

An aerial photograph of Seattle, Washington, showing the city's dense urban landscape. The image is darkened with a blue tint. In the background, the city skyline is visible, including several tall skyscrapers. The foreground and middle ground show a grid of city blocks with various buildings, streets, and some greenery. The text is overlaid on this background.

Thank you for joining us.

THE MEETING WILL BEGIN WHEN QUORUM IS REACHED.

STIA

SEATTLE TOURISM IMPROVEMENT AREA

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 glow over the buildings. The skyline is composed of numerous skyscrapers of varying heights and architectural styles. Some buildings have glass facades that reflect the sunset light, while others are made of brick or stone. The foreground shows a dense cluster of buildings, with a prominent white building with a pointed roof in the lower right. The overall scene is a vibrant and detailed representation of a modern urban landscape.

Tuesday, May 17, 2022

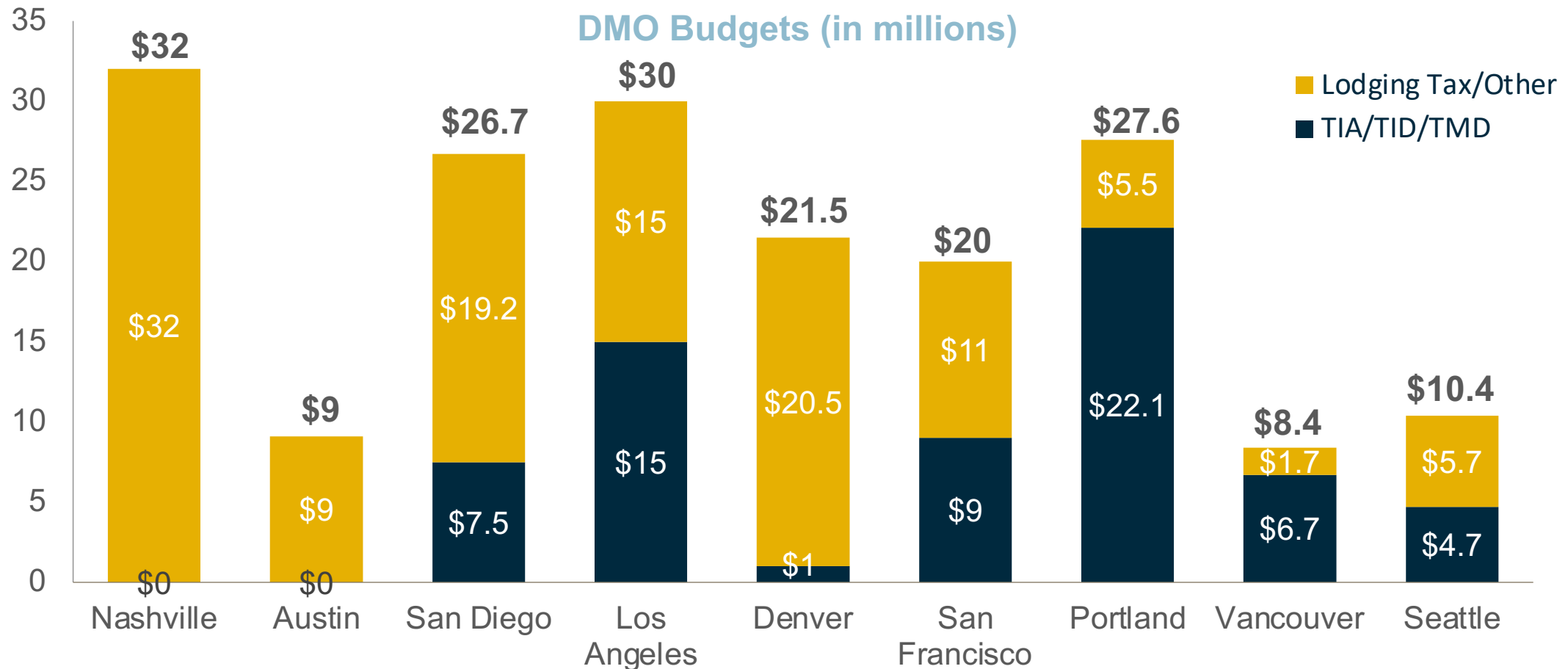
STIA Ratepayers Meeting

Welcome

ALI DANIELS & STEVE SASSO

STIA

2021 Competitive Destinations: Total Marketing Budget Comparison



Introduction

TAMMY CANAVAN, PRESIDENT & CEO, VISIT SEATTLE

2022 Advisory Board



Steve Sasso, Chair
MOTIF SEATTLE



Juriana Spierenburg, Vice Chair
CITIZENM SEATTLE SOUTH
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Lars Pedersen
HOTEL ÄNDRA

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

A dark, monochromatic photograph of the Seattle skyline, featuring the Space Needle and various skyscrapers, serving as a background for the title.

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

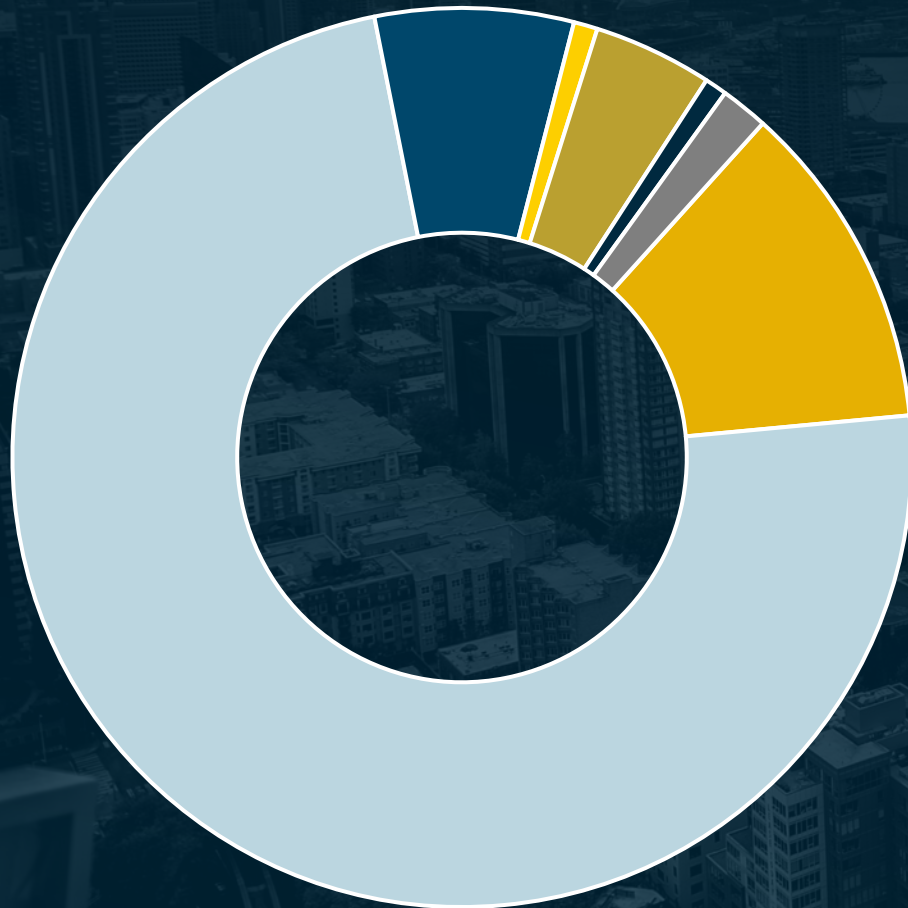
- Additional Media Hosting, PR Support
- Increase inbound media hosting—our most powerful tool to sell the destination
- Travel to key markets (NYC, SF, LA, etc.) to meet with journalists at key target publications/outlets; participate in media marketplace activities like IPW and IMMNYC
- Further reach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

VISIT SEATTLE CONFIDENTIAL



Administration (Salaries & Operating Exp.)	\$1,036,319
Intl FAMs, Mktg Partnerships, Events/Missions	\$625,000
Special Events	\$70,000
Photography	\$75,000
Market Research	\$150,000
Public Relations & Press Trips	\$375,000
Advertising	\$6,422,300

Total Expenses	\$8,753,619
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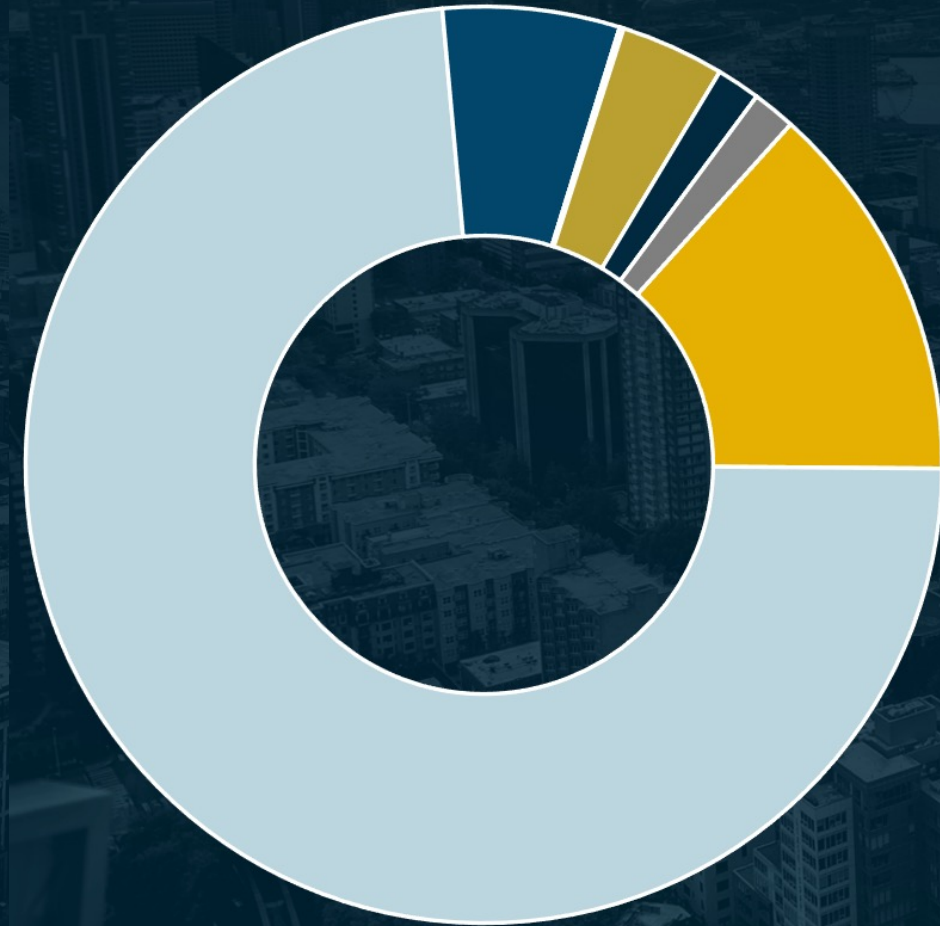
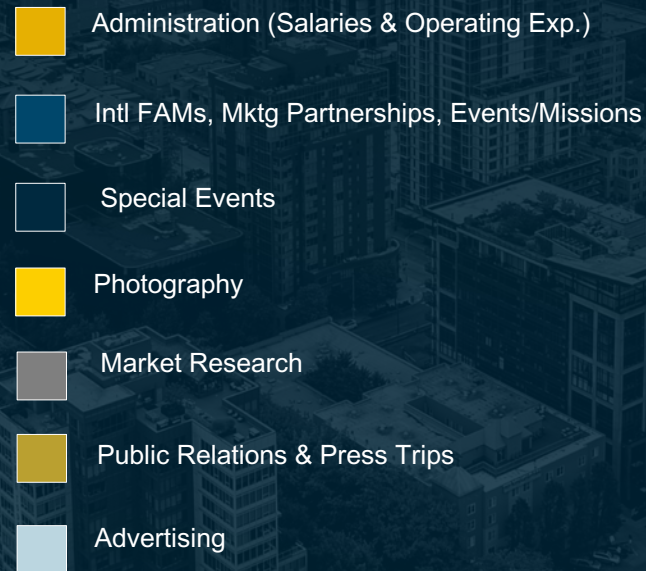
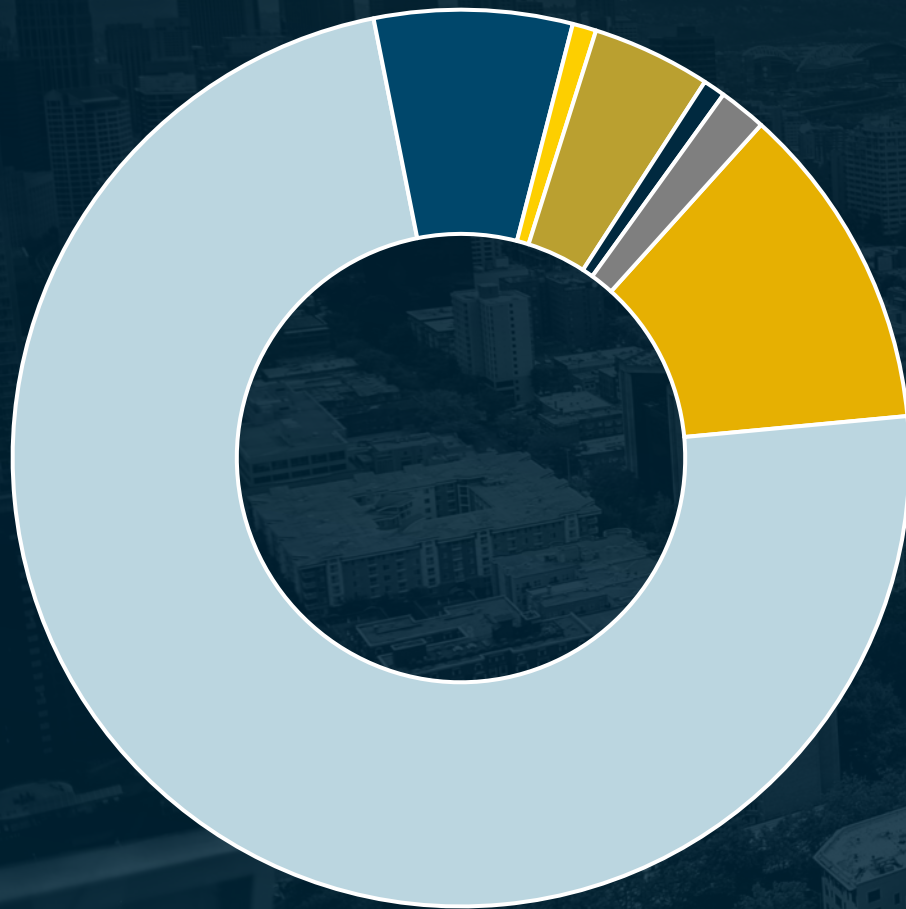
Total Revenue	\$9,957,053
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Net	\$1,203,434
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2022 Revised Budget vs Previously Approved

REVISED

PREVIOUSLY APPROVED



2022 APPROVED BUDGET

Administrative Expenses 13%

Salaries	\$877,476	13%
Operating Exp	\$40,000	1%
Estimated	\$917,476	

Marketing Expenses 87%

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	

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

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

NET.....\$0

2022 *REVISED* BUDGET

Administrative Expenses 12%

Salaries	\$986,319	11%
Operating Exp	\$50,000	1%
Estimated	\$1,036,319	

Marketing Expenses 88%

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	

Total Expenses.....\$8,753,619

Revenue.....\$9,957,053

NET.....\$1,203,434



Fund Balance:

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019 Fcst</u>	<u>2020 Fcst</u>	<u>2021 Fcst</u>	<u>2022 MYB</u>
Collections	7,418,401	7,684,205	8,101,749	8,944,164	2,349,824	4,423,573	9,957,053
Fund bal. audit adj.	(104,613)						
Interest	28,002	16,111	11,033	-	-		
Expenses	(7,810,304)	(8,223,205)	(7,590,854)	(7,734,749)	(3,404,732)	(4,940,216)	(8,753,619)
Net	(468,514)	(522,888)	521,928	1,209,415	(1,054,908)	(516,643)	1,203,434
Fund balance	2,774,480	2,251,592	2,773,520	3,982,935	2,928,027	2,411,384	3,614,818



QUESTIONS &
VOTE FOR APPROVAL

2022 REVISED BUDGET



Thank you

An aerial, high-angle photograph of the Seattle city skyline and waterfront, viewed from a high vantage point. The image is dark and moody, with a blue-grey color palette. The city's dense urban landscape is visible, with numerous skyscrapers and buildings. The waterfront area, including the city's major harbor, is visible in the background. The overall atmosphere is one of a modern, bustling city at dusk or dawn.

STIA

SEATTLE TOURISM IMPROVEMENT AREA