



Auburn Tourism Board Meeting
Thursday, November 14, 2019
10:00 -11:30AM
COUNCIL CHAMBERS
AGENDA

I. CALL TO ORDER

- a. Roll Call

II. APPROVE OCTOBER MEETING MINUTES

III. OLD BUSINESS

Tourism Updates (Hotels, Membership...)

- i. Tourism Coordinator update (Doug)
- ii. Rules of Procedure (January)
- iii. AAFF (Doug)
 - a. Film submission cutoff date extended 1 week
 - b. Timeline & Directors
 - c. Draft Budget
- iv. Spotlight Ad – concepts
- v. September Financials
- vi. Review Draft 2019/20 Tourism Program

IV. NEW BUSINESS

- i. Review of Terms: Board Members (exp 2019)
- ii. 2019 Lodging Tax Grant Program Update
- iii. Review Proposed 2019/20 Grant Program timeline

IV. AROUND THE TABLE

- iv. ATB Member initiatives & results, partnerships between tourism businesses in Auburn

V. 2020 ATB MEETING

- a. Next ATB Meeting Thursday January 9, 2020
 - a. LTAC would like to attend to have a joint strategy session/conversation.

VI. ADJOURNMENT



Auburn Tourism Board Meeting
Thursday, October 17, 2019
Council Chambers
MINUTES

I. CALL TO ORDER

- a. *The meeting was called to order at 10:00 am by Chairman Roberts.*
- b. *Board Members present: Chair Ron Roberts; Vice Chair Rachael McAlister; Edgar Vidal; Malia Dale, Kacie Bray, Julie Kruger; Lacey Katz; Phil Hernandez*
- c. *Staff Present: Tanya Carter, Economic Development Officer, Doug Lein Economic Development Manager*

II. APPROVE September MEETING MINUTES

- I. *Board Member Phil Hernandez motioned to approve the September meeting minutes. Chair Roberts seconded the motion.*
 - a. *Minutes to be amended with correct member titles.*

III. GUEST ATTENDEES

- a. *Nicole Paulson Ramos – Catering Director at Muckleshoot Casino shared about the current status of construction .*

IV. OLD/ONGOING BUSINESS

- a. **Tourism Updates (Hotels, Membership...)**
 - i. *Economic Development Manager Lein indicated Tourism Coordinator interviews were ongoing but no Coordinator was selected at this time*
 - ii. *Manager Lein shared that membership was paid to the Seattle Sports Commission & he was sitting on the Commission. He indicated he attended one meeting so far.*
 1. *Chair Roberts asked for clarification on how the decision to have another person represent Auburn, other than who the Tourism Board recommended (Staff person Carter), was made. Chair Roberts requested clarification of what the procedure is when a decision is made contrary to what the Tourism Board advises. Economic Development Manager Lein explained that the Commission membership was in the end paid by the Economic Development Department & not the Tourism budget. Member Bray articulated what the Boards' understanding previously was and Economic Development Manager Lein explained he would review what had happened from the meeting minutes but that finally Economic Development funded the Commission seat. Chair Roberts thanked Manager Lein for the clarification.*
 - iii. *Economic Development Officer Carter summarized the decision that needed to be made on the Rules & Procedures. Hotels can attend, if the Rules & Procedures are amended, to reflect that audience can attend and*

make comments during agenda items, but don't have voting rights. Chair Roberts summarized again how this request came to be. Manager Lein suggested exploring the solution that the BIA has, which is to have alternates instead of an audience. Economic Development Officer Carter confirmed that she would ask City Attorney to amend the Rules & Procedures this way. Chair Roberts motioned to table the discussion until after staff checked with legal on alternates. Member Hernandez seconded.

- iv. Economic Development Officer Carter introduced the **AAFF budget** and 2020 changes. Member Bray suggested that t shirts be kept in the budget, but for staff not for sale. Member Bray also suggested to post tickets for sale on Groupon. Economic Development Officer Carter also suggested after selling on Groupon to provide tickets to businesses as community builder. Chair Roberts asked Manager Lein about the film Directors. He shared that one had been hired. Member Bray suggested the train tressle & sounder station should be used as banner placements for the festival. Chair Roberts reminded the banner should have a changeable date. Member*
- v. Economic Development Officer Carter shared that the **Tourism Summit** would be end February and include rollout of the 2020 plan.*
- vi. **Spotlight Ad** will be presented next month per Economic Development Officer Carter.*
- vii. The **Tourism MICE web page** will be tabled until a tourism coordinator is hired per Economic Development Officer Carter.*

V. NEW BUSINESS

- a. Member Bray presented her request on the **chamber brochures**. She asked the Board to consider providing \$16,000 for one year/172 locations for the distribution of the brochures around the Sound through Certified Distribution. Officer Bray suggested to add Buy Local Decals in the brochure. She indicated a decision was necessary in the next weeks. Chair Roberts suggested to table the decision until after the budget presentation.*
- b. Economic Development Officer Carter presented the new updated **tourism strategy & budget document** to the Board. A discussion ensued about how the document was developed and what the components of it are. Economic Development Officer carter suggested to use the new document to vet the Chamber request of \$16000. Vice Chair McAlister commented the Board needs to determine what the main goals are for 2020.*

VI. NEXT MEETING

- a. Next ATB Meeting: Thursday, October 17th at 10AM in Council Chambers*

VII. ADJOURNMENT – Chair Roberts adjourned the meeting at 12:01 PM & Officer Krueger seconded.

RON ROBERTS, CHAIR

TANYA CARTER, ECONOMIC DEVELOPMENT OFFICER

RESOLUTION NO. 5411 EXHIBIT A

2019 Lodging Tax Grants

Motion: Committee Member Faltenberger motioned to recommend to City Council to approve the funding requests for Auburn Parks' Petpalooza event for \$5,000, and \$3,500 for Auburn Parks' Veterans Day and Parade. Committee Member Fraser seconded the motion. Motion passes unanimously.

Event: Veterans Day Parade

Amount Requested: \$3,500.00

Approved Amount \$3,500.00

- Funds for digital marketing on social media throughout the state focusing on Veterans, supporters of Veterans, active military, the military base cities outside of a 50+ mile radius.
- Event to be held November 9, 2019.
- Previous parades with 25,000 people in attendance and 6,000 parade participants.
- Puts heads in beds with from parade participants and band competition.

Event: Petpalooza

Amount Requested: \$5,000.00

Approved Amount \$5,000.00

- 2018 Attendance: 9,000 attendance
- Event is on May 18, 2019.
- Funds are for advertising event via social media and pet related publications.
- This beloved Auburn annual event puts heads in beds.

2019 Total Grants Recommended by the LTAC: \$8,500.00

RESOLUTION NO. 5423 EXHIBIT A
2019 Lodging Tax Grants Second Application Period

2/26/19

Motion: Committee Member Faltenberger motioned to recommend to City Council to approve the funding the \$2,000 request for the Seattle Parrot Expo. Committee Member Matto seconded the motion. Motion passes unanimously.

4/10/19

Motion: Committee Member Fraser motioned to approve \$3,000 to Hops N Crops, Committee Member Roberts seconded the motion. Motion passes unanimously.

Committee Member Fraser motioned to approve \$1,100 to Valley Cities Geocache, Committee Member Roberts seconded the motion. Motion passes unanimously.

Committee Member Cho motioned to approve \$2,500 to Korean American Sports Festival. Committee Member Roberts seconded the motion. Motion passes unanimously.

Event: Seattle Parrot Expo

Amount Requested: \$2,000.00

Approved Amount \$2,000.00

- Free to the Public, three day event to be held on September 28 – 29, 2019.
- 2018 Attendance 1,200 during the two day event
- The event is organized to open communication about parrots in the wild, as pets via a 25 bird aviary; educational games, children’s story time, and free-flying parrots.
- Will use funds for ads in Seattle Times, ParentMap Magazine, Seattle’s Child Magazine, BirdTalk Magazine, and to pay for any needed city permits to raise banners and signs to announce the coming of the Expo a month in advance.

Event: Valley Cities Geocaching Adventure/GeoTour

Amount Requested: \$2,750.00

Approved Amount \$1,100.00

- Anticipated 2019 Attendance: 200 – 300. The Geo Tour includes Kent and Auburn.
- Event is on May 17 -19, 2019.
- Funds will be used for costs of materials for the event, and food for the launch of the event.
- Niche event in which geocachers tend to travel to collect coins.

Event: 20th Korean American National Sports Festival

Amount Requested: \$15,000.00

Approved Amount \$2,500.00

- Anticipated 2019 Attendance: 3,000. Event rotates in various U.S. cities annually.
- Sporting event competitions to take place in SeaTac, Federal Way, and Auburn the weekend of June 21- 23, 2019.
- Funds will be used towards venues, transportation, food, officials, etc.

Event: Hops & Crops Music & Beer Festival

Approved Amount \$3,000.00

Amount Requested: \$6,000.00

- 2018 Attendance: 900 attendance
- This event which is in its tenth year will be held on September 14, 2019.
- Funds will be used towards marketing to potential overnight guests via Facebook ads.
- This Auburn annual event has a loyal following and attendance has increased 50% in the last three years.

Total 2019 Budget Allocated to Community Grants:	\$20,000.00
Second Round of 2019 Total Grants Recommended by the LTAC:	\$8,600.00
First Round of 2019 Total Grants Recommended by the LTAC:	\$8,500.00
Potential Total Amount to be allocated in 2019:	\$17,100.00



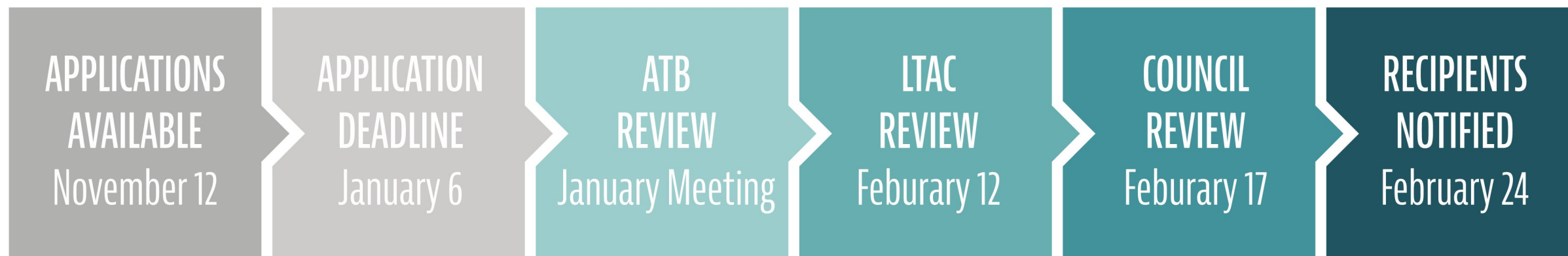
2019/20 GRANT TIMELINE

Promoting our thriving community

LTAC Meeting | November 13, 2019



2019 GRANT PROCESS TIMELINE



GRANT RECIPIENT EVALUATION CRITERIA



ELIGIBILITY



CLARITY



COMMUNITY BENEFIT



COST EFFECTIVENESS



MARKETING



TOURISM REACH

SCORING



SCORING SHEET

Ratings		
	Available Points	Points Awarded
1. Eligibility and Clarity	30	
a. Is the application package complete and turned in prior to the stated deadline?	5	
b. Has the request for funding summarized clearly the purpose of the event and the role funds would benefit if selected?	5	
c. Does the project propose an efficient, economical use of the Auburn Lodging Tax funds?	10	
d. How well does the event meet the LTAC's mission and vision to "support the wider promotion and marketing of Auburn in order to attract local travelers and tourism"?	10	
2. Growth and Collaboration Potential	20	
a. Is the event financially sustainable?	5	
b. Is this a viable event with the potential to grow in attendance and exposure?	5	
c. Is there inter-organizational or community partnerships that demonstrates a community collaboration?	5	
d. Does the project have broad based community support?	5	
3. Value Assessment – Evaluating Impact with Funding	50	
a. Does this event enhance the lives of local residents as well as visitors' experience?	10	
b. How great is the potential to attract sponsorships and media exposure?	10	
c. Will the project efficiently and effectively increase overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?	10	
d. The applicant states clearly how they will recognize the support if granted a Lodging Tax Grant.	10	
e. Does the applicant, in the scope of work, provide for an adequate method of the evaluation of outcomes of the proposed project upon completion?	10	
TOTAL SCORE	100	

EXPLORE



Auburn

WA

EXPLOREAUBURN.COM

Lodging Tax Advisory Committee

As of 7.16.19

Name	Organization	Term	Role	Service Expiry Date
Mayor Nancy Backus	Chair		Elected Official	
Andy Cho, Owner	Best Western Plus Mountain View	3 year	*R	12/31/2021
Reggie Matto, Owner	Clarion Inn	3 year	*R	12/31/2020
Aman Ghag	Comfort Inn	3 year	*A	12/31/2020
Bob Fraser	Emerald Downs	3 year		12/31/2019
Susan Roberts, Owner	Gosanko Chocolates	3 year		12/31/2021
Christian Faltenberger, GM	Outlet Collection	3 year		12/31/2019

Must have at least seven members with at least one serving in a capacity of one, two, and three year terms at the start.

* = Three must collect tax (hotels),

R = two regular members

A = one alternate

^ = Three members must be involved in activities funded by LTAC Elected Official

Quorum = 4 members

ATB - Auburn Tourism Board

As of 3.13.19

Name	Organization	Term	Role	Service Expiry Date
Ronnie Roberts, Owner	Gosanko Chocolate	3 year	Chair	12/31/2019
Rachael Mc Alister	White River Valley Museum	3 year	Vice	12/31/2020.
Edgar Vidal, Sales and Marketing Director	Emerald Downs	3 year		12/31/2021
Julie Krueger	Parks and Recreation	3 year		12/31/2020.
Lacey Katz, Marketing Director	The Outlet Collection	3 year		12/31/2021
Malia Dale, GM	Red Lion	3 year		12/31/2019
Kacie Bray, CEO	Auburn Area Chamber of Commerce	3 year		
Phil Hernandez	Green River / Citizen	3 year		12/31/2022
Diane Witt (pending)	Holiday Inn	3 year		12/31/2022
Tawnya Huspeth (pending)	Best Western	3 year		12/31/2022

ATB Must have no more than ten members with at least one serving in a capacity of one, two, and three year terms at the start.

Quorum = 6 people

Draft AAFF 2020 BUDGET		
	2019 Budgeted	NOTES
Revenues:		
Marketing Fund	\$35,000	additional \$13k per Doug Lein 9/27/19
Ticket Sales	\$0	
Sponsorships	\$0	
Submission Fees	\$700	
Total Revenues	\$35,700	
Expenditures:		
Festival Director	\$10,400	
Theatre Rental	\$710	
Janitorial Services	\$390	
Sound & Light Tech: \$27/hr. based on 31 hours	\$2,440	
Festival Website	\$1,050	
Laynards	\$68	
Banner	\$1,479	dbl sided banner, main street jan 14-28, 2019, WE R BOOKED 2/10 - 2/24 2020
Legal Services Trademark	\$1,104.50	Film Festival Trademark
Poster Distribution	\$344	
Subtotal	\$17,986	

2 marketing target audiences/campaigns:

- 1) Film Makers
- 2) Film Watchers

If we want x film makers - whats the conversion rate we need
if we want x audience, whats the conversion rate we need.

NO IMPRESSIONS! - We need ticket sales - so actual conversions

Also - we want 1 Gala after party, 1 Saturday night party...need to budget

ROLE OF TOURISM	OBJECTIVES	STRATEGIES TO SUPPORT ROLE OF TOURISM	ACTIVITIES TO SUPPORT STRATEGIES	SUCCESS MEASURES-ROI	2019 BUDGET CODE	2019 \$ ACTUAL EXPENDITURE	2018 \$ EXPENDITURE PROJECT CARRYOVER	2019 \$ FORECAST
#1: LEAD GENERATION								
	1	DEVELOP TOURISM DEMAND GENERATORS						
	1A	ATTRACT MEETINGS & EVENTS (1)		1 WARM LEAD PER QUARTER				
		ATTEND MEETINGS & EVENTS (4)		1 WARM LEAD PER EVENT				
			ACTIVE AMERICA CHINA SUMMIT		557.300.41	\$ 886.00		
			ACTIVE AMERICA CHINA SUMMIT		557.300.49	\$ 3,995.00		
			MEETING PLANNERS		557.300.49	\$ 40.00		
			GO WEST SUMMIT (2020)		557.300.49	\$ 2,595.00		
			NW EVENT SHOW		557.300.49	\$ 28.78		
			VISIT USA (OZ)					
			MICE WEBPAGE		557.300.41			\$ 2,650.00
			WTA		557.300.49	\$ 166.67		
			Wa. FESTIVALS & EVENTS		557.300.49	\$ 795.00		
			US CHINA LEADERSHIP SUMMIT					
			GRC WEDDING SHOW					
	1B	GROWING INTERNATIONAL TOURISTS (2)						
			KOREAN AMERICAN SPORTS FESTIVAL					\$ 2,500.00
			GRC INT"L STUDENT ORIENTATION					
	1C	INCREASE SHOULDER SEASON HOTEL BOOKINGS		STR REPORTS YOY				
			CYOA AD CAMPAIGN		557.300.44	\$ 3,183.89		
	1D	2020 AAFF (1)		50% MORE ATTENDANCE THAN LAST YEAR				
			AAFF 2019	~110 attended over 3 days	557.300.41	\$ 7,797.78		
			AAFF 2019		557.300.44	\$ 1,914.99		
			AAFF 2019		557.300.41		\$ 16,024.00	
			AAFF 2020					\$ 35,000.00
#2: DESTINATION AWARENESS, INCREASE COLLABORATION								
	2	CROSS PROMOTIONAL COLLABORATIONS						
	2A	POTENTIAL OPPORTUNITIES (ALL IN CITY) (19)		??/ HOWs DIFFERENT THAN OBJ 5A & 7				
			ICE SKATING TICKETS		557.300.41	\$ 150.00		
			WEBSITE UPDATES		557.300.41	\$ 950.00		\$ 75.00
			BIA MAP REPRINT		557.300.30	\$ -		
			COASTER PROMO		557.300.41	\$ 3,223.42		
			COASTER PROMO		557.300.44	\$ 3,972.39		
			FORTUNE COOKIES		557.300.41	\$ 197.00		
			EMERALD DOWNS PARTNERSHIP		557.300.41	\$ 5,000.00		
			AUBURN MAGAZINE Summer					
			AUBURN MAGAZINE Fall					
			AUBURN MAGAZINE Winter					
			SUMMER POSTER					
			AUTUMN POSTER					
			WINTER POSTER					
			FARMER'S MARKET					
			AUBURN FEST					
			PETPALOOZA GRANT/LTAC					
			SEATTLE PARROT EXPO					\$ 2,000.00
			HOPS N' CROPS					\$ 3,000.00
			GEOCACHING					\$ 1,100.00
			VETERANS DAY PARADE					\$ 3,500.00
			ASD NEW TEACHERS					
			AUBURN TOURISM SUMMIT					
			SOCIAL MEDIA CALENDAR					
			CONCIERGE DIRECTORY					
			HOTEL NEWSLETTER					
			AUBURN REPORTER RESIDENT GUIDE	retarget to regional not "in auburn"				
	3	ENHANCE VISITOR EXPERIENCE						
	3A	IMPROVE ACCESSIBILITY TO TOURISM ASSETS		SHUTTLES/HOP ON-OFF/WAYFINDING				
			Concert Shuttle					

ROLE OF TOURISM	OBJECTIVES	STRATEGIES TO SUPPORT ROLE OF TOURISM	ACTIVITIES TO SUPPORT STRATEGIES	SUCCESS MEASURES-ROI	2019 BUDGET CODE	2019 \$ ACTUAL EXPENDITURE	2018 \$ EXPENDITURE PROJECT CARRYOVER	2019 \$ FORECAST
	3B	CREATE WELCOMING AMBIANCE FOR INTL VISITORS		MULTILINGUAL/CULTURAL APPROPRIATE FOR TARGET INTL VISITORS IDENTIFIED IN OBJECTIVE #1B				
	5	STRENGTHEN REGIONAL TOURISM PARTNERSHIPS		What does strengthen mean? Why do we want to strengthen? So they can promote us? So we get "something" from them? Our decision may change success measures below				
	5A	LOCAL PARTNERHSIPS/COMMUNITY OUTREACH		COLLABORATE ON X# EVENTS				
	5B	REGIONAL PARTNERSHIPS		PROMOTE ON THEIR PLATFORMS				
			Spotlight PoS Ad		557.300.44	\$ 566.02		
			Spotlight PoS Ad					
			Seattle Sports Commission	charged to ECDEV budget per DL				\$ 3,000.00
			SHOWCASE MEDIA MAGAZINE ADS		557.300.41	\$ 1,479.00		\$ 1,479.00
	5C	NATIONAL PARTNERSHIPS		INVITE PARTICIPATION FROM NATNL LEVEL				
			VISIT USA MEMBERSHIP (OZ)		557.300.41	\$ 322.98		
#3: PROVIDE RESOURCES (RESEARCH & ANALYSIS)								
	4	SPEND MARKETING DOLLARS STRATEGICALLY		THIS OBJECTIVE GOES AWAY IF YOU HAVE TACTICS THAT TIE TO STRATEGIES & SUCCESS MEASURES!				
	6	STUDY TRAVEL TRENDS		IDENTIFY METRICS WE NEED TO REGULARLY TRACK				
			Competitive Analysis					
			Purchase Hotel capacity Study					
			Purchase TPA Study					
			WTA Stats/Data					
			Visit Seattle Stats/Data					
	7	DEVELOP MORE TOURISM PRODUCTS (PACKAGES)		CREATE 3 AUTHENTIC				
	8	OPERATIONS/SUPPLIES/TRAVEL/ MISCELLANEOUS						
			SALARY		557.300.10	\$ 23,173.39		\$ 7,473.48
			BENEFITS		557.300.20	\$ 5,844.70		\$ -
			SUPPLIES		557.300.30	\$ 1,022.49		
			TRAVEL		557.300.43	\$ 504.13		
			OPERATING TRANSFERS OUT		557.300.55	\$ 5,000.00		
					2019 ACTUAL	\$ 72,808.63	\$ 16,024.00	\$ 61,777.48
								\$ 134,586.11