

RESOLUTION _____

1 A RESOLUTION of intention to establish a Tourism Business Improvement Area and fix a date
2 and place for a hearing thereon.

3 WHEREAS, the owners and operators of the hotel businesses, subject to sixty percent (60%) or
4 more of the special assessments that would be assessed filed a petition with The City of
Seattle pursuant to Chapter 35.87A RCW, which petition is filed in C.F. 311423; and

5 WHEREAS, the City Council has reviewed that petition, but determined it is in the best interests
6 of the City to proceed, as permitted by Chapter 35.87A, under the resolution method of
7 creating a Business Improvement Area instead of the petition method; and

8 WHEREAS, the City Council introduced Resolution 31310 on July 18, 2011, initiating a
9 Tourism Business Improvement Area; and

10 WHEREAS, the City Council wishes to declare its intent to establish a Tourism Business
11 Improvement Area, and to set a public hearing for the public and all affected persons to
consider its establishment;

12 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE, THE**
13 **MAYOR CONCURRING, THAT:**

14 **Section 1.** The City Council of The City of Seattle declares its intention to establish a
15 Tourism Business Improvement Area in accordance with Chapter 35.87A RCW to be known as
16 the Seattle Tourism Improvement Area (STIA).

17 **Section 2.** The STIA shall be within the following boundaries as shown on the map
18 attached as Exhibit "A" (when a street or alley is named, the area boundary is the centerline of
19 the right-of-way including vacated portions unless otherwise specified in the description):

20
21 Beginning where Puget Sound meets W. Galer Street, continuing
22 east as if Galer Street continued to 12th Avenue, south to South
23 Royal Brougham Way, west as if South Royal Brougham Way
24 continued to Puget Sound, continuing along the shore of Puget
Sound to W. Galer Street.

25 In case of a conflict between the description of the area and the map, the map shall
26 control.

1 **Section 3. Programs.** Special Assessment revenues shall be used solely and exclusively
2 for domestic and international tourism promotion, advertising, sales and marketing activities
3 (including, without limitation, the creation of a standing limited reserve solely to fund any such
4 activities that arise unexpectedly from year to year) intended to encourage leisure tourism in
5 Seattle in order to increase area hotel occupancies and for no other purpose. Promotion,
6 advertising, sales and marketing services include, but are not limited to, strategic planning,
7 market research, creative development, media placement, sales activities, hosting tourism
8 industry events relating to promotion and marketing, and administrative and management
9 support for such services. No funds raised by the special assessment authorized by this ordinance
10 may be used to take, support or oppose any position taken by any entity in a labor dispute.
11

12 The initial estimated cost of these proposed uses and projects will be \$6,000,000 Dollars
13 in 2012.
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15 **Section 4. Ratepayers Advisory Board.** There shall be an advisory board whose
16 membership is comprised of Ratepayers representative of the variety of locations, sizes and
17 classifications of Ratepayers in the District.
18

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

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

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

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

5 **Section 6.** A hearing shall be heard on this matter before the Regional Development and
6 Sustainability Committee in the City Council Chambers, City Hall, 600 Fourth Avenue, 2nd
7 Floor, Seattle, Washington 98104 on Monday, August 8, 2011, at 5:30 p.m., or as soon thereafter
8 as the same may be heard. The City Council will hear all protests and receive all evidence for or
9 against the proposed action.
10

11 **Section 7.** The City Clerk is requested to publish a notice of this intention and of the
12 hearing in a newspaper of general circulation in Seattle and mail a complete copy of this
13 Resolution to each prospective Ratepayer within the proposed area, at least ten days prior to the
14 hearing. The notice shall include a statement that a copy of the proposed ordinance, with
15 attachments, may be examined electronically at <http://www.seattle.gov/leg/clerk/> on the Internet,
16 or in paper form at the Office of the City Clerk, City Hall, 600 Fourth Avenue, 3rd Floor, Seattle,
17 Washington 98104, or will be mailed upon request.
18

19 Adopted by the City Council the ____ day of _____, 2011, and
20 signed by me in open session in authentication of its adoption this _____ day
21 of _____, 2011.
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23 _____
24 President _____ of the City Council
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THE MAYOR CONCURRING:

Michael McGinn, Mayor

Filed by me this ____ day of _____, 2011.

Monica Martinez Simmons, City Clerk

(Seal)

Exhibit A: Seattle Tourism Improvement Area Map