

## **Exhibit A**

### **Seattle Tourism Improvement Area Business Plan Executive Summary**

Special assessment revenues shall be used solely and exclusively for domestic and international tourism and convention promotion, advertising, sales and marketing activities intended to encourage leisure tourism, meetings and conventions in Seattle in order to increase area hotel occupancies and for no other purpose.

Promotion, advertising, sales and marketing services include, but are not limited to, strategic planning, market research, creative development, media placement, sales activities, hosting tourism industry events relating to promotion and marketing, and administrative and management support for such services.

Market segments include (but not limited to):

- Key Leisure Markets: Washington, Oregon, California, Idaho, Texas, Arizona, Colorado
- Cruise pre/post marketing (extending arrivals & departures)
- International promotion and sales (Canada, Mexico, Japan, South Korea, Australia/New Zealand, UK, German-Speaking Europe, France, Benelux, China, India)
- LGBTQIA+
- Arts & Culture promotion
  - Seattle Museum Month
  - Refract
  - Cloudbreak
- Meeting & Event Planners
- Convention Attendees

Sales & Marketing initiatives include (but not limited to):

- Destination publicity (domestic and international)
- Advertising creation and media placement
- Hosting industry events
- Convention Sales & Services
- Trade Shows
- Sales Missions
- Familiarization Tours
- Marketing asset development
- Visitor Services
- Research
- Administration and personnel and support services
- Contingency and reserve (marketing opportunity fund)