Hotel Motel Advisory Committee (HMAC) Agenda

June 12, 2024
3:00-5:00PM
<mark>In-Person (Preferred)</mark> **/ 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 – Mayor 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		Chair Egal	5
2	Approval of the 05/22/24 Minutes	Approval	Members	5
3	WA Department of Revenue Statistics	Informational/ Discussion	Aleksandr Yeremeyev	5
4	Lodging Tax Applications – Review & Presentations a) Summary Sheet b) NW Symphony (5/22) Update c) Highline Heritage Museum- Nancy Salguero d) SeaTac BMX – Michael Rechnitz e) Seattle Southside Regional Tourism Authority – Mark Everton f) City of SeaTac- Maria Langbauer/ Aleksandr Yeremeyev g) Channel A TV- Davies Chirwa h) HIGHSCHOOL.GG- Todd Conley	Discussion and Evaluation	Committee	95
5	Around the table – member updates	Update	Chair Egal	10
6	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
SPECIAL MEETING

5/22/2024
3:00 pm – 5:00 pm
Virtual Meeting

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

Members Absent:

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

Others Present: Mark Everton *(SSRTA);* Ashley Long *(Sound Transit);* Eduardo Mendonça *(The Roadhouse);* Bob *(Highline Botanical Garden Foundation);* Luanne Coachman *(Highline Botanical Garden Foundation);* Anthony Spain *(Northwest Symphony Orchestra)*

Commence: 3:00 PM
Adjourn: 4:56 PM

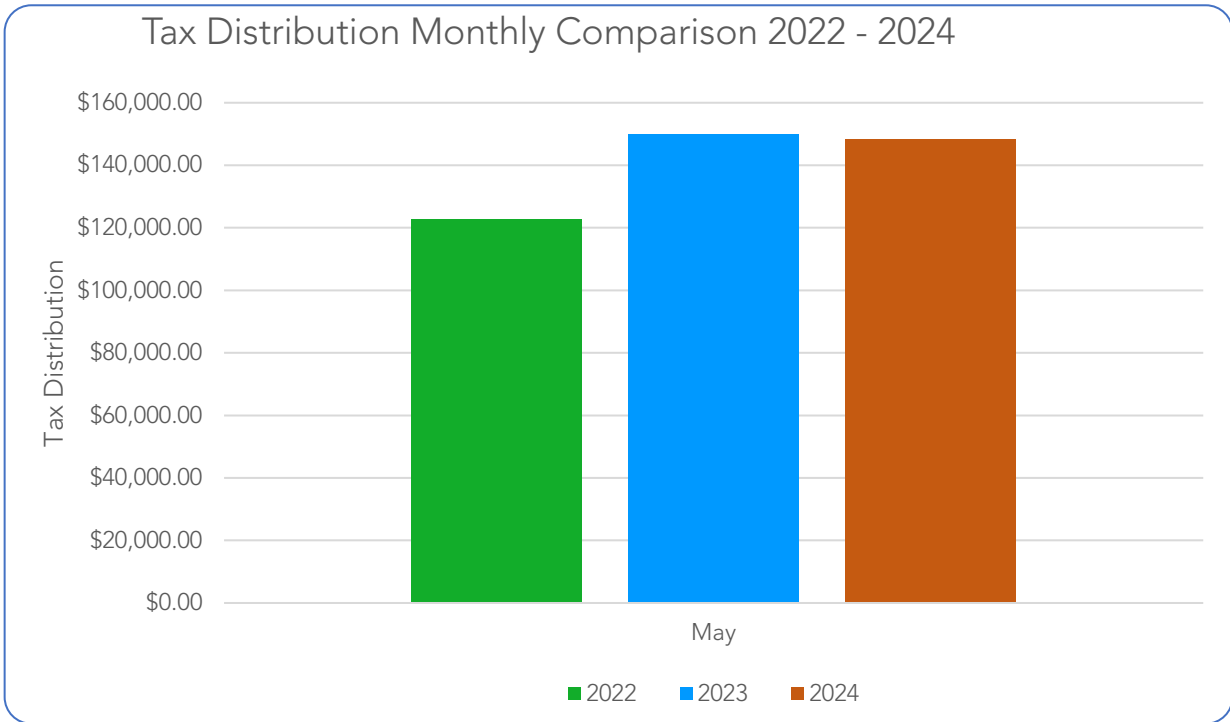|	
• Call to Order / Introductions	Chair Egal called the meeting to order at 3:00 pm.
• Approval of the 04/10/24 Minutes	**Review and Approve** Chair Egal made a motion to approve the minutes. No one seconded the motion. **Motion passed: 7:0**
• WA Department of Revenue Statistics	**Information/Discussion** Aleksander presented the Hotel Tax Revenue statistics. Discussion commenced between Aleksandr, Mollie, Byron, Jon, and Chair Egal.
• Application Discussion	**Discussion** Aleksandr explained some of the changes to the application format. This is due to some to the TDDP policies that are in place. Discussion commenced between Aleksandr, Jeff, and James

• Lodging Tax Applications – Review & Presentations	**Discussion & Evaluation**
	
	• **Brewers Guild – Daniel Olson and Shawna Cormier**
	  a. Committee approved funding for 2024 from existing HMAC funds.
	    Score = 91.57 Yes
	  b. Committee recommends funding for 2025 / 2026 to Council.
	    Score = 90.14 Yes
	• **Museum of Flight – Jeffrey Bauknecht**
	  a. Committee recommends funding for 2025 / 2026 to Council.
	    Score = 99.17 Yes
	• **Highline SeaTac Botanical Garden Foundation – James Morgese**
	  a. Committee recommends funding for 2025 / 2026 to Council.
	    Score = 82.33 Yes
	• **The Roadhouse – Ashley Long and Eduardo Mendonça**
	  a. Committee recommends funding for 2025 / 2026 to Council.
	  b. Recommendation to fund $200,000 for 2025 and $250,000 for 2026
	    Score = 83.28 Yes
	• **Northwest Symphony Orchestra – Anthony Spain**
	  a. Committee recommends funding for 2025 / 2026 to Council.
	  b. Recommendation to increase funding to $15,000 for 2025 and $15,000 for 2026
	    Score = 94 Yes

• Around the Table – Member Updates	**Update** Mark Everton provided an update on the SSRTA, STAR Report, and shared that they were a recipient of a Webbie Award for their internet marketing campaign. The Museum of Flight will be having Space Stations Exhibit called Home Beyond Earth. Chair Egal expressed that the Council is very aware of their responsibility to support the city and the importance of the Hotel Motel Advisory Committee.
• Adjourn	Chair Egal adjourned the meeting at 4:56 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	$148,278.43
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	$643,093.62

2019-2024

May
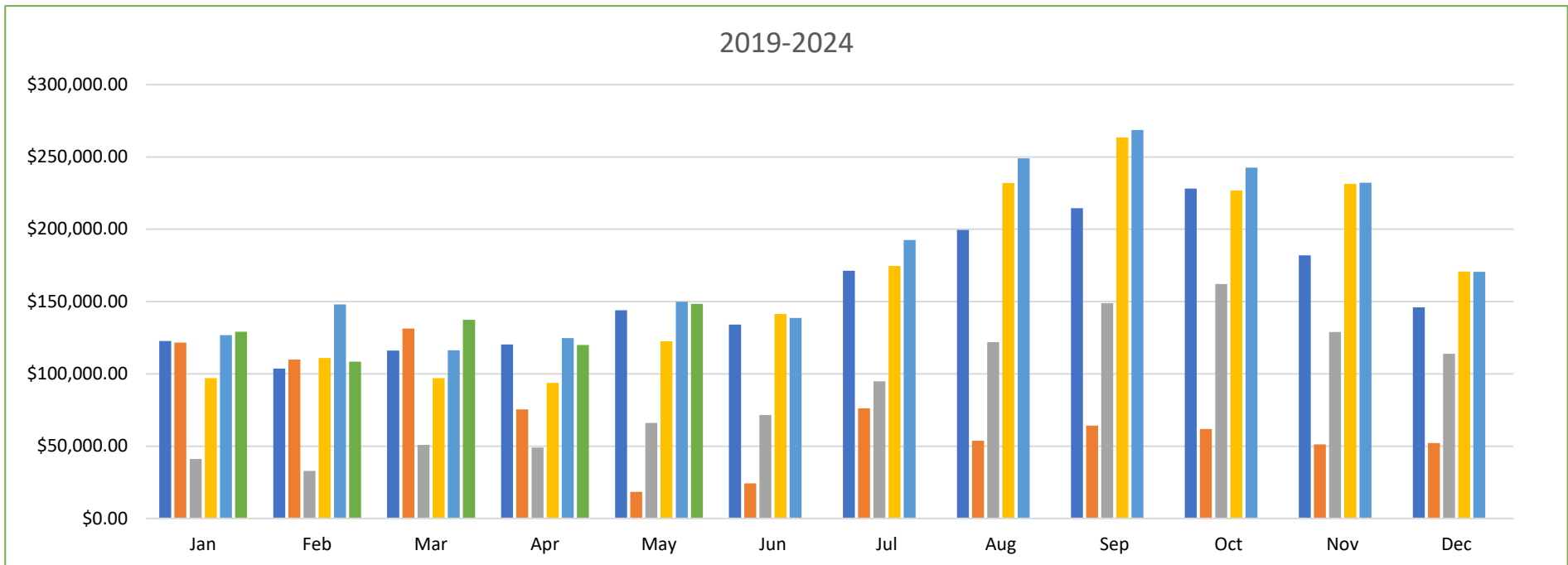
Hotel Motel Tax Distribution			
	2022	2023	2024
Jan	$97,106.15	$126,729.01	$129,059.73
Feb	$111,022.81	$148,089.62	$108,391.45
Mar	$96,977.41	$116,302.70	$137,405.83
Apr	$93,716.17	$124,659.46	$119,958.18
May	$122,603.23	$149,858.64	$148,278.43
Jun	$141,350.69	$138,628.92	$0.00
Jul	$174,604.68	$192,468.39	$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

Tax Distribution

$160,000.00
$140,000.00
$120,000.00
$100,000.00
$80,000.00
$60,000.00
$40,000.00
$20,000.00
$0.00

May

■ 2022 ■ 2023 ■ 2024

2024-2026 SeaTac Lodging Tax Funding Request Summary Sheet May 22, 2024 and June 12, 2024 - page 1

Applications Received	2024 Funding	2025 Funding	2026 Funding	Total 2025-2026	Project Summary	Notes
NW Symphony (addendum)		$ 15,000	$ 15,000	$ 30,000	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 with Classic King-FM radio, and for our Music from Latin America concerts, El Rey 130 radio.	Updated per 5/22 HMAC recommendation for funding at increased amount
Highline Heritage Museum- SeaTac Tours	$ 150,000	$ 162,500	$ 162,500	$ 475,000	SEATAC Tours is a new project designed to create tours for visitors exploring the area surrounding the Seattle-Tacoma International Airport. The project aims to highlight the unique stories and landmarks of the community, promoting a deeper understanding of SeaTac's history and culture.	To be considered
Highline Heritage Museum- FIFA World Cup and American 250 Initiatives	$ -	$ 75,000	$ 125,000	$ 200,000	The project is proposing to celebrate America 250 + World Cup 2026 in the SeaTac and the region! The Highline Museum is planning a series of civic and cultural events and programs. In collaboration with hotels, local businesses, Highline College, and community organizations, these initiatives aim to enrich the visitor experience and foster a stronger sense of community.	To be considered
BMX- Capital Projects	$ -	$ 285,000	$ 260,000	$ 545,000	To strategically manage the capital improvements at SeaTac BMX and ensure efficient use of funds while maximizing the potential for attracting overnight visitors, we propose a two-year funding strategy that aligns with major events planned for 2025 and 2026. This approach will stage the improvements to enhance visitor experiences and facility capabilities in a phased manner. Year 1 (2025): Focused on Visitor Amenities and Historical Engagement Total Budget: $285,000	To be considered
BMX- Programming	$ -	$ 200,000	$ 175,000	$ 375,000	To maximize the impact of programming at SeaTac BMX and ensure effective use of Lodging Tax funds, we propose a strategic allocation that emphasizes continuous development and enhancement of our programming. This strategy is designed to attract more overnight visitors by offering high-quality, professionally managed BMX programs that cater to families, competitive riders, and new entrants to the sport. Our approach aligns with the TDDP by promoting SeaTac as a destination for organized sports and family-friendly	To be considered
Seattle Southside Regional Tourism Authority- SeaTac Shuttle program	$ -	$ 309,280	$ 324,244	$ 633,524	Pay the 3rd party provider of the shuttle service	To be considered
Seattle Southside Regional Tourism Authority- Meetings	$ -	$ 150,000	$ 250,000	$ 400,000	Incentive program to make SeaTac hotels more competitive.	To be considered
Seattle Southside Regional Tourism Authority- BMX Incentives	$ -	$ 50,000	$ 50,000	$ 100,000	$30,000 of the funds will allow for a premier sponsorship of a SeaTac BMX's National Championship event. SeaTac BMX will use the funds for events logistics. $20,000 of the funds will allow for a venue sponsorship with USA BMX.	To be considered
SeaTac TDDP Implementation	$ -	$ 2,388,439	$ 2,982,531	$ 5,370,970	City of SeaTac Economic Development program to implement the TDDP	To be considered
Channel A TV	$ 35,000	$ 35,000	$ 35,000	$ 105,000	Proposes to host the African Achievement Awards (AAA) at The DoubleTree Hotel in SeaTac from December 13th to December 15th, 2024	To be considered
HIGHSCHOLGS		$ 280,000	$ 280,000	$ 560,000	Develop a set of events in SeaTac. The strategy is to invest them in comprehensive marketing, promotional efforts and community-centric programming that will directly drive overnight visitors to SeaTac for the Great Mindset Summit and ENLIVEN events.	To be considered
Requested Funding On 6/12/24	$ 185,000	$ 3,950,219	$ 4,659,275	$ 8,794,494		
Year	2024	2025	2026	Requested for Funding 2024-		
Recommended by HMAC for Funding On 5/22/24						
Museum of Flight	$ -	$ 100,000	$ 100,000	$ 200,000	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.	Recommended Funding
The RoadHouse	$ -	$ 355,376	$ 339,243	$ 694,619	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.	Recommended Funding
Highline Botanical Garden	$ -	$ 112,373	$ 115,744	$ 228,117	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 Overall, these enhancements will improve the garden's appeal and support its role as a significant tourist destination in SeaTac. (Original application budget requested:$286,105.85 for 2025 and $294,689.03 for 2026 totaling: $580,794.88). Revised budget on 5/21/24 included:$112,373 for 2025 and $115,744.19 for 2026 totaling: $228,117.19 amount	Recommended Funding Revised 5/21/24 budget totaling: $228,117.19
WA Brewers Guild	$ 107,000	$ 107,000	$ 112,000	$ 326,000	Showcase Washington's craft brewing culture and innovation by brining the Washington Craft Beer Summit and Washington Beer Awards to be hosted in SeaTac.	Recommended Funding
TOTAL Recommended for Funding on 5/22/24	$ 107,000	$ 674,749	$ 666,987	$ 1,448,736		
Year	2024	2025	206	Total		
Grand Total from 5/22/24 and 6/12/24	$ 292,000	$ 4,624,968	$ 5,326,262	$ 10,243,230		

	2024	2025	2026	Total
Revenue	$ 2,200,000	$ 2,200,000	$ 2,200,000	$ 6,600,000
Current 2024 Starting Balance est.	$ 12,900,000			
Estimated Ending Fund Balance at end of 2026 if all are funded				$ 7,456,770

Notes

These are estimates

Estimate based on if all of the applied for funds are recommended for funding, Council approval, expending of all funds and submittal of all invoices.

2024-2026 SeaTac Lodging Tax Funding Request Summary Sheet May 22, 2024 and June 12, 2024 - page 2

Addendum to grant submitted by the Northwest Symphony Orchestra to Hotel Motel Advisory Committee for funding in 2025 and 2026.

Following up on the Hotel Motel Advisory Committee (HMAC) positive review of the Northwest Symphony Orchestra's HMAC Grant application for 2025 and 2026, and the HMAC committee's recommendation that the Northwest Symphony Orchestra receive $15,000 (instead of the requested $10,000) annually, this addendum states that the NWSO will receive $15,000 in each of 2025 and 2026.

Per the HMAC committee's request that these funds be spent on covering more of the NWSO's publicity costs, the NWSO will use $13,000 of HMAC funds (instead of $10,000) to cover more of the NWSO's publicity costs. In addition, the NWSO will schedule an additional concert/event at The Roadhouse music venue using these additional funds. As the Roadhouse Music Venue is still in formative stages, as well as bringing more publicity to The Roadhouse music venue, based on initial audience numbers, it is expected that between 100-130 additional people will be served by this concert/event, while bringing between 25-40 additional new visitors to the SeaTac area for this event.

As additional funding from HMAC will cover more of the NWSO's publicity costs, money freed up in the NWSO's budget will then become used for additional advertising in local blogs, and online sources, as well as be used to provide free coaching and mentoring of students in SeaTac's Evergreen High School string and music programs, by professional musicians of the NWSO.

Submitted on May 23, 2024 by:

Anthony Spain

Music Director, Northwest Symphony Orchestra

Mobile (206) 683-9072

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
> 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).

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2024

Total Amount Requested:	$150,000		Total
			$150,000
Name of Program:	SeaTac Tours		

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name: Highline Heritage Museum

Federal Tax ID Number: 91-1655243

Contact Name: Nancy Salguero McKay

Title: Executive Director

Phone/Ext: 206 402-4029

Email: director@highlinemuseum.org

Website: highlinemuseum.org

Mailing Address: 819 SW 152nd St. Burien, WA 98166

City · State · Zip

Event Location: SeaTac and Burien

Event Dates: Daily

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

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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:
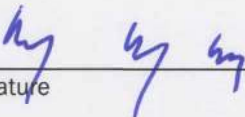
<u>Tourism Promotion Activities or Tourism-Related Facilities:</u>

☑ 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.

<u>Events/Festivals:</u>

☑ 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.

_____   May 23, 2024
Signature   _____
                                                            Date

Nancy Salguero McKay

_____
Printed or Typed Name

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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.).
See attachement

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:
See attachment

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.
See attachement

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.)
See attachement

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
See attachment

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

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?
Yes, this is weekly during the year.

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	Calculation Methodology
a. Overall attendance at your event/activity/facility	14'560 yearly	direct count
b. Number of people who travel more than 50 miles for your event/activity	14'560 yearly	director count

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c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state	14'560 yearly	direct count
d.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	14'560 yearly	direct count
e.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	4'560 yearly	direct count
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)	10,000 yearly	direct count

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 attachment

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?
    See attachment

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	One full time position, marketing promoting tourism and project expenses	$37,500
Q2	One full time position, marketing promoting tourism and project expenses	$37,500
Q3	One full time position, marketing and project expenses	$37,500
Q4	One full time position, marketing and project expenses	$37,500

Year 2	Activities	Amount
Q1		
Q2		

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| Q3 | | |
| Q4 | | |

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

We are requesting $150,000 (75%), of $200,00 total 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
HHM Part time staff	$35,000	yes	Today
HHM Marketing	$5,000	yes	Today
HHM Drivers	$5,000	yes	Today
HHM Tour guides	$5,000	yes	Today

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

We will continue to invest the $50,000 per year but we won't be able to market and implement tourism initiatives per lack of capacity.

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"

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
N/A	N/A	N/A	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

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

N/A

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

INVITATION

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 risks are that we are competing with Seattle attractions, Seattle major concerts, major sport events, Seattle signature events. We need to have a more aggressive marking plan to attract more people. Lack of funding is limiting us.

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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): _Nancy Salguero McKay_

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: _5/23/24_

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: _____

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PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE APPLICATION – ADDITIONAL SHEETS.

The City of SeaTac has adopted a Tourism Destination Development Plan (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 on page 26 of the TDDP: example 1. a. and d. and 5. A followed by explanation.)

The Highline Heritage Museum is 5 - 7 m nutes from the SeaTac International Airport and the SeaTac Hotels district. As a museum, we aim to attract as many visitors as possible. We are well established as a tourism destination and community museum (see supplemental materials) This project allows us to expand our reach to out-of-town/state visitors through collaboration with SeaTac hotels and businesses. This tour targets traveling visitors looking for activities around the SeaTac nternational Airport and staying at the SeaTac hotel district wh le supporting local SeaTac businesses and organizations.

Project Description: FASCINATING SEATAC TOURS

Tour Description: Visit the sites of local and unique stories around the Sea-Tac Airport. We will use the shuttle from Explore Seattle Southside, which promotes many locations around SeaTac and the Highline region.

These are globally known Highline Stories.
• D B Cooper
• A 12,000-year-old giant sloth was discovered under a runway at the airport, and there are more unique and one-of-a-kind stories. Visit the actual location
• Des Moines Memorial Drive Way (WWI fantastic story)
• Seike Japanese Garden (WWI - Highline Botanical Garden)
• The Ghost Road -The Green River Killer and Ted Bundy
• M litary Road
• Jimmy Hendricks' Spanish Castle
• And other fascinating stories

STRATEGY FLOWCHART

1 Optimize the SeaTac Angle Lake Station Area's Cultural Assets and Highlight Community –based experiences

A. Increase partnerships with Mall of Africa, SeaTac International Mall and other ethnic local business in the regional market and increase visibility -Seeking a stop during the tour promoting SeaTac business.

-Support and promote growth of arts and entertainment venues such as roadhouse music venue -SeaTac Tours while using the shuttle van from the Explore Seattle Southside promoting many locations around SeaTac and the Highline region

The museum is an arts, cultural and entertainment organization in collaboration with many other organizations.

-Sharing their stories through exhibits

-Radio interviews

-Historic and inclusive preservation.

B. Develop transportation links to the waterfronts of Angle Lake and Des Moines

-SeaTac Tours covers the waterfronts of Angle Lake and Des Moines

C. Collaborate with Highline College to support local workforce development and leadership training opportunities that align with economic and community development goals

Highline Heritage Partnership signed agreement to support programs, exhibits, education and preservation.

Working closely with the Seattle Southside Chamber of Commerce

D. Evaluate developing new city hall, civic center and the SeaTac International Public Market in an integrated campus that celebrates SeaTac's local diversity -Potential SeaTac tour stop

-We are talking with the SeaTac International Public Market to incorporate them in our SeaTac Tour

-Sharing their stories through exhibits.

-Radio interviews.

-Historic and inclusive preservation

2. Develop Tukwila International Boulevard Station area as s grand entrance to SeaTac North and North SeaTac Park

B. Attract more bike related and outdoor sporting events to the park; identify and address logistics related to bigger events

America 250 programs in alignment with FIFA World's Cup and Sea26

C. Support Highline SeaTac Botanical Garden's visitor attraction initiatives and robust programming

We host a permanent exhibit of Highline Botanical Garden at the museum which we share this during the SeaTac tour

D. Support sport related local youth development programs

Community projects with youth (through field trips, schools and community organizations initiatives)

-Sharing their stories through exhibits

-Radio interviews

-Historic and inclusive preservation

E. Integrate the visitor experience more closely with community business and residents who live in the area

We are currently working with the Crowne Plaza Hotel. We are talking with the SeaTac International Public Market to incorporate them in our SeaTac Tour

-Incorporate SeaTac business with our museum programs and projects

-Sharing their stories through exhibits

F. Explore creation of activities protected from the elements/weather (indoor facilities) to increase year round activity options

Programs, community projects

Tourism museum and SeaTac Tours

3. Activate the Three light rail stations as experience platforms to showcase local and regional culture

A. Create a greater sense of place and identity inside the stations with multimedia programming and aligh with external efforts around the stations featuring appropriate visual cues and signage and beautification/art

-Permanent exhibit of Angle lake station at the museum and open to bring traveling exhibits

Which we share this during the SeaTac tour

B. Profile community and business leaders to foster greater civic pride and support local small business development

Community organizations and business partnerships through collaborations

-Sharing their stories through exhibits

Radio interviews

-Historic and inclusive preservation.

Field trips and community projects

C. Highlight the city of SeaTac's diverse resident population to promote diversity, equity, inclusion as a strength for the city and region

-Sharing their stories through exhibits See annual report for evidence of our museum s mission on diversity, equity and inclusion for Highline and around the state.

-Radio interviews.

-Historic and inclusive preservation.

Field trips and community projects

D. Expand collaboration between tourism industry and the city's arts, culture and library advisory committee, and related Greater Seattle organizations to implement the city's Arts and culture masterplan to improve and diversify the visitor experience

Tourism museum

-SeaTac tours.

Museum programs with a larger pool of organizations in the Puget Sound

E. Develop a cohesive and comprehensive tourism branding package that guides multimedia programming and establishes a consistent look and feel for SeaTac as a visitor destination

-Marketing and collaboration with the Explore Seattle Southside

5. Develop an entertainment and events district near SeaTac/airport station

A. Explore and evaluate activation programming and market gap development opportunities

Programs and community collaborations

E. Evaluate and potentially develop a cultural performance venue that builds and celebrates the diversity of the community and region. We are a cultural performance venue

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

There are fascinating stories around the airport and Highline area, which are in high demand Several of the stories are globally well-known. Netflix covers several of our SeaTac stories, so we know this is very popular and on demand. We received media attention when launching this project.

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.

Target demographics:
• Out-of-town/out-of-state visitors
• Sea-Tac Hotels guests
• Airplanes layovers visitors
• Cruise lines passengers
• Regular and local travelers

Target out-of-state markets and track them via zip codes, purchased tickets, and participation. Our actual campaign performance analysis includes a number of mpressions tracking zip codes. We are working with marketing tools in keeping tracking metrics as a priority

See attached past campaign working with King5 Media group using marketing ads and Geofencing this campaign delivered, in 9 days, total impressions of 1,108,604 (dates in 2023: 6/28, 7/12, 7/26, 8/9, 9/6, 9/16, 9/20, 9/27 and 10/4)

Campaign Overview

GEOFENCING:
SeaTac hotels, SeaTac Airport, Major tourism sites in Seattle

SEE ATTACHED KING5 METRICS & DATA REPORT FOR ALL THE DETAILS

Product	Impressions Booked	Impressions Delivered	Clicks	CTR
Geofencing Display	333.333	333.333	316	0.09%
KING5.com Display	270.000	274,807	116	0.04%
High Impact Sponsorship	—	500,464	36	0.07%
TOTALS	**603,333**	**1,108,604**	**468**	**0.04%**

MUSEUM- VISITORS DEOGRAPHICS
 We can track our visitors by asking them if they are community members or visitors. On average, we get 100-150 visitors per week.

Around 38% of visitors per week who travel more than 5 miles. Below is an interactive map from our main gallery

For the SeaTac tours, we can direct count for 14,560 people yearly people who travel and stay overnight in SeaTac.

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.)

MARKETING STRATEGIES:
• Digital marketing campaign including paid search, display ads, and social media (Facebook, Instagram and YouTube)
• King5 Media group display ads
• Influencers, bloggers, and other traveling alliances
• Traditional marketing printed materials strategies
• SeaTac Hotel concierges
• Depending on budget, SeaTac airport ads
• Marketing collaborations

MARKETING COLLABORATIONS:
• Explore Seattle Southside
• Seattle Southside Chamber of Commerce
• Washington Museum Association
• Washington Tourism
• South King County Media
• Traveling Alliances
• Burien Creative District
• Out Highline Heritage Partnership
• Local business and community partnerships.
• Nonprofit organizations

Our project supports SeaTac businesses by increasing the number of out-of-state visitors

We will be increasing traveler expenditures within WA State by:
• Reaching out to broader audiences geographically/diversity to accomplish measurable goals/quantifiable metrics.
• Aiming to identify cross-marketing opportunities with different venues and partnerships, such as Black Travel Alliance with writers, bloggers, and influencers.

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

This project targets out-of-the-highline area visitors from around and out of WA State. There are three specific areas in which we need this funding to implement this project:
1. One full-time paid position to execute the project
2. Marketing to attract and promote tourism in SeaTac   see marketing strategies
3. Overhead project expenses
We are covering general project expenses for a guided tour driver printed materials, and local business discount coupons (we are seeking collaborations with Star Coffee, African Mall, and SeaTac International Mall)

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

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? Yes

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 supplemental materials (Museum's Annual Report)
2024
Best of Burien, Non-Profit of the Year Award- Discover Burien
Highline Heritage Partnership Agreement
(Cities of Burien, SeaTac, Normandy Park, Highline Public Schools, Highline College, and Port of Seattle)
2023
Southside Business Magazine Megalonyx (Ice Age Fossil Interview)
SeaTac Airport Signs promoting the museum and programs
Explore South Seattle Shuttle signage
Evening Magazine TV Show interview   Fierce Women & Hydroplanes
Southside Business Magazine 24hrs. Article
Seattle Magazine   Spotlight SeaTac Tours
Puget Sound Business Journal Recognition   SeaTac Tours
Seattle Refined TV Show Interview   SeaTac Tours
Evening Magazine TV Show interview   Beatles Exhibit
Introducing the Diversity and Inclusion Statement from the WA Museum Association
Presenting at the WA Museums Association Annual Conference with WA State Historical Society
Keynote Speaker for the UW Museology Master Program Graduating Ceremony
WA State Historical Society   Accessibility in Small Museums
Radio Interviews with VT Radio Universal and El Rey Radio
Humanities WA statewide presentation (600 registrations)
Pacific NW Historians Guild representing King County
Museum members' reception with the Executive Director from the Burke Museum
2022 KUOW NPR Public Radio Interview about a project working with the youth
2022 KUOW NPR Public Radio interview about
Denise Fogleman Henrikson & Burien Arts museum exhibit.
2022 Among the top 9 popular museums in Seattle
2022 Mexican Consulate   Recognition at the National Nordic Museum
2022 Burien Citizen of the Year
2022 Grand Marshal   4th of July City of Burien Parade
2022 Washington Museum Association Conference keynote Speaker
2021 Museum Conference presenter for WA & OR State
2020 Williard Jue Staff Award AKCHO
Association of King County Historical Organizations
2020 Featured in Fabulous Washington   FabWA
2019 Featured in Seattle Refined TV Show
2019 The first Mexican-born museum director in Washington State
2019 Highline Heritage Museum Opening with special guests, including:
Carrie Mae Weems (One the most influential contemporary American Artists)
Jack Thompson, National Football Player

TV INTERVIEWS

10. Describe your strategy for promoting lodging establishments, restaurants, and business within the city of SeaTac. What benefits will the city of SeaTac and the tourism and lodging industry receive in return for their funding?

Our project supports SeaTac business by increasing the number of out-of-state visitors.

We will be increasing traveler expenditures within WA State by:
- Reaching out to broader audiences geographically/diversity to accomplish measurable goals/quantifiable metrics.
- Identifying cross-marketing opportunities with different venues and partnerships, such as Black Travel Alliance, with writers, bloggers, and influencers.
- Addressing and promoting our partnerships with logo placements, links, printed materials, radio, and TV exposure.
- Encouraging tourism that aligns with the TDDP in SeaTac.

- In our first year operating the SeaTac tours, we were able to promote our partnerships in SeaTac Airport ads, social media, printed materials, and business discount vouchers. We want to extend and cultivate relationships with all lodging establishments, restaurants, and businesses within SeaTac.

- Funding a full-time person will allow us to concentrate on cultivating tourism with SeaTac partnerships and create more strategies.

DoubleTree Suites By Hilton, Seattle Airport/Southcenter
3h

Want to have a unique Seattle experience? Check out these one of a kind tours!

SeaTac Airport Ad

Explore Seattle Southside Shuttle

We collaborated with the Crowne Plaza Hotel and provided discount vouchers from local businesses; in this next round, we want to concentrate on the SeaTac business.

2025- 2026

~~2024-25~~ **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).

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2025   2026

Total Amount Requested:			Total
	$75,000	$125,000	$200,000
Name of Program:	SeaTac -American 250 - World Cup 2026 innitiatives		

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: **Highline Heritage Museum**

Federal Tax ID Number: **91-1655243**

Contact Name: **Nancy Salguero McKay**

Title: **Executive Director**

Phone/Ext: **206 402-4029**

Email: **director@highlinemuseum.org**

Website: **highlinemuseum.org**

Mailing Address: **819 SW 152nd St. Burien, WA 98166**

City   State   Zip

Event Location: **SeaTac and Burien**

Event Dates: **Monthly**

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

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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:

<u>Tourism Promotion Activities or Tourism-Related Facilities:</u>

☑ 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.

<u>Events/Festivals:</u>

☑ 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.

May 30, 2024

_____   _____
Signature   Date

Nancy Salguero McKay

_____
Printed or Typed Name

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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.).
   See attachement

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:
   See attachment

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.
   See attachement

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.)
   See attachement

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
   See attachment

6. Is there a host hotel for your event/program? Yes ☐ No ☑
   If so, could you please specify which hotel(s)?
   This project is designed to work with all the SeaTac Hotels

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?
   Yes, this is weekly during the year.

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	Calculation Methodology
a. Overall attendance at your event/activity/facility	891'723	direct count
b. Number of people who travel more than 50 miles for your event/activity	750,000	director count

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c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state	750,000	direct count
d.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	5,500	direct count
e.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	141,723	direct count
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)*	5,500	direct count

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 attachment

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?

See attachment

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	One full time position - project manager	$18,750
Q2	One full time position - project manager	$18,750
Q3	One full time position - project manager	$18,750
Q4	One full time position - project manager	$18,750

Year 2	Activities	Amount
Q1	One full time position, tourism marketing, project expenses	$31,250
Q2	One full time position, tourism marketing, project expenses	$31,250

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| Q3 | One full time position, tourism marketing, project expenses | $31,250 |
| Q4 | One full time position, tourism marketing, project expenses | $31,250 |

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

We are requesting $150,000 (75%), of $200,00 total 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
HHM Staff	$75,000	yes	Today
HHM Marketing	$15,000	yes	Today
Project expenses	$10,000	yes	Today

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

We will continue to invest the $100,000 per year but we won't be able to market and implement tourism initiatives per lack of capacity.

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"

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
N/A	N/A	N/A	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

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

N/A

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

INVITATION

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 risks are that we are competing with Seattle attractions, major concerts, major sport events, and Seattle signature events. We need to have a more aggressive marking plan to attract more people. Lack of funding is limiting us.

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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): *Nancy Salguero McKay*

APPLICANT REPRESENTATIVE SIGNATURE: *[signature]*   DATE: *May 30, 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: _____

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE APPLICATION – ADDITIONAL SHEETS.

The City of SeaTac has adopted a Tourism Destination Development Plan (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 on page 26 of the TDDP: example 1. a. and d. and 5. A followed by an explanation.)

The Highline Heritage Museum is 7-10 minutes from the SeaTac International Airport and the SeaTac Hotel area. As a museum, our goal is to attract as many visitors as possible. We are well established as a community museum (see supplemental materials), but this project allows us to expand our reach to out-of-town/state visitors. This initiative targets traveling visitors looking for activities around the SeaTac International Airport.

Project: Celebrating America 250 + World Cup 2026 in SeaTac and the region!
We plan to implement multiple civic and cultural events/programming in collaboration with hotels, local businesses, Highline School District, Highline College, community organizations, and other partnerships.
While on the WA State committee and collaborating directly with the Chief Legacy Officer for FIFA Seattle.

Description: On July 4, 2026, our nation will celebrate the 250th anniversary of the signing of the Declaration of Independence. The journey toward this historic milestone is an opportunity to pause and reflect on our nation's past, honor the contributions of all Americans, and look ahead toward the future we want to create for the next generation and beyond. This is our opportunity to get involved in the countdown to 2026. It's an invitation to every American to share your unique stories, hopes, and dreams to help tell the story of America as we turn 250.

As part of the planning for commemorations, established by the U.S. Semiquincentennial Commission, each U.S. state and territory is designing an official entity (a "state 250th commission") to organize their state's planning and programming for the Semiquincentennial, or 250th anniversary. During this past legislative session, Washington State established a semi-quincentennial committee via Senate Bill 5756. This committee will coordinate and guide Washington's official observance of the 250th anniversary of the founding of the United States, as marked by the Declaration of Independence in 1776. **The Highline Heritage Museum was selected to be part of the committee.**

We want to serve the City of SeaTac with community organizations through partnerships to celebrate this milestone in history!

At the same time, the FIFA World Cup 2026 Is Coming to our region! (The time frame overlaps)
The Highline Heritage Museum is collaborating with the Chief Legacy Office for the Seattle FIFA World Cup 2026.
Seattle will be a host city for the FIFA World Cup 2026. From the Fan Fest at the Waterfront Park on Pier 62/63 to the sold-out matches at Lumen Field, our region will host an unforgettable, world-class experience. In 2026, it will welcome fans nationwide and worldwide to our city. From infrastructure to local businesses, Seattle is primed to host the FIFA World Cup 2026.

The FIFA World Cup 2026 will honor our region's rich soccer history. We want to include the City of SeaTac in the celebrations, supporting tourism and our local business infrastructure.
This event, combined with America 250, will serve as the perfect snapshot of our region, bringing people from all over the world together and introducing them to the scenic beauty and rich tapestry of local businesses that serve as the backbone of our community

While Seattle will serve as the centerpiece for fan experiences, the 2026 World Cup and America 250 will provide ample opportunities for fans across Washington to engage in this once-in-a-lifetime event.

STRATEGY FLOWCHART

1 Optimize the SeaTac Angle Lake Station Area's Cultural Assets and Highlight Community –based experiences

A. Increase partnerships with Mall of Africa, SeaTac International Mall and other ethnic local business in the regional market and increase visibility Seeking a stop during the tour promoting SeaTac business.

-Support and promote the growth of arts and entertainment venues, such as roadhouse music venues and SeaTac Tours, by using the shuttle van from Explore Seattle Southside, promoting many locations around SeaTac and the Highline region

-Our museum is an arts, cultural, and entertainment organization that collaborates with many other organizations in the area.

-Sharing their stories through exhibits

-Radio interviews

-Historic and inclusive preservation

- **America 250 and World Cup initiatives.**

B. Develop transportation links to the waterfronts of Angle Lake and Des Moines

America 250 and World Cup initiatives cover the waterfronts of Angle Lake and Des Moines.

C. Collaborate with Highline College to support local workforce development and leadership training opportunities that align with economic and community development goals

-Highline Heritage Partnership signed agreement to support programs, exhibits, education and preservation

-Working closely with the Seattle Southside Chamber of Commerce

America 250 and World Cup initiatives in collaboration with as many partnerships as possible!

D. Evaluate developing new city hall, civic center and the SeaTac International Public Market in an integrated campus that celebrates SeaTac's local diversity -Potential SeaTac tour stop

-We are talking with the SeaTac International Public Market to incorporate them in our SeaTac Tour and World Cup and America 250 innitiatives

-Sharing their stories through exhibits

-Radio interviews

-Historic and inclusive preservation.

2. Develop Tukwila International Boulevard Station area as s grand entrance to SeaTac North and North SeaTac Park

B. Attract more bike related and outdoor sporting events to the park; identify and address logistics related to bigger events

America 250 programs in alignment with FIFA World's Cup and Sea26

C. Support Highline SeaTac Botanical Garden's visitor attraction initiatives and robust programming

We host a permanent exhibit of Highline Botanical Garden at the museum which we share this during the SeaTac tour

D. Support sport related local youth development programs

Community projects with youth (through field trips, schools and community organizations initiatives)

-Sharing their stories through exhibits

-Radio interviews.

-Historic and inclusive preservation

America 250 and World Cup initiatives.

E. Integrate the visitor experience more closely with community business and residents who live in the area

We are currently working with the Crowne Plaza Hotel. We are talking with the SeaTac International Public Market to incorporate them in our SeaTac Tour

-Incorporate SeaTac business with our museum programs and projects

-Sharing their stories through exhibits

America 250 and World Cup initiatives.

F. Explore creation of activities protected from the elements/weather (indoor facilities) to increase year round activity options

Programs, community projects

Tourism museum and SeaTac tours

America 250 and World Cup initiatives.

3. Activate the Three light rail stations as experience platforms to showcase local and regional culture

A. Create a greater sense of place and identity inside the stations with multimedia programming and aligh with external efforts around the stations featuring appropriate visual cues and signage and beautification/art

-Permanent exhibit of Angle lake station at the museum and open to bring traveling exhibits

Which we share this during the SeaTac tour

America 250 and World Cup initiatives.

B. Profile community and business leaders to foster greater civic pride and support local small business development

-Community organizations and business partnerships through collaborations

-Sharing their stories through exhibits

-Radio interviews.

-Historic and inclusive preservation

-Field trips and community projects

America 250 and World Cup initiatives.

C. Highlight the city of SeaTac's diverse resident population to promote diversity, equity, inclusion as a strength for the city and region

-Sharing their stories through exhibits. See annual report for evidence of our museum's mission on diversity, equity and inclusion for Highline and around the state

-Radio interviews

-Historic and inclusive preservation

Field trips and community projects

America 250 and World Cup initiatives.

D. Expand collaboration between tourism industry and the city's arts, culture and library advisory committee, and related Greater Seattle organizations to implement the city's Arts and culture masterplan to improve and diversify the visitor experience

Tourism museum

-SeaTac tours

-Museum programs with a larger pool of organizations in the Puget Sound

America 250 and World Cup initiatives.

E. Develop a cohesive and comprehensive tourism branding package that guides multimedia programming and establishes a consistent look and feel for SeaTac as a visitor destination

-Marketing and collaboration with the Explore Seattle Southside

America 250 and World Cup initiatives.

5. Develop an entertainment and events district near SeaTac/airport station

A. Explore and evaluate activation programming and market gap development opportunities

Programs and community collaborations America 250 and World Cup initiatives

E. Evaluate and potentially develop a cultural performance venue that builds and celebrates the diversity of the community and region. We are a cultural performance venue

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

While Seattle will serve as the centerpiece for fan experiences, the 2026 World Cup and America 250 will provide ample opportunities for fans across Washington to engage in this once-in-a-lifetime event.

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.

Target demographics:
• Out-of-town/out-of-state visitors
• Sea-Tac Hotels guests
• Airplanes layovers visitors
• Cruise lines passengers
• Regular and local travelers

Target out-of-state markets and track them via zip codes, purchased tickets, and participation. Our actual campaign performance analysis includes a number of impressions tracking zip codes. We are working with marketing tools in keeping tracking metrics as a priority

See attached past campaign working with King5 Media group using marketing ads and Geofencing this campaign delivered, in 9 days, total impressions of 1,108,604 (dates in 2023: 6/28, 7/12, 7/26, 8/9, 9/6, 9/16, 9/20, 9/27 and 10/4)

Campaign Overview

Product	Impressions Booked	Impressions Delivered	Clicks	CTR
Geofencing Display	333,333	333,333	316	0.09%
KING5.com Display	270,000	274,807	116	0.04%
High Impact Sponsorship	--	500,464	36	0.07%
TOTALS	**603,333**	**1,108,604**	**468**	**0.04%**

GEOFENCING:
SeaTac hotels, SeaTac Airport, Major tourism sites in Seattle

SEE ATTACHED KING5 METRICS & DATA REPORT FOR ALL THE DETAILS

MUSEUM- VISITORS DEOGRAPHICS

We can track our visitors by asking them if they are community members or visitors. On average, we get 100-150 visitors per week.

Around 38% of visitors per week who travel more than 5 miles. Below is an interactive map from our main gallery

Seattle FIFA World Cup 26 is estimated to host 750,000 visitors, plus 141,723 Highline residents will participate SeaTac hotels will be at full capacity with 5,500 visitors. With this high volume of people, we need these tourism

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.)

MARKETING STRATEGIES: (Limited budget as we estimate all partnerships will provide more marketing opportunities)
• Digital marketing campaign including paid search, display ads, and social media (Facebook, Instagram and YouTube)
• King5 Media group display ads
• Influencers, bloggers, and other traveling alliances
• Traditional marketing printed materials strategies
• SeaTac Hotel concierges
• Depending on budget, SeaTac airport ads
• Marketing collaborations

MARKETING COLLABORATIONS:
• Explore Seattle Southside
• Seattle Southside Chamber of Commerce
• Washington Museum Association
• Washington Tourism
• South King County Media
• Traveling Alliances
• Burien Creative District
• Out Highline Heritage Partnership
• Local business and community partnerships.
• Nonprofit organizations

Our project supports SeaTac businesses by increasing the number of out-of-state visitors.

We will be increasing traveler expenditures within WA State by:
• Reaching out to broader audiences geographically/diversity to accomplish measurable goals/quantifiable metrics.
• Aiming to identify cross-marketing opportunities with different venues and partnerships, such as Black Travel Alliance with writers, bloggers, and influencers.

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

This project targets out-of-the-highline area visitors from around and out of WA State. There are three specific areas in which we need this funding to implement this project:
1. One full-time paid position to execute the project
2. Marketing to attract and promote tourism in SeaTac see marketing strategies
3. Overhead project expenses
We are covering general project expenses for a guided tour driver printed materials, and local business discount coupons.

Is there a host hotel for your event/program? Yes No
If so, could you please specify which hotel(s)? The plan is to work with as many SeaTac hotels and local business.

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? NO

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 supplemental materials (Museum's Annual Report)
2024
Best of Burien, Non-Profit of the Year Award- Discover Burien
Highline Heritage Partnership Agreement
(Cities of Burien, SeaTac, Normandy Park, Highline Public Schools, Highline College, and Port of Seattle)
2023
Southside Business Magazine Megalonyx (Ice Age Fossil Interview)
SeaTac Airport Signs promoting the museum and programs
Explore South Seattle Shuttle signage
Evening Magazine TV Show interview   Fierce Women & Hydroplanes
Southside Business Magazine 24hrs. Article
Seattle Magazine   Spotlight SeaTac Tours
Puget Sound Business Journal Recognition   SeaTac Tours
Seattle Refined TV Show Interview   SeaTac Tours
Evening Magazine TV Show interview   Beatles Exhibit
Introducing the Diversity and Inclusion Statement from the WA Museum Association
Presenting at the WA Museums Association Annual Conference with WA State Historical Society
Keynote Speaker for the UW Museology Master Program Graduating Ceremony
WA State Historical Society   Accessibility in Small Museums
Radio Interviews with VT Radio Universal and El Rey Radio
Humanities WA statewide presentation (600 registrations)
Pacific NW Historians Guild representing King County
Museum members' reception with the Executive Director from the Burke Museum
2022 KUOW NPR Public Radio Interview about a project working with the youth
2022 KUOW NPR Public Radio interview about
Denise Fogleman Henrikson & Burien Arts museum exhibit.
2022 Among the top 9 popular museums in Seattle
2022 Mexican Consulate   Recognition at the National Nordic Museum
2022 Burien Citizen of the Year
2022 Grand Marshal   4th of July City of Burien Parade
2022 Washington Museum Association Conference keynote Speaker
2021 Museum Conference presenter for WA & OR State
2020 Williard Jue Staff Award AKCHO
Association of King County Historical Organizations
2020 Featured in Fabulous Washington   FabWA
2019 Featured in Seattle Refined TV Show
2019 The first Mexican-born museum director in Washington State
2019 Highline Heritage Museum Opening with special guests, including:
Carrie Mae Weems (One the most influential contemporary American Artists)
Jack Thompson, National Football Player

TV INTERVIEWS

seattle refined   Evening

10. Describe your strategy for promoting lodging establishments, restaurants, and business within the city of SeaTac. What benefits will the city of SeaTac and the tourism and lodging industry receive in return for their funding?

Our project supports SeaTac business by increasing the number of out-of-state visitors. **Below is the model we use for our SeaTac tours.**

We will be increasing traveler expenditures within WA State by:

- Reaching out to broader audiences geographically/diversity to accomplish measurable goals/quantifiable metrics.
- Identifying cross-marketing opportunities with different venues and partnerships, such as Black Travel Alliance, with writers, bloggers, and influencers.
- Addressing and promoting our partnerships with logo placements, links, printed materials, radio, and TV exposure.
- Encouraging tourism that aligns with the TDDP in SeaT
- In our first year operating the SeaTac tours, we were able to promote our partnerships in SeaTac Airport ads, social media, printed materials, and business discount vouchers. We want to extend and cultivate relationships with all lodging establishments, restaurants, and businesses within SeaTac.

- Funding a full-time person will allow us to concentrate on cultivating tourism with SeaTac partnerships and create more strategies.

DoubleTree Suites By Hilton, Seattle Airport/Southcenter
3h

Want to have a unique Seattle experience? Check out these one of a kind tours!

SeaTac Tours
15 LOCATIONS & STORIES WITHIN MINUTES FROM THE AIRPORT
Jimi Hendrix Spanish Castle

SeaTac Airport Ad

Explore Seattle Southside Shuttle

We collaborated with the Crowne Plaza Hotel and provided discount vouchers from local businesses; in this next round, we want to concentrate on the SeaTac business.

2024-26 HMAC APPLICATION

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).

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	2025 ~~2024~~	2026 ~~2025~~	Total
Total Amount Requested:	$162,500	$162,500	$325,000
Name of Program:	SeaTac Tours		

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name: **Highline Heritage Museum**

Federal Tax ID Number: **91-1655243**

Contact Name: **Nancy Salguero McKay**

Title: **Executive Director**

Phone/Ext: **206 402-4029**

Email: **director@highlinemuseum.org**

Website: **highlinemuseum.org**

Mailing Address: **819 SW 152nd St. Burien, WA 98166**

City · State · Zip

Event Location: **SeaTac and Burien**

Event Dates: **Monthly**

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

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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:

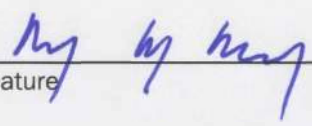Tourism Promotion Activities or Tourism-Related Facilities:

☑ 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.

May 23, 2024

Signature _____

Date _____

Nancy Salguero McKay

_____
Printed or Typed Name

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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.).
See attachement

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:
See attachment

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.
See attachement

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.)
See attachement

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
See attachment

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

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?
Yes, this is weekly during the year

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	Calculation Methodology
a. Overall attendance at your event/activity/facility	14'560 yearly	direct count
b. Number of people who travel more than 50 miles for your event/activity	14'560 yearly	director count

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c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state	14'560 yearly	direct count
d.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	14'560 yearly	direct count
e.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	4'560 yearly	direct count
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)*	10,000 yearly	direct count

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 attachment

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?
    See attachment

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	One full time position, marketing promoting tourism and project expenses	$37,500
Q2	One full time position, marketing promoting tourism and project expenses	$37,500
Q3	One full time position, marketing and project expenses	$37,500
Q4	Staffing, marking, project expenses, SeaTac tours exhibits	$62,500

Year 2	Activities	Amount
Q1	One full time position, tourism marketing, project expenses	$37,500
Q2	One full time position, tourism marketing, project expenses	$37,500

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| Q3 | One full time position, tourism marketing, project expenses | $37,500 |
| Q4 | One full time position, tourism marketing, project expenses | $37,500 |

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

We are requesting $150,000 (75%), of $200,00 total 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
HHM Part time staff	$35,000	yes	Today
HHM Marketing	$5,000	yes	Today
HHM Drivers	$5,000	yes	Today
HHM Tour guides	$5,000	yes	Today

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

We will continue to invest the $50,000 per year but we won't be able to market and implement tourism initiatives per lack of capacity.

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"

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
N/A	N/A	N/A	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

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

N/A

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

INVITATION

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 risks are that we are competing with Seattle attractions, Seattle major concerts, major sport events, Seattle signature events. We need to have a more aggressive marking plan to attract more people. Lack of funding is limiting us.

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

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):   *Nancy Salgero McKey*

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: 5/23/24

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: _____

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE APPLICATION – ADDITIONAL SHEETS.

The City of SeaTac has adopted a Tourism Destination Development Plan (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 on page 26 of the TDDP: example 1. a. and d. and 5. A followed by explanation.)

The Highline Heritage Museum is 5 - 7 m nutes from the SeaTac nternational Airport and the SeaTac Hotels district. As a museum, we aim to attract as many visitors as possible. We are well established as a tourism destination and community museum (see supplemental materials) This project allows us to expand our reach to out-of-town/state visitors through collaboration with SeaTac hotels and businesses. This tour targets traveling visitors looking for activities around the SeaTac International Airport and staying at the SeaTac hotel district wh le supporting local SeaTac businesses and organizations.

Project Description: FASCINATING SEATAC TOURS

Tour Description: Visit the sites of local and unique stories around the Sea-Tac Airport. We will use the shuttle from Explore Seattle Southside, which promotes many locations around SeaTac and the Highline region.

These are globally known Highline Stories.
• D B Cooper
• A 12,000-year-old giant sloth was discovered under a runway at the airport, and there are more unique and one-of-a-kind stories. Visit the actual location.
• Des Moines Memorial Drive Way (WW fantastic story)
• Seike Japanese Garden (WWI - Highline Botanical Garden)
• The Ghost Road -The Green River Killer and Ted Bundy
• M litary Road
• J mmy Hendricks' Spanish Castle
• And other fascinating stories

STRATEGY FLOWCHART

1 Optimize the SeaTac Angle Lake Station Area's Cultural Assets and Highlight Community –based experiences

A. Increase partnerships with Mall of Africa, SeaTac International Mall and other ethnic local business in the regional market and increase visibility -Seeking a stop during the tour promoting SeaTac business.

-Support and promote growth of arts and entertainment venues such as roadhouse music venue -SeaTac Tours while using the shuttle van from the Explore Seattle Southside promoting many locations around SeaTac and the Highline region.

 The museum is an arts, cultural and entertainment organization in collaboration with many other organizations.

-Sharing their stories through exhibits.

-Radio interviews.

-Historic and inclusive preservation.

B. Develop transportation links to the waterfronts of Angle Lake and Des Moines

-SeaTac Tours covers the waterfronts of Angle Lake and Des Moines.

C. Collaborate with Highline College to support local workforce development and leadership training opportunities that align with economic and community development goals

-Highline Heritage Partnership signed agreement to support programs, exhibits, education and preservation.

-Working closely with the Seattle Southside Chamber of Commerce

D. Evaluate developing new city hall, civic center and the SeaTac International Public Market in an integrated campus that celebrates SeaTac's local diversity -Potential SeaTac tour stop

-We are talking with the SeaTac International Public Market to incorporate them in our SeaTac Tour

-Sharing their stories through exhibits.

-Radio interviews.

-Historic and inclusive preservation.

2. Develop Tukwila International Boulevard Station area as s grand entrance to SeaTac North and North SeaTac Park

B. Attract more bike related and outdoor sporting events to the park; identify and address logistics related to bigger events

America 250 programs in alignment with FIFA World's Cup and Sea26

C. Support Highline SeaTac Botanical Garden's visitor attraction initiatives and robust programming

We host a permanent exhibit of Highline Botanical Garden at the museum which we share this during the SeaTac tour

D. Support sport related local youth development programs

 Community projects with youth (through field trips, schools and community organizations initiatives)

-Sharing their stories through exhibits.

-Radio interviews.

-Historic and inclusive preservation.

E. Integrate the visitor experience more closely with community business and residents who live in the area

 We are currently working with the Crowne Plaza Hotel. We are talking with the SeaTac International Public Market to incorporate them in our SeaTac Tour

-Incorporate SeaTac business with our museum programs and projects

-Sharing their stories through exhibits

F. Explore creation of activities protected from the elements/weather (indoor facilities) to increase year round activity options

 Programs, community projects

 Tourism museum and SeaTac tours

3. Activate the Three light rail stations as experience platforms to showcase local and regional culture

A. Create a greater sense of place and identity inside the stations with multimedia programming and aligh with external efforts around the stations featuring appropriate visual cues and signage and beautification/art

-Permanent exhibit of Angle lake station at the museum and open to bring traveling exhibits

 Which we share this during the SeaTac tour

B. Profile community and business leaders to foster greater civic pride and support local small business development

-Community organizations and business partnerships through collaborations

-Sharing their stories through exhibits

-Radio interviews.

-Historic and inclusive preservation.

-Field trips and community projects

C. Highlight the city of SeaTac's diverse resident population to promote diversity, equity, inclusion as a strength for the city and region

-Sharing their stories through exhibits See annual report for evidence of our museum's mission on diversity, equity and inclusion for Highline and around the state.

-Radio interviews.

-Historic and inclusive preservation.

 Field trips and community projects

D. Expand collaboration between tourism industry and the city's arts, culture and library advisory committee, and related Greater Seattle organizations to implement the city's Arts and culture masterplan to improve and diversify the visitor experience

 Tourism museum

-SeaTac tours

-Museum programs with a larger pool of organizations in the Puget Sound

E. Develop a cohesive and comprehensive tourism branding package that guides multimedia programming and establishes a consistent look and feel for SeaTac as a visitor destination

-Marketing and collaboration with the Explore Seattle Southside

5. Develop an entertainment and events district near SeaTac/airport station

A. Explore and evaluate activation programming and market gap development opportunities

Programs and community collaborations

E. Evaluate and potentially develop a cultural performance venue that builds and celebrates the diversity of the community and region. We are a cultural performance venue

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

There are fascinating stories around the airport and Highline area, which are in high demand. Several of the stories are globally well-known. Netflix covers several of our SeaTac stories, so we know this is very popular and on demand. We received media attention when launching this project.

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.

Target demographics:
• Out-of-town/out-of-state visitors
• Sea-Tac Hotels guests
• Airplanes layovers visitors
• Cruise lines passengers
• Regular and local travelers

Target out-of-state markets and track them via zip codes, purchased tickets, and participation. Our actual campaign performance analysis includes a number of impressions tracking zip codes. We are working with marketing tools in keeping tracking metrics as a priority

See attached past campaign working with King5 Media group using marketing ads and Geofencing this campaign delivered, in 9 days, total impressions of 1,108,604 (dates in 2023: 6/28, 7/12, 7/26, 8/9, 9/6, 9/16, 9/20, 9/27 and 10/4)

Campaign Overview

GEOFENCING:
SeaTac hotels, SeaTac Airport, Major tourism sites in Seattle

SEE ATTACHED KING5 METRICS & DATA REPORT FOR ALL THE DETAILS

Product	Impressions Booked	Impressions Delivered	Clicks	CTR
Geofencing Display	333,333	333,333	316	0.09%
KING5.com Display	270,000	274,807	116	0.04%
High Impact Sponsorship	--	500,464	36	0.07%
TOTALS	**603,333**	**1,108,604**	**468**	**0.04%**

MUSEUM- VISITORS DEOGRAPHICS
We can track our visitors by asking them if they are community members or visitors. On average, we get 100-150 visitors per week.

Around 38% of visitors per week who travel more than 5 miles. Below is an interactive map from our main gallery

For the SeaTac tours, we can direct count for 14,560 people yearly people who travel and stay overnight in SeaTac.

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.)

MARKETING STRATEGIES:
• Digital marketing campaign including paid search, display ads, and social media (Facebook, Instagram and YouTube)
• King5 Media group display ads
• Influencers, bloggers, and other traveling alliances
• Traditional marketing printed materials strategies
• SeaTac Hotel concierges
• Depending on budget, SeaTac airport ads
• Marketing collaborations

MARKETING COLLABORATIONS:
• Explore Seattle Southside
• Seattle Southside Chamber of Commerce
• Washington Museum Association
• Washington Tourism
• South King County Media
• Traveling Alliances
• Burien Creative District
• Out Highline Heritage Partnership
• Local business and community partnerships
• Nonprofit organizations

Our project supports SeaTac businesses by increasing the number of out-of-state visitors.

We will be increasing traveler expenditures within WA State by:
• Reaching out to broader audiences geographically/diversity to accomplish measurable goals/quantifiable metrics.
• Aiming to identify cross-marketing opportunities with different venues and partnerships, such as Black Travel Alliance with writers, bloggers, and influencers.

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

This project targets out-of-the-highline area visitors from around and out of WA State. There are three specific areas in which we need this funding to implement this project:
1. One full-time paid position to execute the project
2. Marketing to attract and promote tourism in SeaTac   see marketing strategies
3. Overhead project expenses
We are covering general project expenses for a guided tour driver printed materials, and local business discount coupons (we are seeking collaborations with Star Coffee, African Mall, and SeaTac International Mall).

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

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? Yes

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.
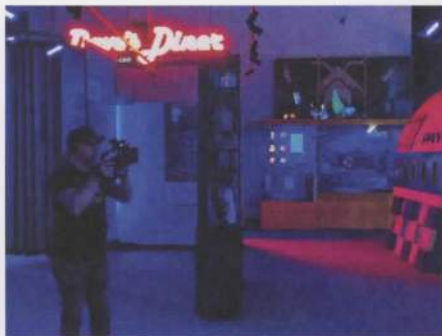
See supplemental materials (Museum's Annual Report)
2024
Best of Burien, Non-Profit of the Year Award- Discover Burien
Highline Heritage Partnership Agreement
(Cities of Burien, SeaTac, Normandy Park, Highline Public Schools, Highline College, and Port of Seattle)
2023
Southside Business Magazine Megalonyx (Ice Age Fossil Interview)
SeaTac Airport Signs promoting the museum and programs
Explore South Seattle Shuttle signage
Evening Magazine TV Show interview   Fierce Women & Hydroplanes
Southside Business Magazine 24hrs. Article
Seattle Magazine   Spotlight SeaTac Tours
Puget Sound Business Journal Recognition   SeaTac Tours
Seattle Refined TV Show Interview   SeaTac Tours
Evening Magazine TV Show interview   Beatles Exhibit
Introducing the Diversity and Inclusion Statement from the WA Museum Association
Presenting at the WA Museums Association Annual Conference with WA State Historical Society
Keynote Speaker for the UW Museology Master Program Graduating Ceremony
WA State Historical Society   Accessibility in Small Museums
Radio Interviews with VT Radio Universal and El Rey Radio
Humanities WA statewide presentation (600 registrations)
Pacific NW Historians Guild representing King County
Museum members' reception with the Executive Director from the Burke Museum
2022 KUOW NPR Public Radio Interview about a project working with the youth
2022 KUOW NPR Public Radio interview about
Denise Fogleman Henrikson & Burien Arts museum exhibit.
2022 Among the top 9 popular museums in Seattle
2022 Mexican Consulate   Recognition at the National Nordic Museum
2022 Burien Citizen of the Year
2022 Grand Marshal   4th of July City of Burien Parade
2022 Washington Museum Association Conference keynote Speaker
2021 Museum Conference presenter for WA & OR State
2020 Williard Jue Staff Award AKCHO
Association of King County Historical Organizations
2020 Featured in Fabulous Washington   FabWA
2019 Featured in Seattle Refined TV Show
2019 The first Mexican-born museum director in Washington State
2019 Highline Heritage Museum Opening with special guests, including:
Carrie Mae Weems (One the most influential contemporary American Artists)
Jack Thompson, National Football Player

TV INTERVIEWS

10. Describe your strategy for promoting lodging establishments, restaurants, and business within the city of SeaTac. What benefits will the city of SeaTac and the tourism and lodging industry receive in return for their funding?

Our project supports SeaTac business by increasing the number of out-of-state visitors.

We will be increasing traveler expenditures within WA State by·

- Reaching out to broader audiences geographically/diversity to accomplish measurable goals/quantifiable metrics.
- Identifying cross-marketing opportunities with different venues and partnerships, such as Black Travel Alliance, with writers, bloggers, and influencers.
- Addressing and promoting our partnerships with logo placements, links, printed materials, radio, and TV exposure.
- Encouraging tourism that aligns with the TDDP in SeaTac.

- In our first year operating the SeaTac tours, we were able to promote our partnerships in SeaTac Airport ads, social media, printed materials, and business discount vouchers. We want to extend and cultivate relationships with all lodging establishments, restaurants, and businesses within SeaTac.

- Funding a full-time person will allow us to concentrate on cultivating tourism with SeaTac partnerships and create more strategies.

Explore Seattle Southside Shuttle

SeaTac Airport Ad

We collaborated with the Crowne Plaza Hotel and provided discount vouchers from local businesses; in this next round, we want to concentrate on the SeaTac business.

ABOUT THE MUSEUM

OUR MISSION IS TO TELL THE STORIES OF THE HIGHLINE AREA

COME TO EXPERIENCE MUSEUM EXHIBITS RELATED TO THIS TOUR, WHILE GLOWING IN THE DARK

SEATAC AIRPORT ICE AGE FOSIL MEGALONYX

On Valentine's Day 1961, while working on a second runway at Sea-Tac Airport, workers unearthed about 60% of the body of a giant sloth known as Megalonyx jeffersonii. The extinct animal lived around 12,600 years ago.

Come and see a replica of it at the museum!

SEATTLE-TACOMA INTERNATIONAL AIRPORT

- SEATAC Airport's official dedication on July 9, 1949
- The name "SeaTac" is derived from the Seattle–Tacoma International Airport
- SEATAC Airport's parking garage is the second largest parking lot (under one roof) in the world. Can you believe it? Even bigger than Disney!
- SEATAC Airport is the 8th busiest airport in the country

Highline Heritage Museum

SeaTac Fascinating Tours

STORIES WITHIN MINUTES FROM THE AIRPORT

GREEN RIVER KILLER

JIMI HENDRIX

SPANISH CASTLE MAGIC

TED BUNDY

The Flame Tavern where Ted Bundy abducted Brenda Carol Ball

WWI LIVING ROAD OF REMEMBRANCE

Planting the American Elm trees, 1922

D.B COOPER

NANCY SALGUERO MCKAY

PROFILE SUMMARY

Leadership/Management/organizational skills
Passion for diversity & and inclusion representation
Bilingual in Spanish and English

COMMUNITY ENGAGEMENT

Active Washington Museum Association Board Member
Active America 250 - WA State Committee
Active 4 Culture Doors Open Education Task Force
Active Seattle Southside Chamber of Commerce Past Chair Board Member
Active Burien Creative District Committee Member
Southside Alliance Policy Member
4Culture Heritage Advisory Committee Member
4Culture Recovery Task Force Member
Para Los Niños - Board Member
City of Burien - Day of the Dead Celebrations Committees
2018 Northwest Folklife Festival - Speaker
Local/statewide events promoting heritage & social justice

CAREER ACHIEVEMENTS

2024 Highline Heritage Museum Non- Profit of the Year in Burien
2024 Executing the Highline Heritage Partnership *(Cities of Burien, SeaTac, Normandy Park, Highline College, Highline Public Schools, and Port of Seattle)*
2023 First Diversity & Inclusion Statement for the WA Museum Association
2023 Keynote Speaker Graduation Ceremony - UW Museology Master Program
2023 The First Mexican-born to serve as the Board Chair for the Seattle Southside Chamber of Commerce.
2023 Women Leaders in Seattle Southside Recognition - S.Southside Tourism Authority
2023 Southside Business Magazine 24hrs. Article
2023 Seattle Magazine - SeaTac Tours
2023 Puget Sound Business Journal Recognition - SeaTac Tours
2023 Seattle Refined TV Show Interview - SeaTac Tours
2023 Evening Magazine TV Show interview - Beatles Exhibit
2022 Mexican Consulate - Recognition at the National Nordic Museum
2022 Burien Citizen of the Year
2022 Grand Marshal - 4th of July City of Burien Parade
2022 Washington Museum Association Conference keynote Speaker
2020 Williard Jue Staff Award AKCHO - *Association of King County Historical Organizations*
2020 Featured in Fabulous Washington - *FabWA*
2019 The first Mexican-born museum director in Washington State
2019 The first Mexican-born woman to sit on the board of the Washington Museum Association
2018 Washington Recreating & Park Association Award
Dia de los Muertos event with and for the City of Burien
2016 The President's Volunteer Service Award
2014 Exhibit Excellence Award *Washington Museum Association*
2014 Exhibit Award, *AKCHO - Association of King County Historical Organizations*

AFFILIATIONS

WaMA, Washington Museum Association
SOCO, South King County Cultural Coalition
Seattle Southside Chamber of Commerce
AKCHO, Association of King County Historical Organizations
AAM, American Alliance of Museums
AASLH, American Association for State and Local History

EDUCATION

Pathwise Leadership Development Program
University of Washington Museum Studies Program
Associate of Arts Degree from Highline Community College
NPower technology and professional skills trainings

director@highlinemuseum.org   l   Phone 253/670-1398
32523 8th Ave. SW Federal Way, WA 98023

WORK SUMMARY

HIGHLINE HERITAGE MUSEUM
Executive Director
January 2019 – present
Designing, opening, and sustaining a new museum.
(It took a community to make it possible)
First Mexican born and raised as Museum Executive Director in WA State

UNIVERSITY OF WASHINGTON MUSEUM STUDIES CERTIFICATE PROGRAM
Exhibit Design & Planning Course Instructor
Winter Quarter 2017 & Spring Quarter 2018
Teaching Exhibit Design Courses

VRBO & AIRBNB – International Vacation Property
Business Owner & Manager
Spring 2016 – present
Designing, building, opening, and managing a property business.

HIGHLINE HISTORICAL SOCIETY/HIGHLINE HERITAGE MUSEUM
Curator of Collections & Exhibits
June 2004– 2018
Collections care and management
Developed & installed local exhibits for the Highline area
Developing permanent Exhibits for the new Heritage museum (100+ exhibits)
Exhibit tutorship with Lloyd Herman, Smithsonian American Art Museum,
Renwick Gallery's founding director

MUSEUM OF FLIGHT - Seattle
Living History Performers Program Assistant
December 2003- June 2004
Assisting with the Amazing Skies Theater program- a multi-generational
drama and living history group from across the Puget Sound area

BETHANY UNITED CHURCH OF CHRIST - Seattle
Office Manager
August 2003—June 2005
Office management. Events include interfaith conferences,
festivals, community outreach activities, and public relations.
Supervisor of Food Bank, Rental house property, P-Patch,
and buildings/grounds of the church

WASHINGTON ASSOCIATION OF CHURCHES - Seattle
Administrative Associate
April 2001—May 2003
Office Manager, coordination and organization of meetings arrangements
for the Executive Minister
Event & logistical management, including nationwide conferences, private
fundraising events, statewide meetings, retreats, weekly meetings with the
Bishops of Seattle and the Washington State, organizing the Tax Reform
Coalition meetings for Washington State

NORTHWEST IMMIGRANT RIGHTS PROJECT - Seattle
Clerical - Computer Assistant and Backup Receptionist
May 1999—March 2001
Responsible for providing support to legal and administrative staff
in promoting justice for low-income immigrants.
Aiding in upholding basic human rights.

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
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.).

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:

As a direct result of your proposed tourism-related service, provide:	Estimate	Calculation Methodology
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: ____*Michael Reulitz*____ 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

BUSINESS INFORMATION

Business Name:
SEATAC BMX

UBI Number:
604 823 492

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
24121 236TH AVE SE, MAPLE VALLEY, WA, 98038-5277, UNITED STATES

Principal Office Mailing Address:
24121 236TH AVE SE, MAPLE VALLEY, WA, 98038-5277, UNITED STATES

Expiration Date:
11/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
11/04/2021

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC, SETAC BMX PROVIDES FAMILIES A FUN AND SAFE ENVIRONMENT THAT PROMOTES AN ACTIVE LIFESTYLE. WE HARNESS THE EXCITEMENT OF BMX RACING IN SEATAC, WA TO INSPIRE YOUTH, ENGAGE FAMILIES AND FOSTER GROWTH WITHIN THE COMMUNITY.

Charitable Corporation:
☑

Nonprofit EIN:
87-3484962

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

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
JAMIE STENSON

Street Address:
24121 236TH AVE SE, MAPLE VALLEY, WA, 98038-5277, UNITED STATES

Mailing Address:
24121 236TH AVE SE, MAPLE VALLEY, WA, 98038-5277, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JAMIE	STENSON
GOVERNOR	INDIVIDUAL		BLUE	MONTGOMERY
GOVERNOR	INDIVIDUAL		JACKIE	MONTGOMERY
GOVERNOR	INDIVIDUAL		MICHAEL	RECHNITZ

EXHIBIT 4 d: PAGE 11 of 32
DATE: 06/12/2024

SEA TAC BMX
"IT'S TIME TO FLY"
EST. 1981

SPRING
2024
IMPACT REPORT

GIVING BACK TO THE COMMUNITY IN 2023

Expanded programming, community partnerships, mentorship and coaching.

ENGAGEMENT AND PARTICIPATION

30,364
TOTAL ATTENDANCE IN 2023.

57 SANCTIONED RACE AND PRACTICE EVENTS

8 Skills clinics, led by touring pros offering individual instruction in a group setting.

4 Sessions of week long youth summer camps.

30 Coached training days for local clubs and teams.

100 BRAND NEW HOME-TRACK MEMBERS
316 total members, up from 204 in 2022.

Through partnerships with diecutstickers.com and Rotary club of Des Moines and Normandy Park we were able to offer a year long membership, a home-track member jersey and 5 free races for free to 100 brand new members of our community!

111 SeaTac BMX community programming days.

127 Days the track was open for free access by the community.

Rotary
Des Moines/Normandy Park, WA

DIECUT STICKERS.COM

PATHWAY TO ACHIEVMENT

SeaTac BMX is a track where champions are made.

In the 2023 season, our home-track riders impressed on multiple stages.

Our riders earned a total of 96 state plates and 39 gold cup regional plates!

29 | STATE CHAMPIONS
Up 8 from 2022

9 | GOLD CUP NW REGIONAL CHAMPIONS

22 | NATIONAL AGE GROUP RANKED
Up 10 from 2022

SEATAC BMX DEVELOPMENT TEAM STARTED

The SeaTac BMX Race team is a newly formed developmental program geared to assist young riders in their pathway to achievement. The program features regularly scheduled track time centered around mentorship by championship-level coaches.

Year one awards and accolades

6 | STATE CHAMPIONS

7 | GOLD CUP NW REGIONAL PLATES

5 | NATIONAL AGE GROUP RANKED

3 | RANKED 3RD OF 15 TEAMS IN WASHINGTON STATE SERIES

WE CONNECT COMMUNITIES

SeaTac BMX has a positive impact on families and the community we serve.

RIDERS THAT ATTENDED SACNTIONED EVENTS AT SEATAC BMX IN 2023 BY HOME COUNTY/OUT OF STATE

Chart categories (left to right): King, Pierce, Spokane, Kitsap, Snohomish, Clallam, Skagit, Benton, Grant, Thurston, Mason, Whatcom, Clark, Jefferson, Island, Franklin, Walla Walla, Canada, Other States. Y-axis: 0 to 250.

NATIONWIDE APPEAL AND DESTINATION

SeaTac BMX has become a destination track in Washington State. Riders from 12 states made it a point to stop by and ride/train on the way to national events in the area.

LARGEST SINGLE DAY STATE QUALIFIER RACE IN WASHINGTON IN 10 YEARS

SeaTac BMX hosted the largest stand alone State Championship Qualifying race in Washington State in 10 years.

10TH LARGEST GOLD CUP QUALIFIER IN THE NATION OUT OF 85 TRACKS.

Riders from all over the Northwest travelled to SeaTac BMX to earn points towards the Northwest Gold Cup series.

85 MOTOS OF RACING

419 RIDERS FROM 6 STATES ENTERED

5,729
Total entries for the season. This includes all practice days, single and multi-point races.
Up 2,230 from 2022

76
Volunteers donated time to help run events/races, help with grounds maintenance and more.
Up 23 from 2022

1,000+
Volunteer hours at events, practices, and work parties. All events are ran by volunteers from the community.
Up 100+ hours from 2022

A LOOK BACK
2022-2023

More than a BMX track, a rebuild of a facility and community.

FEB 2022
TRACK REBUILD BY DIRTTRENDZ

APRIL 2022
TURNS ARE PAVED.

MAY 2022
LOANER BIKE PROGRAM LAUNCHED

MAY 2022
NEW PROSTART GATE INSTALLED.

JULY 2022
GRAND OPENING OF THE NEW SEATAC BMX

MARCH 2023
GRASS INSTALLED IN THE PARK

JUNE 2023
LAUNCH OF THE HOME-TRACK JERSEY PROGRAM

JULY 2023
LANDSCAPING COMPLETED ABOVE FIRST TURN

JULY 2023
SQORZ TIMING SYSTEM INSTALLED

W🌲NGS FOR WHEELS

First Wings for Wheels Gala and online auction.

Keynote Speaker, Seahawks Wide Receiver, Doug Baldwin.

$82,670.84

Was raised and will be put directly into programming for our 2024 season! Summer Camps, rider scholarships, coaching and more!

Items for auction were donated by:

CITY SUPPORT AND GRANTS

Facility improvements coming in 2024 from City of SeaTac support and grant funding.

$197,000

HMAC grant to continue the beautification of the entire facility.

$237,000

King County grant to install lighting around the track, this will allow us to extend hours and programming into the later summer days.

PROGRAMMING IN 2024

We are excited to bring world and national champion level talent to SeaTac BMX in 2024.

Summer Camp
2 week long summer camps.

Olivia Armstrong Clinic
- 4x UCI BMX World Champion
- 2x USABMX National Champion
- USABMX Women Elite Pro

Barry Nobles Clinic
- Current UCI BMX Masters World Champion
- Current USABMX VetPro National Champion

TOTAL MONEY RAISED FOR 2024
Through Grants and Wings for Wheels Gala/Auction

$516,670.84

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
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

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:

☐ 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

3

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:

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

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❖ 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.

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Year 1	Activities	Amount
Q1		
Q2		
Q3		
Q4		

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Q1		
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5

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".

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    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?

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APPLICANT REPRESENTATIVE NAME (Print): _____

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: _____

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____ DATE: _____

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SPRING

2024

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WE CONNECT COMMUNITIES

SeaTac BMX has a positive impact on families and the community we serve.

RIDERS THAT ATTENDED SACNTIONED EVENTS AT SEATAC BMX IN 2023 BY HOME COUNTY/OUT OF STATE

Chart categories (left to right): King, Pierce, Spokane, Kitsap, Snohomish, Clallam, Skagit, Benton, Grant, Thurston, Mason, Whatcom, Clark, Jefferson, Island, Franklin, Walla Walla, Canada, Other States. Y-axis from 0 to 250.

NATIONWIDE APPEAL AND DESTINATION

SeaTac BMX has become a destination track in Washington State. Riders from 12 states made it a point to stop by and ride/train on the way to national events in the area.

LARGEST SINGLE DAY STATE QUALIFIER RACE IN WASHINGTON IN 10 YEARS

SeaTac BMX hosted the largest stand alone State Championship Qualifying race in Washington State in 10 years.

10TH LARGEST GOLD CUP QUALIFIER IN THE NATION OUT OF 85 TRACKS.

Riders from all over the Northwest travelled to SeaTac BMX to earn points towards the Northwest Gold Cup series.

85 MOTOS OF RACING

419 RIDERS FROM 6 STATES ENTERED

5,729
Total entries for the season. This includes all practice days, single and multi-point races.
Up 2,230 from 2022

76
Volunteers donated time to help run events/races, help with grounds maintenance and more.
Up 23 from 2022

1,000+
Volunteer hours at events, practices, and work parties. All events are ran by volunteers from the community.
Up 100+ hours from 2022

A LOOK BACK 2022-2023

More than a BMX track, a rebuild of a facility and community.

FEB 2022
TRACK REBUILD BY DIRTTRENDZ

APRIL 2022
TURNS ARE PAVED.

MAY 2022
LOANER BIKE PROGRAM LAUNCHED

MAY 2022
NEW PROSTART GATE INSTALLED.

JULY 2022
GRAND OPENING OF THE NEW SEATAC BMX

MARCH 2023
GRASS INSTALLED IN THE PARK

JUNE 2023
LAUNCH OF THE HOME-TRACK JERSEY PROGRAM

JULY 2023
LANDSCAPING COMPLETED ABOVE FIRST TURN

JULY 2023
SQORZ TIMING SYSTEM INSTALLED

W✦NGS FOR WHEELS

First Wings for Wheels Gala and online auction.

Keynote Speaker, Seahawks Wide Receiver, Doug Baldwin.

$82,670.84

Was raised and will be put directly into programming for our 2024 season! Summer Camps, rider scholarships, coaching and more!

Items for auction were donated by:

CITY SUPPORT AND GRANTS

Facility improvements coming in 2024 from City of SeaTac support and grant funding.

$197,000

HMAC grant to continue the beautification of the entire facility.

$237,000

King County grant to install lighting around the track, this will allow us to extend hours and programming into the later summer days.

PROGRAMMING IN 2024

We are excited to bring world and national champion level talent to SeaTac BMX in 2024.

Summer Camp
2 week long summer camps.

Olivia Armstrong Clinic
- 4x UCI BMX World Champion
- 2x USABMX National Champion
- USABMX Women Elite Pro

Barry Nobles Clinic
- Current UCI BMX Masters World Champion
- Current USABMX VetPro National Champion

TOTAL MONEY RAISED FOR 2024
Through Grants and Wings for Wheels Gala/Auction

$516,670.84

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).

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1

Total Amount Requested:	2024	2025	2026	Total
		50,000.00	50,000.00	$ 100,000.00
Name of Program:	SeaTac BMX National Event Sponsorship			

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name: Seattle Southside Regional Tourism Authorit ▣

Federal Tax ID Number: 47-30311480

Contact Name: Mark Everton

Title: CEO

Phone/Ext: 206-406-1575

Email: mark@seattlesouthside.

Website: seattlesouthside.com

Mailing Address: 3100 SW 176th Street, Suite 200, SeaTac WA 98188

City	State	Zip

Event Location: SeaTac BMX - North SeaTac Park

Event Dates: Jan 1, 2025 - December 31, 2026

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

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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:
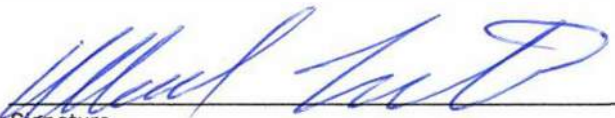
Tourism Promotion Activities or Tourism-Related Facilities:

☑ 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.

_____   May 31, 2024
Signature   _____
                                                                          Date

Mark Everton

_____
Printed or Typed Name

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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.).

   TDDP 2.d: Support sport-related local youth development programs
   Sponsor SeaTac BMX to host National Championship events & sponsor USABMX to build awareness of SeaTac BMX

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 SeaTac BMX facility is a sanctioned facility located within minutes of an international airport and close to 9,000 hotel rooms. This makes it a one-of-a-kind facility in the US.

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 sposorships of SeaTac BMX and USABMX will enable us to target male and female BMX riders and teams throughout the US and Canada

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.)

   Sponsoring SeaTac BMX will ensure a successful 2025 National Championship and enhace the opportunity for future national events. Sponsoring USABMX will build awareness of SeaTac as a premier BMX destination

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.

   $30,000 of the funds will allow for a premier sponsorship of SeaTac BMX's National Championship event. SeaTac BMX will use the funds for event specific logistics. $20,000 of the funds will allow for a venue sponsorsip with USABMX

6. Is there a host hotel for your event/program? Yes ☑ No ☐
   If so, could you please specify which hotel(s)?
   SeaTac hotels are currently responding to an RFP for hosting the September, 2025 event participants

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?
   N/A

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	Calculation Methodology
a. Overall attendance at your event/activity/facility	1500	SE
b. Number of people who travel more than 50 miles for your event/activity	1200	SE

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c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state	1000	SE
d.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	800	SE
e.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	200	SE
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)	300-600	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.

SeaTac BMX has hosted smaller regional and state-wide events in 2023.

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?
N/A

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	Sponsorship	50,000
Q4		

Year 2	Activities	Amount
Q1		
Q2		

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Q3   **Sponsorship**   50,000

Q4

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

    N/A

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
N/A			

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

    Reduce the level of sponsorships provided

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".
    NO

    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 <u>2024 Lodging Tax Funding from SeaTac,</u> please explain below how awarded funds were used.

    N/A

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

    N/A

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).

    N/A

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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.

<u>Applicant Reporting Requirements:</u>

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 <u>on-line reporting system.</u>

Mark Everton

APPLICANT REPRESENTATIVE NAME (Print): _____

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: May 31, 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: _____

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End of Application

Budget Attachment

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2024-26 HMAC APPLICATION

www.seatacwa.gov

CITY OF SEATAC · EST. 1990

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.

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

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

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Total Amount Requested:	2024	2025	2026	Total
		150,000.00	250,000.00	$ 400,000.00
Name of Program:	SeaTac Hotel Conference/Convention Incentive			

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: **Seattle Southside Regional Tourism Authori** ▣

Federal Tax ID Number: **47-30311480**

Contact Name: **Mark Everton**   Title: **CEO**

Phone/Ext: **206-406-1575**   Email: **mark@seattlesouthside.** ▸   Website: **seattlesouthside.com**

Mailing Address: **3100 SW 176th Street, Suite 200, SeaTac WA 98188**

City   State   Zip

Event Location: **SeaTac Hotels and Motels**

Event Dates: **Jan 1, 2025 - December 31, 2026**

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.)

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- [✔] Public Agency
- [ ] Other

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APPLICATION CERTIFICATION

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☐ 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.

_____   May 31, 2024
Signature   _____
                                             Date

Mark Everton
_____
Printed or Typed Name

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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.).

   TDDP 5.d: Develop midsize meeting facilities to increase capacity for larger meetings and attract a broader range of compa
   Create meetings incentive to generate greater use of existing meetings facilities in existing SeaTac hotels.

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 proximity to SEA makes SeaTac an ideal meetings and convention location. Many of the meetings facilities are underutilized due to high cost of guest rooms compared to competitor cities. Incentive is intended to mitigate the difference

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.

   Meeting planners throughout the US are interested in meeting in the PNW, SeaTac is the ideal location for those meetings. SeaTac hotels frequently lose that business to other PNW and west coast cities due to economics. An incentive available to all SeaTac hotels, regardless of size and meeting capacity, will allow hotels to utilize the incentive to secure the contract.

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 incentive will be available to hotels to secure meetings business. The incentive will not be publicized to meeting planners.

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.

   Incentive criteria and policy will be developed with SeaTac hotel sales leaders. After SeaTac hotels have exhausted all possible cost savings for a client and still need to bridge an economic gap, the incentive will be used to secure the contract.

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?
   Yes, The incentive will be available for meetings throughout the year

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	Calculation Methodology
a. Overall attendance at your event/activity/facility	unk	
b. Number of people who travel more than 50 miles for your event/activity	unk	

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

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.

   Other cities employ successful similar programs. Tukwila uses a similar model to attracting and retaining sports events at Starfire.

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?
    N/A

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	Incentive	25,000
Q2	Incentive	50,000
Q3	Incentive	50,000
Q4	Incentive	25,000

Year 2	Activities	Amount
Q1	Incentive	25,000
Q2	Incentive	75,000

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| Q3 | Incentive | 100,000 |
| Q4 | Incentive | 50,000 |

12. What percent of your total budget are you requesting from Lodging Tax Fund?
Approx 5%

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
N/A			

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

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".
NO

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.
N/A

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

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).
N/A

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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):   Mark Everton

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: May 31, 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: _____

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End of Application

Budget Attachment

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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).

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Total Amount Requested:	2024	2025	2026	Total
		309,280.00	324,244.00	$ 633,524.00
Name of Program:	SeaTac Shopping & Dining Shuttle			

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: Seattle Southside Regional Tourism Authorit ■

Federal Tax ID Number: 47-30311480

Contact Name: Mark Everton

Title: CEO

Phone/Ext: 206-406-1575

Email: mark@seattlesouthside.

Website: seattlesouthside.com

Mailing Address: 3100 SW 176th Street, Suite 200, SeaTac WA 98188

City   State   Zip

Event Location: SeaTac Hotels and Motels

Event Dates: Jan 1, 2025 - December 31, 2026

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

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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.

_____   May 31, 2024
Signature   _____
                                                                                   Date

Mark Everton

_____
Printed or Typed Name

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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.).

   TDDP section: 2.e. - Integrate visitor experience with local businesses. Provide an on-demand (app based) free shuttle service between most SeaTac hotels and the shopping and dining area of Tukwila - specifically Westfield Southcenter.

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:

   SeaTac visitors staying in SeaTac hotels that utilize the hotel shuttle fom SEA have limited shopping and dining options in SeaTac. Having a free shuttle to hundreds of stores and restaurants enhances the value of staying at a SeaTac hotel.

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.

   SeaTac hotel guests utilzing the shuttle are from all demographics. Airline and cruise crew members make up the majority of users. Having the free shuttle provides the needed amenity to retain airline and cruise crew members in SeaTac hotels. The shuttle picked up 22,901 SeaTac hotel guests in 2023 and 8,571 YTD in 2024.

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.)
   Collaborate with hotels via website messaging, in lobby collateral and front desk staff training to promote the free shuttle.

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 lodging tax will be used to pay the 3rd party provider of the shuttle service

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

   Almost every SeaTac hotel participates in this program. From the Skyway Inn to the Doubletree, the shuttle picked up their hotel guests in 2023

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 free shuttle runs during every week of the year

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	Calculation Methodology
a. Overall attendance at your event/activity/facility	23,000	DC
b. Number of people who travel more than 50 miles for your event/activity	23,000	DC

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c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state	NA	
d.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	23,000	DC
e.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	23,000	DC
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)	20,700	DC

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 free shuttle was re-instated post covid and has seen increased ridership each year. 66% of the ridership comes from the larger hotls that host airline and cruise crew members.

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?
    N/A

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	Shuttle service reimbursement + marketing collateral	77,320
Q2	Shuttle service reimbursement + marketing collateral	77,320
Q3	Shuttle service reimbursement + marketing collateral	77,320
Q4	Shuttle service reimbursement + marketing collateral	77,320

Year 2	Activities	Amount
Q1	Shuttle service reimbursement + marketing collateral	81,061
Q2	Shuttle service reimbursement + marketing collateral	81,061

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| Q3 | Shuttle service reimbursement + marketing collateral | 81,061 |
| Q4 | Shuttle service reimbursement + marketing collateral | 81,061 |

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

The SeaTac shuttle program cost is approx 6% of the SSRTA's overall 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
N/A			

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

Eliminate the shuttle program

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, 2022 & 2023

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
$0	$59,500	$82,000	$267,200	$282,800

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

10+

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

Similar to 2025 & 2026 the funds will be used to reimburse the 3rd part transportation company and marketing collateral to explain and promote the shutte to SeaTac hotel guests

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

N/A

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).

N/A

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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.

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     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):   Mark Everton

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: May 31, 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: _____

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End of Application

Budget Attachment

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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: **Friday, May 31st, 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
> 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).

1

Total Amount Requested:	2025: $2,388,439 2026: $2,982,531 TOTAL: $5,370,969
Name of Program:	City of SeaTac Tourism Destination Development Plan Implementation Program

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name:

City of SeaTac- Economic Development Tourism

Federal Tax ID Number:

Contact Name: Maria Langbauer

Title: Senior Economic Development Strategist

Phone/Ext:

(206) 817-8672

Email: mlangbauer@seatacwa.gov

Website: https://www.seatacwa.gov/

Mailing Address): 4800 South 188th Street

City SeaTac   *State* WA   *Zip* 98188

Event Location: City Wide

Event Date(s): 2025 through 2026

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
- ☑ Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations

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

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:

<u>Tourism Promotion Activities or Tourism-Related Facilities:</u>

☑ 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.

<u>Events/Festivals:</u>

☑ 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.

Maria Langbauer
_____   05/29/2024
Signature   _____
                                                                              Date

Maria Langbauer
_____
Printed or Typed Name

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

The TDDP outlines five key areas, each encompassing five pillars with related strategic initiatives. These pillars are:

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

The strategic initiatives are categorized based on their anticipated development timelines: immediate ("now"), short-term (1 to 2 years), medium-term (3 to 5 years), and long-term (6 to 10 years). The City's TDDP 2024 Work Plan focuses on projects slated for immediate development under the "now" category.

Funding from this proposal will allow the City of SeaTac Economic Development Division to continue implementing the SeaTac Tourism Destination Development Plan work for 2025 and 2026.

These programs include:

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

The City of SeaTac will launch "station domination" and advertising campaigns at the Link Light Rail Stations and the Car Rental Facility areas, starting in September 2024. These campaigns will feature vibrant, diverse advertising that welcomes visitors with colorful graphics and illustrative widgets across pillars, posters, and escalators. They will showcase SeaTac's restaurants, hotels, and attractions, including QR codes for additional information and discounts. This initiative, supported by the TDDP (1.a & 3.a), aims to enhance the sense of place and identity within the stations through multimedia programming and art, transforming the three Light Rail Stations into Experience Platforms that highlight local and regional culture and help optimize SeaTac/Airport and SeaTac Angle Lake Station Area's, and overall SeaTac's cultural assets. The requested funding will carry the program through 2025 and 2026, including the FIFA World Cup tournament phase.

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

Support for Sport-Related Local /National Youth Development Programs (TDDP Strategy Flowchart 2.d, 1.c)

Staff are collaborating with the Parks and Recreation Department and the Regional Tourism Authority to increase the number of sport-related tournaments in the SeaTac region. Efforts include participating in sports-

related conferences, such as Sports ETA in Portland, to engage with vendors representing groups of amateur sports interested in SeaTac as a potential location. Each conference appointment allows destinations and vendor exhibitors to share information about their communities, products, and services. Furthermore, our team is working closely with the Parks and Recreation Department to identify suitable venues within SeaTac for hosting events such as runs, e-sports, disc golf, and cycling competitions. We also aim to support the development of the Seattle Southside Sports Alliance (2.d.) to increase the number of sports events and tournaments our region can host. Staff are exploring evaluating the feasibility to create a sports complex/ venue in SeaTac.

Placemaking, Activation, and Beautification Projects (TDDP Strategy Flowchart 4.a.b, 5.a)

The Economic Development team plans to collaborate with placemaking specialists, the Community and Economic Development Department, Parks Department, Public Works, and the The Arts, Culture and Library Advisory Committee (ACLAC) to activate and beautify the vicinity of International Boulevard and the SeaTac/Airport Station through public art, something like "I Love SeaTac" signage, enhanced lighting, and landscaping, with a consultant support leading the public engagement process starting in August 2024.

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

Additionally, we will develop a Wayfinding program to support visitors during large events such as the FIFA World Cup 2026. Staff are working to bring activation activities such as a FIFA party, food pop-ups, and musical events to SeaTac in 2025 and during the World Cup in 2026 to attract more visitors to our area. This will result in more money spent at SeaTac businesses: local restaurants, retail, hotels, transportation companies, etc.

In partnership with Sound Transit and other organizations, we propose a summer/fall pop-up pilot project at the Sound Transit Angle Lake Station site to cultivate an Entertainment and Events District experience near the SeaTac/Airport Station. This project, encouraged by the TDDP (5.a), also explores supporting events via pop-ups (food trucks, music, and local markets) at the Highline Botanical Garden (1.c) to increase garden usage and visitation.

The Economic Development Division, along with the Planning Division and Parks and Recreation Department, is exploring possibilities for the destination development and activation of the three light rail stations, International Boulevard, and Bow Lake area to improve the visitor experience and attract more visitors. The implementation plan will include three phases: analysis and study, outreach, and implementation. Staff will collaborate with national and international placemaking specialists to enhance SeaTac's profile as a destination, attract more visitors, improve the visitor experience, and make SeaTac a more attractive place to live for residents.

Training and Local Tours Pilot (TDDP Strategy Flowchart 1.a)

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

Furthermore, staff are collaborating on workforce development (1.d) through a hospitality scholarship program for SeaTac residents and workers in partnership with Highline College and the local hospitality industry.

Staff is exploring projects to increase mobility and connectivity (1.c, 2.b.d) throughout the city.

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 City of SeaTac is already a well-travelled destination with over 14 million unique visitors making a total of more than 45 million trips/visits per year. Of this number, about 25 million trips start or end here. About 3 million people spend the night in the City of SeaTac's hotels each year.

Over the next two years, the initiatives being implemented through the TDDP will create a vibrant and welcoming environment for travelers and tourists. These efforts include increasing the city's visibility through marketing, placemaking and activation projects, supporting sports activities, launching a training and local tours pilot, and engaging in long-range tourism planning. Together, these initiatives will encourage local, regional, and overnight tourism, boost tourism-related spending, and support the growth of new retail, service, and travel-related businesses. As corporate business travel continues to resume post-COVID, SeaTac will become an even more attractive destination with its wide range of activities and accessible amenities.

The TDDP aims to enhance the visitor experience, increase visitor spending, and extend the average length of stay in SeaTac hotels. It also guides investment decisions to grow the visitor economy and optimize lodging tax allocations while aligning government, industry, and community priorities to strengthen SeaTac's civic pride, identity, and sense of place. The City's Economic Development Tourism Program will implement the 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.

   Due to the mix of amenities and the fact that SeaTac is a local, regional & international travel hub, visitors to SeaTac include independent and corporate business travelers, cruise ship travelers and other industry specific group travelers. Additionally, there are many who travel for personal, family and leisure purposes. There is also a percentage of travelers that are on overnight layovers in SeaTac or are travelling from locations far from SeaTac and choose to overnight in the City before their flights.

   Many travelers (i.e. cruise ship & business) arrive from out of state/out of country, whereas independent business travelers, contractors, extended stay project workers mainly arrive from within the region or other US locations. COVID-19 related impacts indicate that traveler behaviors have and continue to change. The City's efforts will primarily focus on business/leisure related travelers and travelers who stay in SeaTac hotels or spend time in the City of SeaTac. (More visitor profile info on page A24 of the TDDP).

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.)

   Social media marketing, as well as influencer and affiliate marketing, is primarily managed by the Southside Regional Tourism Authority (SSRTA) using either Tourism Promotion Area or SeaTac's Lodging Tax funding. These strategies target local, regional, national, and international visitors to the SeaTac region.

   The City of SeaTac utilizes its media channels, such as blogs and the city website, to advertise locally depending on the program.

   Starting in September 2024, in partership with the RTA, the City of SeaTac will launch "station domination" and advertising campaigns at the Link Light Rail Stations and Car Rental Facility areas. These campaigns will feature vibrant, diverse advertising that welcomes visitors with colorful graphics and illustrative widgets across pillars, posters, and escalators, showcasing SeaTac's restaurants, hotels, and attractions, including QR codes for additional information and discounts/promos.

   Together with SSRTA, the economic development staff proposes a social media campaign to promote ethnic and diverse local businesses starting in September 2024, with support from Explore Seattle Southside and a social media contractor. This campaign will target visitors, highlighting the SeaTac lifestyle and promoting local businesses, assets, artists, and culture.

   For 2025-2026, the robust advertising and programming campaigns will continue. The City of SeaTac will continue a close collaborative effort with the regional tourism authority. The SeaTac Tourism economic development program staff also ensure collaboration among other lodging tax funded organizations' work in the City, such as direct links to hotel/food options on the partners' websites, cross marketing efforts, joint events, etc.

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 support the implementation of the TDDP Strategic Flowchart Initiatives listed under the 2025/2026 work plan. Proposed uses of this funding include:

Marketing and Advertising Projects
- Station domination at Angle Lake and SeaTac light rail stations
- Advertising campaigns with QR codes at the rental car facilities
- "Explore the Other SeaTac" or similar social media campaign (focused on the city's offerings, lifestyle, and showcasing SeaTac's diversity)

Support for Sport-Related Local / National Youth Development Programs
- Participating in sports-related conferences
- Supporting the development of new sports-related tournaments in SeaTac to bring more business to local hotels and restaurants/other businesses
- Supporting the development of the Seattle Southside Sports Alliance
- Continuing to work with RTA and Parks and Recreation to identify/develop possible event locations in SeaTac
- Supporting the development of bike-related events in North SeaTac
- Developing a feasibility analysis for a new Sports Center/venue in SeaTac

Placemaking, Activation, and Beautification Projects
- Continuing implementation of placemaking projects to activate:
  - Wayfinding signage
  - City Center area around SeaTac/Airport station
  - Angle Lake area
  - North and South SeaTac areas
  - SeaTac's three light rail stations
- FIFA 2026 activation projects and possible implementation of a FIFA party event in SeaTac
- Summer and Fall pop-up events to activate spaces with food, music, and markets at:
  - Angle Lake Station/The Roadhouse
  - Sound Transit Kiss and Ride - SeaTac/Airport Station
  - Highline Botanical Garden
- 6 off season concerts with top line musicians to be hosted by the City of SeaTac (October/ November/January/ February) place TBD (three per year)

Training and Local Tours Pilot
- Elevating service quality in local restaurants in partnership with the Chamber of Commerce to capture visitor spending
- Organizing food tours in partnership with the Highline Heritage Museum, Mall Africa, SeaTac Mall, and other ethnic and diverse local businesses

Implementing Projects to Increase Mobility and Connectivity
- Bikes and Scooters share programs
- Shuttle program to Des Moines waterfront / other local and regional attractions

Workforce Development
- Hospitality scholarship program for SeaTac residents in partnership with Highline College and local hotels/businesses
- Scholarship program for SeaTac workers in partnership with the Chamber of Commerce to attend leadership development courses and conferences to develop the local hospitality workforce pipeline.

6. Is there a host hotel for your event/program? Yes ☐ No ☐
    If so, could you please specify which hotel(s)?
    Not a specific one, however, City staff works with all hotels to encourage more travelers to stay at hotels in the SeaTac area. There are about 6,000 hotel rooms among about 40 SeaTac hotels and about 3 million people per year stay in SeaTac.

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?
The Economic Development Tentative Work Plan for 2025 and 2026 includes year-round programs. These programs encompass:

Marketing Efforts
- Station domination and advertising campaigns with QR codes at the car rental facilities.

Support for Sport-Related Local / National Youth Programs and Tournaments
- Initiatives that utilize SeaTac hotel facilities during the off-season.

Music Concerts
- Six music concerts featuring top-line musicians, hosted by the City of SeaTac, during the months of October, November, January, and February (three per year) TBD

Placemaking Activities
- Implementation of placemaking projects to activate key areas in SeaTac, enhancing the city's aesthetic and functional appeal.

These initiatives aim to enhance the economic and cultural vitality of SeaTac throughout the year.

City staff actively works to recruit/support events, projects, and activities which occur during the "shoulder season".

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:
See answer to question #2 above
The City of SeaTac is a well-traveled destination with over 14 million unique visitors making a total of more than 45 million trips/visits per year. Of this number, about 25 million trips start or end here. About 3 million people spend the night in the City of SeaTac's hotels each year. Many more travelers use the city and spend time here in various capacities/activities.

As a direct result of your proposed tourism-related service, provide:	*Estimate*	*Calculation Methodology*
a. Overall attendance at your event/activity/facility People: Based on 1.3 avg length of stay (LOS) & 2.1 Avg Occ. 2023 total travel was close to 14 million unique travelers making about 45 million trips through SeaTac City/Airport	2025 – 15,000,000 2026 - 15,500,000	xDC xIC ☐RS ☐IS ☐SE
b. Number of people who travel more than 50 miles for your event/activity Research indicates about 50% of visitors travel more than 50 miles	2025 – 2,700,000 2026 -3,375,000	xDC xIC ☐RS ☐IS ☐SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state 50% per estimates	2025 – 1,350,000 2026 -1,687,500	xDC xIC ☐RS ☐IS ☐SE
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac (question f * 2.1 industry avg room occupancy)	2025 – 3,000,000 2026 – 3,750,000	☐DC x IC ☐RS xIS ☐SE
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac There are no data sets that track overnight stays in UNPAID accommodations based on distance traveled. Estimated 85-90% stay in paid accommodations; therefore, we assume 10-15% of "a".	2025 – 300,000 2026 -375,000	xDC xIC ☐RS ☐IS ☐SE
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)* (projected 2023 occ * SeaTac hotel rooms ; 2.1 person per room (lodging tax revs and TPA assessment data)	2025 – 1,718,677 2026 – 1,856,171	☐DC xIC ☐RS xIS ☐SE

Glossary for Calculation Methodology Options:

❖ Direct Count: (DC) Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants, or tour guides, likely to be affected by an event/program.

❖ Indirect Count: (IC) Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

❖ Representative Survey: (RS) Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event/program users and includes margin of error and confidence level.

❖ Informal Survey: (IS) Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

❖ Structured Estimate: (SE) Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

❖ Other: (please describe)

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.

In 2023 the total hotel room nights were at approximately 1.5 million*. With around 2 people per room, that results in around 3 million people staying in SeaTac hotels during 2023. (*Per TPA assessments in SeaTac hotels with more than 90 rooms, these account for about 1.3 million room nights with the rest of the room nights at less than 90-room hotels in SeaTac).

2023 lodging tax revenue collections for the City of SeaTac have shown a significant increase of 10% compared to the 2022. The reported 2023 revenues amounted to $2.16 million, while in 2022, the reported revenues were $1.96 million.

The 2024 lodging tax revenues are on-track to match or exceed the end-of-year 2023 revenues.These figures indicate a robust growth in lodging tax revenue, reflecting positive economic trends and increased tourism activity within SeaTac. Staff also continue to support the development/redevelopment of hotel properties in SeaTac.

Building on the successes of the past few years, specifically post Covid-19 recovery years, the SeaTac Tourism Destination Development Plan and related 2024-2025-2026 work plans will help capture additional travel and tourism spending within the City of SeaTac. The Seattle-Tacoma International Airport and the City of SeaTac will also be the main gateway to the Pacific Northwest hosted FIFA 2026 World Cup.

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?
Social media marketing, as well as influencer and affiliate marketing, is primarily managed by the Southside Regional Tourism Authority (SSRTA) using either Tourism Promotion Area or SeaTac Lodging Tax funding. These strategies target local, regional, national, and international visitors to the SeaTac region. SeaTac staff work closely with the RTA to elevate the SeaTac hotels and business offerings.

The City of SeaTac utilizes its media channels, such as blogs and the city website, to advertise locally depending on the program.

Starting in September 2024, the City of SeaTac will launch "station domination" and advertising campaigns at the Link Light Rail Stations and Car Rental Facility areas. These campaigns will feature vibrant, diverse advertising that welcomes visitors with colorful graphics and illustrative widgets across pillars, posters, and escalators, showcasing SeaTac's restaurants, hotels, and attractions, including QR codes for additional information and discounts. The promotions will continue in 2025-26.

Together with SSRTA, the economic development staff proposes a social media campaign to promote ethnic and diverse local

businesses starting in September 2024, with support from Explore Seattle Southside and a social media contractor. This campaign will target visitors, highlighting the SeaTac lifestyle and promoting local businesses, assets, artists, and culture.

Additionally, city staff regularly works with the RTA to refine the map of businesses/things to do in the City of SeaTac. The RTA and city staff then distribute these maps both physically and virtually.

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:
See Attached Budget

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?
One hundred percent of the total budget for the SeaTac Tourism Destination Development Plan implementation programs will come from Lodging Tax Funding. Projects will be done in coordination with other City / Partner organizations' projects which are funded with various funding sources. Examples include street improvements/capital improvements projects, wayfinding signage within SeaTac, promotion campaigns, programming by other organizations/departments.

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.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
N/A	0%		
N/A	0%		
N/A	0%		

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?
If not funded, the City would have to significantly decrease its tourism destination development activities aimed at tourism promotion and the development of amenities and additional hotel facilities. Should a lower amount be provided, the City would need to reassess its strategic efforts and develop a more limited program schedule. This reduction in funding would limit the City's ability to enhance the visitor experience, potentially impacting the overall growth of the local tourism economy and related businesses.

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, this program has applied for and received lodging tax funding from SeaTac in the past four years.

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".

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2020 $369,673   **2021** $524,087   **2022** $567,843   **2023** $884,943   **2024** $1,005,648

The increase in funding reflects increased level of tourism related programming based on Council adopted policies and the TDDP. Additionally, the increase coincides with the recovery post Covid-19.

C- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".
Yes, this program has applied for and received lodging tax funding from SeaTac for more than ten years.

16. If you received <u>2024 Lodging Tax Funding from SeaTac</u>, please explain below how awarded funds were used.
As of the date of this application, funds for 2024 are not fully spent. The City of SeaTac anticipates using 2024 funding to implement the 2024 Work Plan initiatives outlined in the attached spreadsheet.
The 2024 funds will support the following initiatives. 2025 and 2026 activities will build on the work being done in 2024

1- Marketing and Advertising Projects

- Station domination at Angle Lake and SeaTac/Airport light rail stations
- Advertising campaigns with QR Codes at the rental car facilities
- Explore the other SeaTac social media campaign (focused on city's offerings, lifestyle and to showcase SeaTac's diversity)

2- Support for Sport-Related Local / National Youth Development Programs

- Participating in sports-related conferences
- Support the development of new sports-related tournaments in SeaTac to bring more business local hotels and restaurants
- Support the development Seattle Southside Sports Alliance
- Continue working RTA and Parks and Recs to identify possible event locations in SeaTac

3- Placemaking, Activation, and Beautification Projects

- Continue implementation of placemaking projects to activate:
  - City Center area
  - Angle Lake Area
  - North and South SeaTac areas -
  SeaTac's three light rail stations

- Summer and Fall Pop-up events to activate spaces with food, music, and markets at:
  - Angle Lake Station/The Roadhouse Sound Transit Kiss and Ride
  - Highline Botanical Garden

4- Workforce Development

- Scholarships program for SeaTac's residents/workers in partnership with Chamber of Commerce to attend leadership development courses and conferences

17. How did you hear about the City of SeaTac Lodging Tax Funding Program?
City of SeaTac is the administrator of the program and facilitates the Hotel Motel Advisory Committee.

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).

Risks/Challenges: A slower rebound in business, cruise, and recreational/tourism travel could reduce hotel occupancy levels and overall airport passenger traffic. Additionally, recession-like conditions, higher construction costs, and inflationary pressures might decrease developers' interest in building in SeaTac.

Competing interest projects and timelines and business interruptions (capital improvement/road improvement) can impact the visitor experience and the SeaTac-based businesses to capture the visitor spending.

Mitigation Strategy: Staff will continue marketing and outreach efforts to attract diverse business investments to the City of SeaTac, ensuring sustained interest and development despite economic challenges.

Economic Development staff also works closely with other internal departments/other jurisdictions and organizations to mitigate negative impacts on the local businesses and their ability to conduct business effectively and capture tourism/traveler-related revenues.

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): Maria Langbauer

APPLICANT REPRESENTATIVE SIGNATURE: *Maria Langbauer* DATE: 5/31/2024

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

City of SeaTac Tourism Program
107 Hotel/Motel Tax Fund

2025-2026 PROPOSED BUDGET

Account Number	Description	2024 BUDGET	2025 REQUEST	2026 REQUEST
	*Categories are examples of line items/projects/services, etc.			
107.000.13.557.30.11.000				
	SALARIES & WAGES & BENEFITS for total of 1.7 FTE*	$346,148	$364,339	$418,990
	TOTAL PERSONNEL	**$346,148**	**$364,339**	**$418,990**
107.000.13.557.30.35.000	SMALL TOOLS AND MINOR EQUIPMENT <$5,000	$1,750	$1,750	$1,800
107.000.13.557.30.31.008	OFFICE & OPERATING SUPPLIES	$1,850	$1,750	$1,850
	TOTAL SUPPLIES	**$3,600**	**$3,500**	**$3,650**
107.000.13.557.30.41.000	**PROFESSIONAL SERVICES (may include the following:)**	**$60,000**	**$60,000**	**$60,000**
	Legal Fees for RTA Administration/or Changes			
	Marketing Material Content Creation/Analysis			
	Real Estate Analysis Services for Restaurants/Amenities/Services location/feasibility - Information			
	Demographic and Consulting services - Reports on spending trends, etc.			
	Tourism and Travel Industry Survey Service and Analysis			
	Feasibility Analysis			
	Market Studies - Consultant services			
	Graphic Design Services			
107.000.13.557.30.41.088	**REDEVELOPMENT COORDINATION PROGRAM (may include the following:)**	**$18,500**	**$18,500**	**$19,000**
	Real Estate and Amenities Development			
	Consultant Study Facilities/Amenities			
	Public Space/Amenities Development/Initiatives			
	Research/Outreach/Coordination of Real Estate Development - Compatible uses which support Tourism & Professional Travel			
	CRM - Customer Relationship Management system - Streamline Communication / Hospitality and other Developers/Businesses			
	Wayfinding/Place Making - Guiding tourists to amenities			
107.000.13.557.30.41.113	**MARKET DATA RESEARCH (may include the following:)**	**$17,000**	**$17,000**	**$18,000**
	Demographic & Data - Business Trend Data - Tourism/Business Travel Support Industries			
	CoStar and Other Real Estate Analysis Data for Restaurants/Cafés, Amenities location - Information			
	Other Market Data Research			
107.000.13.557.30.41.114	**BRAND DEVELOPMENT & MARKETING (may include the following:)**	**$80,000**	**$80,000**	**$85,000**
	Site Selection Magazine and Business / Investment travel attraction / Image Development			
	Sponsorship - Community Practice or other similar events			
	Global Trade Magazine - Display Advertisement Business Travel to Area			
	Website Content Creation and Management, Funneling Leads and Enquiries			
	Regional Showcase Events/Projects, including content creation and distribution			
	SeaTac Specific Regional Marketing - Scenic Washington, WTA, etc. Certified Folder?			
	Support Local and Tourism shopping campaign			
107.000.13.557.30.41.136	**OPPORTUNITY BUCKET 1-2 day Events/Application Allotment**	**$100,000**	**$100,000**	**$100,000**
	Included in City of SeaTac application for ease of administration			
107.000.13.557.30.41.140	**SMALL BUSINESS DEVELOPMENT CENTER**	**$15,500**	**$14,500**	**$15,500**
	Most visitor amenity businesses in the City and Area eligible for SBDC advising free of charge			
	Supports creation of new business/enterprise/entertainment opportunities - Analysis/Feasibility			
	COVID-19 recovery related work, business re-opening			
107.000.13.557.30.41.141	**SOUNDSIDE ALLIANCE BUSINESS ATTRACTION PROGRAM**	**$7,000**	**$6,750**	**$7,000**
	Regional Branding/Emphasis - Gateway to the Pacific Northwest			
	COVID-19 recovery related work, business re-opening			
	Inter City Business Referrals - Tourism, Food & Beverage, Transportation			
107.000.13.557.30.42.028	**TELEPHONE**	**$1,700**	**$1,600**	**$1,700**
107.000.13.557.30.43.031	**LODGING**	**$2,250**	**$3,500**	**$4,000**
107.000.13.557.30.43.032	**MEALS**	**$2,000**	**$2,000**	**$2,200**
107.000.13.557.30.43.033	**TRANSPORTATION**	**$3,250**	**$3,250**	**$3,400**
107.000.13.557.30.49.054	**MEMBERSHIPS**	**$18,000**	**$18,000**	**$18,000**
	Business Development / Tourism and Lodging investment attraction associations/orgs.			
	Economic Development / Events/Associations - Industry Specific Promotion/Development information			
	Greater Seattle Partners - Regional/Statewide Econ Dev Participation			
	WA Econ Dev Association & Similar Organizations			
107.000.13.557.30.49.058	**PRINTING & BINDING**	**$3,250**	**$3,000**	**$3,250**
	Business Cards / Fliers / Promotion Materials, etc. /Reports			
107.000.13.557.30.49.061	**REGISTRATIONS/CONFERENCES/EVENTS**	**$2,450**	**$2,500**	**$2,650**
107.000.13.557.30.41.143	**TOURISM PROGRAMMING & AMENITY ACTIVATION (TDDP IMPL)**	**$250,000**	**$1,440,000**	**$1,970,191**
	Tourism-travel-hospitality-related workforce development		$200,000	$225,000
	Station domination at Angle Lake and SeaTac/Airport light rail stations	152,102.05	$300,000	$545,191
	Advertising campaigns with QR Codes at the rental car facilities		$100,000	$125,000
	Explore the other SeaTac social media campaign		$40,000	$50,000
	Participating in sports-related conferences		$20,000	$25,000
	Support the development of new sports-related tournaments in SeaTac		$100,000	$150,000
	Support the development Seattle Southside Sports Alliance		$100,000	$125,000
	Identification of Sports Events Venue in SeaTac		$30,000	$37,500
	Implementation of placemaking projects		$300,000	$375,000
	Summer and Fall Pop-up events food, music, markets		$100,000	$125,000
	Off season concerts with top line musicians- 3 per year		$150,000	$187,500
107.000.13.557.30.41.144	**TDDP PROFESSIONAL SERVICES**	**$75,000**	**$250,000**	**$250,000**
	Placemaking Consulting/Design services			
	Program design/development services			
	TOTAL SERVICES & CHARGES - CED Tourism/Hospitality Ec Dev Funding Request	**$1,005,648**	**$2,388,439**	**$2,982,531**

Channel A TV

930 S. 336th Street,

Suite H.

Federal Way,

WA 98030.

Channel A TV Grant Proposal for the Lodging Tax Funding Program

Date: May 31, 2024

Applicant: Channel A TV

Phone: 206.290.3376

Email: davieschirwa@gmail.com and davies@channelatv.org

Website: www.channelatv.org

Proposal Title: African Achievement Awards 2024: Promoting Tourism and Cultural Diversity in SeaTac

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Executive Summary

Channel A TV, a Washington-based non-profit organization, and an Ethnic Media Hub, provides high-level media coverage through television broadcasting, serving both local and international communities. Our mission is to leverage media technology to bring real change and sustainability to communities by addressing challenges such as homelessness, illiteracy, health, education, technology, equity, and social justice.

info@channelatv

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@ChannelATV

@ChannelATV

@ChannelATV

We propose to host the African Achievement Awards (AAA) at The DoubleTree Hotel in SeaTac from December 13th to December 15th, 2024. This prestigious, multifaceted red-carpet event aims to acknowledge and celebrate African success and Black excellence in leadership, community service, education, entertainment, fashion, and sports. Through this event, we aim to promote tourism, cultural diversity, and community development in SeaTac.

Project Description

Event Overview

The African Achievement Awards (AAA) is a three-day event designed to celebrate the accomplishments and professionalism of the African community in the Pacific Northwest. The event will feature:

1. **Expert Panel Discussions**: Sessions on various topics, including leadership, community development, and cultural integration.
2. **Masterclasses**: Workshops led by industry experts in fields such as education, technology, entertainment, and fashion.
3. **Gala Awards Ceremony**: A red-carpet event recognizing outstanding African individuals, groups, or businesses that have made significant contributions to immigrant communities in the Pacific Northwest and beyond.

Objectives

1. **Promote Tourism**: Attract attendees from across the United States and internationally, boosting local businesses and the hospitality industry in SeaTac.
2. **Celebrate Cultural Diversity**: Highlight the rich cultural heritage and contributions of the African community.
3. **Foster Community Unity**: Encourage collaboration and unity among African immigrant communities through recognition and celebration of their achievements.
4. **Enhance Community Development**: Use media coverage to advocate for solutions to community challenges, promoting equity and social justice.

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Target Audience

The African Achievement Awards will attract a diverse audience, including:

- African immigrants and their families
- Community leaders and activists
- Business professionals and entrepreneurs
- Educators and students
- Local and international media
- Tourists interested in African culture and achievements

Marketing and Promotion

Channel A TV will leverage its extensive media experience to promote the African Achievement Awards through:

- **Television Broadcasting**: Coverage on Channel A TV and partner networks.
- **Social Media Campaigns**: Targeted campaigns on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- **Community Outreach**: Engagement with local community organizations, schools, and businesses.
- **Press Releases**: Distribution to local and international media outlets.

Budget

We request funding from the Lodging Tax Funding program to support the following annual expenses:

1. **Venue Rental**: $15,000
2. **Marketing and Promotion**: $5,000
3. **Event Production**: $10,000
4. **Panel Discussions and Masterclasses**: $1,250
5. **Hospitality and Accommodations**: $2,500
6. **Awards and Recognition**: $1,250

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Total Annual Funding Request: $35,000

Expected Outcomes

1. **Increased Tourism**: An estimated 1000 attendees, generating significant revenue for local hotels, restaurants, and businesses.
2. **Cultural Exchange**: Enhanced understanding and appreciation of African culture among attendees.
3. **Community Empowerment**: Strengthened community bonds and increased visibility of African contributions to society.
4. **Media Coverage**: Extensive coverage promoting SeaTac as a vibrant, diverse, and welcoming city.

Conclusion

The African Achievement Awards, hosted by Channel A TV, is an excellent opportunity to promote tourism and cultural diversity in SeaTac. By celebrating the achievements of the African community, we aim to foster unity, inspire future leaders, and contribute to the economic and social development of SeaTac.

We respectfully request the support of the City of SeaTac through the Lodging Tax Funding program to make this event a success.

Thank you for considering our proposal.

Sincerely,

Davies Chirwa
Channel A TV
(Executive Director)
www.channelatv.org

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 @ChannelATV

Supplementary Section: Increasing Travel During the Shoulder Season

The African Achievement Awards (AAA) is strategically planned to occur from December 13th to December 15th, 2024, during the shoulder season in SeaTac. This timing aligns with the City's objective to increase travel and tourism during a traditionally slower period. Here's how the event will support and stimulate travel during this time:

1. Boosting Hotel Occupancy

- **Venue Selection**: Hosting the AAA at The DoubleTree Hotel will directly contribute to higher occupancy rates. We anticipate attracting attendees from both the local area and other regions, including international guests. This influx of visitors will increase demand for hotel accommodations, benefiting not only The DoubleTree but also surrounding hotels.
- **Extended Stays**: The three-day event, coupled with promotional packages and travel incentives, will encourage attendees to extend their stays, further boosting hotel occupancy rates.

2. Supporting Local Businesses

- **Restaurant and Retail Visits**: Attendees will patronize local restaurants, cafes, and retail stores, providing a welcome economic boost during the shoulder season. Special promotions and partnerships with local businesses will be highlighted in event marketing materials.
- **Event-Related Services**: Local vendors and service providers (e.g., transportation, event production, and security services) will experience increased demand, supporting the local economy.

3. Enhanced Marketing and Tourism Promotion

- **Media Coverage**: Channel A TV will leverage its media platform to broadcast the event, showcasing SeaTac as a vibrant and culturally rich destination. This coverage will highlight the city's attractions, encouraging viewers to visit during the shoulder season.
- **Social Media Campaigns**: Targeted social media campaigns will promote SeaTac as an attractive destination for the AAA, highlighting local attractions, dining, and cultural activities that attendees can enjoy during their visit.

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                         @ChannelATV

4. Creating Additional Events and Attractions

- **Pre-Event Activities**: Leading up to the main event, we will organize pre-event activities such as city tours, cultural workshops, and networking events that will attract visitors earlier in the week.
- **Post-Event Attractions**: Post-event tours and activities will be offered to encourage attendees to explore SeaTac and its surroundings, increasing their length of stay and contributing to the local economy.

5. Community Engagement and Cultural Exchange

- **Local Community Involvement**: Involving local artists, performers, and cultural groups in the event will create a rich, immersive experience for attendees. This engagement will draw in additional visitors who are interested in cultural exchanges and community activities.
- **Educational Opportunities**: Masterclasses and expert panel discussions will attract professionals and students, promoting SeaTac as a hub for cultural and educational tourism during the shoulder season.

Conclusion:

The African Achievement Awards will play a significant role in boosting travel and tourism in SeaTac during the shoulder season. By drawing a diverse audience, promoting local businesses, and showcasing the city's cultural and economic potential, the event will contribute to a vibrant and thriving community during a typically slower period.

We are confident that with the support of the Lodging Tax Funding program, the African Achievement Awards will achieve these goals and help SeaTac shine as a year-round destination.

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@ChannelATV

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).

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Total Amount Requested:	2024	2025	2026	Total
	35,000.00	35,000.00	35,000.00	
Name of Program:	AFRICAN ACHIEVEMENT AWARDS			

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: **CHANNEL A TV**

Federal Tax ID Number: 462916760

Contact Name: **DAVIES CHIRWA**

Title: **EXECUTIVE DIRECTOR**

Phone/Ext: 206.290.290.3376

Email: davieschirwa@gmail.com

Website: www.channelatv.org

Mailing Address: 930 S. 336TH STREET. SUITE H. FEDERAL WAY. WA 98003

City	State	Zip

Event Location: DOUBLE TREE HOTEL

Event Dates: DECEMBER 13TH - 15TH 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

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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:
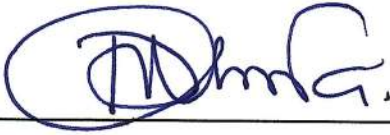
<u>Tourism Promotion Activities or Tourism-Related Facilities:</u>

☑ 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.

<u>Events/Festivals:</u>

☑ 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)	05/31/2024
Signature	Date

DAVIES CHIRWA

Printed or Typed Name

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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.).

   Objectives
   1. Promote Tourism: Attract attendees from across the United States and internationally, boosting local businesses and the hospitality industry in SeaTac.

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 African Achievement Awards, hosted by Channel A TV, is an excellent opportunity to promote tourism and cultural diversity in SeaTac. By celebrating the achievements of the African community, we aim to foster unity, inspire future leaders, and contribute to the economic and social development of SeaTac.

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 African Achievement Awards (AAA) is a three-day event designed to celebrate the accomplishments and professionalism of the African community in the Pacific Northwest. The event will feature:
   1. Expert Panel Discussions: Sessions on various topics, including leadership, community development, and cultural

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 propose to host the African Achievement Awards (AAA) at The DoubleTree Hotel in SeaTac from December 13th to December 15th, 2024. This prestigious, multifaceted red-carpet event aims to acknowledge and celebrate African success and Black excellence in leadership, community service, education, entertainment, fashion, and sports. Through 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.

   Target Audience
   The African Achievement Awards will attract a diverse audience, including:
   2. African immigrants and their families

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

   We are negotiating with Double Tree Hotel or alternatively and Hotel close to SeaTac Airport.

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 African Achievement Awards (AAA) is strategically planned to occur from December 13th to December 15th, 2024, during the shoulder season in SeaTac. This timing aligns with the City's objective to increase travel and tourism during a traditionally slower period. Here's how the event will support and stimulate 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:

As a direct result of your proposed tourism-related service, provide:	Estimate	Calculation Methodology
a. Overall attendance at your event/activity/facility	1000	Registration
b. Number of people who travel more than 50 miles for your event/activity	500	Social Media

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c.	Of the people who travel more than 50 miles, the number of people who travel from another country or state	50	Registration
d.	Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	100	Registration
e.	Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	100	Registration
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)	50	Registration

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.

   We have experience in event productions. You may refer to our previous event: https://africanachievementawards.org/ and https://channelatv.org/

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?
   Expected Outcomes
   Increased Tourism: An estimated 500 attendees, generating significant revenue for local hotels, restaurants, and businesses.

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	Venue Deposit and planning	$8,750
Q2	Media Marketing and Social Media	$8,750
Q3	Production	$8,750
Q4	Post Production	$8,750

Year 2	Activities	Amount
Q1	Venue Deposit and planning	$8,750
Q2	Media Marketing and Social Media	$8,750

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| Q3 | Production | $8,750 |
| Q4 | Post Production | $8,750 |

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

50 Percent

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
King County DOH	$100,000	Yes	August 2024

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

We are able to findraise through other Organizations by producing their events at our studio.

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".

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
N/A	N/A	N/A	N/A	v

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.

The African Achievement Awards, hosted by Channel A TV, is an excellent opportunity to promote tourism and cultural diversity in SeaTac. By celebrating the achievements of the African community, we aim to foster unity, inspire future leaders, and contribute to the economic and social development of SeaTac.

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

Online through City Website announcement

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).

Late funding but we can overcome because we have backup funding.

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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):   DAVIES CHIRWA _____

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: _05/31/2024_____

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

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The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP).

Link to Page

https://www.seatacwa.gov/government/city-departments/community-and-economic-development/economic-development/tourism-destination-development-plan

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*

Our proposed tourism-related activities, "The Great Mindset Summit", RavePickle events, Kickit26 and RACQUETX events, align perfectly with the goals of SeaTac's Tourism Destination Development Plan (TDDP). These events are designed to enhance the visitor experience, increase economic activity, and promote the unique cultural and recreational assets of SeaTac.

Our producing partners are Highschool.GG and Madrid Events LLC.

Based on the strategic initiatives outlined in the City of SeaTac's Tourism Destination and Development Plan, the proposed four events, "The Great Mindset Summit", "RAVEPICKLE", "KICKIT26" and RACQUETX, and along with the community engagement and marketing strategies, align well with several of the plan's goals and strategies. Here's how these events and programs will support and contribute to the city's tourism development efforts:

1. Supporting Arts and Entertainment Venues:
 Our events will provide a platform to support and promote arts and entertainment venues like the Roadhouse music venue by featuring local artists, performers, and musicians.

2. Collaborating with Highline College:
   - All of our events will potentially collaborate with Highline College to incorporate workforce development and leadership training components, aligning with economic and community development goals. The college will be involved in organizing workshops, and seminars, or providing expert speakers.

3. Attracting Outdoor Sporting Events:
   - The "The Great Mindset Summit" will attract outdoor sporting events to the parks by offering specialized workshops, clinics, or demonstrations for athletes, coaches, and enthusiasts in these disciplines.

4. Supporting Youth Development Programs:
   - Our events will include components that support sport-related local youth development programs, such as workshops, clinics, or mentorship opportunities for young athletes and aspiring professionals. We will collaborate with HighSchool.GG for youth esports events.

5. Integrating the Visitor Experience:
   - The community engagement activities, including live music, dance performances, art exhibitions, wellness sessions, and interactive learning stations, will effectively integrate the visitor experience with local community businesses and residents, providing authentic and immersive experiences.

6. Creating Weather-Protected Activities:
   - By exploring the creation of indoor facilities or covered spaces, the events will offer activities protected from the elements, increasing year-round activity options for visitors and residents alike.

7. Enhancing Sense of Place and Identity:
   - The events will contribute to creating a greater sense of place and identity for SeaTac by incorporating multimedia programming, visual cues, signage, public art, and murals that celebrate the city's unique character and diversity.

8. Fostering Civic Pride and Small Business Development:
   - By profiling community and business leaders during the events, you will foster greater civic pride and support local small business development, aligning with the plan's goals.

9. Promoting Diversity, Equity, and Inclusion:
   - Our events will focus on celebrating the city's diverse resident population, and promoting diversity, equity, and inclusion as a strength for the city and region.

10. Collaborating with Arts and Culture Organizations:
    - Expand collaboration between the events and the city's Arts, Culture and Library Advisory Committee (ACLAC), as well as related Greater Seattle organizations, to implement the city's Arts and Culture Masterplan and improve the visitor experience.

11. Developing Tourism Branding:
    - The events will contribute to developing a cohesive and comprehensive tourism branding package for SeaTac by aligning with the city's branding efforts and establishing a consistent look and feel for the visitor destination. The event strategies will support arts and entertainment, promote diversity and inclusion, foster civic pride, and integrate the visitor experience with the local community.

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

Tourists will be attracted to SeaTac to participate in our events, attend our activities, or visit our facilities because our programming is designed to offer unique, enriching, and memorable experiences that align with the strategic initiatives of the TDDP. Overall, our events and activities are designed to align with the TDDP's goals of improving and diversifying the visitor experience, increasing visitor spending, and fostering a greater sense of place and community in SeaTac. This makes SeaTac an appealing destination for tourists looking for unique, high-quality, and immersive experiences.

Specifically, here are a few key points that could be emphasized:

1. Unique and Compelling Event Concepts: The four events, "The Great Mindset Summit", "RAVEPICKLE", "KICKIT26" and RACQUETX offer unique and compelling experiences that will draw visitors from outside the area. The Great Mindset Summit promises access to proven psychological strategies and insights from renowned experts, elite coaches, and championship athletes, which could appeal to sports enthusiasts, coaches, athletes, and even business professionals looking to cultivate a winning mindset. Smaller marketing events leading to the 3 main events, offer a vibrant and enriching experience that celebrates local talent, fosters community connections, and promotes joy and well-being, which could appeal to a broader audience seeking a meaningful and uplifting cultural experience. RAVEPICKLE combines music and entertainment with the fastest growing sport in America, Pickleball. KICKIT26 is a series of Seatac community events that are based around the 6 specifics game-days during the World Cup 2026 coming to Seattle in June & July 2026.

2. Opportunity for Personal Growth and Enrichment: These events provide attendees with opportunities for personal growth, enrichment, and self-improvement. The Great Mindset Summit equips participants with mental tools to conquer adversity, excel under pressure, and maintain focus on their goals, which could be valuable for individuals in various fields.

3. Fostering Community and Connections: The events are designed to foster a sense of community and connection, which will be particularly appealing to tourists seeking authentic local experiences. By participating in these events, visitors will engage with the local community, discover local talent, and forge meaningful connections, enhancing their overall travel experience.

4. Convenient Location and Accessibility: SeaTac's proximity to Seattle and its international airport make it an accessible and convenient destination for travelers. Visitors from across the region, the country, or even internationally will easily reach SeaTac, attend these unique events, and potentially extend their stay to explore the surrounding areas and attractions.

5. Integrated Community Engagement: By highlighting the community engagement activations and events surrounding these programs, we will showcase SeaTac as a vibrant and welcoming destination that values community involvement. Tourists will be drawn to participate in these events and experience the community spirit firsthand, creating lasting memories and a desire to return or recommend the destination to others.

By emphasizing the unique and enriching experiences offered by these events, the opportunities for personal growth and connection, the convenient location, and the integrated community engagement, we will effectively position SeaTac as an attractive tourist destination for visitors seeking meaningful and transformative experiences.

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.

A potential description of the target tourist audience:

Geographic Location:
- Local - Primarily targeting tourists from the Greater Seattle area, including neighboring cities such as Tacoma, Bellevue, and Redmond.
- Regional/West Coast visitors from cities like Portland, Vancouver BC, San Francisco Bay Area
- National visitors from major metropolitan areas across the U.S., especially those with strong sports/Mindset culture
- International visitors, particularly from countries with deep interests in wellness, mindfulness, and personal development (e.g. parts of Europe, Asia)

Demographic Characteristics:
- Age range: 25-55, with a focus on young professionals, working adults, and families
- Interests: Sports, fitness, outdoor activities, personal growth, mindfulness, wellness, entertainment, arts/culture. Pickleball is ages 9-90+. Esports and World-Cup event are all ages.
- Income levels: Middle to upper-middle class, able to afford travel and event costs
- Professions: Corporate executives, entrepreneurs, coaches, athletes, health/wellness practitioners

Other Relevant Details:
- Value experiences that promote work-life balance, stress relief, and personal enrichment
- Appreciate unique, transformative events that go beyond typical conventions
- Seek authentic connections with local communities and cultural experiences
- Environmentally and socially conscious, appreciate initiatives around sustainability and inclusion
- Tech-savvy and engaged on social media, value sharing experiences online
- Time-constrained but willing to invest in high-quality, curated events
- Culturally Diverse: Reflecting the rich diversity of the Seattle Metropolitan Area
- Frequent travelers including those passing through SeaTac Airport, looking for enriching layover activities or planning extended stays in the area.
-

We aim to create events that resonate deeply with attendees, fostering a sense of community and engagement while promoting SeaTac as a vibrant and appealing tourist destination. The Great Mindset Summit may appeal more to the wellness/athletic/sports/entrepreneur demographic.

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, directmail, 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.

Our promotional strategy to attract overnight visitors to "The Great Mindset Summit", "RAVEPICKLE", "KICKIT26" and RACQUETX events will employ a multifaceted approach, utilizing a combination of digital and traditional marketing methods to maximize reach and engagement. Here's a detailed outline of our strategy:

Social Media Marketing:
- Active organic and paid campaigns on platforms like Instagram, Facebook, Twitter, TikTok, Discord, Twitch, and Reddit.
- Run pre-event campaigns featuring teasers, countdowns, and behind-the-scenes content to build excitement.
-Share compelling visuals, behind-the-scenes content, speaker/performer highlights
- Leverage relevant hashtags and location tagging to increase discovery
- Encourage user-generated content through contests and hashtags to increase organic reach.
- Run targeted ad campaigns segmented by interests and demographics

Email Marketing:
- Build an opt-in subscriber list through partner websites and event registrations
- Email newsletters and dedicated campaign emails to promote events
- Automated nurture sequences to convert subscribers to attendees
- Post-event follow-ups to cultivate loyalty for future events

Content Marketing:
- Blog posts on our/partner websites highlighting event themes, speakers, performers, activities
- Publish engaging articles and interviews on partner sites via collaborations

Digital Advertising:
- Deploy targeted display and video ad campaigns on relevant websites
- Run targeted Google Ads campaigns to reach potential visitors searching for related events and activities.
- Leverage paid social media advertising on platforms like Facebook/Instagram, with geo-targeting to reach audiences in specific locations.
- Run SEM/search ad campaigns for geo-targeted and interest-based searches

Influencer Marketing:
- Partner with influential athletes, coaches, and personalities with a broad following in the sports/wellness space
- Collaborate with local artists, musicians,and community leaders
- Partner with local influencers and bloggers to promote the events through posts, stories, and live coverage.
- Provide experiences/access for influencers to authentically promote events

Traditional Advertising:
- Targeted print ads in regional/national sports, wellness, lifestyle publications, and travel guides
- Radio/podcast ad spots aligned with relevant audience interests
- Billboards/outdoor advertising in high-traffic commuter areas
- Send postcards and flyers to targeted households and businesses in the Greater Seattle area and beyond.

Public Relations:
- Conduct concerted media outreach to local/regional news outlets
- Pitch unique event highlights as stories to broadcast/print/online media
- Offer press passes and interview opportunities to generate coverage

Word-of-Mouth/Referrals:
- Implement a brand ambassador program offering incentives for referrals
- Encourage attendees to share experiences via social media using branded hashtags
- Launch an "invite friends" program providing discounts for group registrations

Networking Events:
- Participate in relevant local business, community, and sports organization events
- Conduct on-site activations and previews at complementing conferences/events
- Explore cross-promotional opportunities with corporate wellness programs
- Offer VIP access to local talent, speakers etc either virtually or in-person

Partnerships/Sponsorships:
- Collaborate with corporate sponsors to expand reach and provide added value to attendees
- Explore co-marketing opportunities and cross-promotion with partners
- Provide on-site visibility and sampling/activation areas for sponsors
- Partner with local businesses, hotels, and restaurants to offer discounts and packages to local attendees.

Event Listing Sites:
- Maximize listings on sites like Eventbrite, Facebook Events, Meetup, Evvnt, and local tourism websites
- Optimize event listings with compelling descriptions, visuals, pricing info

- Ensure the events are listed in community calendars and tourism boards

Street Marketing:
- Experiential marketing "pop-ups" at high-traffic locations like malls, and parks to engage with the community directly.
- Leverage food trucks, mobile tours, and flyering squads for grassroots awareness
- Distribute flyers and posters in high-traffic areas (for locals), such as coffee shops, gyms, and community centers.
- Arrange sponsorships of complementing public events for on-site presence

To effectively reach and engage our target audience, we will integrate these promotional methods into a cohesive campaign. Our digital marketing efforts will be supported by traditional advertising and public relations to create a multi-channel approach. Influencer marketing and word of mouth will amplify our reach, while partnerships and sponsorships will add credibility and additional promotional channels. By leveraging a mix of online and offline strategies, we aim to attract a diverse audience and ensure a high level of engagement and participation in our events. This multi-pronged approach leverages both digital and traditional tactics to drive broad awareness while employing segmentation and targeting to attract our most relevant potential attendees as overnight visitors.

(*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.)

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 theTDDP.

Incorporating how the lodging tax funds will be utilized for both the event marketing/operations and the "The Village Arts & Culture" community engagement program:

If awarded lodging tax funds, our strategy is to invest them in comprehensive marketing, promotional efforts and community-centric programming that will directly drive overnight visitors to SeaTac for the four events, "The Great Mindset Summit", "RAVEPICKLE", "KICKIT26" and "RACQUETX". The funds are crucial for implementing our integrated promotional plan.

Event Marketing/Operations:
- **Marketing/Advertising (25%):** Invest in paid digital advertising on platforms such as Google Ads, Facebook, and Instagram, traditional media buys, sponsorships, and creative

asset production. This includes creating engaging ad content and running strategic campaigns to highlight the unique aspects of our events.
- **Public Relations/Influencer (18%):** Hire a PR firm, collaborate with influencers, and host media/talent to generate buzz and attract visitors. This involves leveraging influencers and local ambassadors to spread the word and increase visibility.
- **Event Operations (25%):** Cover venue/facility rentals, production costs, and enhance event activations to ensure local venues and facilities are well-equipped to host large numbers of visitors, providing a seamless and enjoyable experience.
- **Website/Technology (12%):** Develop and maintain event websites, registration platforms, and virtual/hybrid components to streamline the attendee experience and ensure accessibility.

Community Engagement Program:
- **Community Outreach & Programming (10%)**: Conduct focus groups, collaborate with local artists/organizations, and design culturally-relevant activations to ensure broad participation and inclusivity. This includes working with the SeaTac Arts, Culture, and Library Advisory Committee (ACLAC) to align with the city's Arts and Culture Masterplan.
- **On-Site Activations (5%):** Create dedicated community showcase areas, platforms for local talent, and hands-on activities to support local artists, musicians, and performers, enhancing the cultural experience for visitors.
- **Placemaking (5%):** Commission public art/murals, multimedia installations, and creative outdoor activations to celebrate the community's unique character, contributing to the city's sense of place and identity.

Our application combines unique event concepts celebrating healthy mindsets/wellness and arts/culture, aligning with multiple TDDP initiatives. The community engagement program tailors activations to SeaTac's diverse needs, providing immersive experiences integrating visitors and residents.

This innovative approach directly supports TDDP goals - enhancing SeaTac's identity, integrating the visitor experience, promoting diversity/inclusion, and making it an attractive sports/entertainment destination. Tourists will be drawn to authentic community connections and one-of-a-kind activations celebrating SeaTac's multiculturalism and civic pride.

In summary, the lodging tax funds will be instrumental in executing a comprehensive strategy that not only drives tourism and economic activity but also enriches the community through cultural and artistic engagement. This approach aligns perfectly with the objectives of the Tourism Destination Development Plan, ensuring that our initiatives contribute to the long-term success and vibrancy of SeaTac as a premier visitor destination.

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

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 increased travel during this time?

Yes, our proposed events are intentionally scheduled to occur during the October to April shoulder season time frame in SeaTac. Hosting these signature events during the slower travel periods allows us to drive visitor demand when it is most needed.

The Great Mindset Summit is planned for late October, to take advantage of the crisp fall weather ideal for outdoor activities and park events. This two-day symposium will attract wellness enthusiasts, athletes, coaches, professionals, and fans who are looking to gain a competitive edge through mental training after the peak summer sports season.

RAVEPICKLE in 2025 happens indoors in a temporary covered structure during the winter season. The RacquetX experience will also be during the rainy season, which helps encourage visitors from around the racquet sports world to travel to SeaTac during these slow tourism months.

By strategically positioning these unique event offerings during the shoulder season, we aim to generate demand for overnight hotel stays that may not otherwise occur. The programming is designed to be compelling enough to motivate travelers to visit SeaTac specifically for these will't-miss experiences.

We will implement seasonal packaging promotions and event+hotel bundles in partnership with SeaTac accommodations providers. This will create added value and incentives for travelers to book overnight stays and explore more of what SeaTac has to offer around the event dates.

Additionally, we will utilize our advertising to highlight the unique appeal of attending events during the shoulder season, emphasizing benefits such as fewer crowds, better accommodation rates, and an intimate local experience. Through this advertising we will also engage with our social media influencers and ambassadors to promote the events, increasing visibility and leveraging their networks to reach a broader audience during this time.

The shoulder season timing, coupled with our targeted marketing outreach and emphasis on creating exceptional visitor experiences, will drive new travel to SeaTac during the need periods from October through April. This directly supports the city's goal of increasing overnight visitation during the slower months of the year.

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   **Calculation Methodology**

a. Overall attendance at our event/activity/facility
The Great Mindset Summit 1000 to 1500   Structured Estimate
RAVEPICKLE - 5000 to 10,000   Structured Estimate
RACQUETX - 2500 to 5000   Structured Estimate
KICKIT26 - 10000 to 20000   Structured Estimate

B. Number of people who travel more than 50 miles for your event/activity
The Great Mindset Summit - 300   Good Faith Estimate

RAVEPICKLE - 2500 to 5000   Structured Estimate
RACQUETX - 2400 to 4500   Structured Estimate
KICKIT26 - 9000 to 18000   Structured Estimate

C. Of the people who travel more than 50 miles, the number of people who travel from another country or state
The Great Mindset Summit - 1000   Good Faith Estimate
RAVEPICKLE - 2000 to 4500   Structured Estimate
RACQUETX - 2400 to 4500   Structured Estimate
KICKIT26 - 8500 to 17000   Structured Estimate

D. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac
The Great Mindset Summit - 550   Good Faith Estimate
RAVEPICKLE - 2000 to 4500   Structured Estimate
RACQUETX - 2400 to 4500   Structured Estimate
KICKIT26 - 2000   Structured Estimate

E. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac.
The Great Mindset Summit - 50
RAVEPICKLE - 200 to 500   Structured Estimate
RACQUETX - 50 to 100   Structured Estimate
KICKIT26 - 3000   Structured Estimate

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)
The Great Mindset Summit - 500
RAVEPICKLE - 1000   Structured Estimate
RACQUETX -1000   Structured Estimate

KICKIT26 - 2500   Structured Estimate

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 will be reliably projected to the entire population attending an event/program users and include 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 will not 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.
- PASS Data Summit
    - Our Successes included complete media coverage for PASS Data Community Summit 2022 & 2023.
    - News Coverage includes all major tech companies (AWS, Microsoft, Redmond Channel Partner, Business Wire, Built Inetc).
    - Tourists include over 2000 from out of town to Seattle
- Paradiso at the Gorge at George, WA
    - Successes include the co-production of Paradiso and the management of all key departments.
    - Attendee numbers surpassed 50,000 in 2016, 2017, 2018
    - <Add media coverage…might require a search>
- GeneX

- ○ 500 people come from out of town //
- Randall Morris Gala
  - ○ 100 people stayed at least 1 night in Renton //
- Hispanic Seafair Festival (2004-2017)
  - ○ A public and free, bilingual event
  - ○ Drew in an average of 5-6K individuals (counted), from all over the state.
  - ○ Diverse celebration of all the unique cultures of South America, Latin America, The Caribbean and North America's Spanish-speaking communities.
  - ○ Food, Entertainment, and Community
  - ○ Highlighted on KOMO TV, KIRO TV and Univision Seattle
  - ○ Ads on Univision Seattle, KOMO Radio, and 1360 AM Radio
- Miss World America & Miss Teen World America
  - ○ Successes include Choreography and Staging for the two National Pageants held in Las Vegas, Nevada at the Orleans Hotel and Casino.
  - ○ Contestants traveled from around the country and competed in three days of preliminary challenges and a final show, in front of a live audience of ~500.
  - ○ The final show was broadcast on Asia/Zee TV and Zee Mundo.
  - ○ Post-production coverage includes the final show streaming on Amazon Prime.
- Buganda Development Cultural Association
  - ○ 200 people come to stay in Renton for 2 nights
- Extreme Sales Summit
- RAVEPickle 2024 - Seattle Convention Center as part of Northwest Event Show - 2500 attendees
- Esports related - 2021 and & 2022 Washington State Esports championships, 2000 Attendees (Vancouver, WA & Renton, WA)

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

The overall budget for our 4 programs is 5.5M, over two years. We are requesting ~8% of our budget for The Great Mindset Summit and ~13% of our budget for RavePickle, Racquetx, Kick It 26 as reflected in our expenditures below.   Our total ask is 510k.   510k is ~10.8% of 5.5M

THE GREAT MINDSET SUMMIT

Year 1	Activities	Amount
Q1	TOTAL REQUESTED	$180,000 (1.6M total budget)
	Assessment & Discovery	20%
	Talent Acquisition	17%
	Community Engagement Activations	16%
	Brand Development	14%
	Marketing Strategy	17%
	Operations	16%

Q2	TOTAL REQUESTED	$0
Q3	TOTAL REQUESTED	$0
Q4	TOTAL REQUESTED	$0

THE GREAT MINDSET SUMMIT

Year 2	Activities	Amount
Q1	TOTAL REQUESTED	$180,000 (1.6M total budget)
	Assessment & Discovery	20%
	Talent Acquisition	17%
	Community Engagement Activations	16%
	Brand Development	14%
	Marketing Strategy	17%
	Operations	16%
Q2	TOTAL REQUESTED	$0
Q3	TOTAL REQUESTED	$0
Q4	TOTAL REQUESTED	$0

RAVEPICKLE 2025

Year 1	Activities	Amount
Q1 2025	TOTAL REQUESTED	$50,000 ($250,000 total budget)

RACQUET EVENT 2025

Year 1	Activities	Amount
Q3 2025	RACQUET EVENT CONFERENCE	$50,000 ($250,000 total)

KICK IT 26

Year 2 (2026)	Activities	Amount
Q2 2026	TOTAL REQUESTED	$50,000 (total budget 1.5M)

SCHEDULE:
JUNE 14-15 WORLD CUP GAME SEATAC FESTIVAL
JUNE 18-19 … game 2
JUNE 23-24 … game 3
JUNE 25-26 … game 4
JULY 1-2   …   game 5

JULY 7-8   …   game 6

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

10.8%   (550k out of 5.5M)

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.)

Source of Revenue	Amount	Confirmed y/n	Date Funds Available
Financial Partners	TBD	N	N/A
Investors	TBD		

The Great Mindset - Activations & Community Engagement Events in 2025 (free to the public)

Sponsors -	$50K	N	

Pay-to-attend The Great Mindset - Pop-Ups

May 2025 (Youth/Entrepreneur)	$5K	N	May 2025

The Great Mindset Summit - October 2025

T1 Early Bird	$399 (x750)	N	Close date:
T2 Mid /General Admin	$499 (x400)	N	Close date:
T3 High / Exclusive / VIP	$999 (x100)	N	
Sponsors -	$50k	N	

Travel / Accommodations / Heads in Beds TBD

F&B - 10%	$10k
Merch -	$10k

The Great Mindset - Activations & Community Engagement Events in 2026 (free to the public)

Sponsors -	$50K	N	

Pay-to-attend The Great Mindset - Pop-Ups

May 2026 (Youth/Entrepreneur) $5K   N   May 2026

The Great Mindset Summit - October 2026

T1 Early Bird	$399 (x750)	N	Close date:
T2 Mid /General Admin	$499 (x400)	N	Close date:
T3 High / Exclusive / VIP	$999 (x100)	N	
Sponsors -	$50k	N	

Travel / Accommodations / Heads in Beds TBD

F&B - 10%	$10k
Merch -	$10k

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

We would modify to work solely with our private financial and investment partners.

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". 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". 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

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

17. How did you hear about the City of SeaTac Lodging Tax Funding Program? The great people over at Seattle Southside.

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).

RISK - Location: Ensuring venues are accessible and suitable for the events.
     Mitigation: Conduct thorough site assessments and secure appropriate locations early.
RISK - Space: Adequate space for activities and attendees.
     Mitigation: Book larger venues and plan for overflow areas if needed.

RISK - Staffing: Having enough trained staff and volunteers.
     Mitigation: Recruit and train staff/volunteers well in advance.
RISK - Funding: Securing enough funds to cover all expenses.
     Mitigation: Aggressively pursue additional sponsorships and grants.
RISK - Marketing: Reaching the target audience effectively.
     Mitigation: Implement a comprehensive and multi-channel marketing strategy.

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 will choose to make awards in the recommended amounts to all, some, or none of the candidates on the list.

Appliwillt 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 JLAR Cusing their on-line reporting system.