

STIA BIA Update

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Office of Economic Development



City of Seattle

BIA PROGRAM

- 11 BIAs in Seattle generating \$35 million dollars for enhanced business services and programs
- Local control, predictable and sustainable funding
- Revenue collected is 100% allocated to the district
- Supported by OED and Treasury Services



RENEWAL PROCESS

1. BIA FORMATION:

Demonstrates 60 plus percent support from ratepayers via petitions

- Proponents can utilize any reasonable factor relating to the benefits received, including hotel occupancy, business and occupation property values, building and lot square footage

2. CITY DEPARTMENT REVIEW:

OED evaluates each BIA proposal for its adherence to City policies and State RCWs and that ratepayers are receiving benefits from proposed BIA programs and services

3. CITY AUTHORIZATION:

BIAs are approved by City Council, using authority provided in RCW 35.97A



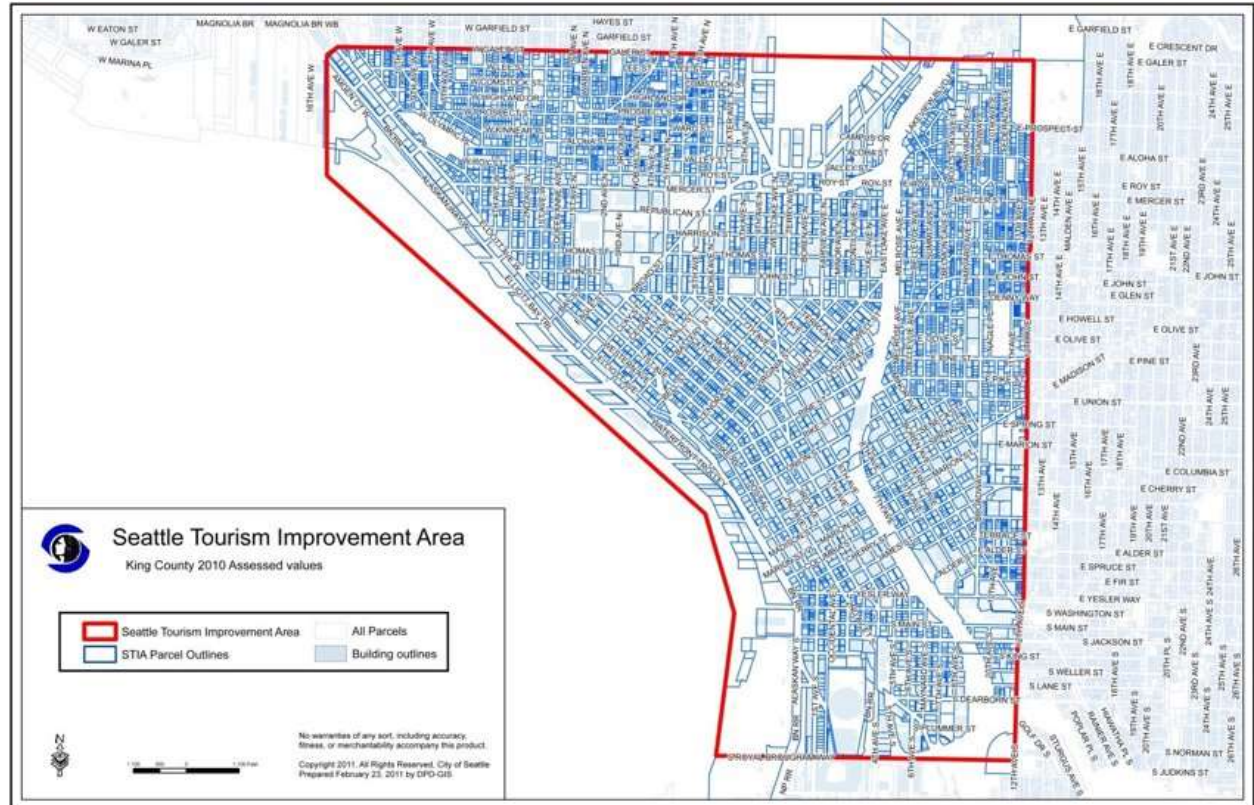
STIA BIA BACKGROUND

- The Seattle Tourism Improvement Area (STIA) was originally established in 2011
- The STIA has secured **72%** of support in petitions



STIA MAP

- STIA Boundaries are not changing



STIA MAP

- Includes a total of 71 hotels/ratepayers within the STIA boundary



STIA UPDATES

- Expanding type of travel that *Visit Seattle* can market, to include business travel
- Transitioning from a flat fee of \$4 per night to a percentage model
 - New assessment will charge 2.3% of the guest room rate paid by the guest for each occupied room night
 - Percentage model is more equitable and is in alignment with other jurisdictions



STIA PROGRAM AREAS

- Advertising
- International Market Development
- Group Sales
- Market Research
- Media Relations
- Operating expenses
- Marketing Opportunity Fund



QUESTIONS?

OFFICE OF ECONOMIC DEVELOPMENT

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