

# TOURISM PROMOTION AREA TIMELINE

## JANUARY

Research, education, and outreach begins.

## JUNE

City of SeaTac engages Pacific Law Group to assist.

## 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.

## 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.

## 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.

2011

## OCTOBER

Tourism Promotion Area Steering Committee formed.

2012

Jonathan P. Ellgen



2014

## 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

## APRIL

Implementation of TPA assessment begins.

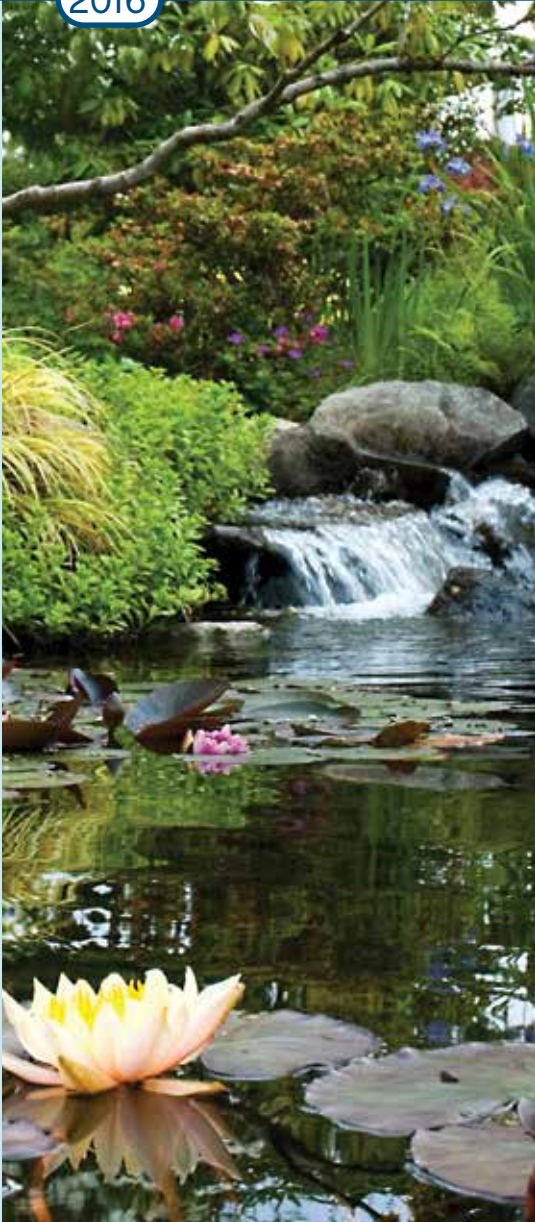
## JUNE

RTA receives first deposit of TPA assessments.

## SEPTEMBER

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

2016



2017

## MAY

Strategic plan implementation and continuation.



Carmen Scott