

LODGING TAX ADVISORY COMMITTEE

***Mission: To Promote and Market
Tourism in Federal Way***

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Accomplishments 2018

- **Submitted 2020 Olympic Trial Application**
- **Deployment of Tourism Enhancement Grant Program**
- **Replaced, Updated & Added to Wayfinding Signs**
- **Deployment of Hospitality Education & Training Program**
 - Curriculum and Classes
 - Online Program
- **Formulation of Tourism Promotion Area Legislation**
- **Hosted Major Events:**
 - 2018 USA Special Olympics
 - International Underwater Robotics Competition
 - USA Fast Pitch Girls National Championship
 - Pac 12 M&W Swimming and Diving Championships
- **Application to Host 2021 NCAA Div. III M&W Swimming and Diving Championships**
- **Began work on FW Tourism Video: Explore, Encounter, Experience and Enjoy!**
- **Advertising at SeaTac International**

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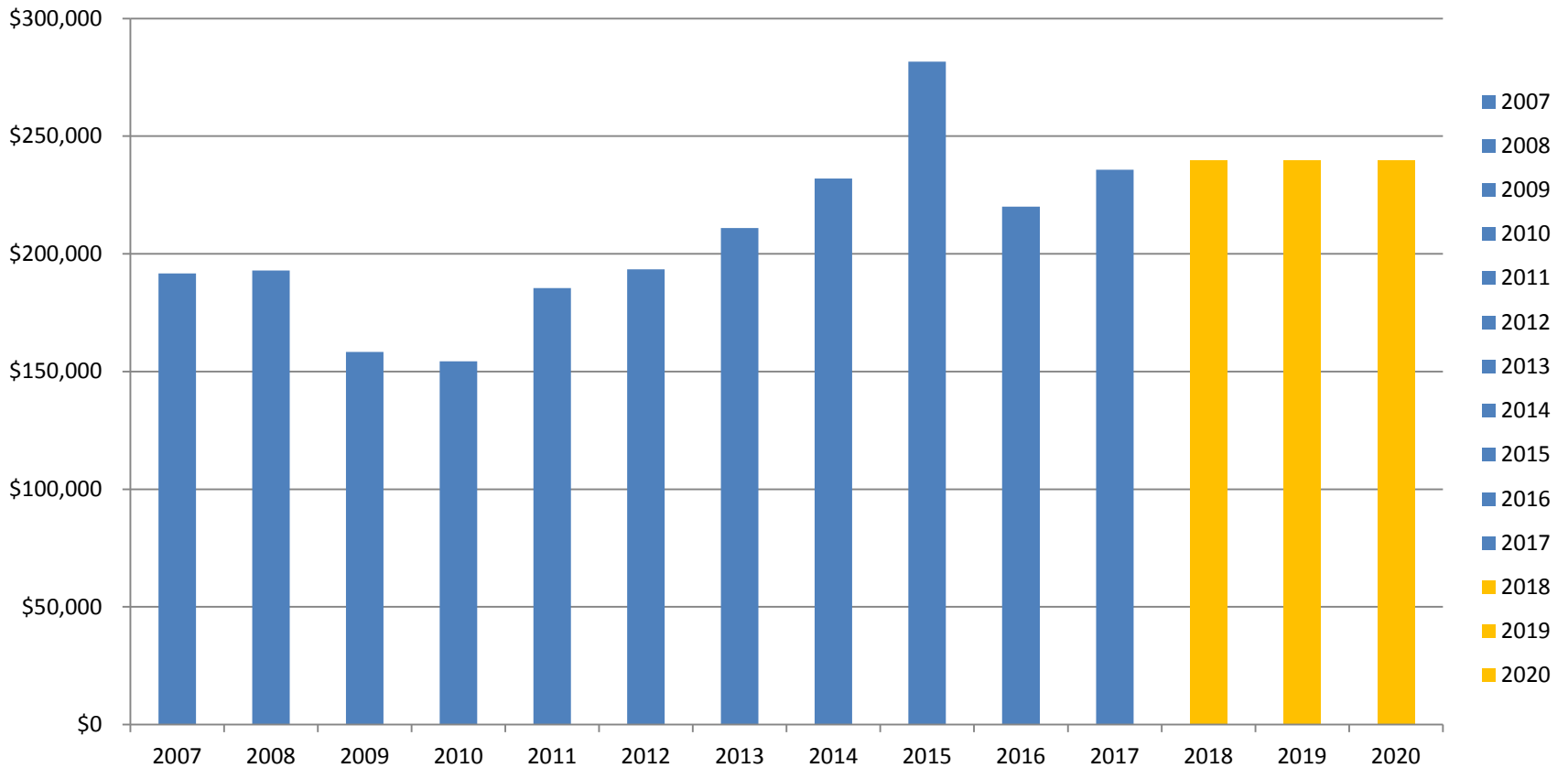
Achievements for 2019/20

- **Proposal for USA Olympic Team for 2020 Training Camp for Swimming and Diving Teams**
- **Digital Sign**
- **Deployment of TEG's**
- **Online Deployment of H.E.T.T.**
- **Continued Maintenance and Update of Website**
- **Continued Welcome Advertisement at SeaTac Int'l.**
- **Host Major Events:**
 - Pac 12 M&W Swimming & Diving Championships
 - Korean American Sports Festival
- **Formulate Plan for Off-Season Event Programming**
- **Approval & Implementation of TPA**
- **Complete Video: FW: Explore, Encounter, Experience, and Enjoy!**

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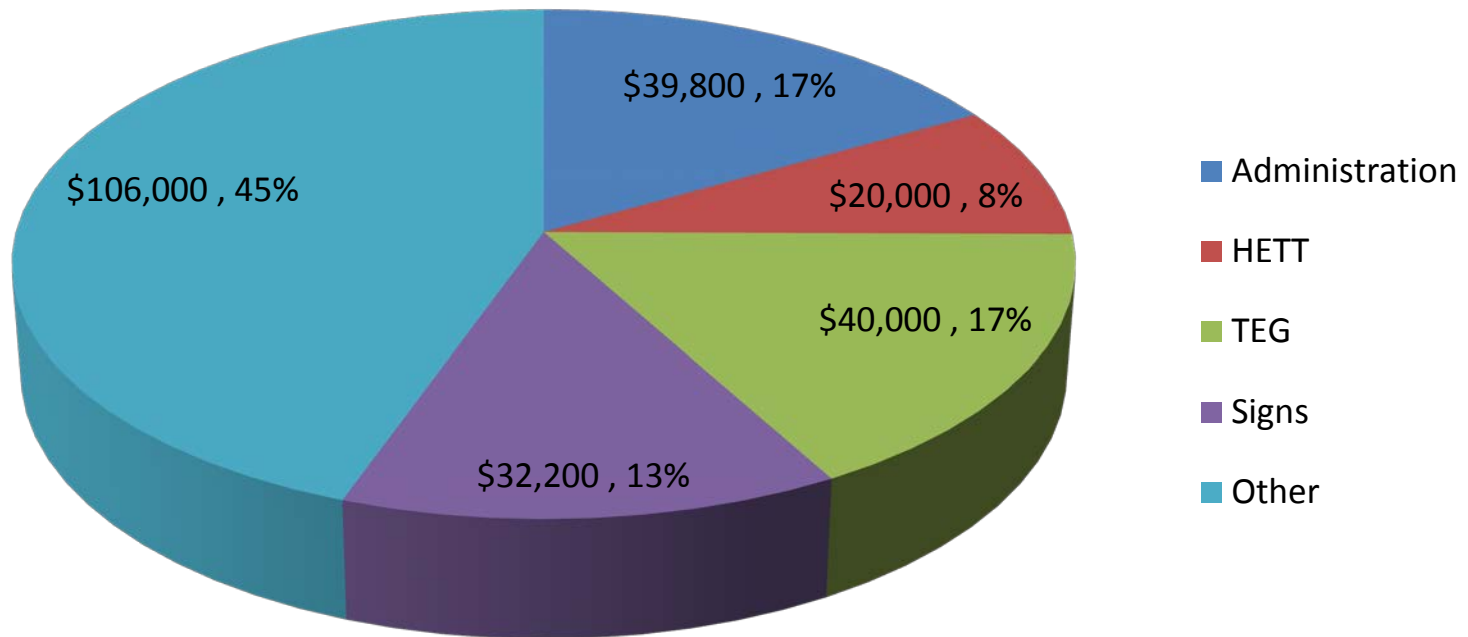
Relevance & Significance

Revenue



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2019 Budget: \$241,000



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Budget Forward

**Approval of Tourism Promotion Agency
by 2020 = \$400,000 to \$500,000**

- **2 positions: Professional and Admin Staff**
- **Marketing & Attraction of Events**