



Hotel Motel Advisory Committee (HMAC) Agenda

November 13, 2024
3:00-5:00PM

In-Person (Preferred) / Hybrid Meeting
City Hall Council Chamber

The SeaTac Hotel/Motel Tax Advisory Committee was created pursuant to RCW 67.28. The Chair of the Committee is a member of the City Council with the remaining members representing the lodging industry or associated tourism-related enterprise, including not-for-profit organizations. The Committee's duties include soliciting requests for tourism-related activities from eligible entities and making recommendations for funding to the City Council as part of the annual budget development and adoption process.

Members:

Chair: Council Member – 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 06/24/24 Minutes	Approval	Members	5
3	Application Process - Overview / Committee Feedback - Application - Evaluation - Expectations - Format/Process	Discussion and Evaluation	Chair Egal/ Committee	60
4	RTA Budget Council Approval	Update	Mark Everton	5
5	Lodging Tax Revenue Collections	Update	Aleksandr Y.	5
6	Around the table – member updates	Update	Chair Egal	10
7	Adjourn		Chair Egal	5

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

6/24/2024
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*); Jon McFarland (*SeaTac Hilton and DoubleTree*); Byron Pihuave (*Cedarbrook Lodge*); Jamie Stenson (*SeaTac BMX*)

Members Absent: Mollieann Mad (*BMI Hospitality*)

Staff Present: Aleksandr Yeremeyev, *Economic Development Manager*; Maria Langbauer, *Economic Development Strategist*; Gwen Voelpel, *Assistant City Manager*; Evan Maxim, *Director, Community & Economic Development*; Gillian Sayer Mudd, *Administrative Assistant 2*

Others Present: Anthony Spain (*Northwest Symphony Orchestra*); Nancy Salguero (*Highline Heritage Museum*); Michael Rechnitz (*SeaTac BMX*); Mark Everton (*SSRTA*); Davies Chirwa (*Chanel A TV*); Jamey Madrid (*Highschool GG*); Todd Conley (*Highschool GG*)

Commence: 3:01 PM
Adjourn: 5:21 PM

1. Call to Order / Introductions	Chair Egal called the meeting to order at 3:01 pm.
2. Approval of the 05/22/24 Minutes	<p>Review and Approve</p> <p>James Morgese made a motion to approve the minutes. Jon McFarland seconded the motion.</p> <p>Motion passed: 6:0</p>
3. WA Department of Revenue Statistics	<p>Update</p> <p>Aleksandr presented the most recent WA Dept. of Revenue statistics.</p> <p>Discussion commenced between Aleksandr, Jon, and Byron</p>
4. Lodging Tax Applications – • Summary Sheet	<p>Informational</p> <ul style="list-style-type: none"> Aleksandr presented a summary budget sheet outlining all the funding requests.

<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • Rating Sheet 	<p>Informational</p> <p>A scoring sheet was provided to the committee for rating the applications.</p> <p>Minutes/notes reflect funding recommendations/scoring/ high level summary of feedback to applicants.</p>
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • NW Symphony (5/22) Update – Anthony Spain 	<p>Discussion and Evaluation</p> <p>The Committee approved the updated request change from the Northwest Symphony Orchestra.</p>
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • Highline Heritage Museum – Nancy Salguero 	<p>Discussion and Evaluation</p> <p>SeaTac Tours</p> <ul style="list-style-type: none"> • 2024 – Committee approved funding for 2024 from existing HMAC Funds. Score = 75.67 Yes • 2025/2026 – Committee does not recommend funding for 2025/2026 at this time. Score = 67.17 No Come back at the end of the year with a report about 2024 showing how they promoted out-of-town tourism, not just local, resident tourism and reapply for opportunity bucket funding <p>FIFA World Cup and American 250 Initiatives</p> <ul style="list-style-type: none"> • 2025/2026 – Committee does not recommend funding for 2025/2026. Score = 62.17 No
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • SeaTac BMX – Michael Rechnitz 	<p>Discussion and Evaluation</p> <p>Capital Projects</p> <ul style="list-style-type: none"> • 2025/2026 – Committee recommends funding for 2025/2026 to Council. Score = 92.8 Yes <p>Programming</p> <ul style="list-style-type: none"> • 2025/2026 – Committee recommends funding for 2025/2026 to Council. Score = 88.8 Yes <p>Jamie Stenson recused himself from these votes</p>
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • Seattle Southside Regional Tourism 	<p>Discussion and Evaluation</p> <p>SeaTac Shuttle Program</p> <ul style="list-style-type: none"> • 2025/2026 – Committee recommends funding for 2025/2026 to

<p>Authority – Mark Everton</p>	<p>Council. Score = 95.5</p> <p>Meetings</p> <ul style="list-style-type: none"> • 2025/2026 – Committee recommends funding for 2025/2026 to Council. Score = 84.67 Yes Provide some administrative information on how this has worked in other jurisdictions and provide a written plan. <p>BMX Incentives</p> <ul style="list-style-type: none"> • 2025/2026 – Committee recommends funding for 2025/2026 to Council. Score = 85.4 Yes Would like to see a better-defined plan. <p>(Jamie Stenson recused himself from the BMX Incentives vote)</p>
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • City of SeaTac – Maria Langbauer and Aleksandr Yeremeyev 	<p>Discussion and Evaluation</p> <p>SeaTac TDDP Implementation</p> <ul style="list-style-type: none"> • 2025/2026 – Committee recommends funding for 2025/2026 to Council. Score = 92.33 Yes
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • Channel A TV – Davies Chirwa 	<p>Discussion and Evaluation</p> <ul style="list-style-type: none"> • 2024 – Committee approved funding for 2024 from existing HMAC Funds. Score = 70.0 Yes • 2025/2026 – Committee does not recommend funding for 2025/2026 at this time. Score = 70.0 No Did not see the value of tourism. Come back with some good data and re-request for 2025/2026
<p>4. Lodging Tax Applications –</p> <ul style="list-style-type: none"> • Highschool GG – Todd Conley and Jamey Madrid 	<p>Discussion and Evaluation</p> <ul style="list-style-type: none"> • 2025/2026 – Committee does not recommend funding for 2025/2026 at this time. Score = 62.6 No Very broad, not a lot of data to go on, hard to work through. Come back with a better application in the future for funding consideration.
<p>5. Around the Table – Member Updates</p>	<p>Update / Discussion</p> <p>Not done due to the length of the meeting.</p>

6. Adjourn	Chair Egal adjourned the meeting at 5:21 pm
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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: **Wednesday, May 1, 2024, AT 5:00 PM.** Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

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

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

APPLICATION CHECKLIST

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

APPLICATION TIMELINE

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

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

Total Amount Requested:	2024: \$	2025: \$	TOTAL: \$
Name of Program:			

ORGANIZATION/AGENCY INFORMATION

Organization/Agency Name:		Federal Tax ID Number:	
<hr/>			
Contact Name:		Title:	
Phone/Ext:		Email:	
		Website:	
Mailing Address:		City	State Zip
Event Location:	<hr/>		
Event Date(s):	<hr/>		

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

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

Glossary for Calculation Methodology Options:

- ❖ Direct Count: (DC) Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants, or tour guides, likely to be affected by an event/program.
- ❖ Indirect Count: (IC) Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ❖ Representative Survey: (RS) Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event/program users and includes margin of error and confidence level.
- ❖ Informal Survey: (IS) Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ❖ Structured Estimate: (SE) Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ❖ Other: (please describe)

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

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

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

Year 1	Activities	Amount
Q1		
Q2		
Q3		
Q4		

Year 2	Activities	Amount
Q1		
Q2		
Q3		
Q4		

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

13. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding 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".
- 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: _____ 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



2025/26 Lodging Tax Funding Application Assessment

Evaluation Score Sheet for Lodging Tax Applicants

Organization Information				
Organization Name	Highline SeaTac Botanical Garden	Requested Amount	Year 1	Year 2
Contact Person	James Morgese	Year Round	\$112,373	\$115,744

Ratings

	Available Points	Points Awarded
Eligibility and Clarity	30	
a. Is the application package complete and turned in prior to the stated deadline?	5	
b. Does the request clearly summarize the purpose of the event/project and what benefits will be provided?	5	
c. Does the project propose an efficient, economical and effective use of the SeaTac Lodging Tax funds for tourism?	10	
d. How well does the event/program meet the HMAC's objectives to support the wider promotion and marketing of SeaTac in order to attract travelers and tourism?	10	
Growth and Collaboration Potential	20	
a. Is the event/program financially sustainable?	5	
b. Is this a viable event/program with the potential to grow in attendance and exposure?	5	
c. Are there inter-organizational or community partnerships that demonstrate community collaboration?	5	
d. Does the project fit well into the overall destination offering?	5	
Value Assessment – Evaluating Impact with Funding	50	
a. Does this event/program enhance the visitors' experience?	10	
b. How great is the potential to attract sponsorships and media exposure (cross marketing opportunities)?	10	
c. Will the project efficiently and effectively increase tourism travel, overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?	10	
d. Does the applicant state clearly how they will recognize the support if funded with SeaTac Lodging Tax funds?	10	
e. Does the applicant, in the scope of work, provide for an adequate method for evaluation of the outcomes of the proposed project upon completion?	5	
f. Is the percentage of funding requested proportionate compared to overall cost of project? (LTAC funds should not be counted on to fund the entire project)	5	
TOTAL SCORE	100	

Overall Program Components

a. Is this Tourism Promotion/Marketing?	Yes/No	
b. Is this a special event/program designed to attract tourists?	Yes/No	
c. Is this for operation of a tourism promotion agency or tourist related facility owned by a municipality	Yes/No	
d. Does this event/project have synergy with other funded projects/City initiatives?	Yes/No	
e. Does this event/project occur in the hotel shoulder season (October – May)?	Yes/No	

2025/26 Lodging Tax Funding Application Assessment

COMMENTS

COMMENTS

Person Submitting Review

Name		Date	
Contact Info			

**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	\$153,956.53
Jul	\$171,228.19	\$76,095.13	\$94,790.24	\$174,604.68	\$192,468.39	\$202,454.77
Aug	\$199,483.93	\$53,842.42	\$121,928.59	\$231,927.71	\$249,093.78	\$232,378.22
Sep	\$214,497.00	\$64,194.10	\$148,909.98	\$263,467.14	\$268,633.14	\$268,322.61
Oct	\$228,137.12	\$61,814.99	\$162,049.98	\$226,789.27	\$242,526.25	\$261,112.60
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	\$1,761,318.35

