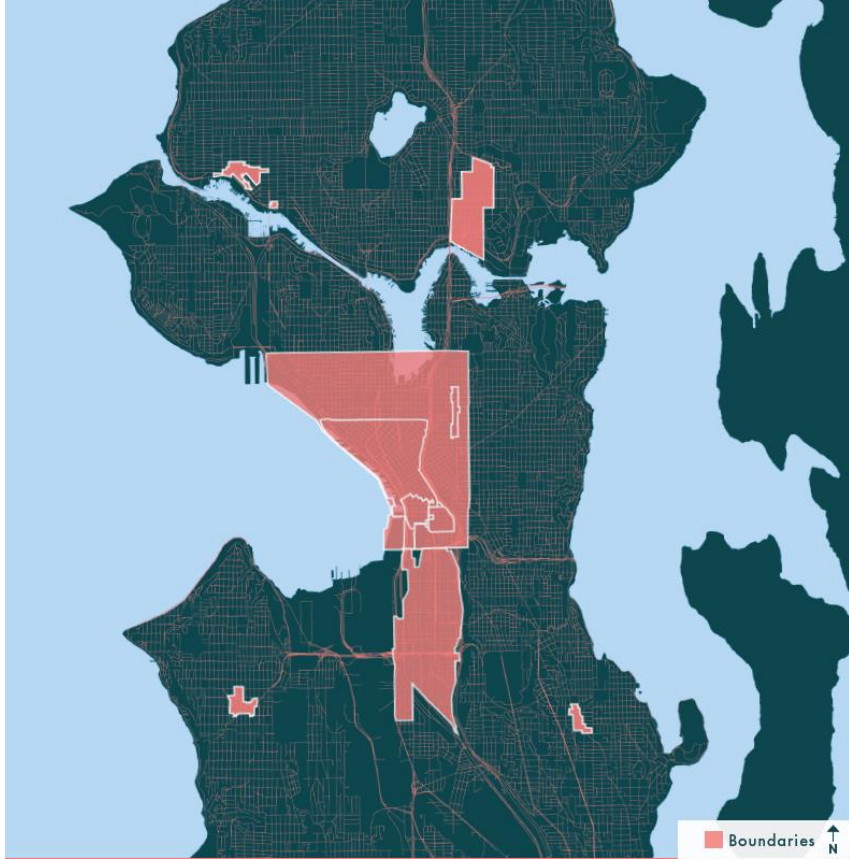


Seattle Tourism Improvement Area (STIA) Amendment Overview

March 9th, 2022

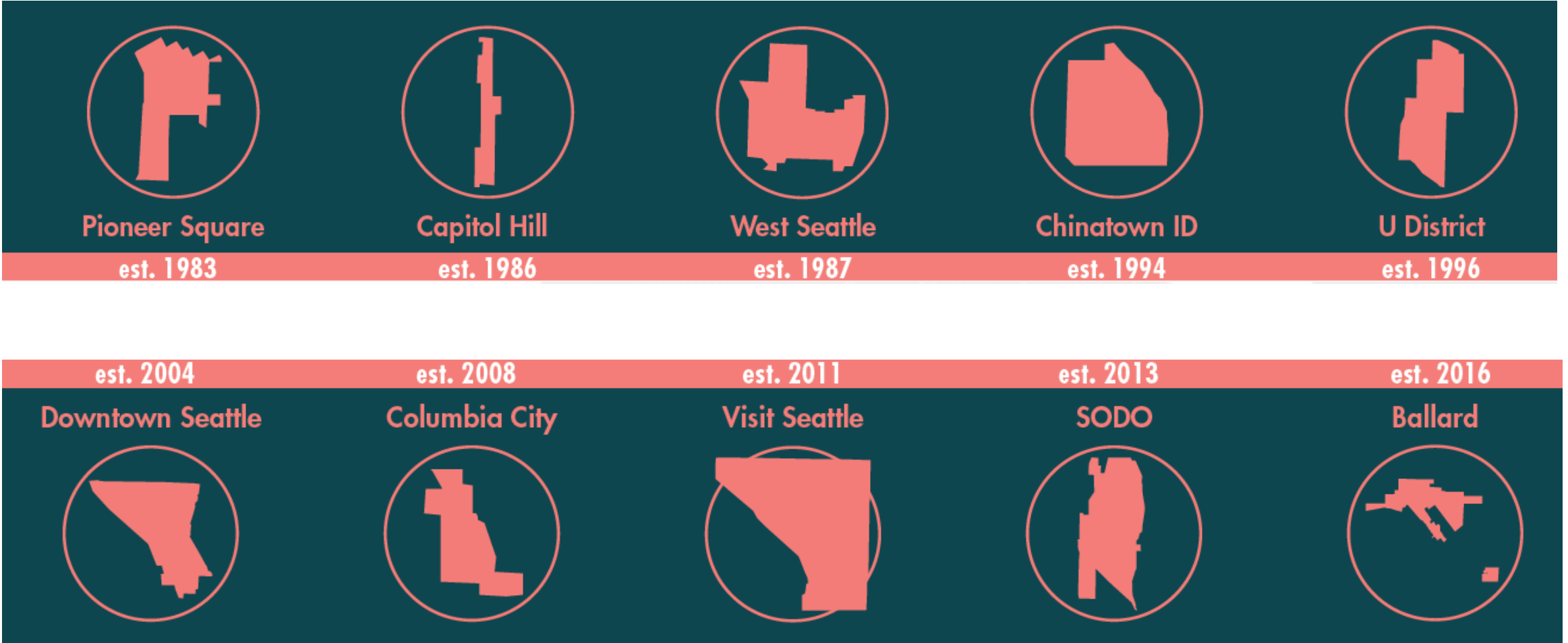


BIA PROGRAM



- 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



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.

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 is helping Pioneer Square businesses cope with change.

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 28th, 2021**
- Ratepayer Advisory Board formally adopted a resolution in support on **January 14th, 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

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