

**DRAFT**

March xx, 2019

Lance Lyttle  
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Seattle-Tacoma International Airport  
17801 International Blvd  
SeaTac, WA 98158

Julie Collins  
Director, Customer Experience & Branding  
17801 International Blvd  
SeaTac, WA 98158

Dear Lance and Julie:

Thank you for reaching out to leaders in Tacoma-Pierce County seeking input on the "Sea-Tac Airport Brand Identity Project". We look forward to working with you and other stakeholders to ensure that this critical regional and state-wide asset continues to serve the people and businesses that depend on it.

Sea-Tac's physical infrastructure, safety systems, ingress-egress corridors, ambiance, customer service orientation, and wayfinding programs are paramount concerns and we are pleased each of these is part of the brand identity project.

The purpose of this letter is to focus on one element of the branding project: refreshed and consistent signage and messaging. The recent public survey produced by the airport suggested that consideration was being given to changing the name of the airport from "Seattle-Tacoma International Airport" or "Sea-Tac International Airport" to something else.

Thank you for asking for feedback on this idea and others in the survey – and thank you for listening. As you heard, the globally recognized name of "Sea-Tac International Airport" is fundamental to the facility's identity. This name is understood regionally, nationally, and around the world as the identifier for this incredible airport. Sea-Tac is a brand with great history, great legs and a great future.

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In fact, it was the wisdom of South Sound leaders in 1942 that led elected officials from the City of Tacoma, Pierce County and the Port of Tacoma to lobby for selection of the Bow Lake area for a regional airport. These leaders raised \$100,000 towards construction costs in exchange for sharing the facility's name with Seattle.

So, it is with appreciation your emails on February 14, 2019 indicated that you are "affirming the legal name will remain 'Seattle-Tacoma International Airport'". We appreciate this communication and want to emphasize that while the "legal name" is an important consideration, more critical will be the name of the airport as it appears on signs, advertisements, clothing, collateral materials, etc. identifying the airport.

We would appreciate clarification on this point. That is, please confirm that the name as it is presented to the public, customers and others will remain as it is today: "Seattle-Tacoma International Airport" or "Sea-Tac".

We look forward to hearing from you on this issue and also for continued active participation on your stakeholder team to continue to advance Seattle-Tacoma International Airport as a thriving asset for residents, visitors, and carriers.

Sincerely,

[signatures from each of the following]

Victoria Woodards, Mayor, City of Tacoma

Bruce Dammeier, County Executive, Pierce County

Members of the Tacoma City Council [at least two or three]

Members of the Pierce County Council [at least two or three]

Members of the Port of Tacoma Commission [at least two or three]

Bruce Kendall, CEO, EDB

Tom Pierson, CEO, Chamber

Cc: Port of Seattle Commissioners