

An aerial photograph of the Seattle skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The sky is a clear, pale blue. The buildings are silhouetted against the bright sky, with some reflecting the golden light. The foreground shows a dense cluster of buildings, including a prominent white building with a pointed roof. The overall scene is a vibrant and scenic view of the city.

STIA

SEATTLE
TOURISM
IMPROVEMENT
AREA

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The buildings are silhouetted against the bright sky, with some reflecting the golden light. The foreground shows a dense cluster of buildings, including a prominent white building with a pointed roof. The overall scene is a high-angle view of a major city.

THURSDAY, OCTOBER 28, 2021

STIA Ratepayers Annual Meeting

Welcome

BILL WEISE & TOM NORWALK

STIA

2021 Advisory Board



Bill Weise, *Chair*
SILVER CLOUD HOTEL –
SEATTLE STADIUM



Steve Sasso, *At-Large*
MOTIF SEATTLE



Cristy Smith
CROWNE PLAZA
SEATTLE - DOWNTOWN



Lacey King
THE MAXWELL HOTEL



Rob Nichols
THE STATE HOTEL



Juriana Spierenburg
CITIZENM SEATTLE
SOUTH LAKE UNION



Victor Caguindagan
LOTTE HOTEL
SEATTLE



Whitney Brown
THOMPSON SEATTLE



Wade Hashimoto
W SEATTLE



Lars Pedersen
HOTEL ÅNDRA

2022 Budget

DISCUSSION & APPROVAL

2021 FORECAST

Administrative Expenses.....13%

Estimated.....\$724,088

Marketing Expenses.....86%

Advertising

Public Relations & Press Trips

Intl FAM, Site Inspection

Intl Client Events & Sales Missions

Intl Marketing Partnerships

Special Events

Photography

Marketing Research

ESTIMATED.....\$4,602,855

Total Expenses.....\$5,326,943

Revenue.....\$4,380,000

NET.....(\$946,943)

2022 BUDGET

Administrative Expenses.....14%

Estimated.....\$917,476

Marketing Expenses.....87%

Advertising

Public Relations & Press Trips

Intl FAM, Site Inspection

Intl Client Events & Sales Missions

Intl Marketing Partnerships

Special Events

Photography

Marketing Research

ESTIMATED.....\$5,897,656

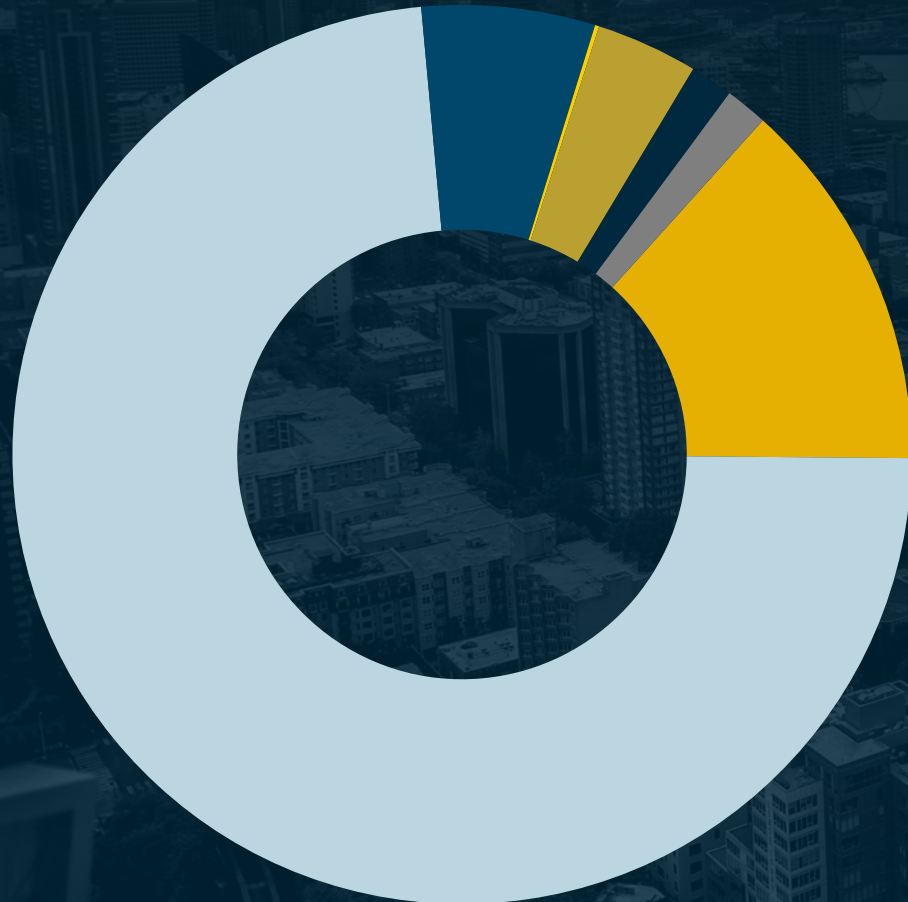
Total Expenses.....\$6,815,132

Revenue.....\$6,815,132

NET.....(\$0)

2022 Budget

VISIT SEATTLE CONFIDENTIAL



Administration (Salaries & Operating Exp.)	\$917,476
International FAMS, Site Inspections, Marketing Partnerships, Client Events & Missions	\$425,000
Special Events	\$105,000
Photography	\$10,000
Market Research	\$103,900
Public Relations & Press Trips	\$250,000
Advertising	\$5,003,756

Total Expenses	\$6,815,132
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Total Revenue	\$6,815,132
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Fund Balance	\$1,981,084
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2022 Budget Variances

ADMINISTRATION (SALARIES & OPERATING EXP.)  **\$96,694** from 2021 budget

Total 2022 Spend: \$458,738 / 13% of Budget

ADMINISTRATION | \$458,738

- Planned legal guidance for ordinance modification
- Additional voter meeting for mid-year budget approval
- Staffing back to full-time

2022 Budget Variances

SPECIAL EVENTS ↑ **\$5,000** from 2021 budget

Total 2022 Spend: \$105,000 / 1% of Budget

SPECIAL EVENTS | \$105,000

- Taste Washington | \$50,000
- Rock 'n' Roll | \$15,000
- Refract | \$30,000
- Enchant Christmas | \$10,000

2022 Budget Variances

INTERNATIONAL  **\$350,000** from 2021 budget

Total 2022 Spend: \$425,000 / 6% of Budget

FAMS | \$75,000

- Inbound hosting of international media and travel trade with an emphasis on qualified journalists from top returning markets

MARKETING PARTNERSHIPS | \$350,000

- In-market agency support in the UK and ad hoc representation in other targeted international markets
- Trade & Consumer marketing programs, international airline partnerships, participation with Brand USA

CLIENT EVENTS & MISSIONS | \$0

- None for 2022

2022 Budget Variances

PUBLIC RELATIONS ↑ **\$75,000** from 2021 budget

Total 2022 Spend: \$250,000 / 4% of Budget

PUBLIC RELATIONS | \$250,000

- Public Relations agency (C+C)
- Inbound hosting of media from top markets
- IMM NY – media marketplace in NYC – January 2022
- NYC media event – fall 2022

2022 Budget Variances

ADVERTISING ↑ **\$866,451** from 2021 budget

Total 2022 Spend: \$5,003,756 / 73% of Budget

ADVERTISING | \$5,003,756


- Traditional media in key domestic markets
- Paid social media support affinity/geotargeted individuals
- Seattle Museum Month and other incentive month considerations



Questions & Vote Approval

Board Governance

BILL WEISE



MINUTES 11/09/20

Ratepayers Annual Meeting

Questions & Vote for Approval



Resolution to Extend Terms for:

Steve Sasso – through 2022
Lars Pedersen – through 2023

Questions & Vote for Approval

2022 Advisory Board Member Candidates (3-year term)



Heather McCurdy
HILTON SEATTLE



Juergen Oswald
RENAISSANCE
SEATTLE HOTEL



Tom Waithe
THE ALEXIS ROYAL
SONESTA HOTEL
SEATTLE

The background image shows a low-angle view looking up at a large, circular glass dome with a complex metal framework. The sky is visible through the glass. On the right side, there are lush green vertical gardens with various plants. The overall atmosphere is modern and architectural.

2022 Advisory Board Candidates

Questions & Vote for Approval

2021 STIA Review

An aerial photograph of a city skyline at sunset. The sky is a clear, pale blue, and the sun is low on the horizon, casting a warm, golden light across the scene. The city is densely packed with buildings of various heights and architectural styles. In the foreground, a prominent white building with a classical facade and a tall, ornate tower is visible. To its right, a modern glass skyscraper reflects the sunset. Other buildings of varying heights and styles fill the background, creating a layered urban landscape. The overall atmosphere is serene and majestic.

KAU'ILANI ROBINSON

Public Relations Overview

Public Relations Team

Visit Seattle



Kau'ilani Robinson
DIRECTOR, PUBLIC
RELATIONS



Kelly Hatfield
PUBLIC RELATIONS
MANAGER



taste

WASHINGTON

CIRCULATION TOTAL:

713,418,190

TOTAL STORIES:

65+

Cultural Celebrations + Observances

Condé Nast
Traveler

P O P S U G A R .



At These Black-Owned Restaurants, the Food Comes With a Side of History

forefront of the vibrant foodie community of the Pacific Northwest, and for good reason. He's managed to find a masterful balance between culture and technique, Seattle and Japan, and it plays a huge role in his style and use of ingredients. "Seattle's Asian American and Pacific Islander culture has really influenced the food scene here," Chef Shota explained. "So I still get to take that Japanese respect for ingredients, but then put my own spin on it. I get to work with a lot of new ingredients, different chefs, and styles."

Seattle'sChild

It's Hispanic Heritage Month; here's what to do with kids around Seattle

Festivals, special events and restaurants highlighting a culture that's very much a part of the Northwest fabric.

Thanks to the folks at Visit Seattle for putting together this events list and other suggestions.

"Hispanic Heritage Month should be a reminder to all of us about the positive contributions Latinx communities, including Latinx immigrants, have made in communities across the U.S.," said Osbaldo Hernandez, co-owner of Frelard Tamales. "Latinx folks are a crucial part of America's fabric who have helped write the history and the story of the United States."

Additionally, here's a cool introduction to select businesses: Visit Seattle and [Intentionalist](#) (with support from [Seattle Sounders FC](#)) are hosting Visit Seattle-sponsored tabs offering freebies to people who show up and ask. [Here's how it works and who is being featured.](#)

La Raza
del Noroeste



CELEBRATING HISPANIC HERITAGE MONTH IN SEATTLE (SEPT. 15 – OCT. 15)

I Know a Place

AN INSIDERS' LOOK AT SEATTLE'S
HIDDEN GEMS

Leveraging guest hosts to reach new national media for Visit Seattle. Secured four-part series with popular "foodie" publication, *Mashed*, for Chef Shota's tour with Chef Sarah. Will continue to offer media exclusives for future guests in 2021/2022.

mashed

Shota Nakajima shares his favorite spots around Seattle



m Mashed
@MashedHQ

Exclusive Interview: "Top Chef" finalist [@ChefShota](#) shares the exciting opportunities he's had since the cooking competition 🍽️

Visit Nakajima's restaurant, check out Taku, and check out his YouTube channel! [@BravoTopChef](#)
[@VisitSeattle](#)



According to Nakajima, life post-show has come with a number of new business opportunities. "It's different and the same," he said. "Same in the sense that I'm working nonstop still, with my team, trying to create." Nakajima is still at the helm of his karaage-focused restaurant, Taku (via [Eater](#)). One of his latest projects is a campaign with Visit Seattle. Nakajima has had the opportunity to share some of his favorite hometown Seattle highlights such as restaurants or markets through the "I Know a Place" campaign.

SEATTLE IN BLOOM



CIRCULATION TOTAL TO-DATE:

30,247,464

TOTAL STORIES TO-DATE:

8

STIA

The Boston Globe

The Seattle Times

SeattleMet



tinybeans &
RED TRICYCLE



EverOut



2021 TO-DATE

Refract Media Coverage

CIRCULATION TOTAL:

14,244,378

TOTAL STORIES:

16

Media Mailers

AN INSIDERS' LOOK AT SEATTLE'S HIDDEN GEMS

Built excitement for Seattle among national media during a time of low travel. Partnered with Savor Seattle, Bite Society and Cone & Steiner to curate 14 media mailers for prestige media. Reporters received personalized itineraries with their mailers – helping them discover (or rediscover) the city for future coverage.

The mailers were a hit! Several journalists who received their package are now planning their trips out to Seattle this winter/spring.

SEATTLE IS READY TO WELCOME YOU.

Dear Amy:

Discover a place where unmatched natural beauty meets the world-class accommodations of a big city.

A place that is home to a renowned arts and culture community and is a hub for wining and dining.

A place that counts pristine waters and mountain ranges as its neighbors.



Our shining Emerald City is worth discovering (or rediscovering), and we can't wait for your Seattle explorations to begin!

Until then, Visit Seattle has partnered with **Bite Society**, an LGBTQ+ and women-owned modern gift basket company, to curate an artisan box just for you. This taste of our city includes goodies from Seattle snacking legends.

Ready to learn more?

Scan the QR code to access your custom virtual travel guide, and contact me at pr@visitseattle.org with any questions.

Cheers,

Kau'ilani Robinson

Kau'ilani Robinson
Director, Public Relations
Visit Seattle

pr@visitseattle.org | visitseattle.org | [f](#) [@](#) [t](#) [@helloworldbitesociety](#) [@visitseattle](#)

VISIT
seattle

BITE
SOCIETY



Inebec Potato Chips

Kingston's Kennebec potatoes make the best to chips. It's scientifically proven – a lot of raves are a lot of chips. We made ours even better: adding them in a super cool tin with a skull on it.



Chile Carrots

Every once in a while, carrots are really good. This is one of those times. Urfa chili flakes give these pickled carrots a delicious kick. If a recipe calls for carrots, spice it up with these or just eat them straight out of the jar.



Winge Fennel Cookies

If you ever thought, I need a cookie to go with a glass of Washington wine? We got you. Part of our new Dinner Cookie Collection, pair this barely edible with a glass of Sauvignon Blanc, and see why you ever waited until after dinner to eat cookies.



Vanilla Polka Dot Cookies

What do a sleeve of cookies and tattoo sleeve have in common? Well, nothing until now. Enjoy a double pack of this sugar topped vanilla sable because sometimes a girl just wants polka dots. It's a perfect companion to your afternoon coffee.



La Macha Chile Crisp

blend of garlic, chiles, peonies, and just a hint of smoky sweetness. Everything from roasted meats and peonies to ice cream. We didn't invent Salsa in Seattle, but in a city that is wild about Chile, we have put it firmly on the table from breakfast through dessert.



Iconic Packaging

Bite Society's packaging showcases Americana: flash tattoos on tins, jars, and boxes. The handsome, grey felt modern baskets can easily be repurposed for use around the house.



Upcoming Media Visits

WELCOME TO SEATTLE!

We've got a deep bench of national media on scheduled to great city in Q4/Q1; with more in the works – including reporters across parenting, travel, lifestyle and BIPOC publications.



lonely planet



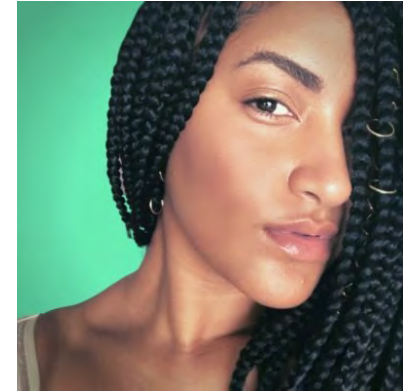
UPTOWN



by tinybeans
RED TRICYCLE



askmen⁺



AFAR



abc GOOD
MORNING
AMERICA

Thought Leadership – The Voice of Recovery

The Seattle Times

Opinion

Summer of Seattle? How local tourism can speed recovery efforts



Local tourism this summer will help Pike Place Market and all of Seattle's hospitality industry recover from the pandemic. (Elaine Thompson / AP, File)

By **Tom Norwalk**
Special to The Times

I'M FEATURED



ALI DANIELS
Chief Marketing Officer
Visit Seattle

LEADING THROUGH CRISIS

Learnings and actionable steps through recovery from executive women across the travel and hospitality industry



Tourists return to Seattle's waterfront as COVID restrictions lift

"The future is as bright as it can be on the waterfront," said Ivar's President Bob Donegan.



ECONOMY
THE DIVIDE JUMPSTARTING TOURISM

Jumpstarting Post-Pandemic Tourism
The Divide with Brandi Kruse

News

[Listen on Apple Podcasts](#)

Visit Seattle President and CEO Tom Norwalk on the challenges ahead in returning the state's tourism industry to pre-pandemic levels.

2021 Leisure Coverage Highlights

CONDÉ NAST Traveler



The Weekend Guide: Sculpture Gardens, Kayak Rides, and Shellfish in Seattle

Dive into the best of the Emerald City with three days of seafood and stunning art on the shores of Puget Sound.

BY NADINE TOWERY
MARCH 30, 2021

LUXURY TRAVEL ADVISOR

**Seattle's Fairmont Olympic Unveils New
Lobby, Bar**



(Fairmont Olympic)

& WORLD REPORT U.S. News

The Best Whale Watching in Seattle

Experience the whales and other wildlife of the Pacific Northwest on these tours.



Whales are one of the best natural sights to see during a Seattle trip. (GETTY IMAGES)

The New York Times

**Canlis Hires Its First Female
Executive Chef**

Aisha Ibrahim will lead the kitchen of the celebrated 70-year-old restaurant in Seattle.



2021 Leisure Coverage Highlights *Continued*

The Seattle Times

Environment / Visual Arts
What to see at Refract glass arts festival, celebrating innovative Pacific Northwest glassmaking



The Refract glass art festival takes place Oct. 14-17, with more than 50 events in Seattle, Tacoma, Issaquah, Everett and Bainbridge Island. Shown here is a work by David Huchthausen. (Megan Swann Photography)

By Gayle Clemans
Special to The Seattle Times



ESPN

Seattle Mariners lauded for ramping up bid to host 2023 All-Star Game

Associated Press

Sept. 18, 2021

SEATTLE -- When the *Seattle Mariners* started down the path of bidding for the Major League Baseball All-Star Game, the target was 2024 or later to host for a third time.

When MLB came back to the club earlier this year to ask if 2023 was a possibility, the Mariners quickly kicked into gear.

"I think with some of the shuffling that went on, [2023] became the more viable alternative," MLB commissioner Rob Manfred said Thursday. "And I have to say, the Mariners did a fantastic job in terms of the up-tempo, the preparation. It takes a lot to pull off an All-Star Game, a lot of preparation and planning, and [Mariners chairman] John [Stanton] and his people did a fantastic job getting ready sooner."

TODAY

RESTAURANTS

3 Seattle chefs opened their restaurants in 2020 – and they banded together to survive

Melissa Miranda, Preeti Agarwal and Kristi Brown all opened their restaurants right before the pandemic hit.



2021 Leisure Coverage Highlights

Continued

The New York Times

TRAVEL

Exploring Seattle's Booming Beer Scene

This northwestern city makes some of the most creative craft beers around. The best place to try them is in the Ballard Brewery District.



Obet Brewing Co. was the first to brew in the Ballard Brewery District. The building was formerly a warehouse and is now a brewery. Photo by [unreadable]

mashed

Top Chef Finalist Shota Nakajima Dishes On The Competition - Exclusive Interview



BY MICHELLE ALLEN / JULY 8, 2021 WITH ARIANNE

The Seattle Times

Opinion

How the Emerald City welcomed this tourist and his family

Aug. 26, 2021 at 10:15 am | Updated Aug 26, 2021 at 10:15 am



Starbucks is a popular destination for tourists in Seattle. Photo by [unreadable]

By Daryl Austin

Specialty Contributor

The Boston Globe

Vegas's latest attraction, Seattle's glass festival comeback, and restaurant week in New Haven

Travel news you can use

By Kate McElreath / September 2, 2021

THERE

Seattle's glass festival returns

Enjoy works by some of the top emerging and master glassmakers during Refract: The Seattle Glass Experience, a glass art festival that includes exhibitions, art parties, open-studio tours, and demonstrations. The event, hosted by Chihuly Garden and Glass and Visit Seattle, takes place Oct. 14-17 at venues across the city and online. More than 10 local hotels are offering packages that include discounted room rates, special access to Refract events, free valet parking, hotel credits, specialty gifts, and shop discounts. Four Points by Sheraton Downtown Seattle Center, for instance, has a



Refract: The Seattle Glass Experience is a glass art festival that includes exhibitions, art parties, open-studio tours, and demonstrations. Photo by [unreadable]

2021 Leisure Coverage Highlights *Continued*

October 15, 2021



October 15, 2021



October 13, 2021



CIRCULATION TOTAL:

8,191,003,919

TOTAL STORIES:

724



2021 Leisure Media Coverage To-Date

FOOD & WINE

DEPARTURES



bon appétit

AFAR

TIME

CONDÉ NAST
Traveler



**NIGHTLY
NEWS**
WITH LESTER HOLT



**Los
Angeles
Times**

Forbes

**TRAVEL+
LEISURE**

**ARCHITECTURAL
DIGEST**

Looking Forward

- Leveraging thought leadership to put Visit Seattle at forefront of timely happenings like Kraken, return of international travel, Summit building and more
- Inviting media to experience signature events like Seattle Museum Month and Taste Washington
- Gaining meaningful destination coverage year-round. Includes “always on” pitching; and “seasonal outreach” like holiday gifting, winter getaways, Valentines Day and more
- Expanding Visit Seattle’s visibility with national media by setting up meaningful, in-person opportunities for reporters to learn more about the organization through tours and regional media events
- Up leveling our data and resources through quarterly media briefings and ongoing desk sides
- Leading with the GOOD! Spreading positive messages on city’s “wins” and path to recovery

An aerial photograph of a city skyline at sunset. The sky is a clear, deep blue, and the sun is low on the horizon, casting a warm, golden light across the scene. The city is densely packed with buildings of various heights and architectural styles. In the foreground, several prominent skyscrapers stand out, including a tall, slender building with a pointed top and a large, modern building with a glass facade. The buildings are illuminated by the low sun, creating a mix of bright highlights and deep shadows. The overall atmosphere is serene and majestic.

ALI DANIELS

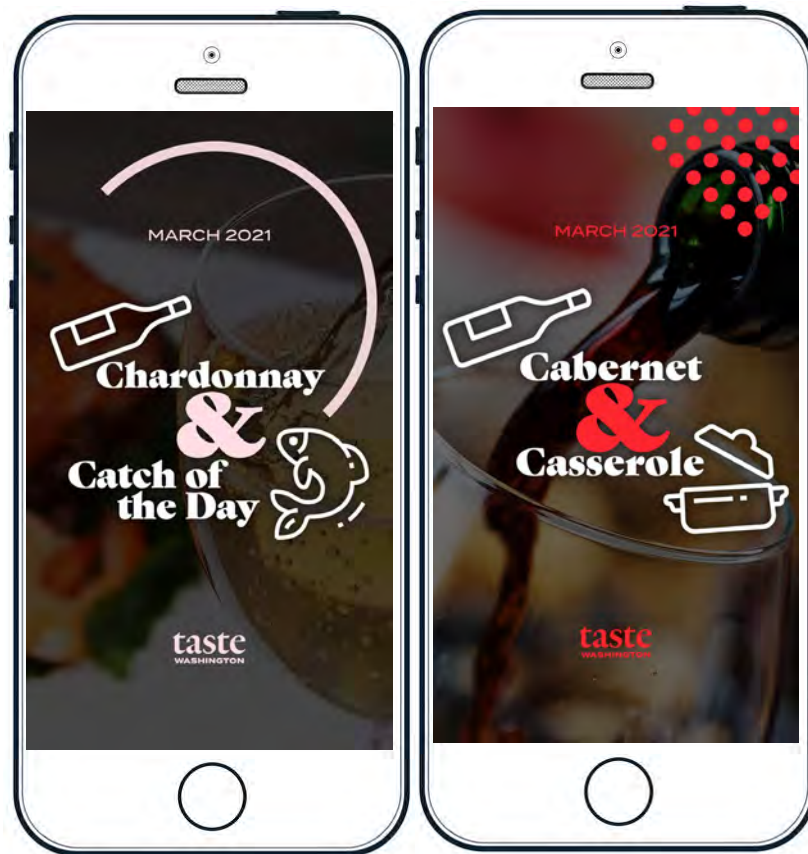
Leisure Overview

The background of the image is a vibrant, multi-colored rainbow with thick, textured brushstrokes. Overlaid on this is a black silhouette of the Seattle skyline, featuring the Space Needle and a Ferris wheel. A white rectangular banner is tilted across the center, containing the text 'POSTPONED' in large, bold, magenta letters. Behind this banner, the words 'SEATTLE MUSEUM MONTH' are visible in white, semi-transparent capital letters.

SEATTLE
MUSEUM
MONTH

POSTPONED

taste WASHINGTON



taste WASHINGTON *Recipes!* at home

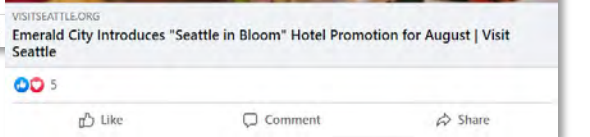
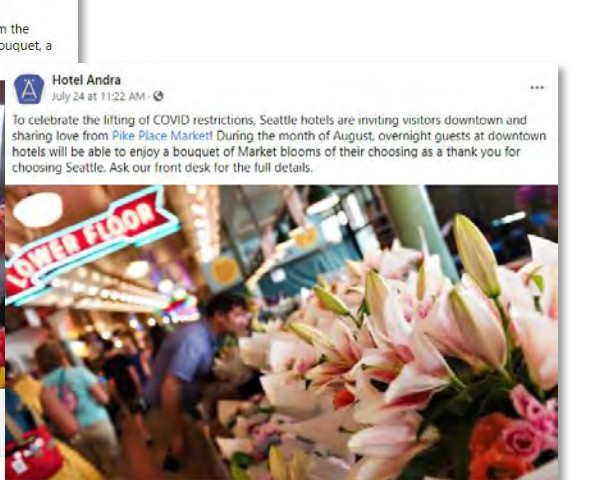
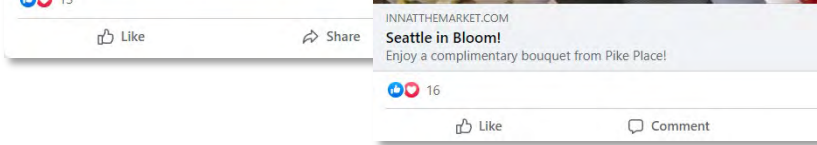
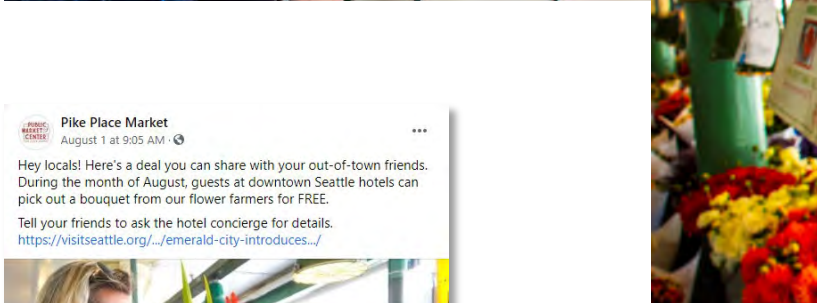
Presented by Whole Foods Market

taste WASHINGTON *Take it home!* to go

Presented by Alaska Airlines



SEATTLE IN BLOOM



Pike Place Market
August 1 at 9:05 AM · 🌐

Hey locals! Here's a deal you can share with your out-of-town friends. During the month of August, guests at downtown Seattle hotels can pick out a bouquet from our flower farmers for FREE.

Tell your friends to ask the hotel concierge for details.
<https://visitseattle.org/.../emerald-city-introduces.../>

The Inn At The Market
August 3 at 1:39 PM · 🌐

See Seattle in Bloom! Downtown Seattle hotels are welcoming visitors with blooms from the iconic Pike Place Market. Stay at the Inn at the Market in August and receive a flower bouquet, a beautiful symbol of the city's reopening.

Seattle in Bloom!
Enjoy a complimentary bouquet from Pike Place!

Hotel Andra
July 24 at 11:22 AM · 🌐

To celebrate the lifting of COVID restrictions, Seattle hotels are inviting visitors downtown and sharing love from Pike Place Market! During the month of August, overnight guests at downtown hotels will be able to enjoy a bouquet of Market blooms of their choosing as a thank you for choosing Seattle. Ask our front desk for the full details.

Emerald City Introduces "Seattle in Bloom" Hotel Promotion for August | Visit Seattle



Online & In-Person
Demonstrations
Exhibitions
Gallery Shows
Open Studios
Art Parties & More

THE SEATTLE GLASS EXPERIENCE

OCTOBER 14-17, 2021



I KNOW A
PLACE

I Know A Place

A PLACE

INSIDER'S TIPS ON
CAN'T MISS SEATTLE



ANGELA SHEN'S

Savory Favorites



LAURA CLISE'S

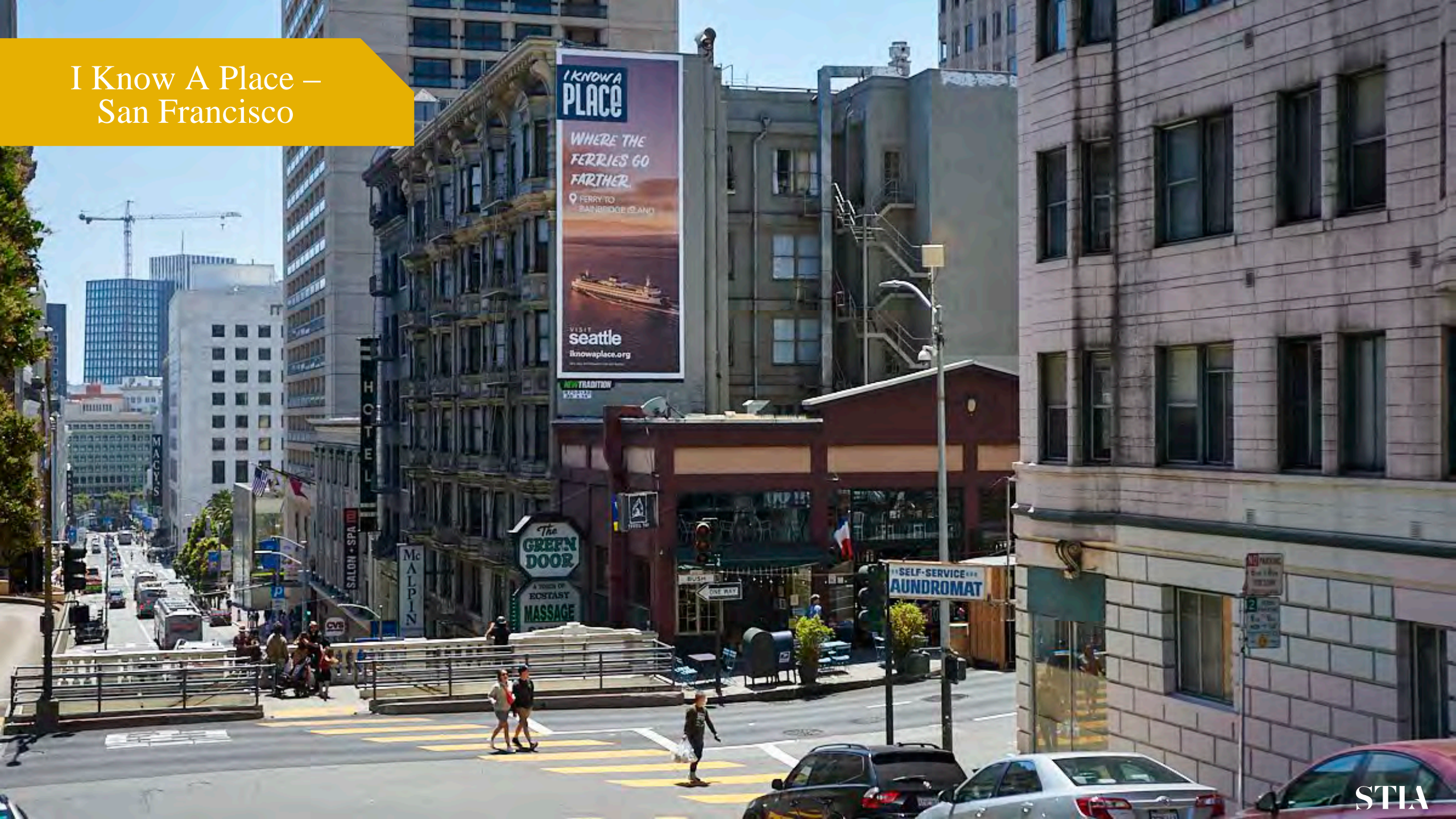
Intentional Favorites



MONICA DIMAS'

Little-Known Favorites

I Know A Place – San Francisco



I Know A Place – Spokane Airport



I Know A Place – Portland



The Influentials



HOLIDAY EVENTS HOTEL PACKAGES



GIFT YOURSELF A SEATTLE HOLIDAY.

Paid Social

Visit Seattle (Default)
Sponsored · 🌐

Whether you want to get out and explore Seattle's unique autumn colors, or cozy up with a good book and an even better coffee, fall is our favorite time of year.



VISITSEATTLE.ORG
5 Reasons To Visit Seattle This Fall

LEARN MORE

Visit Seattle (Default)
Sponsored · 🌐

Fall is the perfect time to fall in love with the Emerald City. Book your trip now to explore Seattle this autumn.



VISITSEATTLE.ORG
Rediscover Seattle
Book Now

LEARN MORE

Visit Seattle (Default)
Sponsored · 🌐

Seattle's back, and we're open for business! Join us and make up for lost vacation time all summer long.



VISITSEATTLE.ORG
Ready, set, explore!
Book your getaway

LEARN MORE

Visit Seattle (Default)
Sponsored · 🌐

Let your stomach be your guide as you discover some of Seattle's hidden gems with the help of Lakeisha Drayton-Sharpe.



VISITSEATTLE.ORG
I Know A Place With Lakeisha Drayton-Sharpe

LEARN MORE

Visit Seattle (Default)
Sponsored · 🌐

Watch Chef Shota and Chef Sara eat their way across Seattle and pick out a few spots to try on your next trip.



VISITSEATTLE.ORG
I Know A Place With Chef Shota

LEARN MORE



An aerial photograph of a city skyline at sunset. The sky is a clear, pale blue, and the sun is low on the horizon, casting a warm, golden light across the scene. The city is densely packed with buildings of various heights and architectural styles. In the foreground, several older, multi-story buildings with brick and stone facades are visible. In the background, a cluster of modern skyscrapers rises, including a prominent glass-walled tower with a distinctive X-shaped structural element. The overall atmosphere is serene and majestic.

ALI DANIELS

International Tourism

Where is Liz Johnson?



Where is John Boesche?



2021 – Maintaining the Market

2021 TO DATE

- Participation with Brand USA on co-op marketing and training opportunities in Canada, UK, France and India
- Promotion in the UK with travel trade training around the launch of the American Airlines LHR service in March 2021
- Limited spend on FAM hosting due to continued travel restrictions



Looking Forward

Q4 NEWS & ACTIVITY

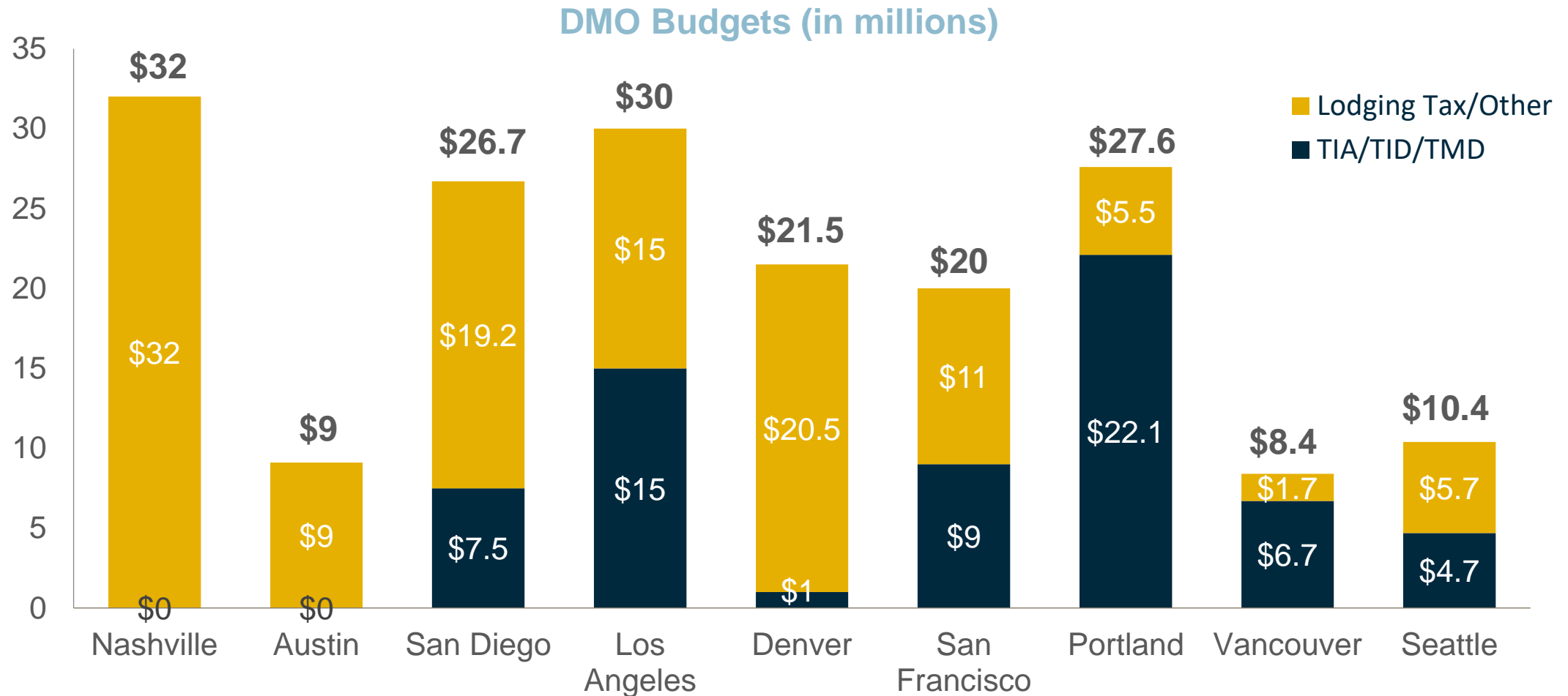
- International borders reopen to vaccinated travelers on November 8
- Reengaged Black Diamond in the UK to support with media and trade
- Visit Seattle is attending Brand USA Travel Week in London – first business trip in 19 months.

2022 – ROAD TO RECOVERY

- Ramped-up agency support in the UK with smaller project work in Canada
- Airline support surrounding the grand opening of the IAF at SEA
- Return to FAM hosting with a focus on qualified media and trade from key markets
- Ad hoc agency support and events in key markets with a slower projected recovery

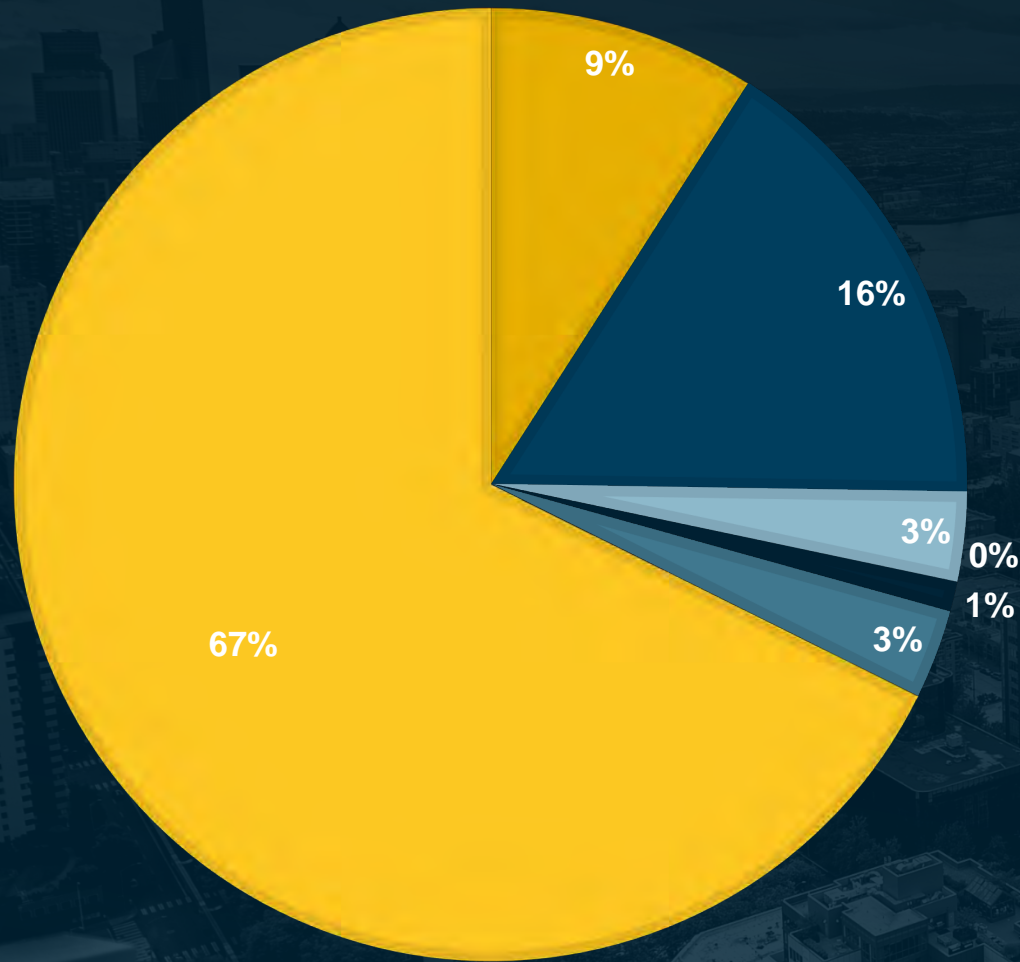
Funding Update

2021 Competitive Destinations: Total Marketing Budget Comparison



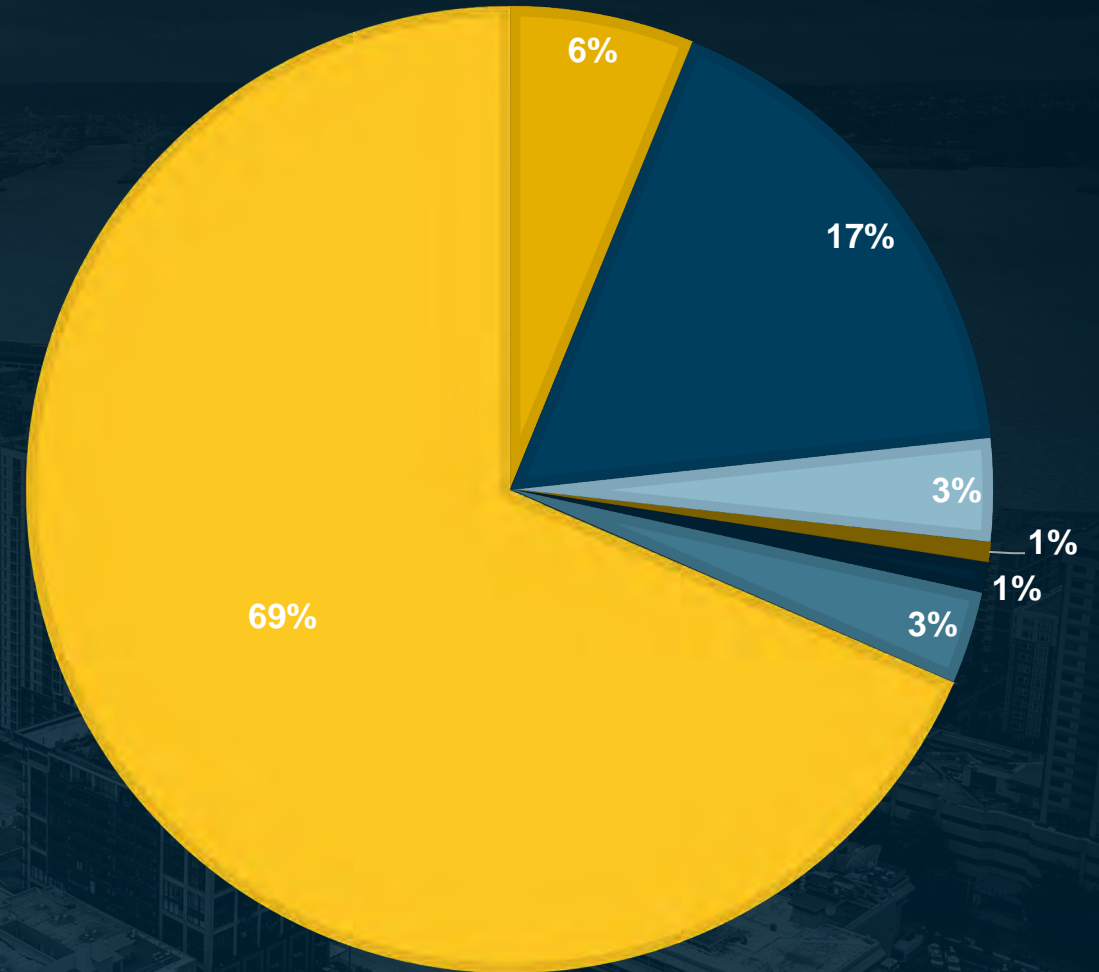
2020 PLANNED BUDGET

Budget Total: \$8,660,000



2022 SAMPLE \$4 ASSESSMENT BUDGET

(~68% Occupancy; Sample Revenue \$14,600,000)





Proposed Uses for Additional Funds:

LEISURE

- Additional key domestic market targeting
- Consistent and stronger promotion throughout 2022/23 (including summer; leisure continues to dominate)
- New content partnerships with media partners (similar to Rolling Stone, Vice, Vox from past campaigns)
- Create new incentive months (Seattle Museum Month, Seattle In Bloom)

PUBLIC RELATIONS

- Additional Media Hosting, PR Support
 - Increase inbound media hosting—our most powerful tool to sell the destination
 - Travel to key markets (NYC, SF, LA, etc.) to meet with journalists at key target publications/outlets; participate in media marketplace activities like IPW and IMMNYC
- Further reach for Seasonal Campaigns: Holidays/Winter, Seattle Museum Month, Refract etc.

INT'L TOURISM

- Increased consumer presence in western Canada and trade/PR presence in eastern Canada
- Greater consumer awareness in top overseas market(s); support new airline service
- Re-establish Seattle's in-market presence through contracted agencies in high growth markets in Europe, Asia, Oceania; primary 2022 focus in UK and mainland Europe

New Board Officers

TOM NORWALK

2022 Advisory Board Officers



Steve Sasso, *Chair*
MOTIF SEATTLE



Juriana Spierenburg, *Vice Chair*
CITIZENM SEATTLE
SOUTH LAKE UNION



Wade Hashimoto, *At-Large*
W SEATTLE

2021 Outgoing Advisory Board Members

Tom Norwalk

2021 Outgoing Advisory Board Members



Bill Weise
SILVER CLOUD HOTEL –
SEATTLE STADIUM



Cristy Smith
CROWNE PLAZA
SEATTLE - DOWNTOWN

An aerial, high-angle view of a city skyline, likely New York City, with a dense cluster of skyscrapers on the left and a large body of water (Hudson River) in the background. The image is dark and monochromatic, with a blue-grey tint. The word "QUESTIONS?" is overlaid in the center in a bright yellow, sans-serif font.

QUESTIONS?



Thank you

An aerial photograph of Seattle, Washington, showing the city skyline and waterfront. The image is dark and moody, with the city lights and buildings visible against a dark sky. The text "STIA" is overlaid in large, white, serif capital letters.

STIA

SEATTLE TOURISM IMPROVEMENT AREA