Tourism Update

March, 2024
Tukwila’s tourism is funded by two separate revenue sources — the City’s lodging tax and the Tourism Promotion Area (TPA) fee. Jointly, these funds promote our many attractions and help welcome tourists to the City.

<table>
<thead>
<tr>
<th>Lodging Tax vs. TPA Fee</th>
<th>LODGING TAX</th>
<th>TPA FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statutory Authority:</strong></td>
<td>Tukwila Municipal Code 3.40</td>
<td>Interlocal Agreement (ILA) between Tukwila, SeaTac, and Des Moines</td>
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<tr>
<td><strong>How charges are calculated:</strong></td>
<td>1% of eligible stay in all city hotels, motels, and Airbnb’s Ex. $100 room rate=$1 charge</td>
<td>$2 per night per room of eligible stays only in motels and hotels with 90 or more rooms Ex: $100 room rate=$2 charge</td>
</tr>
<tr>
<td><strong>Total funds collected from Tukwila properties in 2019:</strong></td>
<td>$819,000</td>
<td>$1,149,000 (estimate)</td>
</tr>
<tr>
<td><strong>Where do the funds go?</strong></td>
<td>The City’s 101 fund for tourism-related expenditures</td>
<td>The Seattle Southside Regional Tourism Authority (SSRTA) which promotes tourism in Tukwila, SeaTac, and Des Moines</td>
</tr>
<tr>
<td><strong>Does the City Council control the funds?</strong></td>
<td>Yes (Subject to the City’s Lodging Tax Advisory Committee approval)</td>
<td>No (Modification of Interlocal Agreement (ILA) required)</td>
</tr>
<tr>
<td><strong>Can the tax and fee be repealed?</strong></td>
<td>Yes. The standard process for modifying the Tukwila Municipal Code applies</td>
<td>Yes. The City can opt out of the Interlocal Agreement (ILA) with one year’s notice</td>
</tr>
<tr>
<td>How Funds Can Be Used</td>
<td>LODGING TAX</td>
<td>TPA FEE</td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
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<tr>
<td><strong>TOURISM PROMOTION AND MARKETING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion and marketing to bring tourists that live greater than 50 miles away?</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Promotion and marketing to bring tourists that live within 50 miles of the City?</td>
<td>Yes</td>
<td>No (Effective July 1, 2020)</td>
</tr>
<tr>
<td>Marketing special events?</td>
<td>Yes</td>
<td>Yes (provided the funds are used to bring in tourist from greater than 50 miles)</td>
</tr>
<tr>
<td><strong>DESTINATION DEVELOPMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operations and expenditures related to facilities owned or operated by a municipality or public facilities district?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Supporting the operations of tourism-related facilities owned or operated by a nonprofit organization?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Examples of how we use the funds:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SavingLocalKC, Experience Tukwila, Starfire Sports, Museum of Flight, Seattle Southside Regional Tourism Authority, Seattle Seawolves, Tukwila International Food Truck Rally</td>
<td></td>
<td>Support the Seattle Southside Regional Tourism Authority (SSRTA) which promotes tourism in Tukwila, SeaTac, and Des Moines</td>
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</tbody>
</table>
Events

• Rave Green Run
• Juneteenth
• Seattle Chocolate Haunted Factory
Rugby

- Seattle Seawolves
- Rugby 7s
- 2031 Men’s World Cup
- 2033 Women’s World Cup
Development

- Art Installations
- Tukwila Pond Master Plan
- Wayfinding
Small Business Support

- Small business digital initiative
- Experience Tukwila
Experience Tukwila

• Dedicated Website
• Social Media
• Third Party Sponsorships
• 2033 Women’s World Cup
Fun fact: Did you know that Super Mario was named after a man from Tukwila? It's true! He was the landlord for the warehouse where Donkey Kong was being created and he just so happened to walk in to demand the rent check on the day the creators were trying to pick names for their game characters. The rest is history! #MarioDay
Attention TukWila

The Dick's Drive-In Food Truck is Headed Your Way

We'll see you soon
- Ability to add to the conversation about the City.
- Promote the community as a whole.
- Provide a selling point to events we are trying to recruit.
- Provides a place to promote events in the City.
Experience Tukwila #VaxUpTukwila!

1,313 Tweets

The @SeawolvesRugby hunt returns to #Tukwila's @StarfireSports January 2022! Check out what's on the menu for #MLR2022 and purchase single game or season tickets today: seawolves.rugby/buy-tickets/.

Hunting season is coming!

HUNTING LICENSE
Certificate No. 9982454
Certification Date: 11/19/21
Birth Date: 2017

Name: Seawolves Rugby
Approved for: hunting, tacking, scoring, and beating all opposing Major League Rugby teams within the hunting grounds at Starfire Sports Stadium for the duration of the 2022 season.

City of Tukwila
Mayor Artman Ender
City Council President Kate Krueger
This is freakin’ hilarious, and I love the City of Tukwila even more now! Maybe this could be a regular merch item? Or something thrown in with orders from the Seawolves store...?