

TOURISM PROMOTION AREA TIMELINE

2011

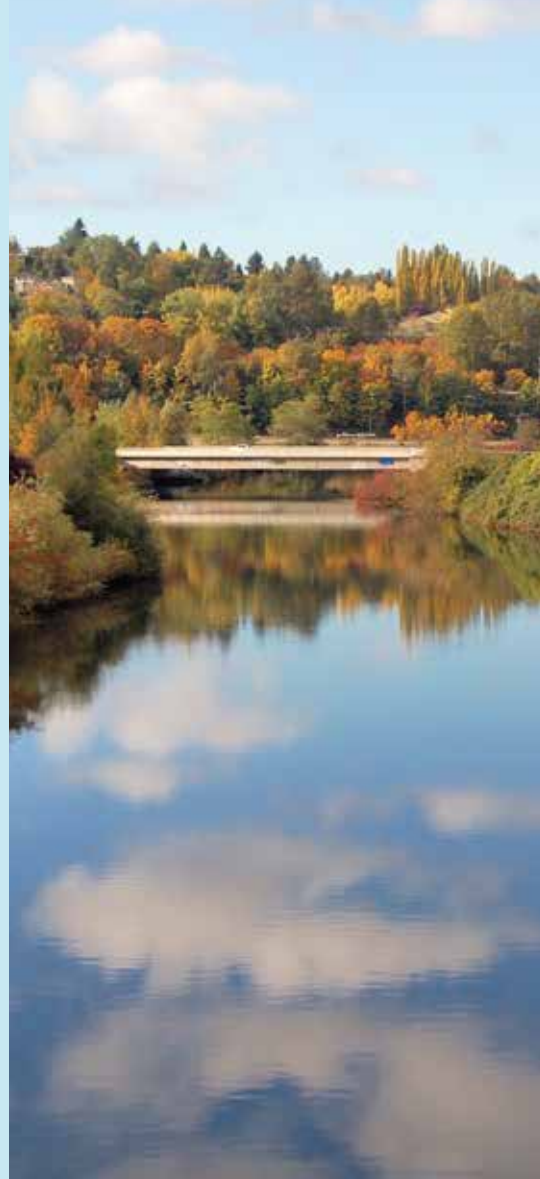
OCTOBER
Tourism Promotion Area Steering Committee formed.

2012

JANUARY
Research, education, and outreach begins.

JUNE
City of SeaTac engages Pacific Law Group to assist.

Jonathan P. Ellgen



2014

APRIL
Conducted Tourism Promotion Area (TPA) Ratepayers Informational Meetings.

MAY
SeaTac, Tukwila, and Des Moines execute Interlocal Agreement for Joint Establishment of a Tourism Promotion Area (TPA), designating the City of SeaTac as the TPA Legislative Authority.

JULY
Hoteliers with 90-plus rooms submit initiation petition to the City of SeaTac.

SEPTEMBER
SeaTac City Council conducts study session and approves TPA Resolution expressing its intent to establish a TPA.

OCTOBER
SeaTac City Council passes ordinance establishing a Joint Tourism Promotion Area and to charter a newly created Regional Tourism Authority to manage TPA assessments and lodging taxes.

NOVEMBER
TPA hotel ratepayers apply to City of SeaTac to serve as RTA Board Members.

DECEMBER
Contract signed with Department of Revenue to administer collection of TPA assessments.

2015

JANUARY
Seven-member Private Sector Board of Directors appointed by SeaTac City Council and first RTA Board Meeting held.

FEBRUARY
Outreach to ratepayers begins regarding TPA implementation.

APRIL
Implementation of TPA assessment begins.

JUNE
RTA receives first deposit of TPA assessments.

SEPTEMBER
Katherine Kertzman hired by Board and officially starts as President and CEO.

JANUARY
Seattle Southside Visitor Services (SSVS) staff move from City of Tukwila to RTA.

JANUARY - JULY
Strategic planning process.

FEBRUARY
Additional RTA staff hired.

MAY
City of Tukwila transfers SSVS Tourism Promotion Program assets to RTA.

AUGUST - DECEMBER
Marketing plan, sales plan, and action plan development.

2016



2017

MAY
Strategic plan implementation and continuation.



Carmen Scott