



Tourism Update

March, 2024



Tukwila Tourism Funding at a Glance

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.

Lodging Tax vs. TPA Fee	LODGING TAX	TPA FEE
<i>Statutory Authority:</i>	Tukwila Municipal Code 3.40	Interlocal Agreement (ILA) between Tukwila, SeaTac, and Des Moines
<i>How charges are calculated:</i>	1% of eligible stay in all city hotels, motels, and Airbnb's Ex. \$100 room rate=\$1 charge	\$2 per night per room of eligible stays only in motels and hotels with 90 or more rooms Ex: \$100 room rate=\$2 charge
<i>Total funds collected from Tukwila properties in 2019:</i>	\$819,000	\$1,149,000 (estimate)
<i>Where do the funds go?</i>	The City's 101 fund for tourism-related expenditures	The Seattle Southside Regional Tourism Authority (SSRTA) which promotes tourism in Tukwila, Seatac, and Des Moines
<i>Does the City Council control the funds?</i>	Yes (Subject to the City's Lodging Tax Advisory Committee approval)	No (Modification of Interlocal Agreement (ILA) required)
<i>Can the tax and fee be repealed?</i>	Yes. The standard process for modifying the Tukwila Municipal Code applies	Yes. The City can opt out of the Interlocal Agreement (ILA) with one year's notice

How Funds Can Be Used

	LODGING TAX	TPA FEE
TOURISM PROMOTION AND MARKETING		
<i>Promotion and marketing to bring tourists that live greater than 50 miles away?</i>	Yes	Yes
<i>Promotion and marketing to bring tourists that live within 50 miles of the City?</i>	Yes	No (Effective July 1, 2020)
<i>Marketing special events?</i>	Yes	Yes (provided the funds are used to bring in tourist from greater than 50 miles)
DESTINATION DEVELOPMENT		
<i>Operations and expenditures related to facilities owned or operated by a municipality or public facilities district?</i>	Yes	No
<i>Supporting the operations of tourism-related facilities owned or operated by a nonprofit organization?</i>	Yes	No
<i>Examples of how we use the funds:</i>	SavingLocalKC, Experience Tukwila, Starfire Sports, Museum of Flight, Seattle Southside Regional Tourism Authority, Seattle Seawolves, Tukwila International Food Truck Rally	Support the Seattle Southside Regional Tourism Authority (SSRTA) which promotes tourism in Tukwila, SeaTac, and Des Moines

Events

- Rave Green Run
- Juneteenth
- Seattle Chocolate Haunted Factory



Rugby

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



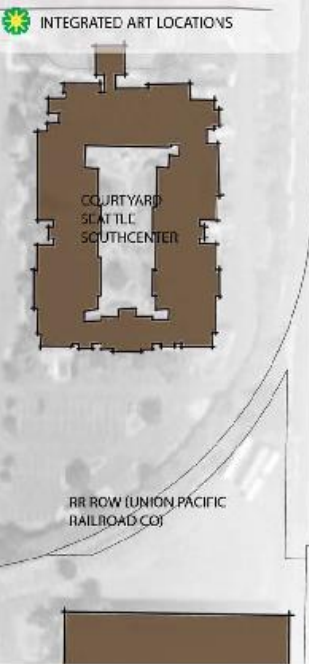
Development

- Art Installations
- Tukwila Pond Master Plan
- Wayfinding





- ### Legend
- A REMODIFIED RESTROOM
 - B WETLAND PLAZA
 - C POND EXPLORATION PLAY AREA
 - D POND DEEPENING
 - E WETLAND ENHANCEMENT
 - F BOARDWALK LOOP
 - G BOARDWALK OVERLOOK
 - H BELVEDERE/VIEW POINT
 - I EMERGENT MARSH
 - J FLOATING WETLANDS
 - K HABITAT ISLAND
 - L EXISTING WETLAND
 - M SCULPTURAL FOCAL POINT
 - N ART ARTIST WORK AREA
 - O FLOATING ART
 - P ENTRY/WAYFINDING SIGNAGE
 - Q FORESTED WETLAND (WIG MITIGATION SITE)



Master Plan

Tukwila Pond Park



CITY OF TUKWILA

BIIC CONSULTING, THE WATERSHED COMPANY, SCHEMATA WORKSHOP



Scale: 1" = 120'
0" 120" 240"

11/22/2021



Figure 14 Tukwila Pond Park Master Plan



Small Business Support

- Small business digital initiative
- Experience Tukwila



Experience Tukwila

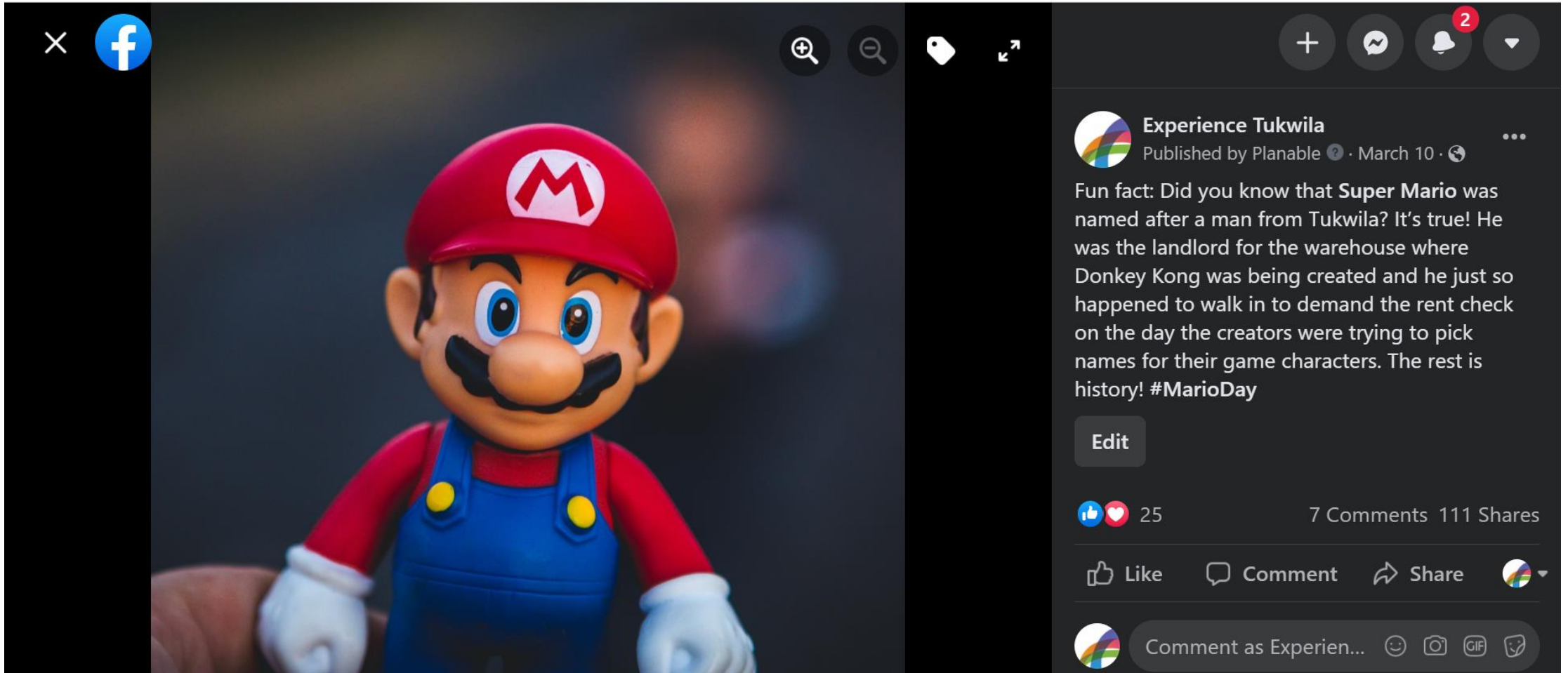
- Dedicated Website
- Social Media
- Third Party Sponsorships
- 2033 Women's World Cup



Fun Social Media

Apps uw - Google Search

Reading list



The screenshot shows a Facebook post on a dark theme. The post features a close-up image of a Super Mario figure. The text of the post is a fun fact about the character's name. The post is from 'Experience Tukwila' and has 25 likes, 7 comments, and 111 shares. The interaction bar at the bottom shows options to like, comment, share, and add a comment.

Facebook interface elements: Close (X), Profile (f), Search (+), Search (-), Tag, Share, Add (+), Messages, Notifications (2), and More (v).

Experience Tukwila
Published by Planable · March 10 ·

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

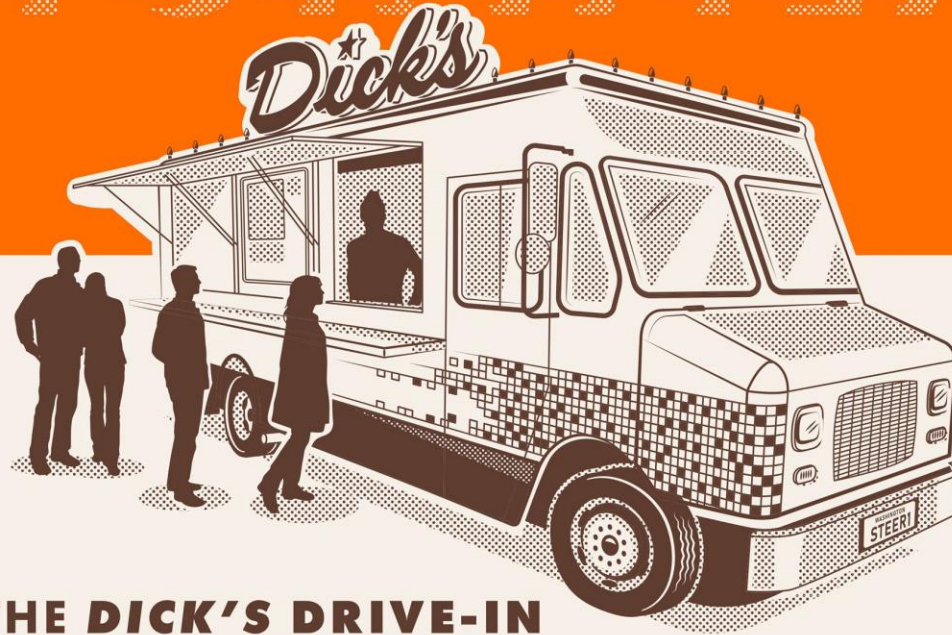
Edit

25 7 Comments 111 Shares

Like Comment Share

Comment as Experien...


Attention
TUKWILA



**THE DICK'S DRIVE-IN
FOOD TRUCK IS
HEADED YOUR WAY**

We'll see you soon







AUGUST 14 - 15, 2021 • AUGUST 14 - 15, 2021 • AUGUST 14 - 15, 2021
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USA NATIONAL RUGBY 7s CHAMPIONSHIP

PRESENTED BY WASHINGTON ATHLETIC CLUB

STREAMING LIVE ON



The background of the poster features a photograph of a large stadium under a bright sun, with lens flare effects. The sun is positioned behind the stadium's roofline, creating a dramatic silhouette and illuminating the scene with warm, golden light. The stadium seating is visible in the foreground, though slightly out of focus.

- ❑ 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/.



1 comment, 1 retweet, 11 likes, share icon, video icon

Search Twitter

#KEYSALBUM 🗝️
The new double album from Alicia Keys
Promoted by Keys Soulcare

Sports · Trending
Tony Hawk
6,694 Tweets

HuffPost BlackVo... · Yesterday
She's Black But Looks White. Here Are The Horrible Things White People Feel Safe Telling Her.

BuzzFeed Rewind · Yesterday
Britney Spears' Eldest Son Is Literally Her Clone, And 24 Other

Messages

Search Results for
experience tukwila


Filters

- All
- Posts
- People
- Photos
- Videos
- Marketplace

People who shared this

Christian Jacobsen ▶ Seattle Seahawks Fans
November 19 at 11:35 AM · 🌐

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 Seahawks store...?



CITY OF TUKWILA
Tukwila Mayor
Allan Ekberg
City Council President
Kate Kruller

2 Comments 6 Shares

Share

... learn more about the culture. ...ney to Spice Bridge. Check it out





