Night is another annual event drawing more than 1,000 21+ attendees for an evening of music, culture, and dancing. Yuri's Night is an international event celebrating the first man in space, Russian Cosmonaut Yuri Gagarin. [Yuri's Night 2023 on Vimeo](#)*

Many of these special and annual events are featured prominently in regional radio, television, and social media coverage.

10. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

We are a partner of and collaborate with Seattle Southside on a regular basis. We also partner with local food trucks, hotels and others to offer benefits for attendees of the Museum events. An example of this is our partnership with hotel partners such as Embassy Suites SEA and DoubleTree Suites by Hilton Hotel Seattle Airport – Southcenter for our annual Hops & Props every February. We recognize these partners through logo recognition on our website, event promotions, onsite signage and communications to attendees.

11. What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement: **Our request is for overall tourism marketing expenditures and the support of multiple special events. Our 2024 Marketing Budget is attached for reference of specific expenditures.**

Year 1: 2025	Activities	Amount
Q1	General tourism marketing and event support	\$25,000
Q2	General tourism marketing and event support	\$25,000
Q3	General tourism marketing and event support	\$25,000
Q4	General tourism marketing and event support	\$25,000

Year 2: 2026	Activities	Amount
Q1	General tourism marketing and event support	\$25,000
Q2	General tourism marketing and event support	\$25,000
Q3	General tourism marketing and event support	\$25,000
Q4	General tourism marketing and event support	\$25,000

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

- | | | |
|--|---------------------|-----------------------|
| Museum of Flight 2024 Total Marketing Department budget: | \$1,639,189 | 6% of budget |
| Museum of Flight 2024 Operations Budget: | \$27,747,845 | .04% of budget |

13. Please list your top five anticipated sources of revenue for your 2025/26 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)
Amounts below, represent our 2024 approved budget. 2025/2026 amounts will be determined at the start of each year but will represent a 3-8% increase over the previous year.

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Earned: admissions, store sales, private event rentals, etc.	\$12,303,103	No: This amount is projected based on the 2024 approved budget.	Comes in throughout the year.
Contributed: individual, corporate, government, foundations	\$6,400,000	No: This amount is projected based on the 2024 approved budget.	Comes in throughout the year.
Membership Fees	\$1,250,000	No: This amount is projected based on the 2024 approved budget.	Comes in throughout the year.
Education Program Fees	\$710,264	No: This amount is projected based on the 2024 approved budget.	Comes in throughout the year.
Special Events	\$517,599	No: This amount is projected based on the 2024 approved budget.	Comes in throughout the year.

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

Some marketing efforts may be scaled back to adjust for any projected shortfalls. The Museum would also determine if budget dollars from other operational categories could be shifted to meet marketing and event operation budget needs.

15. Funding History

- a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A". **Yes**
- b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024? If not applicable, please indicate "N/A".
 - **2020-2024: \$60,000 in each year**
- c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".
 - **The Museum has received lodging tax funds since 2007, 17 years.**

16. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.

As of the date of this application, funds for 2024 are not fully spent. The Museum anticipates using 2024 funds similar to 2023. Funds will support our overall marketing efforts, as well as the operational expenses for specific special events such as our Blue Angels weekend which are very popular with local and overnight tourists, and the new "Home Beyond Earth" space stations exhibit which will open in June 2024 and run through early January 2025.

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

Former SeaTac Mayor, Frank Hansen, also served as a member of the Museum's Board of Directors for many years. Frank was instrumental in encouraging the Museum to pursue lodging tax funding from the City of SeaTac when the program first began.

18. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

The Museum has continued to make a strong recovery from the pandemic. Our 2023 final admissions number of 445,538 represents a 20% growth over 2022 admissions of 369,773. Risks on the horizon include a challenging political environment surrounding the upcoming election and unrest overseas. Recent protests related to the Israel/Hamas war spilled over on our doorsteps. No damage or serious problems took place, but the Museum closed for the day out of caution.

The Museum is in a strong financial position and has strong leadership at the Board and Executive Team level to manage any issues that may arise.

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
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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
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(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](#).

APPLICANT REPRESENTATIVE NAME (Print): _____

APPLICANT REPRESENTATIVE SIGNATURE: _____



DATE: _____

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____

DATE: _____

APPROVED AS TO FORM BY NAME (Print): _____

APPROVED AS TO FORM BY SIGNATURE: _____

DATE: _____

Museum of Flight Marketing Department Expenses

2024 Approved Marketing Budget

Compensation	
Total Salaries & Wages	\$685,681.08
P/R Taxes & Benefits	
Total P/R Taxes & Benefits	\$145,803.95
Total Compensation	
\$831,485.03	
General & Administrative	
Total General & Administrative	\$17,470.00
Travel	
Total Travel	\$14,570.00
Facilities, Equipment, IT, Vehicle, & Maintenance	
Total Facilities, Equipment, IT, Vehicle, & Maintenance	\$600.00
Utilities/Phone	
Total Utilities/Phone	\$0.00
Printing & Postage	
Total Printing & Postage	\$142,300.00
Supplies	
Total Supplies	\$3,160.00
Marketing & Promotion	
Total Marketing & Promotion	\$602,300.00
Misc. Expense	
Total Misc. Expense	\$1,304.00
Total Marketing Department Expenses	
\$1,639,189.03	

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, UNITED STATES

Principal Office Mailing Address:

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

Expiration Date:

09/30/2024

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, FOR STEM EDUCATION

Charitable Corporation:



Nonprofit EIN:

91-0785826

Most Recent Gross Revenue is less than \$500,000:



Has Members:



Public Benefit Designation:

Host Home:

REGISTERED AGENT INFORMATION

Registered Agent Name:

LYNDA KING

Street Address:

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

Mailing Address:

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

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		KENT	RAMSEY
GOVERNOR	INDIVIDUAL		STEVE	TAYLOR
GOVERNOR	INDIVIDUAL		SRI	THORNTON
GOVERNOR	INDIVIDUAL		RON	LIMES

2024-26 HMAC APPLICATION

www.seatacwa.gov



APPLICATION OVERVIEW

The City of SeaTac invites applications for its Lodging Tax Funding program aimed at promoting tourism in SeaTac. Eligible projects include tourism marketing, special event operations, and tourism-related facility improvements/operations, supported by a 1% lodging tax per RCW 67.28. The Hotel Motel Advisory Committee (HMAC) will review proposals and recommend the most impactful ones to the City Council for consideration/approval.

APPLICATIONS MUST BE SUBMITTED BY THE DEADLINE: **Wednesday, May 1, 2024, AT 5:00 PM.** Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

Please ensure your application, along with all required documentation, is submitted.

To: City of SeaTac
Attention: Maria Langbauer, Senior Economic
Development Strategist [4800 South 188th Street SeaTac,
WA 98188-8605 \[mlangbauer@seatacwa.gov\]\(mailto:mlangbauer@seatacwa.gov\)](https://www.seatacwa.gov)

APPLICATION CHECKLIST

Completed and signed the cover sheet with this packet (page 3)

Completed and signed application (attach additional sheets if necessary) pages 4 – 8.

A copy of your agency's current non-profit corporate registration with Washington Secretary of State *If funded, your organization will be required to get the City of SeaTac business license/endorsement.

Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAc recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in

June/July/August 2024 and final approval confirmed upon final biennial budget adoption by December 2024 (sometimes earlier).

CED\Economic Development\3A.Tourism - HMAc\LodgingTaxFunding - APPLICANTS & DOCUMENTS\2024 HMAc Applications and Materials\2024 Lodging Tax Application Drafts\2024 HMAc Application.final.rev6_AY

	2025	2026	Total
Total Amount Requested:	\$ 286,105.85	\$ 294,689.03	\$ 580,794.88
Name of Program:	Highline SeaTac Botanical Garden		

ORGANIZATION/AGENCY INFORMATION

Highline SeaTac Botanical Garden

Organization/ Federal Tax ID Agency Name: 31-1596850

Contact Name: James Morgese Title: Executive Director

Phone 296-391-4003. Email: ~~executivedirector@highlinegarden.org~~
Website: www.highlinegarden.org

Mailing Address: PO Box 69384, Seattle, Wa 98168
City State Zip

Event Location:
13735 24th Ave S, SeaTac, WA 98168

Event: Highline Seatac Botanical Garden annual operating budget 2025-2026

CHECK ALL SERVICE CATEGORIES THAT APPLY TO THIS APPLICATION:

- X. Tourism Promotion/Marketing
- X. 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.)

X. Non-Profit (Attach a copy of current non-profit registration with Washington Secretary of State)

Public Agency

Other

2

APPLICATION 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:

X. This is an application for funding and a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

Events/Festivals:

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

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

Signature



Date 5/1/24

Printed or Type Name: James Morgese

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#).

Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.).

Support for the Highline SeaTac Botanical Garden's visitor attraction activities and robust programming is called out as item 2c in the Strategy Flowchart of the TDDP. The HSBG is unique among botanical gardens in that that, through its plant collections, it connects the local community to its history. The Garden is situated on approximately 11 acres adjacent to the North SeaTac Community Center. Included are two gardens that were physically moved to prevent their demolition during SeaTac Airport's third runway development (Paradise and Seike Gardens). Additionally, the HSBG features plant collections from organizations devoted to the celebration of certain types of plants (e.g. roses, daylilies, irises, fuchsias) and from collectors or hybridizers whose collections are irreplaceable and offer unique viewing and educational opportunities to the general public (Lins peonies and Hicks rhododendrons and azaleas). In addition to the rich visual experience available at the HSBG, a series of warm season events, such as concerts, plant sales, and other family friendly attractions help draw visitors to this delightful location. Several of the garden rooms at the HSBG have become popular venues for weddings and other special events, drawing guests from throughout the region and beyond.

The Garden is free and open from dawn to dusk. Dogs are welcome on leash. For a more in-depth experience, visitors may schedule a tour of up to an hour.

2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:

The Highline SeaTac Botanical Garden provides visitors with a low stress refuge from air travel during long layovers and overnight stays. We repeatedly hear how surprisingly peaceful the Garden is given its location under the third runway's flight path. Depending on the time of year, travelers can take advantage of free music concerts and movies in the garden. The combination of a beautiful setting, unique

historical and cultural significance, and family friendly events is a draw to visitors from near and far. It is considered a Tourism Generator in the 2023 TDDP.

3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

The HSBG appeals to folks across a variety of demographics. Since we don't have an attendant at the entrance during garden hours, we must assume that the demos are a mix of area residents and air travelers looking for relaxation, refreshment, maybe a touch of education, and entertainment during their stay. Strolling around the Garden on a sunny afternoon, you will observe a wide variety of languages, ages, and skin colors. The 2023 TDDP provides the following breakdown of the overall population by ethnicity and race:

White	31%
Black	24%
American Indian	1.4%
Asian	19%
Pacific Islander	3%
Other	11%
Hispanic	19%
Diversity Index	85

The City of SeaTac Demographics

White	38%
Black	23%
American Indian	.8%
Asian	11%
Pacific Islander	2.9%
Other	14%
Hispanic	21%

4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

The overarching principle to our promotional strategy is clearly to build the number of visits to the garden. It is becoming a destination rather than an amenity that adds value to staying overnight in SeaTac.

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. It regularly gets an overwhelming majority of five-star ratings from those who visit. Further, HSBG showed up in 18,000 profile views and 5,217 searches for SeaTac attractions in March 2024 according to Google Business reports.

HSBG also maintains a presence on social media through Facebook and Instagram. On Facebook, we are building followers to a new account as the original was frozen after a change of Highline Botanical Garden Foundation leadership resulted in a loss of administrative access. On Instagram, in March and April 2024, we had 1,100 total followers.

The Garden has a website at www.highlinegarden.org which is linked to the RTA, the City and the Chamber and uses social media extending the invitation for visits to a wide audience. The website is currently being rebuilt, with Lodging Tax funding, to provide an improved user experience, including easier access to information about events at the Garden. HSBG also publishes brochures that are placed in the attractions brochure racks at local hotels and restaurants, outlining the points of interest at the garden.

In 2023, with Lodging Tax help, HSBG purchased its first ever Customer Relationship Management software to better manage email and direct mail communications. The database currently has over 1000 names in it for direct marketing.

With Lodging Tax help, HSBG buys advertising in ParentMap magazine, the Explore Seattle Southside Regional Tourism page, and will be advertising its summer programming on local blog sites. We also appear 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 2024, HSBG increased its banner signage presence in the area. From time to time, the HSBG has a presence at specialized plant conventions like the NW Flower and Garden Show and other garden-related shows that draw visitors to the Highline SeaTac Botanical Garden.

To provide value to overnight visitors to SeaTac, HSBG provides tours which range from 30 minutes to 1 hour for groups of ten or more. Tours include the history of the Garden's plantings and create a rich experience that travelers will carry home to cherish and to share with friends and relatives.

Annual events as listed below are promoted in all websites and print publication ad space, welcoming local residents and both U.S. and international visitors:

Annual Ice Cream Social. In July, the Ice Cream Social opens the Garden to the public with free ice cream, a featured speaker, a plant sale, a scavenger hunt, and children's activities. An estimated 300 people attend this event every year.

Photo Opportunities. The beauty of the Garden draws folks looking for a special background for photos celebrating significant life events like engagements, weddings, quinceañeras, and graduations and for family portraits. We encourage use of the Garden for these important photo shoots.

Live Entertainment in the Garden. The HSBG is a well-visited weekend and early evening spot, especially during the warm months, and a Summer series of live concerts featuring a multicultural roster of bands and a film night activate the space and transform visits from passive enjoyment to engagement with the music, the garden, and other guests.

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

Lodging Tax dollars provide the majority of the HSBG's operating budget. Most of these dollars are used to pay employee wages and marketing expenses for the non-profit Highline Botanical Garden Foundation, which manages the Garden. Our Lodging Tax dollars fund our part-time Executive Director and Events and Volunteer/Tour Coordinators. They also fund our programming and all our

promotional activities and advertising. Prior to receiving Lodging Tax funding, the HBGF relied entirely on its volunteer Board of Directors to run the organization and its programming and marketing was very limited. While the Board still contributes hundreds of hours of volunteer time each year for event and garden planning and development, and other administrative tasks, the presence of paid staff has vastly increased our capacity for programming and outreach, meaning more and better attractions to the Garden, and more folks who know about them.

As you would expect with a developed space of 6 acres, and 5 more to be developed, there is much maintenance to be done, but more than maintenance, the Garden requires a designer's eye to refresh and upgrade the existing beds and help plan new developments. The City has provided wonderful help with the maintenance, but the one remarkable worker they have hired to help us can only do so much in such a large area. In the 2025-2026 biennium we are requesting additional funds for a full-time professionally trained head gardener to direct maintenance, the purchase of new plant materials, the redevelopment of existing spaces, and the design of new ones. We are also requesting funding for a part-time assistant gardener who can focus on care for our plant materials and weeding to ensure the Garden is in top form for every visitor. (The worker provided by the City has had to address hard scape issues, irrigation, path cleaning, and other important maintenance tasks that limit the time available for plant care.)

6. Is there a host hotel for your event/program? Yes No If so, could you please specify which hotel(s)?

No

7. The City desires to increase travel during the slower - "shoulder season" in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increase travel during this time?

Now, we do not have events during October-April because we have no enclosed, weather protected, space in which to operate. A visitor center with a meeting room or rooms that could hold an audience of 100-200 people would be a significant addition to the Garden, as well as to SeaTac, and planning for one is in the very early stages. We will seek Lodging Tax support in future, for the development of such a facility.

- 8.

Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

Because we do not have any direct contact with visitors to HSBG, we must rely on a calculation method of “other” and data from the November 2023 TDDP. Those data are as follows:

- a. Overall attendance at your event/activity/facility: 13,000
- b. Number of people who travel more than 50 miles for your event/activity: 3900.
- c. Of the people who travel more than 50 miles, the number of people who travel from another country or state: 3510.
- d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac: Unknown
- e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac: Unknown.
- f. 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): Unknown

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)

9. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

See item 4 for a description of our events. Because our events are free and open to the public, we are challenged to provide numbers for participants. Our Plant Sale and Ice Cream Social are our oldest events and attract several hundred each. Last summer we held our first concerts and, despite less-than-optimal marketing due to our inexperience and the illness of our then Executive Director, attracted between 50 and 100 to each event.

- Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

Credit to the City of SeaTac Lodging Tax for providing our funding should appear on all our promotional materials. Our website, which is being rebuilt, with Lodging Tax dollars, will contain a Plan Your Visit page that points to available lodging and restaurants in the City.

- What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement:

Year 1	Activities	Amount
Q1	Contract work website, admin, tours weddings	250,982.85
Q2	Promotional printed Materials/Postage, cell phones	12,360.00
Q3	Free Public Events Shows Directory Fees	14,523.00
Q4	Supplies, Misc Promotions Memberships	8,240.00
Year 2	Activities	Amount
Q1	Contract work website, admin, tours weddings	258,512.34
Q2	Promotional printed Materials/Postage, cell phones	12,730.80
5		
Q3	Free Public Events Shows Directory Fees	14,958.69

Q4	Supplies, Misc Promotions Memberships	8,487.20
----	---------------------------------------	----------

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

68.2%

13. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Grants and Sponsorships	\$25000	y	9/30/24
Donations/Membership	\$10000	y	12/31/24
Plant Sales	\$7000	y	9/30/24
Events/Weddings	\$5000	y	9/30/24
Contributions	\$5000	y	9/30/24

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

15. Funding History

a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A".

Yes

b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024? If not applicable, please indicate "N/A".

2020	2021	2022	2023	2024
\$81,133	\$81,322	\$159,609	\$150,709	\$89,100

c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".

N/A

16. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.

Contract work website, admin, tours weddings, Promotional printed Materials/Postage, cell phones, Free Public Events Shows Directory Fees, Supplies, Misc Promotions Memberships

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

We are a part of SeaTac.

18. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

There appear to be few things that could negatively impact HSBG. During Covid our visitor traffic increased to 16,000. We are, however, working on strategies to increase traffic through the addition of specialty gardens, events, and promotion.

6

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

*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/HMAC.

*Note that a city or county does not have to fund the full list as recommended by the LTAC/HMAC 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](#).

APPLICANT REPRESENTATIVE NAME (Print): James Morgese

APPLICANT REPRESENTATIVE SIGNATURE:  DATE: 5/01/24

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____ DATE: _____

APPROVED AS TO FORM BY NAME (Print): _____

APPROVED AS TO FORM BY SIGNATURE: _____
DATE: _____

End of Application

Budget Attachment, SOS Letter,
Corporations and Charities System,
Promotional Brochures

Highline Botanical Garden Foundation
 City of SeaTac Lodging Tax Funding
 Marketing Budget for 2024

	2024 Budget	Actuals Jan-April
Contract Work:		
Website	\$ 5,400.00	\$ 1,225.00
Admin	40,067.00	4,501.00
Tours/Weddings	28,505.00	7,329.00 (1)
Other	1,028.00	172.89
subtotal	<u>\$ 75,000.00</u>	<u>\$ 13,227.89</u>
Promotional:		
Printed Materials	\$ 10,000.00	\$ 900.00
Postage	1,250.00	200.00
Cell Phone	750.00	169.58
subtotal	<u>\$ 12,000.00</u>	<u>\$ 1,269.58</u>
Show & Directory Fees	\$ 5,000.00	\$ 139.78 (3)
Other:		
Supplies	\$ 1,000.00	\$ -
Misc Promotions	5,000.00	68.31
Memberships	2,000.00	200.00 (4)
subtotal	<u>\$ 8,000.00</u>	<u>\$ 268.31</u>
Events	\$ 9,100.00	\$ - (2)
Totals	<u><u>\$ 109,100.00</u></u>	<u><u>\$ 14,905.56</u></u>
Request		

Full Time Gardener plus benefits added at
 Admin Salaries adjusted to 6% increase in
 All Expenses have a 3% COLA added in 2

Footnotes:

(1) Tour/Events combined line item on budget:

Tour/Vol Coord labor	\$ 2,329.00
Wedding/Events labor	<u>\$ 5,000.00</u>

Total labor-Tour/Events \$ 7,329.00 (1)

(2) Events Y-to-D include:

Total events \$ - (2)

(3) Shows & Fees include:

Wedding show-parking \$ 48.00
Wedding show-parking&other \$ 91.78
Total Shows & fees \$ 139.78 (3)

(4) Memberships:

Garden Conservancy \$ 125.00
Washington Native Plant Society \$ 75.00

Total Memberships \$ 200.00 (4)

Total 2024 Proj	2025	2026	Activities
			2025
\$ 5,400.00	\$ 5,562.00	\$ 5,728.86	Q1 Contract work website, a
\$ 40,067.00	\$ 214,971.02	\$ 221,420.15 *	Q2 Promotional printed Materi
\$ 28,505.00	\$ 29,360.15	\$ 30,240.95	Q3 Free Public Events Show
\$ 1,028.00	\$ 1,089.68	\$ 1,122.37	Q4 Supplies, Misc Promotio
<u>\$ 75,000.00</u>	<u>\$ 250,982.85</u>	<u>\$ 258,512.34</u>	
\$ 10,000.00	\$ 10,300.00	\$ 10,609.00	
\$ 1,250.00	\$ 1,287.50	\$ 1,326.13	2026
\$ 750.00	\$ 772.50	\$ 795.68	Q1 Contract work website, a
<u>\$ 12,000.00</u>	<u>\$ 12,360.00</u>	<u>\$ 12,730.80</u>	Q2 Promotional printed Materi
	0		Q3 Free Public Events Show
\$ 5,000.00	\$ 5,150.00	\$ 5,304.50	Q4 Supplies, Misc Promotio
\$ 1,000.00	\$ 1,030.00	\$ 1,060.90	
\$ 5,000.00	\$ 5,150.00	\$ 5,304.50	
\$ 2,000.00	\$ 2,060.00	\$ 2,121.80	
<u>\$ 8,000.00</u>	<u>\$ 8,240.00</u>	<u>\$ 8,487.20</u>	
\$ 9,100.00	\$ 9,373.00	\$ 9,654.19	
<u>\$ 89,100.00</u>	<u>\$ 112,373.00</u>	<u>\$ 273,471.03</u>	
<u>\$ 89,100.00</u>	<u>\$ 286,105.85</u>	<u>\$ 294,689.03</u>	\$ 580,794.88

nd part time position also added per Luanne
 1 2025 per Luanne
 025 and 2026 above

\$ 2,468.74
 \$ 5,300.00

\$ 7,768.74

2020

\$ 49.44
\$ 94.53
\$ 143.97

\$ 128.75
\$ 77.25
\$ 206.00

\$ 250,982.85

\$ 12,360.00

\$ 14,523.00

\$ 8,240.00

\$ 286,105.85

\$ 258,512.34

\$ 12,730.80

\$ 14,958.69

\$ 8,487.20

\$ 294,689.03

2024-26 HMAC APPLICATION

www.seatacwa.gov



APPLICATION OVERVIEW

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Please ensure your application, along with all required documentation, is submitted

To: City of SeaTac
Attention: Maria Langbauer, Senior Economic Development Strategist
[4800 South 188th Street](#)
[SeaTac, WA 98188-8605](#)
mlangbauer@seatacwa.gov

APPLICATION CHECKLIST

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Completed and signed application (attach additional sheets if necessary) pages 4 – 8

A copy of your agency's current non-profit corporate registration with Washington Secretary of State
*If funded, your organization will be required to get the City of SeaTac business license/endorsement.

Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in

June/July/August 2024 and final approval confirmed upon final biennial budget adoption by December 2024 (sometimes earlier).

Total Amount Requested:	2024	2025	Total
Name of Program:			

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: _____ Federal Tax ID Number: _____

Contact Name: _____ Title: _____

Phone/Ext: _____ Email: _____ Website: _____

Mailing Address: _____
 City State Zip

Event Location: _____

Event Dates: _____

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 a copy of current non-profit registration with Washington Secretary of State)
- Public Agency
- Other

APPLICATION 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 a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

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.

Ashley Long

Signature

Date

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#). Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.)

2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:

3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

 (*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

6. Is there a host hotel for your event/program? Yes No
 If so, could you please specify which hotel(s)?

7. The City desires to increase travel during the slower - "shoulder season" in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increase travel during this time?

8. Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

<i>As a direct result of your proposed tourism-related service, provide:</i>	<i>Estimate</i>	<i>Calculation Methodology</i>
a. Overall attendance at your event/activity/facility		
b. Number of people who travel more than 50 miles for your event/activity		

c. Of the people who travel more than 50 miles, the number of people who travel from another country or state		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac		
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac		
f. 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)		

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)

9. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

10. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

11. What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement:

Year 1	Activities	Amount
Q1		
Q2		
Q3		
Q4		

Year 2	Activities	Amount
Q1		
Q2		

Q3		
Q4		

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

13. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

15. Funding History

a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A".

b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024? If not applicable, please indicate "N/A".

2020	2021	2022	2023	2024

c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".

16. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.

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

18. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

*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/HMAC.

*Note that a city or county does not have to fund the full list as recommended by the LTAC/HMAC 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](#).

APPLICANT REPRESENTATIVE NAME (Print): _____

APPLICANT REPRESENTATIVE SIGNATURE: Ashley Long DATE: _____

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____ DATE: _____

APPROVED AS TO FORM BY NAME (Print): _____

APPROVED AS TO FORM BY SIGNATURE: _____ DATE: _____

End of Application
Budget Attachment

Roadhouse -HMAC Lodging Tax Fund Application Budget

2024					
Grant funding:	Category	Freque	\$\$ Per Q		2024 Q1- Totals
Merchandise/earned income	Marketing	1	\$5,800.00	Q1	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$2,500.00	Q1-4	\$12,350.00
					Q2
Beer/wine license	Programming/Op	1	\$2,500.00	Q2	
Virtual Tours	Marketing	1	\$1,000.00	Q2	
Live Stream events; instagram live for smaller events	Marketing	3	\$333.33	Q2-4	
Advertising	Marketing	3	\$3,333.33	Q2-4	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$1,600.00	Q1-4	\$12,816.67
					Q3
Cultural Workers	Programming/Oper	2	\$69,121.50	Q3-4	
Destination Roadhouse PROMOTION \$500 X 24	MARKETING	2	\$6,000.00	Q3-4	
Destination Roadhouse: \$5,920 x 24	Programming/Oper	2	\$71,000.00	Q2-4	
Advertising	Marketing	3	\$3,333.33	Q2-4	
Live Stream events; instagram live for smaller events	Marketing	3	\$333.33	Q2-4	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$1,600.00	Q1-4	\$155,438.17
					Q4
Destination Roadhouse PROMOTION \$500 X 24	MARKETING	2	\$6,000.00	Q3-4	
Cultural Workers	Programming/Op	2	\$69,121.50	Q3-4	
Destination Roadhouse: \$5,920 x 24	Programming/Oper	2	\$71,000.00	Q2-4	

Artists Fees for 3 headline artists that are paid events.	Programming/Oper	1	\$3,000.00	Q4	
Catering kitchen	Capital	1	\$20,000.00	Q4	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$1,600.00	Q1-4	\$174,771.50
Total:			\$25,166.67		\$355,376.33
2025					
Merchandise/earned income	Marketing	1	\$5,800.00	Q1	Q1
Cultural Workers	Programming/Oper	4	\$34,560.75	Q1-4	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$2,500.00	Q1-4	
Live Stream events; instagram live for smaller events	Marketing	4	\$250.00	Q1-4	
Advertising	Marketing	4	\$2,500.00	Q1-4	
Destination Roadhouse PROMOTION \$500 X 24	MARKETING	4	\$3,000.00	Q1-4	
Destination Roadhouse: \$5,920 x 24	Programming/Oper	4	\$35,500.00	Q1-4	\$88,160.75
					Q2
Virtual Tours	Marketing	1	\$1,000.00	Q2	
Cultural Workers	Programming/Oper	4	\$34,560.75	Q1-4	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$2,500.00	Q1-4	
Live Stream events; instagram live for smaller events	Marketing	4	\$250.00	Q1-4	
Advertising	Marketing	4	\$2,500.00	Q1-4	
Destination Roadhouse PROMOTION \$500 X 24	MARKETING	4	\$3,000.00	Q1-4	
Destination Roadhouse: \$5,920 x 24	Programming/Oper	4	\$35,500.00	Q1-4	\$83,360.75
					Q3
Cultural Workers	Programming/Oper	4	\$34,560.75	Q1-4	
Artists Fees for 3 headline artists that are paid events.	Programming/Oper	2	\$1,500.00	Q4	

Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$2,500.00	Q1-4	
Live Stream events; instagram live for smaller events	Marketing	4	\$250.00	Q1-4	
Advertising	Marketing	4	\$2,500.00	Q1-4	
Destination Roadhouse PROMOTION \$500 X 24	MARKETING	4	\$3,000.00	Q1-4	
Destination Roadhouse: \$5,920 x 24	Programming/Oper	4	\$35,500.00	Q1-4	
					\$83,860.75
Cultural Workers	Programming/Op	4	\$34,560.75	Q1-4	Q4
Artists Fees for 3 headline artists that are paid events.	Programming/Oper	2	\$1,500.00	Q4	
Photography	Marketing	4	\$2,000.00	Q1-4	
Content creation: videos of events at the space	Marketing	4	\$1,250.00	Q1-4	
Graphic design: \$200 per event	Marketing	4	\$800.00	Q1-4	
Poster campaign (Coffee shops, etc)	Marketing	4	\$2,500.00	Q1-4	
Live Stream events; instagram live for smaller events	Marketing	4	\$250.00	Q1-4	
Advertising	Marketing	4	\$2,500.00	Q1-4	
Destination Roadhouse PROMOTION \$500 X 24	MARKETING	4	\$3,000.00	Q1-4	
Destination Roadhouse: \$5,920 x 24	Programming/Oper	4	\$35,500.00	Q1-4	
					\$83,860.75

\$339,243.00

Total combine \$694,619.33

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#). Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.).

1.b: Sponsored by the Sound Transit Art Program (STart), The Roadhouse is a live performance space located in SeaTac at the Angle Lake Station's architecturally distinctive garage. The Roadhouse anchors a music and audio program with performances that highlight and celebrate the many cultures and musical styles in SeaTac and across South King County. For the development of our programming, The Roadhouse has invested in its branding and identity. We have also created a separate asset to celebrate arts and culture in SeaTac. The investment that Sound Transit has made creates an opportunity to attract future growth and serve as an anchor point for the development of an urban village, as identified in the TDDP, at the Angle Lake Station accessible by light rail to the region. This creates the "there, there" that the DTTP identifies as missing from SeaTac.

The venue name, "The Roadhouse," is a nod to the musical history of South King County. From the 1930s to 1960s, a number of dance halls were located midway between the urban centers of Seattle and Tacoma. The most well-known was the Spanish Castle, which featured local musicians and national acts, as well as the first on-stage appearance of a young Jimi Hendrix. Hendrix's song "Spanish Castle Magic" was inspired by the Spanish Castle venue.

3.a: The Roadhouse strives to cultivate and grow this unique and valuable cultural resource that connects transit riders and visitors to our rich, local arts community. The venue features artists and provides a space that highlights and celebrates culture in SeaTac and across South King County.

The SeaTac TDDP specifically identifies the Angle Lake Station Cultural Assets, and the Sound Transit Art Program's investment in The Roadhouse as a key strategy to promote arts and entertainment as well as community-based experiences. The TDDP also identifies Angle Lake Station as an opportunity to create a center for cultural assets, which The Roadhouse is actively doing and evolving.

3e: The space is equipped with a state-of-the-art projector, lighting, and sound system and has the capacity to accommodate multimedia or interdisciplinary events, including but not limited to: dance performances, film screenings, interactive art pieces, and other visual art presentations.

1.d: The strategy flowchart in the TDDP prioritizes collaboration with Highline College workforce development. Cultural workers play a crucial role in preserving and sharing the rich diversity of global cultures. This program, which aims to engage the community of South King County, targeting high school and college students from the Highline school district and Highline College, is a significant step towards securing the future of cultural preservation. By fostering learning, safe spaces, creative thinking, and collaboration, we are not only cultivating new skills but also ensuring the continuity and evolution of our cultural traditions.

Student Involvement as a Learning Element: High school and college students represent the next generation of cultural enthusiasts. Involving them in the process provides valuable learning experiences and ensures the preservation and evolution of cultural traditions. Students can actively participate in various aspects of cultural performances, from organizing events to collaborating with experienced cultural workers, gaining insights into the intricacies of their craft. The Roadhouse community events will be the hands-on experience site for students practicing the skills they have learned in the program. A detailed proposal and budget that includes more information about the job-training Cultural Workshop is included in the supplemental documents shared folder. The Cultural Workshop is a youth program that could support all the events and performances at The Roadhouse and is in alignment with The Roadhouse goals.

3.d & c: An Advisory Committee of eight community leaders, music and production industry professionals, and performing artists provide invaluable guidance on The Roadhouse programming and its adherence to its Guiding

Principles. Through the Advisory Committee, The Roadhouse is expanding its collaboration with the city's Arts, Culture, and Library Advisory Committee (ACLAC). The Roadhouse Advisory Committee includes a member of the ACLAC, Peter D'Aigle. Peter has been providing guidance and support for The Roadhouse program from the beginning and connects the work of the ACLAC to our programming. The Roadhouse is also investing in the local workforce through sub-contracts with local janitorial and security services.

Furthermore, The Roadhouse has been deeply rooted in the community since its inception, which was informed by music professionals and South King community-members. The creation of the new venue was guided by Darryl Crews of The January Group, an experienced music producer based in Tacoma, and Sarah Kavage, STart Artist-in-Residence for the Federal Way Link Extension. Through this outreach, STart responded to community interest in having a space that celebrated culture and diversity in South King County.

STart secured the space through an internal lease and has made a significant investment to secure the equipment and staff, branding, and space improvements.

The intent for these first years is to develop support outside of STart funding that would extend the life of the program beyond 2026.

2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:

The Roadhouse is the only cultural space located within a transit facility in the entire United States. The venue is one light rail stop from Seattle-Tacoma International Airport (SEA), easily accessible from local hotels, and connected to the region by Sound Transit's Link Light Rail.

As identified in the TDDP, The Roadhouse is a competitive asset for SeaTac to its peer cities. Since its opening in October 2023, The Roadhouse has hosted ten events which showcase the colorful talent that the City of SeaTac and the region have to offer. It offers a unique cultural draw to bring visitors and tourists to SeaTac, to showcase the diverse creative community, and to be a catalyst for economic development by providing opportunities for artists and nearby businesses.

Events hosted at The Roadhouse have included spoken word, dance performances, music concerts, visual art exhibitions, and workshops. Performances have featured G. Bradford and Eric Payne, a multifaceted singer-songwriter and musician that fuses multiple genres to deliver an old-school R&B sound; the spirit of Trinidad & Tobago, an immersive celebration with a number of musical artists and local Trinidadian business; Grace Washington, an oil painter who captures the strength, spiritual beauty, and physical beauty of people of African descent; presentation by the Somali Cultural Center; and iBuildBridges, a group of musicians from throughout King County who use music and storytelling to build cross cultural relationships.

In our pilot year, there are currently two established community initiatives supported by STart. They are called "Who Is in the Station?" which includes interdisciplinary programming, and "Sounds of the Roadhouse," featuring musical acts. Both event series have been enriching SeaTac since its recent opening in October 2023.

In addition to existing programs supported by STart, The Roadhouse would like to launch a new program called **Destination Roadhouse**, specifically designed to promote tourism in SeaTac. This program would serve as an additional attraction for both visitors and the local community, enhancing the appeal of SeaTac as a destination. It would be a free event series that takes place twice a month. Each installation would be centered around one performing artist representing the diverse regional community, with wine and beer offerings served by Show Brazil Productions, the arts organization that manages booking, events, and The Roadhouse space. Rotating images of the City of SeaTac will serve as the backdrop for the performances and simultaneously introduce audiences to new places they can visit in the area. Opportunities can also be made to bring in City of SeaTac representatives to help speak about any notable happenings

within the city.

Tourists would be attracted to SeaTac to participate in all events taking place at The Roadhouse, including Destination Roadhouse, for several compelling reasons:

1. **Cultural Experience:** Programming at The Roadhouse offers a unique opportunity to immerse oneself in the diverse and vibrant culture celebrated in the City of SeaTac. All of our programs emphasize multiculturalism through music, art, and community engagement, providing visitors with a genuine experience that shows the expansive breadth of talent that the region has to offer.
2. **Convenience:** Located just a three-minute light rail ride from SeaTac International Airport (SEA), programming at The Roadhouse is easily accessible to residents from throughout Puget Sound, as well as travelers looking for activities during layovers or before flights. Its proximity to surrounding hotels also makes it a convenient destination for tourists staying in the area.
3. **Inclusivity:** Offering free admission for all ages, programming at The Roadhouse ensures that families can attend events together and individuals on a tight budget can still enjoy the experience. This inclusivity appeals to a wide range of tourists, making SeaTac a welcoming destination for everyone.
4. **Community Engagement:** The Roadhouse reaches our community members through our existing free community programs currently supported by Sound Transit. "Destination Roadhouse" would foster further community engagement and interaction with the City of SeaTac and SEA, allowing tourists to connect with locals, learn about the area's heritage, and contribute to the vibrant tapestry of SeaTac's cultural scene.

These factors demonstrate how the City of SeaTac is an attractive destination for travelers seeking authentic experiences and meaningful connections during their visit.

3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

The Roadhouse is still a relatively new project, just opening its doors in October 2023. Complete demographics regarding our existing audiences are still a work-in-progress. However, due to its location and dedication to diverse programming, The Roadhouse is committed to supporting tourism in the region and serving the local community in the City of SeaTac.

With a population of nearly 32,000, the City of SeaTac's largest demographic groups are 38% white, 23.5% Black or African American, 21% Hispanic or Latino, and 12% Asian. The city's top languages are Afro Asiatic languages such as Amharic and Somali, Kher, Spanish, Tagalog, and Vietnamese.

The Roadhouse highlights the region's diverse population and proves through its programming that inclusion and equity are core values. Show Brazil! has a long track record of hosting multicultural, globally-focused events. They have calculated that 90% of The Roadhouse's performances have been by artists of color, in line with the venue's commitment to inclusion and local community.

The venue's location is also perfect for domestic and international travelers residing in nearby hotels, attending conferences in the area, or who have brief stopovers at SEA. Inclusion and accessibility is at the core of the mission for The Roadhouse. Because the programming at The Roadhouse is all ages and year-round, it will be appropriate for all people, including during shoulder season, from November to March. Events at The Roadhouse are free and the space is accessible for visitors of all physical abilities.

Data published by the Port of Seattle shows that airline passengers passing through SEA have been growing on an annual basis, especially following the pandemic. In 2022, 45.9 million passengers passed through the airport; in 2023, those numbers were up 10% to total 50.8 million passengers, and those numbers are only expected to grow in 2024. These passengers lead to regional economic impacts of more than \$22.5 billion in business revenue. SEA generates more than 151,400 jobs (87,300 direct jobs),

representing over \$3.6 billion in direct earnings and more than \$442 million in state and local taxes. Over 9,000 people stay in SeaTac hotels a year.

We believe that events at The Roadhouse offer yet another venue to provide visibility and financial support for the local arts community. The venue is an accessible attraction for visitors to SEA, and will continue to draw attendees that are connected through travel at SEA and those who live in the region.

4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

We have already received support from Explore Seattle Southside, which has agreed to publicize all events at The Roadhouse via their website portal.

Traditionally, cultural spaces get visibility through organic reach and networks, including social media. Artists share their events with other artists or their fans, or audiences post about upcoming events or experiences. The Roadhouse engages with our existing and prospective audiences through social media, comments, messages, and active dialogue to build relationships. We encourage cross-promotion and collaboration among our partner organizations and influencers to extend our reach.

The Roadhouse has also gained exposure through features in local press outlets, and the artists that we feature also generate their own press.

The Roadhouse plans to expand our marketing efforts to incorporate the following promotional strategies, with the help of a hired Public Relations / Marketing Consultant:

Social Media Marketing Platforms: Facebook, Instagram, Twitter, LinkedIn

Strategy:

- Create engaging content showcasing the vibrant atmosphere, live music, and cultural experiences at "Destination Roadhouse."
- The Roadhouse YouTube channel and live streamed events.
- Run targeted ads to reach potential overnight visitors interested in culture, music, and travel.
- Encourage user-generated content with a branded hashtag to increase visibility and engagement.

Email Marketing Strategy:

- Increase our email list through website sign-ups, event registrations, and partnerships.
- Send out monthly newsletters featuring upcoming events.
- Personalize emails to cater to different segments of our audience, such as families, solo travelers, and cultural enthusiasts.

Traditional Advertising

- **Channels:**
 - Print ads, radio, TV, SEP
- **Strategy:**
 - Place ads in local travel magazines, newspapers, and radio stations targeting the SeaTac area and nearby cities.

- Sponsor segments on local TV shows or radio programs that cater to our target audience.
- List all Roadhouse events on the popular event listing websites like Eventbrite, Meetup, and TripAdvisor.

Public Relations Strategy:

- Develop press releases highlighting the launch of "Destination Roadhouse," special events, and partnerships.
- Pitch story ideas to local and national media outlets to secure coverage and generate buzz.

Interactive and Virtual Events Strategy:

- Host virtual tours and live-streamed performances to give potential visitors a taste of what to expect.
- Engage with the audience through Q&A sessions, polls, and interactive experiences to build excitement and interest.

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

STart's mission is to bring a human element through arts integration in transit facilities, and to make deeper connections to the region and surrounding communities through culture. Through the STart program's utilization of its 1% funding from transit construction budgets, The Roadhouse currently has funding for four marquee events and up to 12 smaller events in 2024 and plans to extend the contract for this programming in subsequent years through the opening of the Federal Way Link Extension in 2026. However, the current funding for the venue is associated with the Federal Way Link Extension and will expire in 2026 once construction is complete and service begins.

The Roadhouse is already running effectively, but Lodging Tax funds would help build capacity, support program longevity, and allow the venue to develop and execute new programs, such as Destination Roadhouse. The City of SeaTac's grant funds would also be utilized to provide additional visibility, help us execute more aspects of our long-term marketing plan, and promote the events to wider audiences.

To date, events at the Roadhouse are free and all ages. Through the support provided by the Lodging Tax Funds, we would like to explore three annual events that feature headliner artists. These would be paid events, and the grant funds would be applied to the fees for these artists to explore the opportunity for future ticket revenue.

Positioned as a key strategy in the TDDP, The Roadhouse transforms the SeaTac Angle Lake station into a distinctive transit hub as a unique initiative in the United States. Operated by Show Brazil Productions, it showcases the diversity and multicultural essence of South King County.

Food is a fundamental element of sharing culture and building community. The Roadhouse is exploring capital upgrades by adding a catering kitchen, which would include an additional sink and washing station to the space. These upgrades would be crucial in enriching audience engagement at our existing events, as well as provide a valuable amenity for third party entities who rent the space.

6. Is there a host hotel for your event/program? If so, could you please specify which hotel(s)?

Currently, we do not have a partner hotel, but the Show Brazil team has done initial outreach to gauge interest. The Roadhouse is seeking to collaborate with a local hotel that could officially host any potential special guests. We believe that we need time to establish the space and additional outreach to make this connection.

The Roadhouse is a new member of the Chamber of Commerce, and we hope this is an opportunity to find a hotel partner.

7. The City desires to increase travel during the slower - "shoulder season" in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increase travel during this time?

The Roadhouse events are year-round. Currently through STart funding the space hosts monthly and quarterly events. Destination Roadhouse would expand the venue's offerings to an additional eight events, for a total of ten monthly events and four quarterly events.

As previously mentioned, in addition to STart-funded events, The Roadhouse is also available for third party rentals. Show Brazil! has developed a pricing structure for these events that is competitive with similar venues in the region, including a sliding scale to ensure the space is accessible for community events. Community events and rentals help supplement our long-term funding goals and allow flexibility for the facilities to be used year-round, even when The Roadhouse is not hosting its proprietary programming.

Community-based organizations that have rented out the space to host their events include Ethiopian Community Center, low-income developer Mercy Housing, Brazilian female group Choro das 3 during their U.S. tour, and Korean heritage events through Experience Corean Culture, to name just a few.

9. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

Since its opening in October 2023, The Roadhouse has hosted ten events, including seven STart-supported events, and three third party events (two of which were at the accessible, community rate pricing). The pilot phase of the program is financially supported by STart through 2024 for 16 annual events. STart events are ticketed and all-ages. We have already seen evidence of people coming to the City of SeaTac to attend one of our events.

During its opening events, The Roadhouse was featured on King5 News as well as in a comprehensive article in Crosscut. Since the opening, venue manager Eduardo Mendonça participated in a radio interview with Alia Sinclair at the Highline Heritage Museum and Show Brazil team member Samantha also completed an interview in Spanish with KKMO EL REY 1360. Although we are just in the first seven months of operations, we have seen the space embraced by the community and attendance numbers continue to grow. We anticipate that as the event space continues to get visibility and establishes itself in the region as a cultural space this will only increase.

10. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

For all of our events, we distribute event posters at local community spaces and high traffic areas. These areas include the King County Public Library System, Valley View in SeaTac, Southcenter Mall, the Kent Commons Community Center, and other spaces in Burien, Woodmont, Seattle, and surrounding areas.

For the development of our programming, The Roadhouse has invested in its branding and identity. We have also created a separate asset to celebrate arts and culture in SeaTac. The investment that Sound Transit has made creates an opportunity to attract future growth and serve as an anchor point for the development of an urban village, as identified in the TDDP, at the Angle Lake Station accessible by light rail to the region. This creates the "there, there" that the DTTP identifies as missing from SeaTac.

As a new member of the Chamber of Commerce, we intend to connect with the local business community and find potential partnerships for Roadhouse events and opportunities for third party event promotions. Partnering businesses that participate or support events would have the opportunity to connect with new customers for visitors coming to SeaTac for Roadhouse events, potential tables or booths for on-site sales, and have their logos and branding included in

promotional materials. As demonstrated in our commitment to hire local subcontractors, we see many potential opportunities for our venue to partner with local restaurants, hotels, and other creatives to showcase what SeaTac has to offer.

Since the space has only been open for seven months, our execution of such a vision is still in the early stages of development. However, we are committed to making such connections through Chamber of Commerce participation, outreach, and introductions with local businesses, creatives, and other entities.

The Roadhouse would also like to partner with the City of SeaTac on existing initiatives. One potential partnership opportunity would involve mutual promotion of events. In exchange for advertising space or event access at our venue, the City of SeaTac could highlight the Roadhouse as a meaningful tourist option that enriches the SeaTac area with arts and culture. The Roadhouse would be a great stop-over option for attendees of trade shows or meetings in partnership with SSRTA. The Roadhouse and the City of SeaTac could also collaborate on airport promotions and campaign initiatives such as "Station Domination" and contribute to the overall tourism branding package being developed by the city. In exchange, The Roadhouse could offer beautiful images and video from our events as material that the city could use for promotion.

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

If full funding cannot be granted, The Roadhouse would prioritize funding that would help us grow our audiences and visibility for existing programming. Using our marketing plan as detailed, we would prioritize promotional opportunities, including outreach to residents living in SeaTac and tourists traveling through SEA.

Any additional funds would go towards expanding upon our existing programming goals, including potential development of the "Destination Roadhouse" program that prioritizes SeaTac tourism.

18. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

Sound Transit is committed to the success of The Roadhouse, which is a much-needed venue in the City of SeaTac and in the entire South King County area, in general. For the development of our programming, The Roadhouse has invested in its branding and identity. We have also created a separate asset to celebrate arts and culture in SeaTac.

The creation of The Roadhouse was a community effort and the result of years of development work by STart. Presently, the program receives its funding through STart, which receives its funding through Capital projects associated with transit. Sound Transit has a commitment to support The Roadhouse through 2026 because the venue's current funding is a byproduct of the creation of the Federal Way Link Extension.

The Roadhouse must expand its funding and marketing in order to be sustainable past the year 2026. This is the largest risk and challenge of The Roadhouse, but it is currently building capacity by increasing its staffing, funding, and marketing in order to generate the necessary momentum and reputation within the local community.

To its benefit, the space is brand new and in a highly accessible location. Space rental fees are not an existing cost or risk, thus allowing all additional funds to go towards operations, marketing, and programming.

If received, the funds from this grant would allow The Roadhouse to confidently grow its programming, promote new and existing programming, and add amenities that would entice even more third-party organizations and individuals to

rent the space. In the past year, we have demonstrated our ability to successfully run community-based, culturally-vibrant programs, and we fully intend to continue building on this existing vision.

2024-26 HMAC APPLICATION

www.seatacwa.gov



APPLICATION OVERVIEW

The City of SeaTac invites applications for its Lodging Tax Funding program aimed at promoting tourism in SeaTac. Eligible projects include tourism marketing, special event operations, and tourism-related facility improvements/operations, supported by a 1% lodging tax per RCW 67.28. The Hotel Motel Advisory Committee (HMAC) will review proposals and recommend the most impactful ones to the City Council for consideration/approval.

APPLICATIONS MUST BE SUBMITTED BY THE DEADLINE: Wednesday, May 1, 2024, AT 5:00 PM. Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

Please ensure your application, along with all required documentation, is submitted

To: City of SeaTac
Attention: Maria Langbauer, Senior Economic Development Strategist
4800 South 188th Street
SeaTac, WA 98188-8605
mlangbauer@seatacwa.gov

APPLICATION CHECKLIST

- Completed and signed the cover sheet with this packet (page 3)
- Completed and signed application (attach additional sheets if necessary) pages 4 - 8
- A copy of your agency's current non-profit corporate registration with Washington Secretary of State
*If funded, your organization will be required to get the City of SeaTac business license/endorsement.
- Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in

June/July/August 2024 and final approval confirmed upon final biennial budget adoption by December 2024 (sometimes earlier).



Total Amount Requested:	2024	2025	Total
	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
Name of Program:	Community Events and Concerts promoting tourism		

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: Northwest Symphony Orchestra Federal Tax ID Number: 94-3055544

Contact Name: Anthony Spain Title: Executive and Music Director

Phone/Ext: (206) 683-9072 Email: anthonyspainnwso@gmail.com Website: northwestsymphonyorch

Mailing Address: P.O. Box 16231
City State Zip

Event Location: Highline PA Center, The Roadhouse, SeaTac Botanical Gardens, and Benaroya Hall

Event Dates: Season consists of 5-6 concerts, other community events/weddings (TBA) and Education

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 a copy of current non-profit registration with Washington Secretary of State)
- Public Agency
- Other



APPLICATION 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:

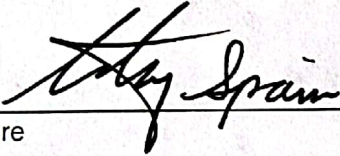
Tourism Promotion Activities or Tourism-Related Facilities:

This is an application for funding and a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

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

MAY 13, 2024

Date

ANTHONY SPAIN

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#). Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.)

On page 16 of the TDDP, as a key strategic initiative is to "Optimize...Cultural Assets and Highlight Community-based Experiences," the Northwest Symphony Orchestra will provide a number of concerts and events each season to the citizens of SeaTac and visitors at local venues. In the past the NWSO has provided these events at that the Highline SeaTac Botanical Garden and Highline Performing Arts Center, and while these will continue, the NWSO has also initiated a relationship with The Road House music venue to provide music and the first performance will take place on Thursday September 12, 2024. This is in support of page 16 of the TDDP which states "b) Support and promote the growth of arts and entertainment venues such as The Roadhouse music venue."

2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your 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 April 2024, we partnered with Washington's Trails Association to present a multimedia concert featuring photography from some of Washington's best photographers. This event was a huge success with over 2000 people from across the state attending- and included a feature article in the Seattle Times.

Also to support the significant Hispanic ethnic population (Page A29 of TDDP) in the city of SeaTac, 3 years ago the NWSO initiated an annual concert of "Latin American Music" at the Highline Performing Arts Center. As these concerts have been extremely well attended (full houses), the NWSO will continue this series in fall of 2024 (Saturday, October 12, 2024), and in 2025- date TBA. This concert will include 50-60 students from the Highline School District performing with the NWSO- including students from Evergreen High School's Mariachi ensemble.

3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.

Due to the diverse musical offerings provided by the NWSO that includes full size orchestra concerts, multimedia events, music for local event locations (such as the opening of the Angle Lake Light Rail Station, Highline SeaTac Botanical garden events and beginning in 2024, The Roadhouse music venue), music for weddings, (or other SeaTac events), the NWSO has a broad target audience. This includes providing music for the diverse demographic population of SeaTac (page A 39 TDDP), or targeting a more board audience when we present concerts with regional organizations, such as Washington Trails Association. Because of our broad appeal, our audiences are remarkably diverse, and popular with different ethnic, as well as age group, populations.

4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)

The Northwest Symphony Orchestra has a physical mailing list of 6100 names, as well as an extensive email list, and Facebook following. The NWSO has a marketing team of 4 members, with each member focusing on different

aspects of our marketing and advertising- such as e-blasts, blogs, Facebook, event listing websites, YouTube, corporate and foundation partnerships, and our NWSO Symphony Guild helps with local marketing. When collaboration and partnering with other organizations such as Washington Trails Association, over 12,000 physical mailings and 100,000 emails, are sent out to attract both local and regional interest. The Northwest Symphony Orchestra also advertises on CLASSIC KING-FM radio and several blogs- to attract both local and regional guests.

The NWSO has had a long relationship with Explore Seattle Southside, and for many years has listed on our NWSO website a link to Explore Seattle Southside with their dining and hotel options. In a recent phone conversation with President and CEO Mark Everton, he initiated the process of coordinating music events between the NWSO and The Roadhouse music venue, and we look forward to our future relationship with this music venue.

5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.

We will use Lodging Tax funds for a variety of advertising and marketing options. These include mailings/flyers for concert and events, and digital marketing, such as Facebook, numerous blogs, websites, Youtube, eblasts. We will also use funding advertise on the radio, most importantly with CLASSIC KING-FM radio, and for our Music from Latin America concerts, El Rey 1360 radio.

6. Is there a host hotel for your event/program? Yes No
If so, could you please specify which hotel(s)?
7. The City desires to increase travel during the slower - "shoulder season" in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increasing travel during this time?

As most of our events to promote tourism happen between September and April, the NWSO is a perfect option for travelers during the "shoulder season" between October and April, where indoor concerts and activities are desired.

8. Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

<i>As a direct result of your proposed tourism-related service, provide:</i>	<i>Estimate</i>	<i>Calculation Methodology</i>
a. Overall attendance at your event/activity/facility	7600	RS
b. Number of people who travel more than 50 miles for your event/activity	380	RS
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	85	RS
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	70	RS
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	65	RS
f. Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	70/6 Events	RS

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)**

9. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.

The Northwest Symphony Orchestra has a history of not only providing concerts and events that promote tourism, but collaborating with regional organizations, such as Washington Trails Association, which offer a broad reach to tourists. Our recent multimedia concert with Washington Trails Association was attended by over 2000 people and resulted in a full length article in the Seattle Times.

10. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?

As stated above, the NWSO provides a link on its website directing people to SeaTac hotels and restaurants as provided by Explore Seattle Southside. All printed advertising materials, for any event, also include the City of SeaTac logo.

11. What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement:

Year 1	Activities	Amount
Q1	Publicity flyers and mailing \$3600, Blogs/Facebook/YouTube/websites \$800	4400
Q2	\$1100 Advertising on KING-FM radio, Blog/Facebook/YouTube/websites, \$500, Publicity flyers/ mailing \$3300	4900
Q3	Posters \$350, Blogs/Facebook \$600	950
Q4	Publicity flyers and mailing \$2100. \$1700 Advertising on KING-FM and El Rey 1360 Radio, Blogs/Facebook/YouTube/websites \$500	4300
Year 2	Activities	Amount
Q1	Publicity flyers and mailing \$3600, Blogs/Facebook/YouTube/websites \$800	4400

Q2	\$1100 Advertising on KING-FM radio, Blog/Facebook/YouTube/websites, \$500, Publicity flyers/ mailing \$3300	4900
Q3	Posters \$350, Blogs/Facebook \$600	950
Q4	Publicity flyers and mailing \$2100. \$1700 Advertising on KING-FM and El Rey 1360 Radio, Blogs/Facebook/YouTube/websites \$500	4300

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

68% of advertising/marketing budget of \$14,550 as listed above in question 11, and 4% of total operating budget.

13. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Ren Che Foundation	12,000	Yes	2024
Gene and Rosaly Fish	10,000	Yes	2024
Picard Foundation	10,000	No	2024
City of Burien	9000	Yes	2024
4 Culture- King County	10000	No	2024

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

If full funding is not available, the NWSO would need to scale back events and marketing to attract both visitors to SeaTac, as well as for local SeaTac citizens.

15. Funding History

a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A".

Yes, and we have received funding all 4 years.

b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024 2025? If not applicable, please indicate "N/A".

- 2020- \$5000
- 2021- \$5000
- 2022- \$5000
- 2023- \$8000
- 2024- \$8000
- 2025- \$10,000

c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".

Every year since 2004



16. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.

Funds were used for printing of advertising/marketing materials (such as flyers, postcards), postage, radio ads, and marketing on digital sources- Facebook, blogs, and websites etc.

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

Originally from the Mayor of SeaTac in 2003.

18. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

As the Northwest Symphony Orchestra has a highly successful proven track record of providing services, consistent staff, and income, no risks are predicted for this project.

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

*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/HMAC.

*Note that, a city or county does not have to fund the full list as recommended by the LTAC/HMAC 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.

APPLICANT REPRESENTATIVE NAME (Print):

ANTHONY SPAIN

APPLICANT REPRESENTATIVE SIGNATURE:

Anthony Spain

DATE: MAY 13, 2024

CITY OF SEATAC REPRESENTATIVE NAME (Print):

CITY OF SEATAC REPRESENTATIVE SIGNATURE:

DATE: _____

APPROVED AS TO FORM BY (NAME) (Print):

APPROVED AS TO FORM BY (SIGNATURE):

DATE: _____

Northwest Symphony Orchestra Budget-2024- projected

EXPENSES	Cash	Inkind
Artistic and administration (includes musician, conductor, admin, soloist costs)	\$ 104,500	\$ 67,500
Administration, music and technical costs	8,000	
Concert Hall and production	33,000	2,300
Promotion/Advertising-(includes mailings, online ads posters, radio ads, brochures, postcards etc)	14,550	5,000
Education	4,500	
Total	\$ 164,550	\$ 74,800
Total Cash and In-Kind	\$ 239,350	

INCOME	Cash	
Tickets	\$ 75,000	
Concert Cash	100	
Fundraiser	5,000	
City of SeaTac	10,000	
City of Burien	9,000	
City of Seattle	5,000	
4 Culture	10,000	
Ren Che Foundation	12,000	
Donations- Individual	18,042	
Corporate- Boeing, Microsoft	4,400	
Picard Foundation	10,000	
Children's Hospital Benefit	5,500	
Ads	500	
Advertising and Bank Interest	8	
Total Cash	\$ 164,550	
Inkind		\$ 74,800
Total Cash and Inkind	\$ 239,350	



**NORTHWEST
SYMPHONY
ORCHESTRA**

MUSIC FROM

LATIN AMERICA

FAMILY CONCERT

**SATURDAY
OCTOBER 14, 2023
7:30PM**

**HIGHLINE
PERFORMING
ARTS CENTER**

ANTHONY SPAIN *Music Director*

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

FEATURING

**FOUR DANCES FROM
ESTANCIA**

by Alberto Ginastera

**VERANO PORTEÑO
(SUMMER) FROM**

LAS ESTACIONES PORTEÑAS

by Astor Piazzolla

Hana Gottesman, violin soloist

CARIBEÑA (CARIBBEAN)

by Miguel del Aguila

POPULAR BOLEROS

Jose Iniguez, tenor soloist

DANZA ESPANOLA

by Bob Phillips

*with students from Highline School
District and Key to Change*

DANZÓN NO. 2

by Arturo Márquez



Jose Iniguez



Hana Gottesman



NORTHWEST SYMPHONY ORCHESTRA
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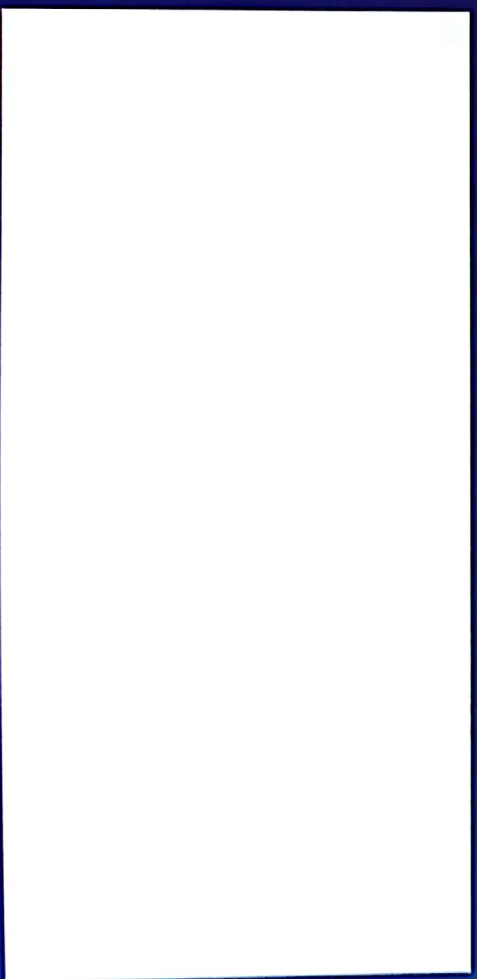
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OUR NEXT CONCERT...**

Friday, February 9, 2024 at 7:30pm VALENTINE'S CONCERT

Tickets available at the box office the evening of the concert. Tickets are also available for the concert at 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 \$15; and \$15 per person for groups. Students 18 and under **free**.

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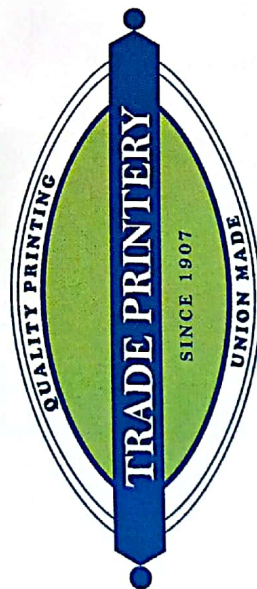
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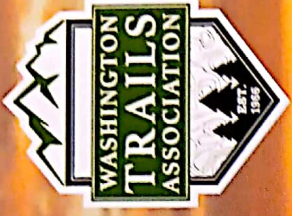


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BUSINESS INFORMATION

Business Name:
NORTHWEST SYMPHONY ORCHESTRA

UBI Number:
601 054 790

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
7568 44TH AVE SW, SEATTLE, WA, 98136-2202, UNITED STATES

Principal Office Mailing Address:
PO BOX 16231, SEATTLE, WA, 98116-0231, UNITED STATES

Expiration Date:
11/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
11/10/1987

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
NON-PROFIT SYMPHONY ORCHESTRA

Charitable Corporation:

Nonprofit EIN:
91-3055544

Most Recent Gross Revenue is less than \$500,000:

Has Members:

Public Benefit Designation:

Host Home:

REGISTERED AGENT INFORMATION

Registered Agent Name:
ANTHONY SPAIN

Street Address:
7568 44TH AVE SW, SEATTLE, WA, 98136-2202, UNITED STATES

Mailing Address: