Thank you for joining us.

The meeting will begin when quorum is reached.
Tuesday, May 17, 2022

STIA Ratepayers Meeting
Welcome
2021 Competitive Destinations: Total Marketing Budget Comparison

DMO Budgets (in millions)

<table>
<thead>
<tr>
<th>City</th>
<th>Lodging Tax/Other</th>
<th>TIA/TID/TMD</th>
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<tbody>
<tr>
<td>Nashville</td>
<td>$32</td>
<td>$0</td>
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<tr>
<td>Austin</td>
<td>$9</td>
<td>$0</td>
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<tr>
<td>San Diego</td>
<td>$26.7</td>
<td>$7.5</td>
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<tr>
<td>Los Angeles</td>
<td>$30</td>
<td>$15</td>
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<tr>
<td>Denver</td>
<td>$21.5</td>
<td>$1</td>
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<tr>
<td>San Francisco</td>
<td>$20</td>
<td>$11</td>
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<tr>
<td>Portland</td>
<td>$27.6</td>
<td>$5.5</td>
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<tr>
<td>Vancouver</td>
<td>$8.4</td>
<td>$1.7</td>
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<tr>
<td>Seattle</td>
<td>$10.4</td>
<td>$5.7</td>
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</tbody>
</table>

Nashville, Austin, San Diego, Los Angeles, Denver, San Francisco, Portland, Vancouver, Seattle
Introduction

TAMMY CANAVAN, PRESIDENT & CEO, VISIT SEATTLE
2022 Advisory Board

Steve Sasso, Chair
MOTIF SEATTLE

Juriana Spierenburg, Vice Chair
CITIZENM SEATTLE SOUTH
LAKE UNION

Wade Hashimoto, At-Large
W SEATTLE

Whitney Brown
THOMPSON SEATTLE

Heather McCurdy
HILTON SEATTLE

Lars Pedersen
HOTEL ÄNDRÅ

Victor Caguindagan
LOTTE HOTEL SEATTLE

Rob Nichols
THE STATE HOTEL

Tom Waithe
THE ALEXIS ROYAL SONESTA HOTEL SEATTLE

Lacey King
THE MAXWELL HOTEL

Juergen Oswald
RENAISSANCE SEATTLE HOTEL
Welcome New STIA Hotels

CITIZENM SEATTLE PIONEER SQUARE
LEVEL SEATTLE – SOUTH LAKE UNION
ASTRA HOTEL SEATTLE, A TRIBUTE PORTFOLIO HOTEL
Assessment Increase – June 1st
Hotel Toolkit:

- LETTER FOR GROUPS
- FAQS
- SCRIPT FOR FRONT DESK STAFF
- VISITSEATTLE.ORG/STIA
2022 Revised Budget

DISCUSSION & APPROVAL
2022 Revenue Considerations

**OCCUPANCY (STIA SUBSET)**

- January-May: 41.75% @ $2 per occupied room night
- June-December: 70.85% @ $4 per occupied room night
- 15% ‘wash’ for full-year (in consideration of exempt/offline rooms and safety net for downturn)
2022 Additional Expense Considerations

**LEISURE**
- Additional key domestic market targeting
- Stronger presence in key Canadian markets
- 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)

**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
- Exploration of cruise/stay initiatives to better capture growing cruise segment
- 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
2022 Revised Budget

- Advertising: $6,422,300
- Intl FAMs, Mktg Partnerships, Events/Missions: $625,000
- Administration (Salaries & Operating Exp.): $1,036,319
- Photography: $75,000
- Special Events: $70,000
- Market Research: $150,000
- Public Relations & Press Trips: $375,000
- Total Expenses: $8,753,619
- Total Revenue: $9,957,053
- Net: $1,203,434
2022 Revised Budget vs Previously Approved

REVISED

PREVIOUSLY APPROVED

- Administration (Salaries & Operating Exp.)
- Intl FAMs, Mktg Partnerships, Events/Missions
- Special Events
- Photography
- Market Research
- Public Relations & Press Trips
- Advertising
### 2022 APPROVED BUDGET

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Total Expenses</td>
<td>$6,815,132</td>
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<tr>
<td>Revenue</td>
<td>$6,815,132</td>
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<tr>
<td>NET</td>
<td>$0</td>
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**Administrative Expenses**
- Salaries: $877,476 (13%)
- Operating Exp: $40,000 (1%)
- Estimated: $917,476

**Marketing Expenses**
- FAMS: $75,000 (1%)
- PR Projects & Press Trips: $250,000 (4%)
- Client Events & Missions: $0 (0%)
- Special Events: $105,000 (2%)
- Marketing Partnerships: $350,000 (5%)
- Photography: $10,000 (0%)
- Market Research: $103,900 (2%)
- Advertising: $5,003,756 (73%)
- Estimated: $5,897,656

### 2022 REVISED BUDGET

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
<td>Total Expenses</td>
<td>$8,753,619</td>
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</tr>
<tr>
<td>Revenue</td>
<td>$9,957,053</td>
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</tr>
<tr>
<td>NET</td>
<td>$1,203,434</td>
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**Administrative Expenses**
- Salaries: $986,319 (11%)
- Operating Exp: $50,000 (1%)
- Estimated: $1,036,319

**Marketing Expenses**
- FAMS: $125,000 (1%)
- PR Projects & Press Trips: $375,000 (4%)
- Client Events & Missions: $0 (0%)
- Special Events: $70,000 (1%)
- Marketing Partnerships: $500,000 (6%)
- Photography: $75,000 (1%)
- Market Research: $150,000 (2%)
- Advertising: $6,422,300 (73%)
- Estimated: $7,717,300
## Fund Balance:

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<td>Interest</td>
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2022 REVISED BUDGET

QUESTIONS & VOTE FOR APPROVAL
Thank you