

1 activities that arise unexpectedly from year to year) intended to encourage leisure tourism in
2 Seattle in order to increase area hotel occupancies and for no other purpose. Promotion,
3 advertising, sales and marketing services include, but are not limited to, strategic planning,
4 market research, creative development, media placement, sales activities, hosting tourism
5 industry events relating to promotion and marketing, and administrative and management
6 support for such services. No funds raised by the special assessment authorized by this ordinance
7 may be used to take, support or oppose any position taken by any entity in a labor dispute.
8

9 The initial estimated cost of these proposed uses and projects will be \$6,000,000 Dollars
10 in 2012.

11 **Section 4.** Ratepayers Advisory Board. There shall be an advisory board whose
12 membership is comprised of Ratepayers representative of the variety of locations, sizes and
13 classifications of Ratepayers in the District.
14

15 **Section 5.** To finance the programs authorized in Section 3, there is proposed to be
16 levied upon and collected from the owners of all transient accommodations (“Ratepayers”) with
17 more than 60 rooms located within the boundaries of the Seattle Tourism Improvement Area
18 described in Section 2, monthly special assessments as follows:
19

20 Assessment = (Occupied rooms X \$2.00 per night)

21 The special assessments shall not be imposed on rooms (a) where the occupant has stayed
22 30 or more days, (b) that are provided by a Ratepayer to guests without charge for promotional
23 purposes, (c) that are available exclusively to members or guests of members of a private
24 member-owned club or its reciprocal clubs or (d) that comprise facilities where accommodations
25 are generally marketed and sold on a per bed, shared room basis (e.g. hostels).
26
27

Property owned by governmental entities or public utilities shall not be assessed.

Adopted by the City Council the ____ day of _____, 2011, and signed
by me in open session in authentication of its adoption this _____ day
of _____, 2011.

President _____ of the City Council

THE MAYOR CONCURRING:

Michael McGinn, Mayor

Filed by me this ____ day of _____, 2011.

City Clerk

(Seal)

Exhibit A: Seattle Tourism Improvement Area Map