



# SEATTLE CITY COUNCIL

## Economic Development, Technology, and City Light Committee

### Agenda

Wednesday, March 23, 2022

9:30 AM

### Public Hearing

Remote Meeting. Call 253-215-8782; Meeting ID: 586 416 9164; or  
Seattle Channel online.

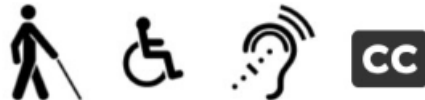
Sara Nelson, Chair  
Debora Juarez, Vice-Chair  
Lisa Herbold, Member  
Kshama Sawant, Member  
Dan Strauss, Member

Chair Info: 206-684-8809; [Sara.Nelson@seattle.gov](mailto:Sara.Nelson@seattle.gov)

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<http://seattle.gov/cityclerk/accommodations>.



**SEATTLE CITY COUNCIL**  
**Economic Development, Technology, and City**  
**Light Committee**  
**Agenda**  
**March 23, 2022 - 9:30 AM**  
**Public Hearing**

**Meeting Location:**

Remote Meeting. Call 253-215-8782; Meeting ID: 586 416 9164; or Seattle Channel online.

**Committee Website:**

<https://www.seattle.gov/council/committees/economic-development-technology-and-city-light>

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This meeting also constitutes a meeting of the City Council, provided that the meeting shall be conducted as a committee meeting under the Council Rules and Procedures, and Council action shall be limited to committee business.

*Pursuant to Washington State Governor's Proclamation No. 20-28.15 and Senate Concurrent Resolution 8402, this public meeting will be held remotely. Meeting participation is limited to access by the telephone number provided on the meeting agenda, and the meeting is accessible via telephone and Seattle Channel online.*

Register online to speak during the Public Comment and Public Hearing period at the 9:30 a.m. Economic Development, Technology, and Seattle City Light Committee meeting at

<http://www.seattle.gov/council/committees/public-comment>.

Online registration to speak at the Economic Development, Technology, and Seattle City Light Committee meeting will begin two hours before the 9:30 a.m. meeting start time, and registration will end at the conclusion of the Public Comment and Public Hearing period during the meeting. Speakers must be registered in order to be recognized by the Chair.

Submit written comments to Councilmember Sara Nelson at [Sara.Nelson@seattle.gov](mailto:Sara.Nelson@seattle.gov)

Sign-up to provide Public Comment at the meeting at

<http://www.seattle.gov/council/committees/public-comment>

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Listen to the meeting by calling the Council Chamber Listen Line at 253-215-8782 Meeting ID: 586 416 9164

One Tap Mobile No. US: +12532158782,,5864169164#

*Please Note: Times listed are estimated*

**A. Call To Order**

**B. Approval of the Agenda**

**C. Public Comment**

**D. Items of Business**

1. [Appt 02122](#) **Appointment of Michelle Mitchell-Brannon as member, City Light Review Panel, for a term to April 11, 2024.**

Attachments: [Appointment Packet](#)  
[Appointment Presentation](#)

**Briefing, Discussion, and Possible Vote** (10 minutes)

**Presenters:** Debra Smith, General Manager and CEO, Maura Brueger, and Leigh Barreca, Seattle City Light (SCL); Eric McConaghy, Council Central Staff

2. [CB 120273](#) **AN ORDINANCE relating to the Seattle Tourism Improvement Area; modifying the assessment rate; and amending Ordinance 123714.**

Supporting  
Documents:

[Summary and Fiscal Note](#)

[Summary Att A - 2022 STIA Ratepayer Advisory Board Resolution](#)

[Summary Att B – 2022 STIA Workplan](#)

[Seattle Tourism Improvement Area \(STIA\) Presentation by OED](#)

[Visit Seattle STIA Presentation](#)

[Central Staff Memo \(3/2/22\)](#)

**Public Hearing, Discussion, and Possible Vote** (40 minutes)

**Presenters:** Tom Norwalk, CEO, and Ali Daniels, Visit Seattle; Yolanda Ho, Council Central Staff

## E. Adjournment



Legislation Text

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**File #:** Appt 02122, **Version:** 1


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Appointment of Michelle Mitchell-Brannon as member, City Light Review Panel, for a term to April 11, 2024.

The Appointment Packet is provided as an attachment.



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Michelle Mitchell-Brannon</i>		
<b>Board/Commission Name:</b> <i>City Light Review Panel</i>		<b>Position Title:</b> <i>Low Income Advocate Representative, Position 7</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		<b>Term of Position: *</b> 4/12/2021 <b>to</b> 4/11/2024  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> North Beacon Hill	<b>Zip Code:</b> 98144	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Ms. Mitchell-Brannon is Director of Youth Development & Education Support for Atlantic Street Center located in Seattle, WA.  Ms. Mitchell-Brannon has created community outreach programs that included school administrators, counselors and teachers, and community provider/teen-parent stakeholders, such as libraries and healthcare clinics for the purpose of providing direct services and simultaneously marketing and promoting programs. This has resulted in average increase in enrollment of 200% per year over 5 years. She also analyzes data and reporting to define outcomes for youth and young adult programs. This includes program evaluation and grant reporting for grants totaling over \$1M annually.		
<b>Authorizing Signature (original signature):</b>    <b>Date Signed (appointed):</b> 3/4/2022		<b>Appointing Signatory:</b> <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

\*Term begin and end date is fixed and tied to the position and not the appointment date.

# Michelle Mitchell-Brannon

## EXPERTISE, SKILLS & ATTRIBUTES

- Leadership
- Donor and Community Development
- Organization, Team Building, Program Evaluation
- Microsoft Office Suite; Effort To Outcomes, Raiser's Edge, Etapestry and Sales Force database software applications
- Excellent Customer Service
- Solution Based Conflict Resolution and Problem Solving

## PROFESSIONAL EXPERIENCE

### **Atlantic Street Center, Seattle, WA, 2007-present**

#### ***Director of Youth Development & Education Support, 2019-present***

- Created community outreach programs that include school administrators, counselors and teachers, and community provider/teen-parent stakeholders, such as libraries and healthcare clinics for the purpose of providing direct services and simultaneously marketing and promoting programs; resulted in average increase in enrollment of 200% per year over 5 years.
- Assist nonprofit organizations with grant writing for nonprofit and government funding agencies; manage subsequent contracts to ensure compliance.
- Analyze data and write reports defining outcomes for youth and young adult programs for program evaluation and grant reporting purposes for grants totaling over \$1M annually.
- Developed and implemented in-school and after-school programs at two Seattle public middle schools and two high schools to help youth and young-adult skill groups discover their inner leadership abilities while supporting them academically, socially and emotionally.
- Doubled participation in Teen Parent As Parents Program (TAPP) over 5 years from 40 to 80+ participants; added girls leadership and after-school programs; train and develop TAPP Specialists enabling them to, in turn, improve parenting and family life skills for participants.
- Conduct hiring, appraisal, recognition, and performance improvement plans for 15 direct report employees; designed staff development training, including facilitation of diverse groups.

#### ***Teen Parent Program Coordinator and Supervisor, 2009-2015***

- Created multiple ongoing programs as recruiting strategies into Atlantic Street Center youth and young-adult programs, including annual Teen-Parent Summit (125+ participants), Cocoa Tuesdays in collaboration with Starbucks and local authors to promote early literacy (50+ participants), Community Baby Showers to provide access to baby supplies/resources (100+ participants), and Back-to-School Breakfasts involving donor solicitations and distribution events (75+ participants); donor solicitations for latter event were from 1,500+ businesses and individuals
- Developed and implemented TAPP program by designing comprehensive educational framework to improve parenting skills, build self-sufficiency, and prepare pregnant and parenting youth for

occupational and educational success; accompanied participants to medical, court and Women Infant and Child (WIC) appointments.

- Coordinated overall TAPP program including program development; operations; contract administration; data collection, program evaluation, reporting and compliance; marketing and participant recruitment and retention.

#### ***Resource Development Assistant, 2007-2013***

- Managed matching-gift and large-donor programs; organized donor stewardship touchpoints to ensure donor retention.
- Retrieved data information from Atlantic Street Center website donor portal and processed for corporate matches, verification of volunteer hours, specific program targeting, etc.
- Managed event registration and auction item procurement for annual “Raise It Up” auction and event planning for Mother’s Day Fundraiser to support TAPP program.

#### ***Youth Development Lead/Facilitator, 2007-2008***

- Designed, coordinated and supervised multicultural athletic, artistic and academic activities for 250 youth involved in Summer Academy to enhance development of academic and social skills; provided counseling and developed disciplinary behavioral strategies to be used as needed.
- Increased Youth Development Program enrollment from 5 to 65 participants in one year.
- Provided academic support, tutoring, and group facilitation for young writers program and spoken word events.

#### ***Gram Street Grocery, Seattle, WA, 2000-2004***

##### ***Operations Manager***

- Responsible for day-to-day operations of small family-owned grocery store, including product ordering and selling, bookkeeping, cash collections and deposits, and staff hiring, training and scheduling.
- Coordinated special marketing events and managed customer relations.

## **EDUCATION & TRAINING**

Bellevue College, Bellevue, WA, Liberal Arts classes, 2008-2010



# City Light Review Panel

9 Members: Pursuant to Ordinance 123256, all members subject to City Council confirmation, 3-year terms:

- 4 City Council- appointed
- 5 Mayor- appointed

**Roster:**

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	3	1.	Economist	Timothy Skeel	4/11/20	4/10/23	1	Mayor
6	M	4	2.	Financial Analyst	Scott Haskins	4/12/20	4/11/23	1	City Council
6	F		3.	Non-Profit Representative	Kerry Meade	5/1/21	4/30/24	1	Mayor
1	M	6	4.	Residential Customer Representative	Leo Lam	10/1/19	9/30/22	1	City Council
6	M		5.	Commercial Customer Representative	Mikel Hansen	4/13/21	4/12/24	2	Mayor
6	F	4	6.	Industrial Customer Representative	Anne Ayre	10/1/19	9/30/22	1	City Council
2	F		7.	Low-Income Customer Representative	Michelle Mitchell-Brannon	4/12/21	4/11/24	1	Mayor
6	M	4	8.	Member at Large	John Putz	10/1/19	9/30/22	2	City Council
6	M		9.	Suburban Franchise Representative	Joel Paisner	5/1/21	4/30/24	1	Mayor

**SELF-IDENTIFIED DIVERSITY CHART**

	<div style="display: flex; justify-content: space-around; font-weight: bold;"> <span>(1)</span> <span>(2)</span> <span>(3)</span> <span>(4)</span> <span>(5)</span> <span>(6)</span> <span>(7)</span> <span>(8)</span> <span>(9)</span> </div>												
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
<b>Mayor</b>	3	2				1				4			
<b>Council</b>	3	1			1					3			
<b>Other</b>													
<b>Total</b>	<b>6</b>	<b>3</b>			<b>1</b>	<b>1</b>				<b>7</b>			

**Key:**

- \*D List the corresponding *Diversity Chart* number (1 through 9)
- \*\*G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary, O= Other, U= Unknown
- RD Residential Council District number 1 through 7 or N/A

*Diversity information is self-identified and is voluntary.*

# City Light Review Panel Appointment Michelle Mitchell-Brannon – Low-Income Customer Representative

March 23, 2022 – Economic Development, Technology & City  
Light Committee



# Seattle City Light Review Panel

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## + Governance

- The **Seattle City Light Review Panel** was created March 22, 2010, through City Council [Ordinance Number 123256](#).
- The Review Panel is the successor to the City Light Advisory Board/Committee (2003 - 2010) and the Rate Advisory Committee (2009) and combines the duties of both groups. An updated City Council [Ordinance Number 124740](#) was passed April 6, 2015, making some minor adjustments & clarifications to the process.

## + Review Panel Activities

- Review and assess City Light's Strategic Plan and accompanying rate path.
- Provide an opinion on the merits of the plan (and future revisions to it,) to the Mayor and the City Council
- For 2022, the Review Panel will review & deliver an opinion on the **2023-2028 City Light Strategic Plan** & six-year rate path (delivered to Council in June)

# Review Panel Membership

## +Nine volunteer panel members

- Five members appointed by the Mayor
- Four members appointed by City Council
- Staggered three-year terms

2022 Review Panel			
Panel Position	Panelist Name	Appointed By	Status
1. Economist	Timothy Skeel	Mayor	Active
2. Financial Analyst	Scott Haskins	City Council	Active
3. Non-Profit Energy Efficiency Representative	Kerry Meade	Mayor	Active
4. Residential Customer Representative	Leo Lam	City Council	Active
5. Commercial Customer Representative	Mikel Hansen	Mayor	Active
6. Industrial Customer Representative	Anne Ayre	City Council	Active
7. Low-Income Customer Representative	Michelle Mitchell-Brannon	Mayor	Pending
8. Member at Large	John Putz	City Council	Active
9. Suburban Franchise City Representative	Joel Paisner	Mayor	Active

# THANK YOU

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**Seattle City Light**

[SCL\\_StrategicPlan@seattle.gov](mailto:SCL_StrategicPlan@seattle.gov)



Legislation Text

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**File #:** CB 120273, **Version:** 1

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**CITY OF SEATTLE**

**ORDINANCE \_\_\_\_\_**

**COUNCIL BILL \_\_\_\_\_**

AN ORDINANCE relating to the Seattle Tourism Improvement Area; modifying the assessment rate; and amending Ordinance 123714.

WHEREAS, in 2011, through Ordinance 123714, the City established the Seattle Tourism Business

Improvement Area (STIA), providing for the levy of special assessments upon participating hotels within the defined area to for the purpose of promoting leisure tourism in order to increase area hotel occupancies within the business improvement area; and

WHEREAS, the travel and tourism industry is a significant contributor to the local economy, generating \$8.1 billion in economic impact in Seattle/King County in 2019, resulting in \$837.5 million in state/local tax revenues, and creating over 80,000 jobs; and

WHEREAS, the travel and tourism industry has been disproportionately impacted by the COVID-19 pandemic, resulting in 54 percent fewer visitors in 2020, 56 percent less state/local tax revenues, and 40 percent fewer jobs supported; and

WHEREAS, on January 14, 2022, the STIA Ratepayer Advisory Board voted to increase the monthly special assessments, with new assessment values taking effect in 2022; and

WHEREAS, on March 23, 2022, in accordance with RCW 35.87A.140, the City Council held a public hearing regarding its intention to raise the STIA's assessment rate;

NOW, THEREFORE,

**BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

Section 1. Section 3 of Ordinance 123714 is amended as follows:

Section 3. Levy of Special Assessments. To finance the programs authorized in Section 2, there is levied upon and shall be collected from the owners of all transient accommodations (“Ratepayers”) with more than 60 rooms located within the boundaries of the Business Improvement Area described in Section 1, monthly special assessments in an amount equal to ((~~\$2~~) \$4) per occupied hotel room for each such Ratepayer.

The special assessments shall not be imposed on rooms (a) where the occupant has stayed 30 or more days, (b) that are provided by a Ratepayer to guests without charge for promotional purposes, (c) that are available exclusively to members or guests of members of a private member-owned club or its reciprocal clubs or (d) that comprise facilities where accommodations are generally marketed and sold on a per bed, shared room basis (e.g. hostels).

Section 2. This ordinance shall take effect and be in force 30 days after its approval by the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it shall take effect as provided by Seattle Municipal Code Section 1.04.020.

Passed by the City Council the \_\_\_\_\_ day of \_\_\_\_\_, 2022, and signed by me in open session in authentication of its passage this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
President \_\_\_\_\_ of the City Council

Approved / returned unsigned / vetoed this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_

Bruce A. Harrell, Mayor

Filed by me this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

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Monica Martinez Simmons, City Clerk

(Seal)



**SUMMARY and FISCAL NOTE\***

<b>Department:</b>	<b>Contact Person/Phone:</b>	<b>Executive Contact/Phone:</b>
Economic Development	Phillip Sit / 256-5137	Miguel Jimenez

*\* Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.*

**1. BILL SUMMARY**

**Legislation Title:**

AN ORDINANCE relating to the Seattle Tourism Improvement Area; increasing the assessment rate; and amending Ordinance 123714.

**Summary and background of the Legislation:**

The proposed resolution declares the intent of the City Council to increase the assessment rate for the Seattle Tourism Improvement Area (STIA), following a public hearing on the matter as required by RCW 35.87A.140.

Background: Through Ordinance 123714, the City established the Seattle Tourism Improvement Area (STIA) in 2011. Ordinance 123714 provided for the levy of special assessments upon participating hotels within the defined area to for the purpose of promoting leisure tourism in order to increase area hotel occupancies within the business improvement area. The assessment rate established in 2011 through Ordinance 123714 has never been modified.

On January 14<sup>th</sup>, 2022, the STIA Board of Ratepayers voted and approved the decision to pursuit an assessment rate change from \$2 to \$4 per occupied room night. The STIA Board of Ratepayers seeks the proposed rate increase to maintain market competitiveness amongst regional destination for leisure tourism.

**2. CAPITAL IMPROVEMENT PROGRAM**

Does this legislation create, fund, or amend a CIP Project?       Yes  No

**3. SUMMARY OF FINANCIAL IMPLICATIONS**

Does this legislation amend the Adopted Budget?       Yes  No

Estimated \$ Appropriation change:	General Fund \$		Other \$	
	2022	2023	2022	2023
Estimated \$ Revenue change:	Revenue to General Fund		Revenue to Other Funds	
	2022	2023	2022	2023
			\$2 – 4 million	\$3 - 6 million
Positions affected:	No. of Positions		Total FTE Change	

	<b>2022</b>	<b>2023</b>	<b>2022</b>	<b>2023</b>

**3.a. Appropriations**

This legislation adds, changes, or deletes appropriations.

**3.b. Revenues/Reimbursements**

This legislation adds, changes, or deletes revenues or reimbursements.

**Anticipated Revenue/Reimbursement Resulting from this Legislation:**

Fund Name and Number	Dept	Revenue Source	2022 Revenue	2023 Estimated Revenue
19825 Seattle Tourism Improvement Area	FAS	Ratepayer Assessments	\$2- 4 million	\$3 - \$6 million
<b>TOTAL</b>			<b>\$0</b>	<b>\$0</b>

Is this change one-time or ongoing? Ongoing

**Revenue/Reimbursement Notes:**

**3.c. Positions**

This legislation adds, changes, or deletes positions.

**4. OTHER IMPLICATIONS**

- a) **Does the legislation have indirect or long-term financial impacts to the City of Seattle that are not reflected in the above?**  
None.
- b) **Is there financial cost or other impacts of not implementing the legislation?**  
None. The STIA is established as a revenue-neutral program.
- c) **Does this legislation affect any departments besides the originating department?**  
Yes – the Department of Finance and Administrative Services (FAS), which supports the administration of the assessments for the BIAs. OED has worked in close coordination with FAS on this legislation package.
- d) **Is a public hearing required for this legislation?**  
Yes. The public hearing date is set in the companion STIA Amendment resolution.

e) **Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?**

Yes. The companion STIA Amendment resolution must be published to give notice of the public hearing for the proposed Council Bill.

f) **Does this legislation affect a piece of property?**

No.

g) **Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities?**

Prior to the pandemic, tourism was an \$8.1 billion industry in Seattle/King County, creating and supporting over 80,000 jobs and generating \$837.5 million annually in taxes for the State and City. COVID-19 has disproportionately impacted the tourism and hospitality industry, which remains distant from a full recovery to pre-pandemic activity

80% of STIA's advertising budget has focused on BIPOC, LGBTQ, women-owned businesses, arts and culture or neighborhoods.

h) **Climate Change Implications**

1. **Emissions: Is this legislation likely to increase or decrease carbon emissions in a material way?**

No.

2. **Resiliency: Will the action(s) proposed by this legislation increase or decrease Seattle's resiliency (or ability to adapt) to climate change in a material way? If so, explain. If it is likely to decrease resiliency in a material way, describe what will or could be done to mitigate the effects.**

No.

i) **If this legislation includes a new initiative or a major programmatic expansion: What are the long-term and measurable goals of the program? Please describe how this legislation would help achieve the program's desired goals.**

The STIA is an existing program.

**List attachments/exhibits below:**

Summary Attachment A – 2022 STIA Ratepayer Advisory Board Resolution Summary

Summary Attachment B – 2022 STIA Workplan



SEATTLE TOURISM  
IMPROVEMENT AREA

## RESOLUTION

### SEATTLE TOURISM IMPROVEMENT AREA RATEPAYER ADVISORY BOARD

#### Resolution – Increase in Ratepayer Assessment; January 14, 2022

**WHEREAS**, the travel and tourism industry is a significant contributor to the local economy, generating \$8.1 billion in economic impact in Seattle/King County in 2019, resulting in \$837.5 million in state/local tax revenues, and creating over 80,000 jobs; and

**WHEREAS**, the travel and tourism industry has been disproportionately impacted by the COVID-19 pandemic, resulting in 54% fewer visitors in 2020, 56% less state/local tax revenues, and 40% fewer jobs supported; and

**WHEREAS**, the Seattle Tourism Improvement Area can serve as a catalyst for the local travel and tourism industry’s recovery and long-term success, including the hundreds of small businesses that depend on tourism; and

**WHEREAS**, the Seattle Tourism Improvement Area Ratepayer and Advisory Board (the “**Board**”) desires to increase the current ratepayer assessment of \$2.00 per occupied room night as set forth in the City of Seattle Ordinance No. 123714 to \$4.00 per occupied room night (the “**Rate Increase**”), with an effective date of March 1, 2022 or thereafter which is dependent on approval by the City of Seattle; and

**WHEREAS**, the Board desires to authorize Seattle-King County Convention and Visitors Bureau (“**SKCCVB**”) the authority to pursue and implement the Rate Increase;

#### **NOW, THEREFORE, IT IS HEREBY**

**RESOLVED**, that the Board hereby authorizes the Rate Increase; and it is

**RESOLVED FURTHER**, that the Board, hereby authorizes SKCCVB to take all steps and all things necessary to pursue and implement the Rate Increase; and it is

**RESOLVED FURTHER**, that the members of the Board be, and they hereby individually are, authorized and empowered to do and perform all such further acts and things and to execute and deliver such documents, instruments or other papers, as they may in their sole and absolute discretion deem necessary or appropriate to carry out, comply with and effectuate the purposes and intent of the foregoing resolution; and it is



**RESOLVED FURTHER**, that all acts and prior acts of any member of the Board heretofore taken in connection with the foregoing resolution be, and they hereby are, approved, adopted and ratified in all respects.

**Business Plan 2022**  
**Seattle Tourism Improvement Area**

**Prepared for Mayor Bruce Harrell and  
The City Council of Seattle, Washington  
Pursuant to City of Seattle Ordinance Number 123714**

**Prepared by Visit Seattle (formerly Seattle’s Convention and Visitors Bureau)**

**Contact:  
Ali Daniels, SVP / CMO  
(206) 461-5804  
adaniels@visitseattle.org**

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## I. OVERVIEW AND BACKGROUND

### **Origin of the STIA:**

Tourism is a \$3.6 billion industry in Seattle/King County – creating and supporting over 80,000 jobs and generating \$322 million annually in taxes for the state and city.

In 2011, funding to promote tourism, both at the city and state levels, was in decline due to both economic downturns and tough state government budget decisions to reduce funding. Traditional funding sources for Visit Seattle (formerly Seattle’s Convention and Visitors Bureau) – Seattle’s destination marketing organization – was not adequate to compete and grow tourism revenues – let alone defend or maintain our market share.

Tourism is fiercely competitive and volatile – and Seattle competes with all destinations from Vancouver, BC to San Diego and most of those competitors are better funded at both the city and state levels. It was time for Seattle to create a more stable, predictable and competitive funding model.

### **The Solution:**

In 2011 we established a leisure tourism (destination) marketing fund for Seattle to enable our city to compete and grow tourism market share primarily in the off season and shoulder months. This fund significantly enhanced Visit Seattle’s sales and marketing efforts to promote Seattle as a leisure destination and focus on growing overnight visitor markets for hotels. Historically, Seattle’s destination marketing efforts have been mostly “convention centric” with very few additional funds for leisure and destination marketing.

### **The Concept:**

We created the Seattle Tourism Improvement Area (STIA) consisting of 67 hotels (see dots in STIA Boundaries on page 5) in the greater downtown area. Each hotel with over 60 rooms in this area adds an assessment of \$2 per paid occupied room per night since each property benefits from the increased leisure marketing investments. This core zone shares the benefit of excellent proximity and location to the majority of Seattle’s arts and cultural assets, attractions and retail and each hotel benefits regardless of size or market mix of the property.

### **The Program:**

The STIA is governed pursuant to the City of Seattle Ordinance Number 123714 relating to “Seattle Tourism Business Improvement Area” for the purpose of providing needed resources to increase leisure tourism, which will increase hotel occupancy rates among participating hotels within the defined area.

The revenues will be used solely and exclusively for domestic and international tourism, including:

- Establish a leisure tourism (destination) marketing fund



- Grow tourism market share primarily in off-season, shoulder seasons
- Establish marketing opportunity fund
- Marketing services would include (but not limited to):
  - Destination publicity (domestic and international)
  - Advertising creation and media placement
  - Sales activities
  - Hosting industry events
  - Administration and personnel as needed
  - Contingency and reserve (marketing opportunity fund)

### **Management of STIA:**

#### **Program Manager:**

The Program Manager for the STIA is Visit Seattle - as contracted by the City and the STIA Ratepayer Advisory Board.

#### **Ratepayer Advisory Board:**

The STIA is overseen by a Ratepayer Advisory Board, consisting of an odd number of Ratepayers (no less than nine and no more than eleven) reflecting the diversity of location, size and type of Ratepayers. The Board is responsible for adopting policy guidelines, providing advice and consultation to the Department of Finance and Administrative Services initially, and to the Program Manager, on all matters related to the operation of the program. The Board meets at least once quarterly to approve an annual work plan and budget, address and discuss Ratepayer concerns and questions regarding the STIA district program, review all reports submitted to the Department by the Program Manager and sponsor an annual Ratepayers' meeting.

#### **STIA Boundaries:**

The STIA boundaries are outlined on the following map. Directionally – Beginning where Puget Sound meets Galer Street, continuing east as if Galer Street continued to 12<sup>th</sup> Avenue, south to South Royal Brougham Way, west as if South Royal Brougham Way continued to Puget Sound, continuing along the shore of Puget Sound to W. Galer Street.

## STIA Boundaries:



## Assessment Rate:

Beginning November 1, 2011 Ratepayers have been assessed by the City of Seattle at the rate of \$2 per occupied room. The City of Seattle will invoice the Ratepayers on a monthly basis and funds shall be due from the hotels on the 10<sup>th</sup> of each month.

## Assessment Exemptions:

The special assessment is not imposed on rooms (a) where the occupant has stayed 30 or more days; (b) that are provided by a Ratepayer to guests without charge for promotional purposes; (c) that are available exclusively to members or guests of members of a private member-owned club or its reciprocal clubs or (d) that comprise facilities where accommodations are generally marketed and sold on a per bed, shared room basis (e.g. hostels).

### STIA Estimated Supply & Demand - Seattle Downtown Core

	2022	2023	2024
# of hotels (at year end)	72	72	73
# of rooms**	16,817	16,817	17,117
Supply	6,138,205	6,138,205	6,247,705
Demand (rooms occ)	3,786,069	4,603,654	4,841,971
Occupancy % (estimated)	62%	75%	78%
Assessments (\$2/room)	\$7,572,137	\$9,207,308	\$9,683,943

\*\* # of rooms – estimated that new rooms will be in effect for half of each year.

## II. PROPOSED 12 MONTH BUSINESS PLAN

### STIA Activities:

For 2022, the STIA will focus on eleven main areas.

#### Advertising

Visit Seattle will create and execute an advertising plan and media buy to support two main initiatives in 2022 – drive hotel bookings in downtown and repair the Seattle brand reputation locally, regionally and nationally. Due to travel restrictions, audience selection will be extremely targeted as to maintain safety for travelers and the Seattle community. As restrictions are lifted messaging will expand accordingly.

There will be an emphasis on utilizing the voices of Seattle residents and visitors to illustrate real-time recovery of Seattle. Domestic leisure travelers represent the sole type of visitor in 2022 and the playfield will be more competitive than ever. Authentic messaging and storytelling by trusted individuals will be used to encourage overnight stays and tell the story of a healing destination.

#### Inbound Hosting of International Media and Travel Trade

Upon travel restrictions being lifted and local conditions permitting it, international media and travel trade will be invited to experience Seattle. These trips are hosted by Visit Seattle and highly encourage promotion of the city, which will be particularly important as our destination recovers and reopens. Invited guests may include members of the media as well as tour operators and travel professionals from the primary markets of Australia/New Zealand, Canada, China, France, Germany, Japan, Mexico, South Korea, and UK/Ireland.

Travel professionals and media from these markets are strategically selected as they have an enhanced ability to promote and sell Seattle in their countries of origin, which are the largest source markets for our city.

### **International Client Events and Sales Missions**

In lieu of international client events and sales missions, Visit Seattle will engage with media and travel trade at several virtual and in-person travel trade shows. This is a fundamental way to connect with key travel decision-makers in a recovery-focused year.

### **International Sales and Marketing Representation**

As international borders reopen and travel resumes to Seattle, marketing support will be present in a number of key countries abroad. For 2022, this includes contracted Seattle representation in the UK & Ireland to promote, market and sell Seattle to professional travel trade, media and consumer audiences. Visit Seattle will consider promotional opportunities for the city in other target markets and enlist agency support on an ad hoc basis to maximize the reach of these activities.

### **Special Events**

In order to increase awareness of Seattle beyond traditional advertising, funds will be utilized to support current events coming to the city, as well to support new partnerships in the future. For example, funding will be used in out-of-market advertising to support events such as Seattle Museum Month, Rock 'n' Roll Marathon, Refract, potential bid draw sporting events, etc. Additionally, Visit Seattle will work to initiate new partnerships such as television programs and other media outlets to increase brand awareness of Seattle through mass media.

### **Photography**

Downtown Seattle and beyond has changed, so has the way people interact. The photo and video library will be refreshed with timely imagery in order to paint a more accurate picture of Seattle in current times.

### **Market Research**

Visit Seattle continues to evaluate demand growth, occupancy rate and ADR to measure success of initiatives, evaluating by month and by day of week using STR data from the 68 ratepayer hotels. Similarly, AllTheRooms provides analysis of the short-term rental market. Reports from Longwoods and Tourism Economics provide detailed reporting on the annual impact of visitors to the regional economy.

### **Public Relations**

Our PR team will elevate Seattle's visibility as a national travel destination by leading national and local media efforts with purpose to gain meaningful destination coverage and enhance Seattle's national reputation. Build local affinity for tourism and increase regional travel to Seattle. Collaborate with Visit Seattle Marketing on annual campaigns and

initiatives and drive attention to BIPOC-owned businesses, LGBTQ+ businesses and Women-owned businesses.

Uncover new storylines to drive confidence and elevate Seattle’s position as a national tourism destination. Coordinate themed press visits and outreach to select regional markets. Execute national media tactics and arrange meaningful in-person opportunities for reporters to learn more about Seattle. Collaborate with a local PR agency to help drive media coverage around Visit Seattle-driven campaigns and need periods with local and national media on a per project basis throughout 2022.

**Salaries & Wages**

Visit Seattle will employ staff members to manage tasks listed within this workplan to support activities of the STIA. This includes a percentage of compensation of the senior vice president of marketing, vice president tourism, marketing director, public relations director, director content strategy, staff accountant, and marketing coordinator. Staff receive the same benefits as current Visit Seattle employees.

**Operating Expenses**

Operating expenses will be incurred to support these Visit Seattle staff with the same telephone, parking and computer assets as current Visit Seattle employees. Visit Seattle will also continue to pay D&O insurance for the Ratepayers Board and legal fees to support this entity. Additionally, Board Meeting and Annual Ratepayer Meeting expenses will be incurred.

**STIA Estimated 2022 Revenue projections:**

The estimated revenue projection for 2022 collections is \$6,815,132

**STIA Estimated 2022 Budget Expense Summary:**

	<i>Amount (in thousands)</i>	<i>Percentage (% of Revenues)</i>
Advertising	\$5,004	73%
In-bound, hosted International Media, Site and FAM trips	\$75	1%
International Client Events & Sales Missions	\$0	0%
Marketing Partnerships	\$350	5%
Special Events	\$105	2%
Photography & Videography	\$10	0%
Market Research	\$104	2%
Public Relations	\$250	4%
Salaries & Wages	\$877	13%
Operating Expenses	\$40	1%
Estimated Total	\$6,815	100%

**1. Advertising - \$5,003,756**

Creation of advertising media plan to promote Seattle as a leisure destination. To include a combination of traditional, non-traditional, demand generation and applicable agency fees to accomplish campaigns.

**2. Inbound Hosting of International Media and Travel Trade - \$75,000**

Inbound hosting of qualified travel trade and media from our top international markets with a focus on new and returning airline routes, SEA’s International Arrivals Facility grand opening in early 2022 and other major events throughout the year.

**3. International Client Events and Sales Missions - \$0**

No trips for 2022.

**4. International Marketing Partnerships - \$350,000**

Contracted Seattle representation in the UK and Ireland to promote, market and sell Seattle to the professional travel trade, media and consumer audiences. Agency support in other key international markets will be contracted on a project-basis for qualified opportunities in trade & consumer marketing campaigns and in support of airline partnerships.

**5. Special Events - \$105,000**

Including out of market support of current events Taste Washington, Rock ‘n’ Roll Marathon, Refract, and potential sporting events. In addition, these funds will be used to pursue new events or programs to come to Seattle.

**6. Photography & Videography - \$10,000**

Creation of new b-roll and destination photos. The focus of these assets will be to develop differentiation positioning. Portions of these assets will be available for hotel partners.

**7. Market Research - \$103,900**

A minimum of four quarterly reports purchased to gauge and validate current activities.

Including services from, but not limited to:

- a. Smith Travel Research, Inc
- b. AllTheRooms
- c. Longwoods International
- d. Tourism Economics

And creation of new reports as needed.

**8. Public Relations - \$250,000**

Including at minimum one media mission in a primary market, a media event and collaboration with national PR firm. Additionally, a minimum of 20 hosted press trips.

**9. Salaries & Wages - \$877,476**

Includes salaries and benefits for all staffing additions.

Benefits packages are identical to Visit Seattle standard offerings – full medical, dental, vision and 1% 401k match.

- a. 50% SVP, CMO
- b. Fulltime VP, Tourism
- c. Fulltime Director, Marketing
- d. Fulltime Director, PR
- e. Fulltime Director, Content Strategy
- f. 50% Staff Accountant
- g. Fulltime Marketing Coordinator

#### **10. Operating Expenses - \$40,000**

Including:

- a. Telephone, parking and computers for personnel
- b. D&O insurance for Ratepayers board
- c. Legal fees
- d. Board meetings

#### **11. Marketing Opportunity Fund - \$0**

The Marketing Opportunity Fund is at a level that the Board feels is appropriate for the year 2022.

# Seattle Tourism Improvement Area (STIA) Amendment Overview

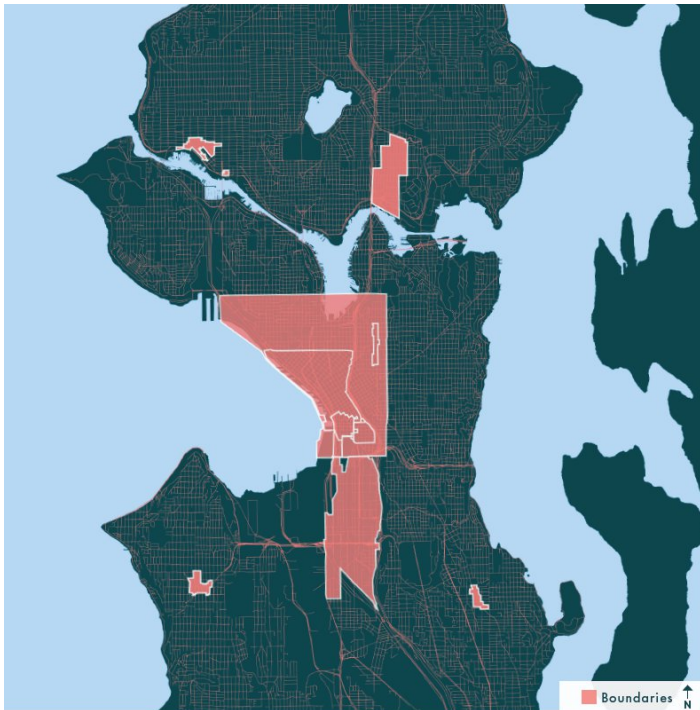
March 9<sup>th</sup>, 2022

Office of Economic Development















# BIA PROGRAM



- 11 BIAs in Seattle generating \$26 million dollars in enhanced services and programs to support business districts
- Local control, predictable and sustainable funding are key benefits
- Vital partnerships between City and Community Stakeholders

# BIA DISTRICTS

 <b>Pioneer Square</b> est. 1983	 <b>Capitol Hill</b> est. 1986	 <b>West Seattle</b> est. 1987	 <b>Chinatown ID</b> est. 1994	 <b>U District</b> est. 1996
<b>est. 2004</b> <b>Downtown Seattle</b> 	<b>est. 2008</b> <b>Columbia City</b> 	<b>est. 2011</b> <b>Visit Seattle</b> 	<b>est. 2013</b> <b>SODO</b> 	<b>est. 2016</b> <b>Ballard</b> 

### **MARKETING & PROMOTIONS**

Efforts to create a positive, consistent image of local businesses and the district as a whole. This includes marketing, promoting events, holiday activities, advertising, and media.

### **CLEAN & SAFE PROGRAMS**

Efforts that contribute to a district's feeling clean and safe for visitors, customers, and employees. This includes sanitation, landscaping, public safety, lighting, homeless outreach, and power washing.

### **PUBLIC REALM IMPROVEMENTS & PLANNING**

Efforts to make business districts and neighborhoods inviting, easily accessible, and supportive of community visions. This includes activation of public spaces, transportation planning, beautification, and urban design.

### **BUSINESS & ECONOMIC DEVELOPMENT**

Efforts that support businesses and local economies to prosper. This includes networking, retail recruitment, technical assistance, and business outreach.

### **PROFESSIONAL MANAGEMENT & ORGANIZATIONAL DEVELOPMENT**

Professional program management and collaboration with property owners, businesses, and residents toward a common vision for the business district.

### **ADVOCACY**

Efforts to coordinate and organize support or actions around issues relating to business districts. This includes communications, policy research, and working with key decision-makers.

News

# Jessica Kwon helps the homeless in the Chinatown-ID navigate the system on their terms

By Chetanya Robinson - January 22, 2020 1195



# Lisa Dixon Howard is helping Pioneer Square businesses cope with change



Lisa Dixon Howard was named executive director of the Alliance for Pioneer Square in Feb. 27, 2018.

CULTURE

# Seattle's SODO Track mural corridor is now the longest in the world

Sixty-two global artists contributed 50 murals viewable by bus, train or on foot.

by Brangien Davis / August 1, 2018  
Video by Matt McKnight



# Visit Seattle, Airbnb partner to boost tourism throughout the city



Tom Norwalk is the CEO of Visit Seattle.  
VISIT SEATTLE

# ABOUT STIA



# ABOUT STIA

In 2011, STIA was established by [Ordinance 123714](#) to provide funding to increase leisure tourism

- [Visit Seattle](#) serves as the STIA program manager and reports to a Ratepayer Advisory Board (RAB)
- Hotels assess guests \$2 per occupied room per night
- Assessments are intended for programs as described in the ordinance: leisure travel (domestic and international) and off-season travel (winter)
- Unlike other BIAs, STIA does not have a Consumer Price Index (CPI) adjustment for inflation or program growth

# STIA AMENDMENT

In 2018-2019, STIA approached the City on a rate change amendment as the \$2 per occupied room per night has remained the same since inception and has fallen behind many competing markets

- RCW [35.87A.140](#) Changes in assessment rates, allowable by ordinance adopted after a hearing before the legislative authority
- STIA held an annual meeting to discuss the rate change proposal on Oct 28<sup>th</sup>, 2021
- Ratepayer Advisory Board formally adopted a resolution in support on January 14<sup>th</sup>, 2022
- Visit Seattle has secured support (94 percent) from ratepayers via signature, no known opposition

# FORECASTING STIA BUDGET

\*STIA revenue is based on occupied rooms, assessments are collected on a monthly basis. OED annually reviews and approves the BIA workplan and budget under a program management agreement.

Final budget is dependent on economic factors, including the pandemic and consumer confidence

Estimates	FY2022	FY2023	FY2024
# hotels	72	72	73
Occupancy % (estimated)	62%	75%	78%
Assessments (\$2/room)	\$6.8 - \$7.5 million	\$9.2 million	\$9.6 million
Assessments (\$4/room)	10.2 to \$11.25 million	\$18.4 million	\$19.2 million



## QUESTIONS

OFFICE OF ECONOMIC DEVELOPMENT

Phillip T. Sit

BIA Advocate

[Phillip.Sit@seattle.gov](mailto:Phillip.Sit@seattle.gov)

206-256-5137



An aerial photograph of the Seattle skyline at sunset. The sky is a clear, pale blue, and the sun is low on the horizon, casting a warm, golden glow over the city. The buildings are silhouetted against the sky, with some reflecting the low sun. The foreground shows a dense cluster of buildings, including a prominent white building with a pointed roof and a grid of windows. The overall scene is a vibrant and detailed view of the city's architecture.

MARCH 9, 2022

# Seattle Tourism Improvement Area

# COVID-19 Industry Impact

## **Visitation/Economic Impact: 2020 vs. 2019**

- 10.6 MM overnight visitors (-52%); 21.7 MM total visitors (-48%)
- \$3.6 B in spending (-56%); \$321.9 MM in state/local taxes (-62%)
- 48,375 tourism supported jobs (-43.8%)

## **Meetings/Conventions**

- 97 cancelled groups at Washington State Convention Center
- A loss of 648,051 room nights and \$705.6 MM in economic impact

## **Alaska Cruise Season(s) Cancelled**

- 2020: a loss of 232 sailings with 1.3 million passengers and \$975 MM in lost economic impact (\$4.2 million per sailing)
- 2021: 82 sailings with just 229,000 passengers

## **Annual Hotel Occupancy – 2021, 2020 & 2019**

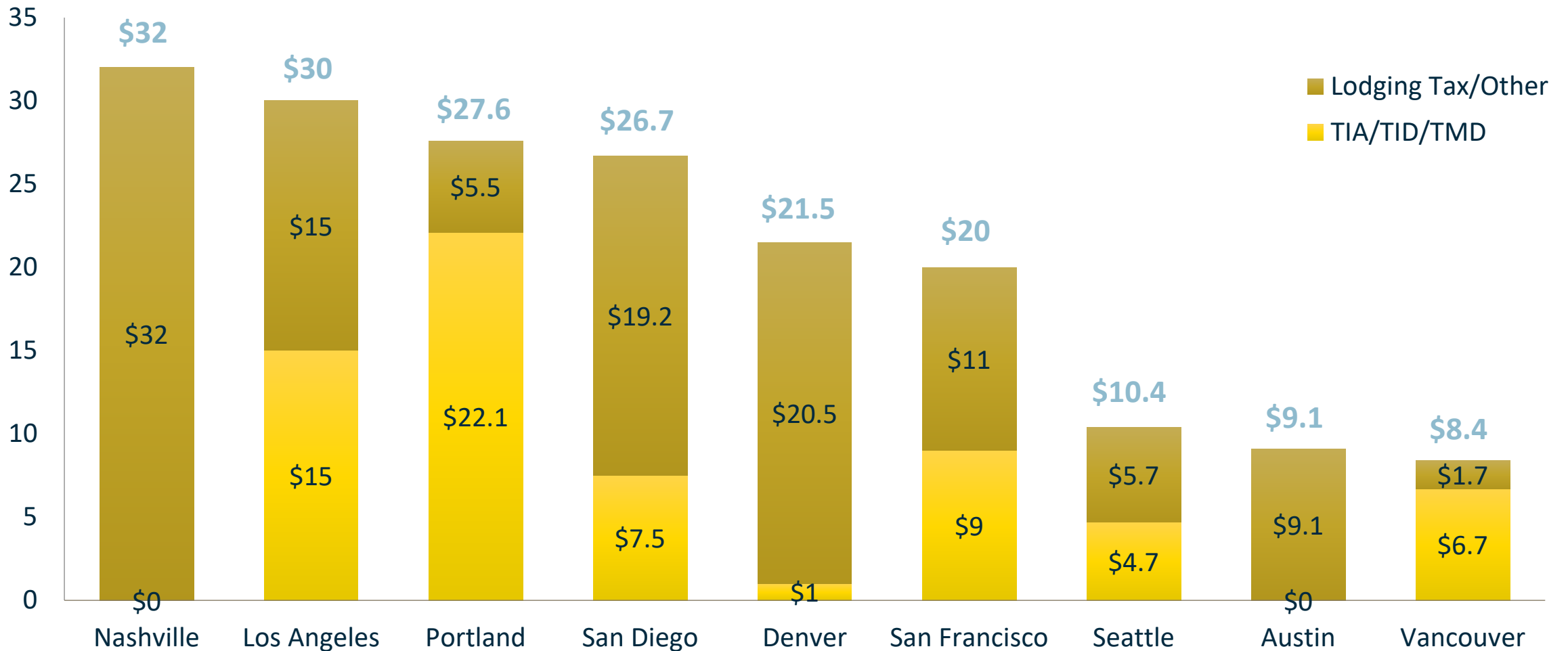
- Seattle: 43% (2020: 26%; 2019: 80%)
- San Francisco: 41% (2020: 38%; 2019: 82%)
- San Diego: 55% (2020: 40%; 2019: 80%)
- Denver: 54% (2020: 35%; 2019: 77%)

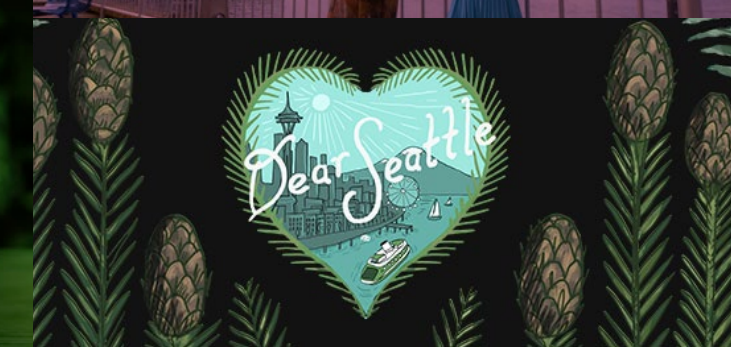
TOURISM  
RECOVERY:  
STIA IS THE  
SOLUTION

The Seattle Tourism Improvement Area (STIA) is a Business Improvement Area (BIA) formed in 2011 through the Seattle City Council, in accordance with Washington state law to establish a new leisure tourism marketing fund for Seattle that enables Seattle hoteliers to compete and grow their market share. The STIA is overseen by a ratepayer advisory board and its day-to-day activities are managed by Visit Seattle. The ordinance for these funds dictates they will be spent solely on leisure tourism promotion, domestic and international, focused primarily on the off-season and shoulder months. The funds are used to support advertising, public relations, special events, international client events and sales missions that increase awareness of Seattle as a leisure destination.

# 2021 Competitive Destinations: *Total Marketing Budget Comparison*

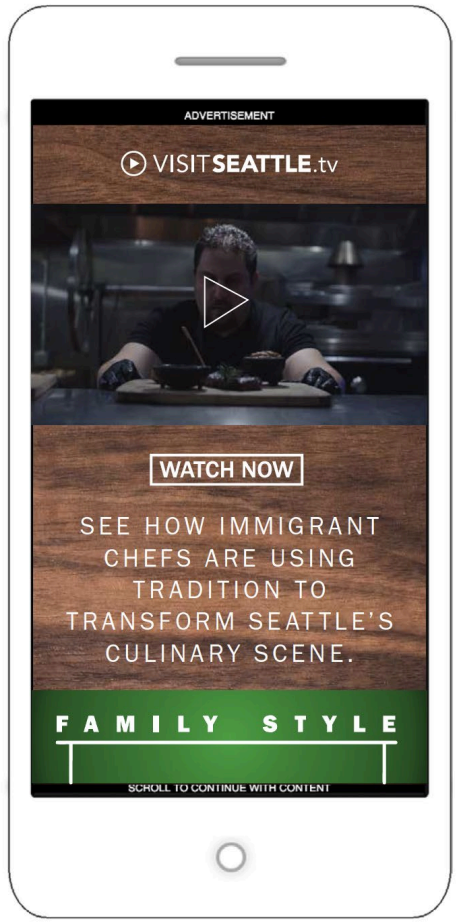
Destination Marketing Organization Budgets (in millions)





VISITSEATTLE.tv

FAMILY STYLE



David Orozco  
Season 1 | Episode 1



Mutsuko Soma  
Season 1 | Episode 2



Chera & Geo  
Season 1 | Episode 3



David Nussbaum  
Season 1 | Episode 4



Donna Moodie  
Season 1 | Episode 5

# I Know a Place



## I KNOW A PLACE

**INSIDER TIPS ON CAN'T-MISS SEATTLE**

There is a Seattle beneath the surface that's just waiting to be discovered. It's the best kept secrets, insider tips, and local favorites that make people fall in love with this city. Follow me...I know a place.


VISIT **seattle**

IKNOWAPLACE.ORG



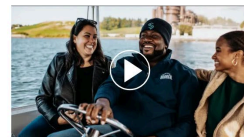
**WHEN YOU FIND A PLACE YOU LOVE, YOU JUST HAVE TO SHARE IT WITH SOMEONE ELSE. THAT'S WHERE THE MAGIC HAPPENS.**

We've bottled some of that magic by asking locals to share personal recommendations for their tried-and-true favorites. Now you know someone in Seattle—and they know a place you have to experience for yourself. Check out their itineraries and [browse the map](#) to start planning your Seattle adventure.




**Beaches. Synths. Records, records, and more records.**

Come along as Seattle musician SassyBlack shares her local faves with her friend, artist Tyrell Shaw. Let's get into it.



**Boats. Beers. Big walls. It's Fitz's best day ever.**

Join Seattle Kraken announcer Everett "Fitz" Fitzhugh as he shows his family around his favorite Seattle digs.



**2 Friends. 6 Stops. 1 Dog. Lots and lots of food.**

Join world class Seattle chef and TV star Shota Nakajima as he takes his friend and co-competitor Chef Sara to his favorite Seattle restaurants (and bars.)

MacBook



Seattle Museum Month

A vibrant, abstract background composed of various colored brushstrokes in shades of pink, orange, green, blue, and yellow. In the center, a black silhouette of the Seattle skyline is overlaid, featuring the Space Needle and a Ferris wheel. The text 'SEATTLE MUSEUM MONTH' is written in white, bold, sans-serif capital letters across the silhouette.

SEATTLE  
**MUSEUM  
MONTH**

# Seattle Good News

VISIT  
seattle

# GOOD NEWS

## TIME

### THE WORLD'S GREATEST PLACES OF 2021

100 extraordinary destinations to explore

Seattle

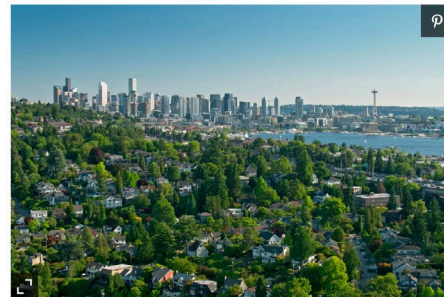
Visions of the future



## TRAVEL+ LEISURE

### The 50 Best Places to Travel in 2022

41. Seattle, Washington



CREDIT: GETTY IMAGES

## TODAY

RESTAURANTS

### 3 Seattle chefs opened their restaurants in 2020 – and they banded together to survive

Melissa Miranda, Preeti Agarwal and Kristi Brown all opened their restaurants right before the pandemic hit.



HOW CHEFS STAYED OPEN FOR BUSINESS

TODAY

# Budget Scenarios

	FY 2022 (forecast)	FY 2023 (forecast)	FY 2024 (forecast)
Number of STIA Hotels	72	72	72
Occupancy	62%	75%	78%
Projected Revenues (\$2/room)	\$6.8 million	\$9.2 million	\$9.6 million
<b>Project Revenues (\$4/room)</b>	<b>\$10.2 million</b>	<b>\$18.4 million</b>	<b>\$19.2 million</b>



## Proposed Uses for Additional Funds:

- Additional Key Domestic Market Targeting
- Consistent and stronger promotion throughout 2022/23 (leisure continues to dominate)
- Increased Presence in Canada
- New Content Partnerships with Media Partners (similar to Rolling Stone, Vice, Vox)
- Additional Media Hosting, PR Support
- Further reach for Seasonal Campaigns: Holidays/Winter, Seattle Museum Month, Refract, etc.
- Create New Incentive Months (Seattle Museum Month, Seattle In Bloom)
- Greater consumer awareness in top overseas market(s); support new airline service
- Re-establish presence (agency representation) in growth markets (Europe, Asia, Oceania)



# STIA

SEATTLE TOURISM IMPROVEMENT AREA

March 2, 2022

## MEMORANDUM

**To:** Economic Development, Technology & City Light Committee  
**From:** Yolanda Ho, Lead Analyst  
**Subject:** Seattle Tourism Improvement Area Amendment – Council Bill 120273

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On March 9, 2022, the Economic Development, Technology & City Light Committee (Committee) will have an initial briefing and discussion on [Council Bill \(CB\) 120273](#) that would increase the assessment rate of the Seattle Tourism Improvement Area (STIA), one of the 11 established Business Improvement Areas (BIAs) in the city. Staff from the Office of Economic Development (OED) and STIA representatives will be at the Committee meeting to describe the background, outreach, and intent of the proposal.

This memorandum: (1) provides background on BIAs and the STIA; (2) describes State law governing changes to BIA assessment rates; (3) describes CB 120273; and (4) identifies next steps.

### Background

BIAs are economic development funding mechanisms that allow businesses, multifamily residential developments, and mixed-use developments located within the geographic boundaries of the area to assess themselves to fund enhanced services, programming, and management for the area.

Seattle currently has eleven [established BIAs](#).<sup>1</sup> Each BIA has an Advisory Board (Board) consisting of ratepayers and other stakeholders, as appropriate, that provides oversight of the budget, annual work plan, and the BIA's Program Manager. Additionally, the Board hosts an annual ratepayer meeting and serves as a point of contact for ratepayers about question and concerns related to the BIA. The Program Manager administers the programs and services funded by BIA assessment revenues.<sup>2</sup> OED provides staff support to BIAs, and the Department of Finance and Administrative Services (FAS) collects assessment revenues from ratepayers and disburses the funds to Program Managers.

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<sup>1</sup> OED's list of established BIAs does not yet include the 15<sup>th</sup> Avenue BIA, which was established by Council via [ORD 126446](#) in September 2021.

<sup>2</sup> As allowed under RCW 35.87A.110, City policy is to contract with an organization operating primarily within the city to be the Program Manager for a BIA. The City gives preference to a local, non-profit organization that is able to manage funds and delivery of the services and programs. BIA assessment revenues may only be used for the purposes as described in RCW 35.87A.010 (and as specified in a BIA's establishing ordinance).

In 2011, the Council passed [Ordinance \(ORD\) 123714](#) that established the STIA in perpetuity to levy a special assessment on hotels with over 60 rooms located within the STIA's boundaries, which encompass the greater downtown area (see Attachment 1). [Visit Seattle](#) (formerly the Seattle-King County Convention and Visitors Bureau) is the STIA's Program Manager. The assessment is a \$2 per occupied room night surcharge to guests. These funds are used solely for domestic and international tourism promotion, advertising, sales, and marketing activities that will encourage leisure tourism in Seattle to increase hotel occupancies within the STIA.

Specific activities include, but are not limited to, the following:

- strategic planning;
- market research;
- creative development;
- media placement;
- sales activities;
- hosting tourism industry events relating to promotion and marketing; and
- administrative and management support.

### **Changing BIA Assessment Rates**

Procedures for changing BIA assessment rates are governed by [Chapter 35.87A RCW](#). To change assessment rates, the Council must first adopt a resolution that states the City's intention to change the rate, describes the proposed change, and sets the date and location for a public hearing on the proposal at least 15 days in advance of the hearing. Should ratepayers representing a majority of the total proposed assessment increase be opposed to the rate change, the Council is required to terminate its deliberations on the matter.

On March 1, 2022, the Council adopted [Resolution 32043](#) that stated the City's intent to modify the STIA assessment rates and set a date and location for a public hearing on the proposal. The date of the public hearing will be March 23, 2022. The hearing will be held remotely due to the COVID-19 civil emergency. As required by State law, the public hearing resolution will be published in the Daily Journal of Commerce and mailed to all potential ratepayers at least 10 days prior to the hearing.

### **CB 120273**

CB 120273 would increase the STIA assessment rate from \$2 per occupied room night to \$4 per occupied room night. On January 14, 2022, the STIA's Ratepayer Advisory Board voted to approve the rate increase beginning on March 1, 2022, or when the proposed ordinance goes into effect, whichever is later. The rate increase is intended to generate additional funding for the range of activities described previously, with a focus in the near term on supporting the STIA's recovery from the economic impacts of pandemic.

For more details about the proposed uses of the increased assessment revenues, see the STIA's 2022 Business Plan ([Attachment B](#) to the Summary and Fiscal Note). The proposed legislation only changes the assessment rate and would not modify what services and programs may be funded with STIA assessment revenues.

### **Next Steps**

At the next meeting on March 23, the Committee will hold the required public hearing, consider any proposed amendments, and possibly vote on CB 120273. If the Committee votes to recommend passage of CB 120273 on March 23, the City Council would likely consider the legislation at its March 28 meeting.

### **Attachments:**

1. Seattle Tourism Improvement Area Boundary

cc: Aly Pennucci, Deputy Director



# Attachment 1: Seattle Tourism Improvement Area (STIA) Boundary

