



**Lodging Tax Advisory Committee  
Meeting  
November 14, 2018 – 10:00 AM  
Room #3, Second Floor  
AGENDA**

**I. CALL TO ORDER**

- a. Roll Call

**II. APPROVE APRIL MEETING MINUTES**

**III. OLD BUSINESS**

- 1) Rules of Procedure Revision – Steve Gross, City Attorney
- 2) Tourism Updates
  - a. September 2018 Financials

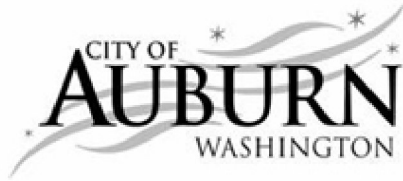
**IV. NEW BUSINESS**

- 1) Q4 Advertising Campaign Update
- 2) Auburn Adventure Film Festival
- 3) Review 2019 Grant Applications
- 4) Second Round of Grant Applications

**V. 2019 LTAC MEETINGS**

- Next LTAC Meetings: Wednesday, April 10, 2019  
Wednesday, November 13, 2019

**VI. ADJOURNMENT**



**Lodging Tax Advisory Committee  
Meeting  
April 11, 2018 – 10:00 AM  
Council Chambers  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:43 am by Chairwoman Nancy Backus.

In attendance: Mayor Nancy Backus, Bob Fraser, Susan Roberts, Christian Faltenberger  
Excused Absences: Satpal Sohal, Aman Ghag, Andy Cho

Staff present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator

**II. APPROVE FEBRUARY MEETING MINUTES**

Committee Member Faltenburger motioned to approve the February Special Meeting minutes. Committee Member Fraser seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.

**III. OLD BUSINESS**

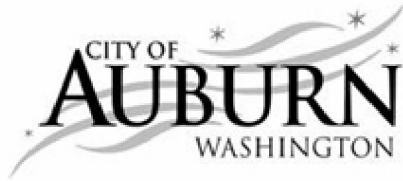
**1) Rules of Procedure – Amendment**

A red lined version of the Rules of Procedure with cleaned up language reviewed by Legal was offered to Board Members.

Committee Member Fraser motioned to approve the updated Rules of Procedure. Committee Member Faltenburger seconded the motion.

Chairwoman Backus pointed out that in the proposed amendments there is a 30 day notice of notifying the Secretary of the Committee. Because the Committee meets twice a year, this requirement may be problematic.

Motion is tabled until the length of notice required as well as if the five day requirement of the Agenda being given to the Committee references five business days is clarified by Legal. Coordinator Chachere will also find out as requested by Chairwoman Backus if telephonic meetings are permissible to be able to vote on the Amendments for the Rules of Procedures prior to the next scheduled LTAC meeting in November.



**Lodging Tax Advisory Committee  
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MINUTES**

**2) Tourism Updates**

**a. February 2018 Financials**

The February Financials were presented and Coordinator Chachere indicated that the approval of BA#5 was not included in the report yet had been approved.

**b. Spotlight Grant**

Auburn Tourism was selected as grant recipient for Port of Seattle's Spotlight Program in which the Port subsidizes the placement of an ad at a minimal cost to the grant recipient. Our ad will be placed in Concourse D and be displayed from April - June. It is all part of generating awareness of Auburn during shoulder season. Not just for locals who travel for business, but also for leisure travelers to learn more about Auburn from our tourism website.

Unfortunately, Auburn was not selected as a recipient in the Port's Tourism Marketing Grant program and Coordinator Chachere will speak with the Port's Tourism Director for feedback on the proposal submitted.

**IV. NEW BUSINESS**

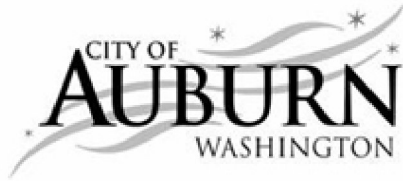
**1) Adopt 2019-2020 Proposed Budget**

Manager Lein explained this was a conservative assessment of revenues from the three new hotels that will be built within the next year.

Chairwoman Backus pointed out that the calculations of the Reserves were not accurate. Coordinator Chachere will correct them. Committee Member Fraser suggested that because the LTAC only meets twice a year and to avoid more Budget Amendments, to bring the budgeted revenues by \$15,000 for 2019 and \$15,000 in 2020 to allow for the Tourism Board's planning and operations.

Committee Member Faltenburger motioned to approve the updated 2019 -2020 revenues to \$150,000 and for the 2020 marketing budget to \$160,000 to the anticipated revenue for the Tourism Budget with the corrections to the Budgeted Reserve Balance, the Reserve Restriction, and the Unrestricted Reserve Balance. Committee Member Fraser seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.



**Lodging Tax Advisory Committee  
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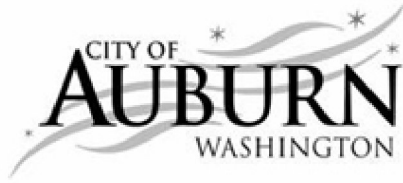
- 2) Overview of 2019 Grant Application Process and Review Updated Application Package  
Coordinator Chachere provided a timeline, suggested criteria for recipient selection, scoring sheet, and amended applications and After Event Reports for the LTAC to review for the upcoming 2019 application process. It was met with approval from Committee Members to proceed.

**V. UPCOMING TOURISM MEETINGS**

- 1) **A Night at the Museum – Board Mixer on Tuesday, May 15<sup>th</sup> 5:30pm – 7:30pm**  
At last month's Tourism Board meeting, the Board decided they wished to have a social mixer to get to bring together the Boards (the LTAC, BIA, ADA) since we all have shared goals and objectives and can look to ways to work cohesively on various collaborations. An informal reception on Tuesday, May 15<sup>th</sup> from 5:30pm – 7:30pm graciously hosted at the White River Valley Museum.
- 2) **Auburn Tourism Forum – Tuesday, November 7<sup>th</sup> 9AM – 11AM**  
The goal of the Tourism Forum is to bring everyone together to share information, our progress of the year, and provide a glimpse of what to anticipate for 2019. It's all part of bringing the people and business together who share common goals as it pertains to marketing Auburn and ensuring Auburn thriving businesses, so everyone knows what Tourism is doing and we can figure out ways to help each other meet those goals. The reason it is in November and not in December is that the BIA has voted to not meet in December because it is a very busy time for their businesses. Therefore, to increase the likelihood of more business owners attending, it will take place in early November ahead of the holidays and busy retail season.
- 3) Next LTAC Meeting: **Wednesday, November 14<sup>th</sup> at 10AM in Room #3** in City Hall.

**VI. ADJOURNMENT**

There being no further business to discuss or conduct, the meeting adjourned at 11:28am.



**Lodging Tax Advisory Committee  
Meeting  
April 11, 2018 – 10:00 AM  
Council Chambers  
MINUTES**

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MAYOR NANCY BACKUS, CHAIR

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LORRAINE CHACHERE, TOURISM COORDINATOR

LTAC – Rules of Procedure

CITY OF AUBURN

LODGING TAX ADVISORY COMMITTEE

RULES OF PROCEDURE

| ~~DECEMBER 2017~~DRAFT UPDATE ~~MARCH~~APRIL 24,OCTOBER 25, 2018

CITY OF AUBURN ~~TOURISM BOARD~~ LODGING TAX ADVISORY COMMITTEE -  
**RULES OF PROCEDURE**

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**CITY OF AUBURN LODGING TAX ADVISORY ~~COMMITTEE~~ COMMITTEE**

**RULES OF PROCEDURE**

*We, the members of the City of Auburn's Lodging Tax Advisory Committee, do hereby adopt, publish, and declare the following Rules of Procedure:*

**I. ~~NAME:~~**

The official name of the City of Auburn Lodging Tax Advisory Committee shall be the "Lodging Tax Advisory Committee." The membership and terms of office of the members of the Lodging Tax Advisory Committee shall be as provided in Chapter 2.76 of the Auburn City Code (ACC).

The board ~~committee~~ shall serve in an advisory capacity to the mayor and city council, for the purpose of planning and promoting tourism related activities. (Ord. 6041 § 1, 2006.)

**~~H. — MEMBERSHIP:~~**

~~A. The Auburn LTAC shall consist of seven members appointed by the mayor and confirmed by the city council, who shall serve at the pleasure of the city council. The members shall be residents of the city or have a current licensed business in the city of Auburn.~~

~~B. Members of the Auburn LTAC are prohibited from being members of the Auburn Tourism Board. (Ord. 6041 § 1, 2006.)~~

~~C. Terms and Vacancies: Subject to the provisions of chapter 2.30 of the city code and at the pleasure of the city council, members of the LTAC shall serve for a term of three years or until appointment of a successor member, whichever is later. (Ord. 6041 § 1, 2006.)~~

**~~III. — MEETINGS:~~**

**Commented [SG1]:** This information is covered in Chapter 2.76 ACC

LTAC – Rules of Procedure

A. All meetings will be held at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair ~~of the LTAC.~~

B. Meetings ~~of the LTAC shall will~~ be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW

C. The ~~LTAC Committee Committee shall will~~ meet twice ~~every year: on annually when there is new official business~~ the second Wednesday in April and November at 10:00 a.m. ~~at City Hall to transact official business, and hold additional meetings as the chairperson or a majority of the LTAC deem necessary, and shall be open to the public.. (Ord. 6041 § 1, 2006.)~~

1. ~~The meeting shall convene at 10:00 A.M. unless otherwise directed by the Tourism Coordinator or the Chair shall be open to the public.~~

D. Special meetings of the ~~LTAC Committee Committee shall will~~ be at the call of the Chair ~~or by a majority of the Committee. Special meetings of the LTAC may also be called by the Deputy Chair of the LTAC in the Chair's absence.~~ A minimum notice of 24 hours ~~shall will~~ be provided for special meetings in accordance with State law.

2. ~~If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.~~

E. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, ~~shall will~~ govern the conduct of the meetings.

3. ~~The LTAC may conduct business in closed session as allowed in conformity with Section 42.30.140 RCW.~~

F. ~~An agenda shall will~~ be prepared in advance of every regular and special meeting of the ~~LTAC Lodging Tax Advisory Committee Committee~~. Meeting agendas and materials ~~on items on an agenda for a regular meeting shall will~~ be provided to members of the ~~Lodging Tax Advisory Committee LTAC Committee~~ ~~not less than five (5) business days~~ in advance of the regular meeting ~~and as soon as practicable before a~~. ~~Meeting agendas and materials on items on an agenda for a special meeting shall be provided to members of the LTAC as promptly in advance of the meeting as can reasonably be accomplished.~~

Commented [SG2]: Covered in D.

**IV. AGENDA:**

An agenda ~~shall~~will be prepared for each meeting consisting of the following order of business:

- A1. CALL TO ORDER  
Roll Call/Establishment of Quorum
- B2. Approval of Minutes
- C3. Old Business
- D4. New Business
- E5. Next Meeting Details
- F6. Adjournment
- G7. Additional items may be added to the agenda by the ~~Lodging Tax Advisory Committee Chair~~ or a majority of the Committee person. The Chair ~~person~~ shallwill have the discretion to amend the order of business.

**V. ELECTION OF OFFICERS:**

- A1. The Mayor ~~shall~~will serve as Chair ~~person~~. ~~A Deputy Vice Chair shall be elected from the appointed members of the Board and such other officers as the Board may, by the majority vote, approve and appoint.~~
- B2. ~~A Vice Chair will be elected from the appointed members of the Board. The election of officers shall take place once each year at the Board's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election. The election of Vice Chairperson shall take place once each year at the LTAC Committee's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election.~~
- C3. The vacancy of the Vice Chair during his or her term of office shall be filled for the remaining term of office by the Mayor and confirmed by the City Council. ~~The Committee elect other officers by a majority vote.~~

**VI. CHAIR:**

- A1. The Chair ~~person~~ shallwill preside over the meetings of the ~~Board~~ LTAC Committee and may exercise all the powers usually incident ~~of the to that~~ office. The Chair ~~person~~ shallhas ~~be considered as a member of the Board~~ LTAC and have the full right to participate in and vote on all matters before ~~have his/her own vote recorded in all deliberations of the~~ Board LTAC Committee. Unless stated otherwise by abstention or nay, the Chair ~~person's~~ vote shall be considered to be affirmative for the motion.
- B2. The Chair ~~rperson~~ shallmay ~~have power to~~ create temporary ~~committees~~ subcommittees of one or more members. Standing ~~sub-~~ committee ~~committees~~ of the Board LTAC shallmay be created at the direction

of the ~~Board LTACCommittee~~, and ~~members will be~~ appointed by the Chair~~person~~. Standing or temporary ~~committees~~~~subcommittees~~ may be charged with such duties, examinations, investigations and inquiries relative to one or more subjects of interest to the ~~BoardLTACCommittee~~. No standing or temporary ~~subcommittee~~~~committee shallwill~~ have the power to commit the ~~Board LTACCommittee~~ to the endorsement of any plan or program without the approval ~~at the regular or special meeting~~ of the ~~full BoardLTACCommittee~~.

C3. The ~~Deputy~~ Vice Chair~~person shallwill~~ perform all the duties of the Chair in the absence of the Chair~~person~~, ~~perform all the duties incumbent upon the Chairperson~~.

D. ~~In the event of the absence of~~ If both the Chair ~~person~~ and Vice Chair ~~will be absent~~~~person~~, the ~~senior member of the Board present shall act as Chair for that meeting or~~ Chair ~~person~~ may delegate the responsibility~~ies of this section~~ to another member. ~~If the Chair does not delegate their responsibilities, the members of the Committee present at the meeting will select a member to act as Chair for that meeting.~~

#### VII. SECRETARY:

A member of City staff ~~shallwill~~ act as the Secretary for the ~~Lodging Tax Advisory Committee~~~~LTACCOMMITTEE~~ and ~~shallwill~~ keep a record of all meetings of the ~~Board LTACCOMMITTEE~~ and its ~~committees~~~~subcommittees~~. These records ~~shallwill~~ be ~~retained~~ ~~kept~~ at the City Clerk's Office.

All public hearings ~~shallwill~~ be electronically recorded ~~verbatim~~ and a summary of the discussion and actions will be recorded as Meeting Minutes.

#### VIII. QUORUM:

A simple majority of the appointed members ~~shallwill~~ ~~ce~~ constitute a quorum for the transaction of business. A simple majority vote of the ~~quorum members~~ present ~~shallwill~~ be sufficient to take action on the matters before the ~~BoardLTACCommittee~~; ~~provided that~~, ~~if~~ at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

#### IX. ABSENCE OF MEMBERS:

~~In the event of~~ If a member ~~being is~~ absent for two (2) consecutive regular meetings, ~~or being absent~~ from 100% of the regular meetings during any calendar year, without being excused by the Chair~~person~~, the Chair~~person~~ may ~~request for his or her resignation~~ recommend to City Council that the absent member's appointment be

LTAC – Rules of Procedure

~~terminated and a new member be appointed.~~ To be excused, members must inform the ~~LTAC Committee's~~ Secretary or the Tourism Coordinator in advance of ~~before~~ the meeting date ~~if they cannot attend a scheduled meeting.~~

**X. VOTING:**

A. ~~Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting in favor of the motion.~~

~~AB.~~ The Chairperson, Secretary, or ~~upon request from a Board any LTAC Committee member,~~ may ~~take ask for~~ a roll call vote.

~~BC.~~ ~~It is the responsibility of e~~Each member of the ~~Lodging Tax Advisory Committee~~LTAC Committee will ~~to vote when requested on a matter before the full Board~~LTAC. However, a member may abstain from discussion and voting on a question because of ~~vote unless that member has~~ a stated conflict of interest or appearance of fairness.

~~CD.~~ If any member ~~of the Lodging Tax Advisory Committee~~LTAC ~~intends~~ to abstain, from a vote on the motion, that member ~~shall will so~~ advise the Chairperson and, ~~if there is no objection to the abstention, shall will not participate in discussion or voting remove and absent abstain himself/herself from the deliberations and considerations of the motion, and shall have no further participation in on~~ the matter. Such advice ~~abstention shall be given prior to any discussion or participation on the subject matter or as soon thereafter as the member perceives a need to abstain, provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the member shall confer with the City Attorney to determine if the basis for the member's intended abstention conforms to the requirements hereof. If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Lodging Tax Advisory Committee. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.~~

~~DE.~~ If ~~a there is a~~ tie vote exists, ~~after recording the Chairperson's vote,~~ the motion fails. However, a motion for denial that fails on a tie vote ~~shall will~~ not be considered an approval. ~~(Note: better practice is that all motions be worded as an affirmative action).~~

**XI. CONFLICT OF INTEREST:**

A. Any member of the ~~Board LTAC Committee~~ who in ~~his or her~~their opinion has a ~~conflict ofn~~ interest in any matter before the Board ~~LTAC~~ that would tend to ~~prejudice his or her actions under state or City law shall~~will publicly announce ~~the general nature of the conflict during the meeting, and will not participate in the matter~~indicate, step down and leave the meeting room until the matter is disposed. ~~A member need only be excused from legislative or organizational action if the potential conflict of interest is direct and substantial.~~

~~1.(1) — No member of the Lodging Tax Advisory CommitteeLTAC may use his or her position to secure special privileges or exemptions for himself, herself, or others.~~

~~2.(2) — No member of the Lodging Tax Advisory CommitteeLTAC may, directly or indirectly, give or receive or agree to receive any compensation, gift, reward, or gratuity from a source except the employing municipality, for a matter connected with or related to the officer's services as such an officer unless otherwise provided for by law.~~

~~3.(3) — No member of the Lodging Tax Advisory CommitteeLTAC may accept employment or engage in business or professional activity that the officer might reasonably expect would require or induce him or her by reason of his or her official position to disclose confidential information acquired by reason of his or her official position.~~

~~4.(4) — No member of the Lodging Tax Advisory CommitteeLTAC may disclose confidential information gained by reason of the officer's position, nor may the officer otherwise use such information for his or her personal gain or benefit.~~

~~5.(5) — No member of the Lodging Tax Advisory CommitteeLTAC may take any action that is prohibited by Chapter 42.23 RCW or any other statutes identifying conflicts of interest.~~

B. ~~In addition to any other enforcement mechanisms that may exist, violations of Section XI may be enforced by action of the LTAC through sanctions such as votes of censure, letters of reprimand, recommendations to the City Council that an appointment be terminated, and other action as may be permitted by law~~If staff, another Committee member, or a member of the public raises a question about whether a member has a conflict of interest and the member does not voluntarily recuse themselves, the Chair may seek advice from the City Attorney.

**XII. AMENDMENT:**

LTAC – Rules of Procedure

The Rules of Procedure may be amended at any regular meeting of the ~~Board~~ LTAC Committee by a majority vote of the entire membership. The proposed amendment ~~should~~ shall ~~will~~ be presented ~~in writing at a preceding regular meeting to the LTAC Committee~~ Secretary not less than 30 days before the regular meeting at which the LTAC Committee will vote on the proposed amendment.

LTAC – Rules of Procedure

CITY OF AUBURN

LODGING TAX ADVISORY COMMITTEE

RULES OF PROCEDURE

DRAFT UPDATE OCTOBER 25, 2018

**CITY OF AUBURN LODGING TAX ADVISORY COMMITTEE - RULES OF  
PROCEDURE**

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**CITY OF AUBURN LODGING TAX ADVISORY COMMITTEE**  
**RULES OF PROCEDURE**

**I. MEETINGS:**

A. All meetings will be held at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair.

B. Meetings will be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW

C. The Committee will meet twice every year: on the second Wednesday in April and November at 10:00 a.m.

D. Special meetings of the Committee will be at the call of the Chair or by a majority of the Committee. A minimum notice of 24 hours will be provided for special meetings in accordance with State law.

E. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, will govern the conduct of the meetings.

F. An agenda will be prepared in advance of every regular and special meeting of the Committee. Meeting agendas and materials will be provided to members of the Committee not less than five (5) business days in advance of the regular meeting and as soon as practicable before a special meeting.

**II. AGENDA:**

An agenda will be prepared for each meeting consisting of the following order of business:

- A. CALL TO ORDER  
Roll Call/Establishment of Quorum
- B. Approval of Minutes
- C. Old Business
- D. New Business
- E. Next Meeting Details
- F. Adjournment
- G. Additional items may be added to the agenda by the Chair or a majority of the Committee. The Chair will have the discretion to amend the order of business.

**III. ELECTION OF OFFICERS:**

**Commented [SG1]:** This information is covered in Chapter 2.76 ACC

**Commented [SG2]:** Covered in D.

LTAC – Rules of Procedure

- A. The Mayor will serve as Chair.
- B. A Vice Chair will be elected from the appointed members of the Board at the Committee’s first regular meeting of each calendar year. The term of office of each officer will run until the subsequent election.
- C. The Committee elect other officers by a majority vote.

**IV. CHAIR:**

- A. The Chair will preside over the meetings of the Committee and may exercise all the powers usually incident to that office. The Chair has the full right to participate in and vote on all matters before the Committee.
- B. The Chair may create temporary subcommittees of one or more members. Standing sub-committees may be created at the direction of the Committee, and members will be appointed by the Chair. Standing or temporary subcommittees may be charged with such duties, examinations, investigations and inquiries relative to one or more subjects of interest to the Committee. No standing or temporary subcommittee will have the power to commit the Committee to the endorsement of any plan or program without the approval of the full Committee.
- C. The Vice Chair will perform all the duties of the Chair in the absence of the Chair.
- D. If both the Chair and Vice Chair will be absent, the Chair may delegate the responsibilities of this section to another member. If the Chair does not delegate their responsibilities, the members of the Committee present at the meeting will select a member to act as Chair for that meeting.

**V. SECRETARY:**

A member of City staff will act as the Secretary for the COMMITTEE and will keep a record of all meetings of the COMMITTEE and its subcommittees. These records will be kept at the City Clerk’s Office.

All public hearings will be electronically recorded and a summary of the discussion and actions will be recorded as Meeting Minutes.

**VI. QUORUM:**

A simple majority of the appointed members will constitute a quorum for the transaction of business. A simple majority vote of the members present will be sufficient to take action on the matters before the Committee. If at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time

and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

**VII ABSENCE OF MEMBERS:**

If a member is absent from 100% of the regular meetings during any calendar year, without being excused by the Chair, the Chair may recommend to City Council that the absent member's appointment be terminated and a new member be appointed. To be excused, members must inform the Committee's Secretary before the meeting date.

**VIII. VOTING:**

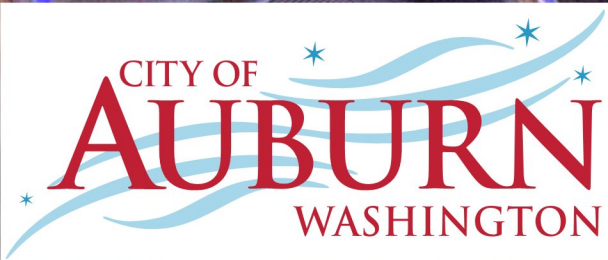
- A. The Chair, Secretary, or any Committee member may ask for a roll call vote.
- B. Each member of the Committee will vote unless that member has a conflict of interest.
- C. If any member intends to abstain from a vote on the motion, that member will advise the Chair and will not participate in discussion or voting on the matter.
- D. If there is a tie vote, the motion fails. However, a motion for denial that fails on a tie vote will not be considered an approval. (Note: better practice is that all motions be worded as an affirmative action).

**IX. CONFLICT OF INTEREST:**

- A. Any member of the Committee who in their opinion has a conflict of interest under state or City law will publicly announce the general nature of the conflict during the meeting, and will not participate in the matter.
- B. If staff, another Committee member, or a member of the public raises a question about whether a member has a conflict of interest and the member does not voluntarily recuse themselves, the Chair may seek advice from the City Attorney.

**X. AMENDMENT:**

The Rules of Procedure may be amended at any regular meeting of the Committee by a majority vote of the entire membership. The proposed amendment will be presented to the Committee Secretary not less than 30 days before the regular meeting at which the Committee will vote on the proposed amendment.



**CHOOSE YOUR OWN ADVENTURE  
AD PERFORMANCE REPORT**



## Choose Your Own Adventure - Week 2

In week 2 of the Choose Your Own Adventure campaign, the overall metrics have held steady. The one change we made after the first week was to stop the underperforming Salt Lake City test ads.

The most notable metric that we noticed was the click-through rate on the Vancouver banner ads at nearly 1%. An outlier like this suggests the potential of click fraud on a less than reputable site. We don't see clear evidence of that after looking at the individual sites that the ads were served. The highest clicks have come from TSN.ca (the Canadian ESPN) and CTV.ca (the Canadian ABC).

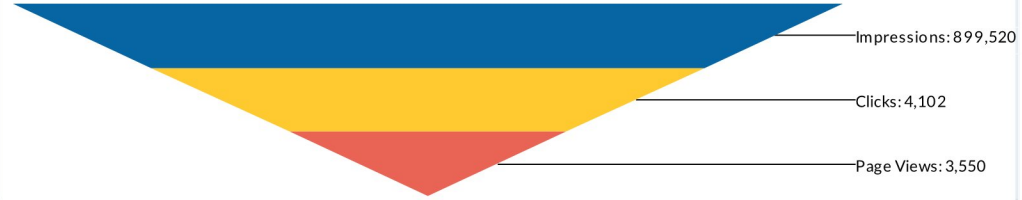
The Vancouver Facebook/Instagram is dramatically underperforming the other regions and is costing significantly more. If it continues through this week, we will likely suggest disabling that placement and reallocating its spend. In the meantime, we suggest allocating the remaining Salt Lake City spend to the Vancouver region since it has exceeded our performance expectations.

# CAMPAIGN SNAPSHOT - PAGE 1

## Overall Stats



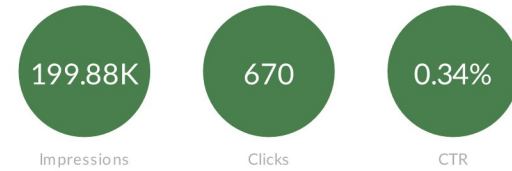
## Customer Journey



## Banner



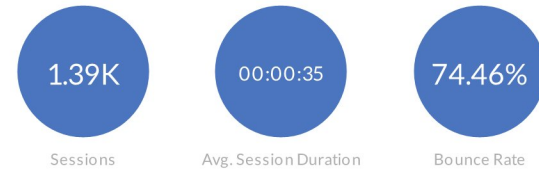
## Google AdWords



## Facebook/Instagram



## ExploreAuburn.com Website Traffic



## Glossary of Terms

**Ad Fraud:** Ad Fraud is when a company knowingly serves ads that no one will actually see as a way to drive "views" and revenue. For example, a website can use bots to automatically refresh its pages in order to register a high number of page views and appear more attractive as an inventory source on ad exchanges.

**Average Session Duration:** Provides a top-level view of how long users are spending on your website. Google Analytics does not count time for the last page viewed during a session. This means that average session duration will tend to be skewed lower than the actual amount of time people are spending on your website.

**Bounce Rate:** Bounce rate is the percentage of sessions with a single pageview. Bounce rate can provide top-level insights about the performance of your content. It's also important to apply context when analyzing bounce rate, since some pages will deliver all of the information somebody is looking for on a single page, for example, a store locator or a blog post.

**CPC (Cost per Click):** CPC Stands for Cost per Click. This is the price paid by an advertiser for each ad click received.

**CTR (Click-Through Rate):** CTR is a metric that measures the number of clicks your ad (s) receive per number of impressions.

**Impression:** Impressions are sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page.

**Keyword:** Google Analytics provide details about the keywords people use in their search to find your website or that trigger an ad to be displayed.

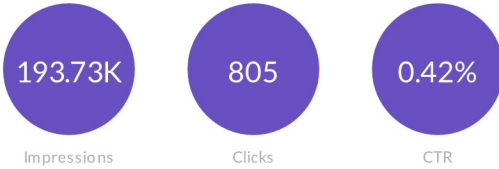
**Pageview:** A pageview is reported when a page has been viewed by a user on your website. In the Google Analytics pages report, by default, your pages are ordered by popularity based on pageviews. This allows you to see which content is being viewed most often.

**Post Engagement:** The total number of actions that people take involving your ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

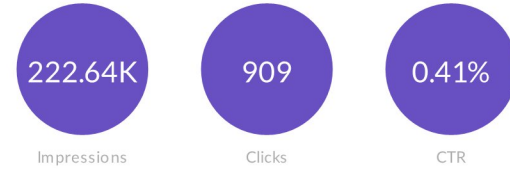
**Session:** A single visit to your website, consisting of one or more pageviews. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction.

PERFORMANCE BY REGION - PAGE 1

California



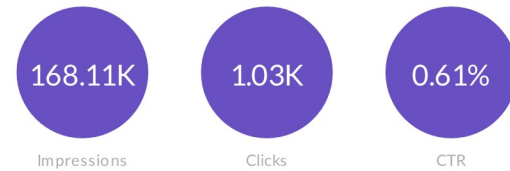
Portland



Puget Sound



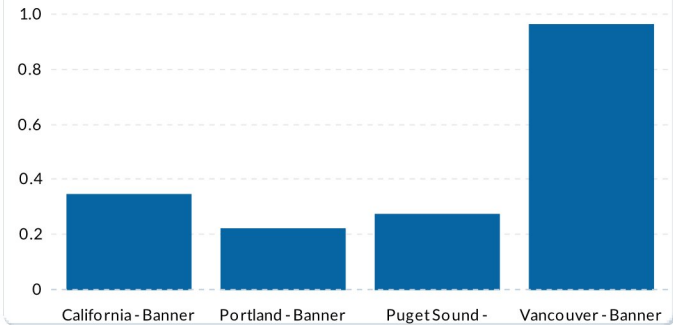
Vancouver



Banner

Placement	Impressions	Total Ad Clicks	CTR	CPC
California - Banner	81,043	279	0.34%	\$2.49
Portland - Banner	98,475	217	0.22%	\$4.01
PugetSound - Banner	116,124	318	0.27%	\$3.24
Vancouver - Banner	68,245	657	0.96%	\$0.93
<b>Total</b>	<b>363,887</b>	<b>1,471</b>	<b>0.40%</b>	<b>\$2.18</b>

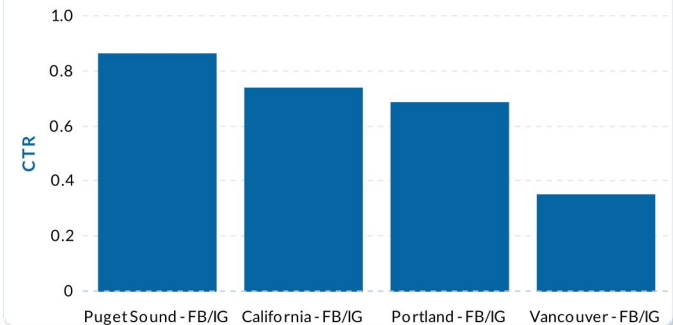
Banner CTR



Facebook

Ad Set	Impressions	Clicks	CTR	CPC	Post Engagement
PugetSound - FB/IG	68,816	592	0.86%	\$0.88	482
California - FB/IG	50,083	368	0.73%	\$0.92	301
Portland - FB/IG	85,299	583	0.68%	\$0.88	460
Vancouver - FB/IG	68,314	240	0.35%	\$1.40	197
<b>Total</b>	<b>272,512</b>	<b>1,783</b>	<b>0.65%</b>	<b>\$0.96</b>	<b>1,440</b>

Facebook CTR

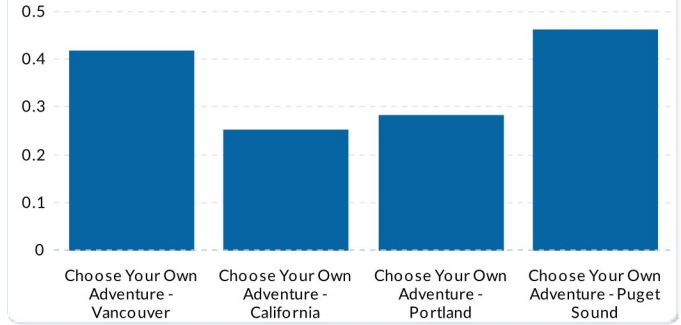


**| PERFORMANCE BY REGION - PAGE 2 |**

 Google AdWords

Campaign Name	Impressions	Clicks	CTR	Avg. CPC
Choose Your Own Adventure - Puget Sound	50,601	234	0.46%	\$1.54
Choose Your Own Adventure - California	62,601	158	0.25%	\$2.07
Choose Your Own Adventure - Vancouver	31,551	132	0.42%	\$2.45
Choose Your Own Adventure - Portland	38,866	109	0.28%	\$3.17
<b>Total</b>	<b>183,619</b>	<b>633</b>	<b>0.34%</b>	<b>\$2.14</b>


 Google AdWords CTR



## | PERFORMANCE BY AD - PAGE 1 |

 Banner - Dance Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
<b>Total</b>	<b>83,788</b>	<b>316</b>	<b>0.38%</b>	<b>\$2.34</b>
CYOA - Dance Big - 160x600	10,682	24	0.22%	\$3.83
CYOA - Dance Big - 300x250	42,483	123	0.29%	\$2.94
CYOA - Dance Big - 300x600	13,000	51	0.39%	\$2.46
CYOA - Dance Big - 728x90	17,623	118	0.67%	\$1.35

 Banner - Dine Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
<b>Total</b>	<b>87,351</b>	<b>268</b>	<b>0.31%</b>	<b>\$2.87</b>
CYOA - Dine Big - 160x600	11,945	41	0.34%	\$2.47
CYOA - Dine Big - 300x250	43,292	93	0.21%	\$4.02
CYOA - Dine Big - 300x600	7,276	67	0.92%	\$1.05
CYOA - Dine Big - 728x90	24,838	67	0.27%	\$3.33

 Banner - Play Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
<b>Total</b>	<b>69,019</b>	<b>283</b>	<b>0.41%</b>	<b>\$2.13</b>
CYOA - Play Big - 160x600	10,477	23	0.22%	\$4.08
CYOA - Play Big - 300x250	30,966	90	0.29%	\$2.90
CYOA - Play Big - 300x600	6,974	33	0.47%	\$1.96
CYOA - Play Big - 728x90	20,602	137	0.67%	\$1.34

## | PERFORMANCE BY AD - PAGE 2 |

 Banner - Save Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
<b>Total</b>	<b>78,918</b>	<b>320</b>	<b>0.41%</b>	<b>\$2.15</b>
CYOA - Save Big - 160x600	11,996	34	0.28%	\$3.04
CYOA - Save Big - 300x250	30,952	120	0.39%	\$2.17
CYOA - Save Big - 300x600	11,107	69	0.62%	\$1.54
CYOA - Save Big - 728x90	24,863	97	0.39%	\$2.24

 Banner - Shop Big

Ad	Impressions	Total Ad Clicks	CTR	CPC
<b>Total</b>	<b>76,398</b>	<b>306</b>	<b>0.40%</b>	<b>\$2.20</b>
CYOA - Shop Big - 160x600	6,948	23	0.33%	\$2.67
CYOA - Shop Big - 300x250	33,711	101	0.30%	\$2.83
CYOA - Shop Big - 300x600	12,442	60	0.48%	\$2.00
CYOA - Shop Big - 728x90	23,297	122	0.52%	\$1.69

 Facebook

Ad	Impressions	Clicks	CTR	CPC	Post Engagement
<b>Total</b>	<b>304,167</b>	<b>1,939</b>	<b>0.64%</b>	<b>\$0.98</b>	<b>1,566</b>
CYOA - Dance Big - FB/IG	94,637	783	0.83%	\$1.01	597
CYOA - Dine Big - FB/IG	41,958	178	0.42%	\$1.04	154
CYOA - Play Big - FB/IG	93,798	727	0.78%	\$0.90	589
CYOA - Save Big - FB/IG	25,191	63	0.25%	\$1.34	56
CYOA - Shop Big - FB/IG	48,583	188	0.39%	\$0.98	170

## | PERFORMANCE BY AD - PAGE 3 |

From Oct23,2018 to Nov07,2018

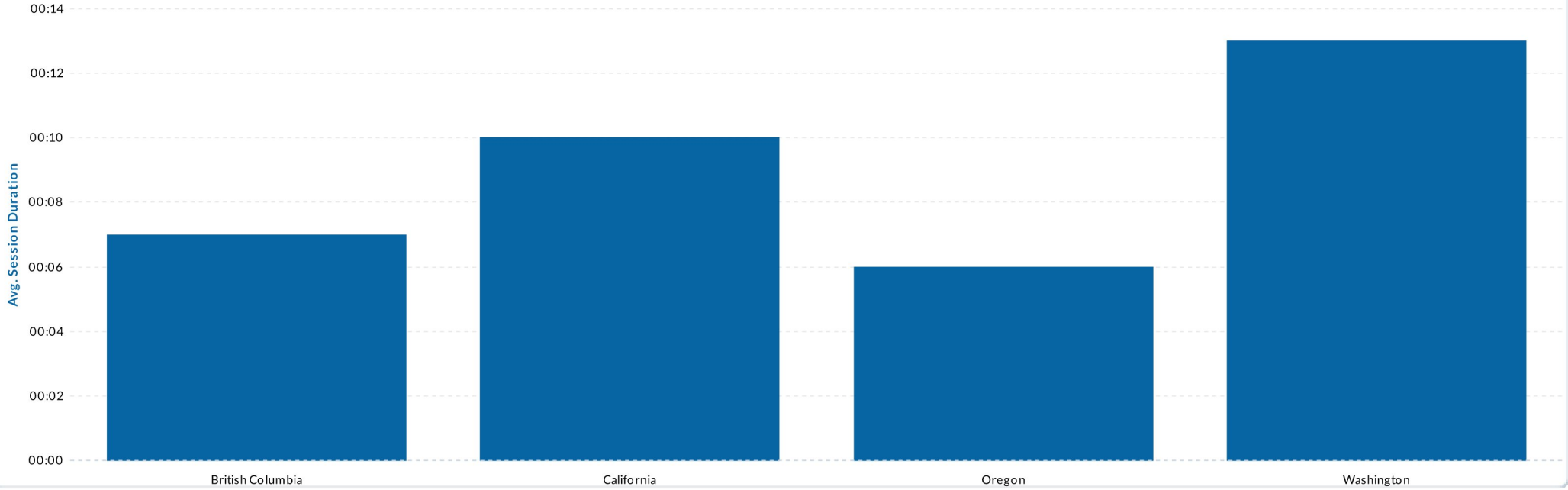
Created On Nov07,2018



Ad Group	Impressions	Clicks	CTR	Avg.CPC
<b>Total</b>	<b>199,883</b>	<b>670</b>	<b>0.34%</b>	<b>\$2.17</b>
PLAYBIG	98,112	262	0.27%	\$2.38
SHOP BIG	27,242	198	0.73%	\$2.12
DANCE BIG	37,299	128	0.34%	\$1.99
DINE BIG	14,359	48	0.33%	\$1.88
SAVE BIG	22,871	34	0.15%	\$1.90

OTHER KEY METRICS - PAGE 1

Average Time on Site



Top 10 Keywords

Keyword	Impressions	Clicks	Avg.CPC
outletstore	20,126	103	\$2.35
jackpot	5,216	101	\$2.09
cityofauburn	7,202	94	\$1.66
casino games	5,805	39	\$2.84
table games	16,330	25	\$2.39
casino	9,408	21	\$2.39
roulette	1,564	18	\$2.60
casinos	8,559	14	\$2.79
club in	460	14	\$1.81
dance club	2,614	12	\$1.53

## 2019 Lodging Tax Grant Application Overview | Notes:

Overall, seven applications received. Four were deemed ineligible.

2019 Total Amount Requested: \$11,250

2019 Total Amount Budgeted: \$20,000

#	Organization / Event	Date of Event	Amount Requested	Previous Applicant?	2018 Award Details	Key Points	ATB Comments
1	GeoTour/Auburn Parks & Rec.	TBD	\$2,750	Y	N/A	<ul style="list-style-type: none"> <li>Date is not set yet.</li> <li>Requesting funding from Kent, Renton LTACs and Maple Valley EcDev.</li> <li>How would this impact bookings at Auburn hotels?</li> <li>Funding Request is for operation costs, not marketing of event aimed for tourism.</li> </ul>	Two Board Members in favor of funding. Doubt of number of overnight hotel stays it would generate as inclement weather in Spring could impact participation and travel to event.
2	Petpalooza,/Auburn Parks & Rec.	5/18/19	\$5,000	Y	\$3,500	Social media campaign geared to potential attendees 50+ miles away.	All three Board Members recommended funding.
3	Veterans Day Parade/Auburn Parks & Rec.	11/9/19	\$3,500	Y	\$3,500	<ul style="list-style-type: none"> <li>For 2019, to use for digital media to target cities surrounding military bases and active military 2) FB posts, videos, geo-targeting near military bases</li> </ul>	<p>"This event is good for hotels. We get a lot of bookings."</p> <p>"I would like to give more money to this. Even double, or triple. Hotels see a lot from this parade."</p> <p>"They should receive [sic] \$10,000."</p>



# 2019 Lodging Tax Grant Application Assessment

## Evaluation Score Sheet For Grant Applicants

### Organization Information

<b>Organization Name</b>		<b>Requested Amount</b>	
<b>Contact Person</b>		<b>Date of Event</b>	

### Ratings

	Available Points	Points Awarded
<b>1. Eligibility and Clarity</b>	<b>30</b>	
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	
<b>2. Growth and Collaboration Potential</b>	<b>20</b>	
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	
<b>3. Value Assessment – Evaluating Impact with Funding</b>	<b>50</b>	
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	
<b>TOTAL SCORE</b>	<b>100</b>	

### COMMENTS

COMMENTS

### Person Submitting Review

Name		Date	
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## APPLICATION OVERVIEW

**APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN 4:00 PM FRIDAY, OCTOBER 5<sup>th</sup>, 2018.** Incomplete and/or late applications will not be considered. Applications may not be amended or changed after the deadline for submission. The proposal and all documents filed with the City are public records.

Please submit your completed application along with the required documentation to:

**City of Auburn  
Attention: Lorraine Chachere,  
Tourism Coordinator  
25 West Main Street  
Auburn, WA 98001**

**OR VIA EMAIL: [Ichachere@auburnwa.gov](mailto:Ichachere@auburnwa.gov)**

## APPLICATION CHECKLIST

- Completed application (attach additional sheets if necessary).
- A copy of your agency's current non-profit corporate registration with Washington Secretary of State.
- Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts.

**APPLICATIONS ARE DUE NO LATER THAN 4:00 PM ON FRIDAY, OCTOBER 5<sup>th</sup>, 2018.**  
**LATE APPLICATIONS WILL NOT BE CONSIDERED.**

## APPLICATION TIMELINE

The Lodging Tax Advisory Committee will review your application at their November meeting. It is possible they may wish to interview applicants for more information or clarification.

Should the Lodging Tax Advisory Committee recommend funding for your event/activity/facility, they will forward their recommendation to the City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in January 2019.

**How did you hear about Auburn's Lodging Tax Tourism Enrichment Program?**

.We have requested funds in previous years\_\_\_\_\_



# 2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5<sup>th</sup>, 2018 by 4:00 PM

Total Amount Requested: \$ 2750 Name of Event Valley Cities Goecaching Adventure/

## ORGANIZATION/AGENCY INFORMATION

Auburn Parks, Arts & Recreation  
Organization/Agency Name

\_\_\_\_\_  
Federal Tax ID Number

Rick Bruya  
Contact Name

Recreation Coordinator  
Title

910 9th ST SE  
Mailing Address

Auburn      WA      98002  
City                      state                      zip

253-804-5046  
Phone

rbruya@auburnwa.gov  
Email Address

Auburn, Kent, Renton & Maple Valley  
Event Location

TBD, Spring 2019  
Event Date(s)

Check all service categories that apply to this application:  
 Tourism Promotion/Marketing  
 Operation of a Special Event/Festival designed to attract tourists  
 Operation of a Tourism Promotion Agency  
 Operation of a Tourism-Related Facility owned or operated by a non-profit organization  
 Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality  
  
Check which one of the following applies to your agency:  
(Note: Priority will be given to non-profit or public (government) agencies for Lodging Tax funding)  
 Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)  
 Public Agency  
 Other

## APPLICANT CERTIFICATION



I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

Tourism Promotion Activities or Tourism-Related Facilities:

- This is an application for a contract with the City of Auburn and, if awarded, my organization intends to enter into a Municipal Services Contract with the City of Auburn.

Events/Festivals:

- The applicant has, or can obtain, general liability insurance in the amount commensurate with the exposure of the event/festival.
- The City of Auburn will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a completed and signed Request for Reimbursement/After Event Report (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

\_\_\_\_\_  
Signature

10/05/18  
\_\_\_\_\_  
Date

Rick Bruya  
\_\_\_\_\_  
Printed or Typed Name



**1. Describe your tourism-related activity or event:**

Valley Cities Geocaching Adventure (or GeoTour, if awarded funding to cover travel) will be a multi-city endeavor, operated in Auburn, Kent, Renton & Maple Valley.

**2. Describe why tourists will travel to Auburn to attend your event/activity/facility:**

Historically, geocachers love to travel to events. Well-run and fun events will draw a good group of locals and visitors. By expanding the 2019 project to include other cities, we will attract more visitors.

**3. Provide an estimate of the number of participants who will attend the event/activity in each of the following categories. Please use the Calculation Methodology as defined below:**

As a direct result of your proposed tourism-related service, provide:	Estimate	Calculation Methodology (See options below)
a. Overall attendance at your event/activity/facility	200-300	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
b. Number of people who travel more than 50 miles for your event/activity	75-100	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	50+ (if GeoTour)	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	20	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	55-100+	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	25+	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE

**Glossary for Calculation Methodology Options:**



- ❖ **Direct Count: (DC)** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ❖ **Indirect Count: (IC)** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ❖ **Representative Survey: (RS)** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ❖ **Informal Survey: (IS)** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ❖ **Structured Estimate: (SE)** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ❖ **Other:** (please describe)

4. Is there a host hotel for your event? Yes  No

If yes, list the host hotel(s):

Not at this time, but very possible.

**If a host hotel(s) was/were used last year, please provide an estimate of how many rooms were booked last year at each hotel.**

We know that at least four out-of-town people who attended last year stayed 1-2 nights.

5. Describe the prior success (number of attendees, media exposure, etc.) of your event/activity/facility in attracting tourists:

2015 was the initial year, with over 100 attendees at the opening launch event. 2016 was the supposed bad weather year that never materialized, s

6. Describe your target tourist audience (location, demographics, etc.):

Our largest audience will be all of Washington state, adjoining areas of Oregon, Idaho and British Columbia. Additional marketing from Geocachir

7. Describe how you will promote your event/activity/facility to attract overnight tourists:

We have a contact list of over 200 individuals who have attended past events and are anxious to return to an event they consider to be of high



**8. How do you intend to use the Lodging Tax funds if selected as a grant recipient? (Please be as descriptive as possible with the strategy, plan and reasons for your application.)**

Lodging Tax funds will cover costs for the formal GeoTour, the increased cost for a multi-city coin (similar to the one done by Tri-Cities each year in their

**9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Auburn. What will the City of Auburn/Tourism get in return for funding (e.g. logos, links print material, radio, TV etc.)?:**

The coin will include the logo for each city involved as they will share expenses equally. We will put together a flyer to list hotels, restaurants, etc., who

**10. Are you applying for Lodging Tax Grants from another community? Yes  No**   
**If yes, list the other jurisdiction(s) and amount(s) requested.**

Yes, Kent application has been made and Renton will be made when they announce the dates it is available. Maple Valley has no hotels, so their Ecor

**11. What will you or your organization do differently this year that will improve upon last year's event?**

By being designated a formal GeoTour, our marketing reach will vastly increase by huge numbers as evidenced by data developed by those attending su

**12. What is the overall budget for your event/activity/facility? Please provide an itemized list identifying each type of expenditure to be reimbursed.**

Geocaching.com Silver Level GeoTour \$3000; Geocoin (300)-\$6500, this is a four part coin with each section representing each city; Light food items

**13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 25 %**

**14. Please identify your top 5 sources of revenue anticipated for your 2019 event not including requested City of Auburn LTAC funds. (Please do not include in-kind contributions.)**

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Kent Tourism	\$27	No	2/20
Renton Tourism	\$2750	No	2019

**15. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?**

If we are unable to receive funding to cover the proposed budget from all sources, we will revise the event to include only the cities who contribute. 1



**16. Funding History**

**Was this event previously funded with Auburn lodging tax funds in the past four years?**

YES       NO

Funded in 2015, 2016 but not funded in 2017 (Parks, Arts & Rec Department funded)

**17. If yes, how much funding did you receive in:**

2015 \$3000      -----      \$3500      2017 \$0      2018 \_\_\_\_\_

**18. Number of total years you have received City of Auburn lodging tax funds:** Two

**19. If you received a 2018 Lodging Tax Grant, please fill out the attached report showing how funds awarded were used. If you were not a 2018 grant recipient, there is no need to complete one.**



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**APPLICATION CHECKLIST**

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How did you hear about Auburn's Lodging Tax Tourism Enrichment Program?

Past Recipient



# 2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5<sup>th</sup>, 2018 by 4:00 PM

Total Amount Requested: \$ 5,000.<sup>00</sup> Name of Event Auburn's Petpalooza

## ORGANIZATION/AGENCY INFORMATION

City of Auburn Parks, Arts & Rec.  
Organization/Agency Name

91-6001228  
Federal Tax ID Number

Kristy Pachciarz  
Contact Name

Special Events Coordinator  
Title

910 Ninth St. SE  
Mailing Address

Auburn WA 98002  
City State Zip

253-931-3052  
Phone

kpachciarz@auburnwa.gov  
Email Address

Game Farm Park  
Event Location

Saturday, May 18, 2019  
Event Date(s)

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- (Note: Priority will be given to non-profit or public (government) agencies for Lodging Tax funding)
- Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)
  - Public Agency
  - Other

## APPLICANT CERTIFICATION



I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

Tourism Promotion Activities or Tourism-Related Facilities:

This is an application for a contract with the City of Auburn and, if awarded, my organization intends to enter into a Municipal Services Contract with the City of Auburn.

Events/Festivals:

The applicant has, or can obtain, general liability insurance in the amount commensurate with the exposure of the event/festival.

The City of Auburn will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a completed and signed Request for Reimbursement/After Event Report (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

K Pachciarz  
Signature

9/19/18  
Date

Kristy L. Pachciarz  
Printed or Typed Name



1. Describe your tourism-related activity or event:

Petpalooza is a large-scale festival designed for animal lovers. The 'free' event is held annually in May and features a variety of animal entertainment and attractions for all to enjoy. The mix of festival activities includes a 3K/5K Dog Trot Fun Run, a petting zoo and other children's activities, a variety of pet contests, an agility area, over 150 vendors, pet adoptions, low-cost services and more.

2. Describe why tourists will travel to Auburn to attend your event/activity/facility:

Petpalooza is a niche event for pet-lovers and folks have shown they are willing to travel to this event. The number of participants, vendors, sponsors and festival-goers continues to grow. Beginning with just a few hundred Dog Trot participants in 2008 to over 600 at the 2018 event.

3. Provide an estimate of the number of participants who will attend the event/activity in each of the following categories. Please use the Calculation Methodology as defined below:

As a direct result of your proposed tourism-related service, provide:	Estimate	Calculation Methodology (See options below)
a. Overall attendance at your event/activity/facility	16,500	<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
b. Number of people who travel more than 50 miles for your event/activity	990	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	50	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	105	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	80	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
f. Number of paid lodging room nights resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	45	<input checked="" type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE

Glossary for Calculation Methodology Options:



- ❖ **Direct Count: (DC)** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ❖ **Indirect Count: (IC)** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ❖ **Representative Survey: (RS)** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ❖ **Informal Survey: (IS)** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ❖ **Structured Estimate: (SE)** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ❖ **Other:** (please describe)

4. Is there a host hotel for your event? Yes  No

If yes, list the host hotel(s):

No host hotel.

If a host hotel(s) was/were used last year, please provide an estimate of how many rooms were booked last year at each hotel.

5. Describe the prior success (number of attendees, media exposure, etc.) of your event/activity/facility in attracting tourists:

Petpalooza was created in 2008 to attract pet-lovers to Auburn - a highly niche market segment. The number of participants, vendors, sponsors and festival-goers continues to grow, with top attendance estimated at 16,500. Over 65% of the Dog Trot participants are from outside Auburn. Almost 15% of the participating vendors come from 50+ miles away. Paid entertainers are coming from 50+ miles away.

6. Describe your target tourist audience (location, demographics, etc.): including b-7 from out of state!

We are requesting lodging tax funds specifically to target pet-loving individuals that live 50+ miles from Auburn.

7. Describe how you will promote your event/activity/facility to attract overnight tourists:

The overall event is advertised regionally through paid advertisements in various newspapers, with our media partners (100.7 The Wolf, Modern Dog Magazine, CityDog Magazine and Pet Connection Magazine). We also include our event information in specialty animal publications, on-line event calendar submissions and sponsored Facebook posts. Additional marketing includes regional posters, email blasts to the City's Database of subscribers, and via bookmarks and flyers that are mailed to over 100 pet-friendly establishments. If we are awarded funding, we will use it to market to pet-lovers via Facebook, through CityDog Magazine and other media outlets that are 50+ miles from Auburn.



8. How do you intend to use the Lodging Tax funds if selected as a grant recipient? (Please be as descriptive as possible with the strategy, plan and reasons for your application.)

- 1.) Full-page advertisement (back cover, Winter issue) of City Dog Magazine
- 2.) Monthly E-Blast Header (Jan. - May, 2019) in City Dog Magazine's monthly e-blast
- 3.) Various 3K/5K Dog Trot Promoted Facebook posts
- 4.) Various Petpalooza Promoted Facebook posts.

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Auburn. What will the City of Auburn/Tourism get in return for funding (e.g. logos, links print material, radio, TV etc.)?:

We will include a link to the Auburn Tourism website on both the Petpalooza and Dog Trot websites. We will include a 'call-out' on our full-page City Dog ad for our pet-friendly hotels. We will include exploreauburn.com in the confirmation to Dog Trotters, vendors and sponsors and on our Facebook event pages.

10. Are you applying for Lodging Tax Grants from another community? Yes  No

If yes, list the other jurisdiction(s) and amount(s) requested.

Not requesting from another community.

11. What will you or your organization do differently this year that will improve upon last year's event?

We strive to ensure that our events don't become stagnant, so we are continually changing layouts, seeking new sponsors and partnerships and contracting with new vendors/entertainers. In 2019 we hope to work with our media partners to utilize more digital media to reach an increased audience.

12. What is the overall budget for your event/activity/facility? Please provide an itemized list identifying each type of expenditure to be reimbursed.

The overall budget for Petpalooza is \$29,000.00; the only expenditure to be reimbursed would be paid marketing expenses that specifically relate to additional advertising efforts that might be funded by the Lodging Tax Funds.

13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 0%

14. Please identify your top 5 sources of revenue anticipated for your 2019 event not including requested City of Auburn LTAC funds. (Please do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Vendor Fees	\$15,000.00	No	5/18/2019
Sponsorships	\$10,000.00	No	5/18/2019
Dog Trot Registrations	\$10,000.00	No	5/18/2019
T-Shirt Sales	\$600.00	No	5/18/2019

15. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

We are only looking to extend/supplement our advertising efforts if we are awarded grant funding. We are not seeking lodging tax funds to off-set the current budget.



16. Funding History

Was this event previously funded with Auburn lodging tax funds in the past four years?

YES       NO

17. If yes, how much funding did you receive in:

2015 \_\_\_\_\_ 2016 \$5,000.<sup>00</sup> 2017 \$2,500.<sup>00</sup> 2018 \$3,500.<sup>00</sup>

18. Number of total years you have received City of Auburn lodging tax funds: 3

19. If you received a 2018 Lodging Tax Grant, please fill out the attached report showing how funds awarded were used. If you were not a 2018 grant recipient, there is no need to complete one.



APPLICATION ADDENDUM

Please complete this addendum only if you received a lodging tax grant for the 2018 fiscal year. APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN 4:00 PM FRIDAY, OCTOBER 5th, 2018. Incomplete and/or late applications will not be considered. This addendum is a requirement for all previously granted applicants to be considered for the 2019 fiscal year.

Please submit your completed application along with the required documentation to:

City of Auburn
Attention: Lorraine Chachere,
Tourism Coordinator
25 West Main Street
Auburn, WA 98001

OR VIA EMAIL: lchachere@auburnwa.gov

2018 GRANT RECIPIENT METRICS

- 1. Please indicate the amount your organization requested for the 2018 application period: \$ 5,000.00
2. Please indicate the amount your organization was granted for the 2018 application period: \$ 3,500.00
3. Please describe in great detail how the funds you were granted were used for your event:
1.) Full-page, full color ad in CityDog Magazine (Winter 2018 Edition). This ad included a call-out to stay in Auburn hotels, and targets the Seattle Metro area, Portland and San Francisco.
2.) E-blast Header in CityDog Magazine monthly e-blast (Jan-May).
3.) A variety of sponsored Facebook ads targeting users 50+ miles from Auburn to 'Stay & Play'. We included #ExploreAuburn and also our website, which has a link to the exploreauburn website w/ hotel listing.
4. Please attach any analytics, reports, to describe the effect of the funds received and the impact it had on your event. Attached.
5. Please describe how if your organization had not been awarded a 2018 grant, what impact would that have had on your event: If we were not awarded the 2018 grant, we wouldn't have been able to extend/supplement our existing advertising efforts by targeting those 50+ miles outside of Auburn.

THANK YOU!

## AFTER EVENT REPORT

Event/Festival Sponsor must submit this report no later than one week after event or in the designated time frame stipulated in your award letter, along with relevant and requested receipts. Failure to provide the requested information will result in non-reimbursement of awarded funds and non-acceptance of future event application funding.

Please provide a good faith estimate of the number of participants who will attend the event/activity to the best of your knowledge in each of the following categories.  
The entire report must be completed in its entirety and legible. Any incomplete reports will not be accepted.

As a direct result of your proposed tourism-related service, provided:	Actual	Calculation Methodology (See below)
Overall attendance at your event/activity/facility	16,500	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input checked="" type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Number of people who traveled more than 50 miles for your event/activity	990	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input checked="" type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state	40	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input checked="" type="checkbox"/> IS <input checked="" type="checkbox"/> SE
Of the people who traveled more than 50 miles, the number of people who stayed overnight in Auburn	99	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	70	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Number of paid lodging room nights resulting from your event/activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	45	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE

### Calculation Methodology Options:

- **Direct Count (DC):** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- **Indirect Count (IC):** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey (RS):** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey (IS):** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate (SE):** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- **Other (O):** (please describe)

## Petpalooza Tourism Marketing – 2018

<b>Sponsored Facebook Ads:</b>		<b>Notes</b>	<b>Fee</b>
Petpalooza – Event Boost	Targeting users 50+ miles from Auburn, with link to Auburn’s Petpalooza web page, which has a link to ExploreAuburn.com and a list of Auburn hotels.		\$925
Petpalooza – 3K/5K Dog Trot Boosted Post – Stay and Play focus	Targeting users 50+ miles from Auburn with link to Dog Trot Registration. Included #ExploreAuburn.		\$500
Petpalooza – 3K/5K Dog Trot Bosted Post – Stay and Play focus	Targeting users 50+ miles from Auburn with link to Dog Trot Registration. Included #ExploreAuburn.		\$300
<b>City Dog Magazine Advertising</b>			
Promoting event & pet friendly hotels (Winter 2018 Magazine)	This advertisement included a call-out to stay in Auburn hotels ( <i>see ad attached</i> ). CityDog Magazine targets Seattle, Portland and San Francisco pet owners.		\$975
Generic Petpalooza Header in Magazine Monthly e-blast (January, February, March, April & May)	This will be a generic Dog Trot and/or Petpalooza header, with link to Auburn’s Petpalooza web page, which has a link to ExploreAuburn.com and a list of Auburn hotels. CityDog Magazine targets Seattle, Portland & San Francisco pet owners. Their e-blast is delivered to approx. 10,000 addresses.		\$800
<b>Total 2018 Advertising with Lodging Tax Funds Only</b>			<b>\$3,500</b>

Petpalooza is a large-scale festival designed for animal lovers. The free event is held annually in May and features a variety of animal entertainment and attractions for all to enjoy. The mix of festival activities includes a 3K/5K Dog Trot Fun Run, a petting zoo and other children's activities, the Northwest Pet Contest, an agility area, over 150 vendors and much more. Petpalooza 2018 had another year of good weather. The Dog Trot had 621 registrants (up from our record of 596 in 2017). The festival drew an estimated 16,500 people.

The Auburn Tourism Board was given a complimentary booth space at the event to market hotels and attractions in Auburn to the attendees.

The Lodging Tax Funds are used to extend our advertising efforts; they are not used to off-set the event advertising budget. The funds are used specifically to target pet-loving individuals that live 50+ miles from Auburn who may choose to stay and play in Auburn before and/or after the event.

The overall event is advertised regionally through paid advertisements in the Sound Publishing regional papers, our media partner (100.7 THE WOLF), specialty animal publications, on-line event calendar submissions, and sponsored Facebook posts. Additional marketing includes the distribution of posters, bookmarks and Dog Trot registration forms to the region, email blast to the City's database of participants in Parks, Arts & Recreation Programs, and via print materials that are mailed to over 100 pet friendly business establishments.

Auburn hotels are linked on the Petpalooza web page ([www.auburnwa.gov/petpalooza](http://www.auburnwa.gov/petpalooza)) and Explore Auburn is promoted in several of our social media posts for guests and participants travelling from outside the area.

**Dog Trot participants:** Of the 621 Dog Trotters, 14 came from 50+ miles away from Auburn (including 4 from out of state – Florida, Nevada & Oregon). 70% of the dog trot participants are from outside Auburn.

**Petpalooza Vendors:** 24 vendors from 50+ miles away (which includes 11 from out of state)

**Petpalooza entertainers:** 8 entertainers came from 50+ miles away (all from Oregon) – all stayed in hotels

**2018 Room Nights at Auburn Hotels: 45 Room nights related to Petpalooza**

**Sponsored Facebook Posts to areas beyond 50+ miles of Auburn:**  
 South to the Vancouver, WA & Portland area; north to Bellingham and further; and east of the mountains to gain out of town visitors.

Location - Living In:  
 United States: Bellingham (+50 mi), Centralia (+50 mi), Forks (+50 mi), Spokane (+50 mi), Vancouver (+50 mi), Wenatchee (+50 mi), Washington

Age:  
 22 - 65+

[Hide full summary](#)

- This promotion ran for **13 days**
- Your total budget for this promotion was **\$925.00 USD**
- Only the person who boosted this post can edit it

**39,664** People Reached **1,394** Engagements **\$925.00** Total Spend

Actions People Countries

Event Responses	574
Link Clicks	396
Page Likes	14
Post Likes	291
Comments	43
Shares	90

**Auburn's Petpalooza** shared an event  
 Sponsored

PETPALOOZA is a FREE event for pet lovers and a special day for your four-legged family member or other furry friend. Petpalooza is kicked off at 9:30am with a Dog Trot 3K/5K Fun Run. The event features an animal-related entertainment stage, live entertainment, flydog and agility demos, pig races, NutriSource's Community Finsbee Contest, pony rides, a variety of pet contests, an agility area, over 150 vendor booths, giveaways and lots of activities to keep both humans and pets entertained. Leashed, licensed and well-behaved pets welcome.



**MAY 19** **Auburn's Petpalooza 2018**  
 Sat 10 AM Auburn's Petpalooza Auburn  
 2,516 people interested, 777 people going

Like Comment

Location - Living In:  
 United States: Bellingham (+50 mi), Centralia (+50 mi), Forks (+50 mi), Spokane (+50 mi), Vancouver (+50 mi), Wenatchee (+50 mi), Washington

Age:  
 22 - 65+

[Hide full summary](#)

- This promotion ran for **13 days**
- Your total budget for this promotion was **\$500.00 USD**
- Only the person who boosted this post can edit it

**22,300** People Reached **352** Clicks **\$500.00** Total Spend

Actions People Countries

Link Clicks	352
Page Likes	20
Post Likes	33
Comments	9
Shares	8

**Auburn's Petpalooza**  
 Sponsored Like Page

Stay and play in Auburn during [Auburn's Petpalooza 2018](#). Petpalooza is planned for Saturday, May 19, from 10am - 5pm. Auburn's Dog Trot 3K/5K Fun Run kicks off the festival at 9:30am at Game Farm Park. The race is chip-time and includes a T-Shirt. The course is flat, easy and enjoyable for all ages and ability levels. Only \$23/person to register (\$25 on event-day). #petpalooza18 #exploreauburn <https://apm.activecommunities.com/.../Activity.../dog-trot/2608>



**Dog Trot**  
 A pet/owner 3K/5K Fun Run that kicks off the 11th annual Petpalooza event. The routes will take you from Game Farm Park and along the White River Trail. FREE goodie bag to the first 100 pre-registrants!! \$18 per person early registration (on or

AFM.ACTIVECOMMUNITIES.COM [Learn More](#)

live in 3 locations

Location - Living In:  
 United States - Arlington (+50 mi), Centralia (+30 mi),  
 Vancouver (+50 mi) Washington

Age:  
 22 - 65+

[Hide full summary](#)

- This promotion ran for 4 days
- Your total budget for this promotion was \$300.00 USD
- Only the person who boosted this post can edit it.

17,484 People Reached 207 Clicks \$300.00 Total Spend

Actions People Countries

Link Clicks	207
Page Likes	8
Post Likes	25
Comments	2
Shares	13



Auburn's Petpalooza

Like Page

Sponsored

Stay and play in Auburn for Auburn's Petpalooza 2018 on Saturday, May 19. A 3K/5K Fun Run kicks off the festival at 9:30am at Game Farm Park. The race is chip-time and includes a T-Shirt. The course is flat, easy and enjoyable for all ages and ability levels. Early registration of \$18/person runs through this Friday, April 20. [https://apm.activecommunities.com/.../Activity\\_.../dog-trot/2608](https://apm.activecommunities.com/.../Activity_.../dog-trot/2608) #exploreauburn #petpalooza18



### Dog Trot

A pet/owner 3K/5K Fun Run that kicks off the 11th annual Petpalooza event. The routes will take you from Game Farm Park and along the White River Trail. FREE goodie bag to the first 100 pre-registrants!! \$18 per person early registration (on or...

APM.ACTIVECOMMUNITIES.COM

Learn More

City Dog Magazine – Header in their monthly eblast

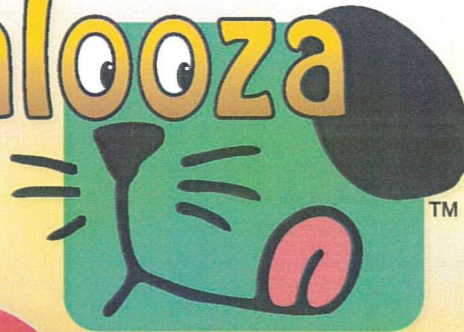
**Petpalooza** Saturday, May 19 | Game Farm Park | 10am-5pm

[auburnwa.gov/petpalooza](http://auburnwa.gov/petpalooza)  
[aubumpetpalooza](https://www.facebook.com/aubumpetpalooza)

**3K/5K DOG TROT @9:30am**  
**END OF THE TWIST**  
**DOG TROT**  
**AUBURN**

City Dog Magazine—  
Full Page/Full Color Magazine Advertisement:

# Petpalooza



**FREE!**

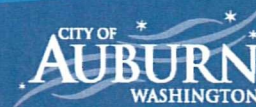
SATURDAY  
**MAY 19**  
10AM-5PM  
**GAME FARM PARK**  
3030 R ST SE

**3K/5K  
DOG TROT**

\$18 per person by April 20  
\$23 per person late registration  
\$25 per person on event-day  
T-Shirt included with early registration!

Live Music & Animal Entertainment | 150+ Vendors | Petting Zoo | Pony Rides | Agility Area  
Beer Garden | Pig Races | Mud Bay's Northwest Pet Contest | Children's Activities | AND TONS MORE!

[auburnwa.gov/petpalooza](http://auburnwa.gov/petpalooza)  
253-931-3043  
#petpalooza18  
f auburnpetpalooza



**Stay at our pet-friendly hotels**

Ask for special Petpalooza pricing

A complete list of hotels can be found at [auburnwa.gov/petpalooza](http://auburnwa.gov/petpalooza)



## APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN 4:00 PM FRIDAY, OCTOBER 5<sup>th</sup>, 2018. Incomplete and/or late applications will not be considered. Applications may not be amended or changed after the deadline for submission. The proposal and all documents filed with the City are public records.

Please submit your completed application along with the required documentation to:

City of Auburn  
Attention: Lorraine Chachere,  
Tourism Coordinator  
25 West Main Street  
Auburn, WA 98001

OR VIA EMAIL: [Ichachere@auburnwa.gov](mailto:Ichachere@auburnwa.gov)

## APPLICATION CHECKLIST

- Completed application (attach additional sheets if necessary).
- A copy of your agency's current non-profit corporate registration with Washington Secretary of State.
- Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts.

APPLICATIONS ARE DUE NO LATER THAN 4:00 PM ON FRIDAY, OCTOBER 5<sup>th</sup>, 2018.  
LATE APPLICATIONS WILL NOT BE CONSIDERED.

## APPLICATION TIMELINE

The Lodging Tax Advisory Committee will review your application at their November meeting. It is possible they may wish to interview applicants for more information or clarification.

Should the Lodging Tax Advisory Committee recommend funding for your event/activity/facility, they will forward their recommendation to the City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in January 2019.

How did you hear about Auburn's Lodging Tax Tourism Enrichment Program?

Past Recipient



# 2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5<sup>th</sup>, 2018 by 4:00 PM

Total Amount Requested: \$ 3,500.<sup>00</sup> Name of Event Auburn's 54<sup>th</sup> annual Veterans Parade & Observance

## ORGANIZATION/AGENCY INFORMATION

City of Auburn Parks, Arts & Recreation  
Organization/Agency Name

91-6001228  
Federal Tax ID Number

Kristy Pachciarz  
Contact Name

Special Events Coordinator  
Title

910 Ninth Street SE  
Mailing Address

Auburn WA 98002  
City State Zip

253-931-3052  
Phone

kpachciarz@auburnwa.gov  
Email Address

Main Street in Downtown Auburn  
Event Location

Saturday, Nov. 9, 2019  
Event Date(s)

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

(Note: Priority will be given to non-profit or public (government) agencies for Lodging Tax funding)

- Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)
- Public Agency
- Other

## APPLICANT CERTIFICATION



I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

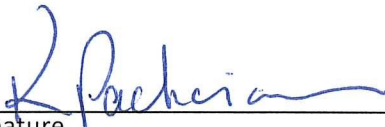
Tourism Promotion Activities or Tourism-Related Facilities:

This is an application for a contract with the City of Auburn and, if awarded, my organization intends to enter into a Municipal Services Contract with the City of Auburn.

Events/Festivals:

The applicant has, or can obtain, general liability insurance in the amount commensurate with the exposure of the event/festival.

The City of Auburn will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a completed and signed Request for Reimbursement/After Event Report (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

  
Signature

9/19/2018  
Date

Kristy L. Pachciarz  
Printed or Typed Name



1. Describe your tourism-related activity or event:

Auburn's Veterans Parade & Observance is one of the largest parades of its kind west of the Mississippi, and one of Auburn's signature events. The 2019 parade will be held on Nov. 9. In addition to the parade, the city also hosts a Luncheon (in conjunction with the WA State Dept. of Veterans Affairs) and a Static Display & Exhibit Showcase. We also work with other organizations to co-host a community breakfast and Remembrance Ceremony. We also work closely with the Auburn High School's Veterans Day Marching Band Competition to acquire bands for the parade. All events take place on the same day, from 7:00am - 10:00pm.

2. Describe why tourists will travel to Auburn to attend your event/activity/facility:

Auburn typically receives Regional Designation from the Veterans Day National Committee and the U.S. Dept. of Veterans Affairs (given July of event year). The parade has grown into one of the largest veteran's parades in the U.S. Auburn's celebration includes a variety of events to recognize and honor veterans. A breakfast, co-sponsored by the American Legion kicks off the morning at the Auburn Senior Activity Center, followed by a Remembrance Ceremony at Veterans Memorial Park. A Static Display & Exhibit Showcase is held adjacent to the parade route. A special Veterans luncheon is held following the parade where the WA State Dept of V.A. announce their annual awards. The Day is complete with the state's largest marching band

3. Provide an estimate of the number of participants who will attend the event/activity in each of the following categories. Please use the Calculation Methodology as defined below:

As a direct result of your proposed tourism-related service, provide:	Estimate	Calculation Methodology (See options below)
a. Overall attendance at your event/activity/facility	25,000	<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
b. Number of people who travel more than 50 miles for your event/activity	5,000	<input type="checkbox"/> DC <input checked="" type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	350	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	1,000	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	200	<input checked="" type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
f. Number of paid lodging room nights resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	93	<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input checked="" type="checkbox"/> SE

invite dignitaries and VIP's from all over the State/Region to represent their organizations.

Glossary for Calculation Methodology Options:



- ❖ **Direct Count: (DC)** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ❖ **Indirect Count: (IC)** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ❖ **Representative Survey: (RS)** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ❖ **Informal Survey: (IS)** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ❖ **Structured Estimate: (SE)** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ❖ **Other:** (please describe)

4. Is there a host hotel for your event? Yes  No

If yes, list the host hotel(s):

No host hotel.

If a host hotel(s) was/were used last year, please provide an estimate of how many rooms were booked last year at each hotel.

—

5. Describe the prior success (number of attendees, media exposure, etc.) of your event/activity/facility in attracting tourists:

In past years, the Parade has over 20,000 spectators and nearly 6,000 parade participants. When inquiring with hotels as to stays for the 2017 event, it is estimated this event generated at least 93 hotel stays in Auburn.

6. Describe your target tourist audience (location, demographics, etc.):

We are requesting lodging tax funds to target active members of the military stationed at various military bases: Spokane (Fairchild Air Force Base); Whidbey Island (Naval Air Station); Everett (Naval Base); Kitsap (Naval Base) & Keyport (Naval Undersea Warfare Center), and their families/friends.

7. Describe how you will promote your event/activity/facility to attract overnight tourists:

The overall event is advertised regionally through paid advertisements in various newspapers, two local radio stations (KVI & KOMO), KOMO4 Television, military publications and sponsored Facebook posts. Additional marketing includes regional posters, E-Blast to the City's database of participants and through military Public Affairs Offices and Veteran Service Organizations. If awarded a<sup>5</sup> tourism grant, we intend to use social media marketing and digital assets throughout the state to specifically target Veterans and their families and the military base communities.

# Explore AUBURN

\* WASHINGTON

- 4.) Various Facebook posts targeting cities (50 miles+) that have participating High School Marching Bands participating in the parade.
8. How do you intend to use the Lodging Tax funds if selected as a grant recipient? (Please be as descriptive as possible with the strategy, plan and reasons for your application.)
- 1.) Digital media to target cities surrounding military bases and the active military.
  - 2.) Various promoted Facebook posts (videos, event boosts, general content) targeting cities surrounding military bases.
  - 3.) Various Facebook posts targeting veterans, their families and adults 30-65.
9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Auburn. What will the City of Auburn/Tourism get in return for funding (e.g. logos, links print material, radio, TV etc.)?: We will include a link to the Auburn Tourism website on the official event website.

10. Are you applying for Lodging Tax Grants from another community? Yes  No
- If yes, list the other jurisdiction(s) and amount(s) requested.

Not requesting from another community.

11. What will you or your organization do differently this year that will improve upon last year's event?

Because of the strict military protocol, we have limitations on the changes we can make. We hope to utilize more Digital media to target Veterans and active military. We also plan to seek new veteran organizations to participate in the parade and form new partnerships.

12. What is the overall budget for your event/activity/facility? Please provide an itemized list identifying each type of expenditure to be reimbursed.

The overall budget for the Veterans Parade & Observance is \$9,600.<sup>00</sup>. We are only seeking funding to expand our advertising efforts outside the 50+ mile radius of Auburn. We won't be using tax funds to off-set our

13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 0 % expenses.

14. Please identify your top 5 sources of revenue anticipated for your 2019 event not including requested City of Auburn LTAC funds. (Please do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Luncheon Revenue	\$2,400. <sup>00</sup>	N	11/9/19
Sponsorships & Vendor Fees	\$15,000. <sup>00</sup>	N	11/9/19
Banner Program	\$1,000. <sup>00</sup>	N	11/9/19

15. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

We are only looking to extend/supplement our advertising efforts if we are awarded grant funding. We are not seeking lodging tax funds to off-set the current budget.



16. Funding History

Was this event previously funded with Auburn lodging tax funds in the past four years?

YES       NO

17. If yes, how much funding did you receive in:

2015 \$6,500.<sup>00</sup>    2016 \$6,500.<sup>00</sup>    2017 \$2,500.<sup>00</sup>    2018 \$3,500.<sup>00</sup>

18. Number of total years you have received City of Auburn lodging tax funds: 4

19. If you received a 2018 Lodging Tax Grant, please fill out the attached report showing how funds awarded were used. If you were not a 2018 grant recipient, there is no need to complete one.



CITY OF AUBURN ★ 53RD ANNUAL CELEBRATION

# VETERANS DAY PARADE



**SATURDAY, NOVEMBER 10**

★ **11AM ON MAIN STREET** ★

7:00am | American Legion Breakfast

9:00am | Static Display & Exhibit Showcase, Division Street

9:45am | Remembrance Ceremony, Veterans Memorial Park

1:00pm | Marching Band Competition, Auburn Memorial Stadium

1:30pm | Auburn Noon Lions Club Luncheon

3:00pm | VFW Post w#1741 Open House



[www.auburnwa.gov/events](http://www.auburnwa.gov/events)

## APPLICATION ADDENDUM

Please complete this addendum *only* if you received a lodging tax grant for the 2018 fiscal year. APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN 4:00 PM FRIDAY, OCTOBER 5<sup>th</sup>, 2018. Incomplete and/or late applications will not be considered. This addendum is a requirement for all previously granted applicants to be considered for the 2019 fiscal year.

Please submit your completed application along with the required documentation to:

City of Auburn  
Attention: Lorraine Chachere,  
Tourism Coordinator  
25 West Main Street  
Auburn, WA 98001

OR VIA EMAIL: [Ichachere@auburnwa.gov](mailto:Ichachere@auburnwa.gov)

## 2018 GRANT RECIPIENT METRICS

1. Please indicate the amount your organization *requested* for the 2018 application period: \$ 3,500.<sup>00</sup>
2. Please indicate the amount your organization was *granted* for the 2018 application period:  
\$ 3,500.<sup>00</sup>
3. Please describe in great detail how the funds you were granted were used for your event:  
\* Since we have not had our 2018 event yet, this is referencing our 2017 event. We created a Facebook marketing campaign; targeting veterans, their families, supporters and military bases 50+ miles from Auburn. (1) General Event Boost, (2) Promo Video Boost and, (3) Generic Post Sponsored Boost. We included the exploreauburn website, where able.
4. Please attach any analytics, reports, to describe the effect of the funds received and the impact it had on your event.  
Attached.
5. Please describe how if your organization had not been awarded a 2018 grant, what impact would that have had on your event: If we weren't awarded the grant, we would not have been able to extend/supplement our existing advertising efforts by targeting veterans, their families, military bases, etc. 50+ miles outside of Auburn.

THANK YOU!

## AFTER EVENT REPORT

**Event/Festival Sponsor must submit this report no later than one week after event, along with receipts. *Failure to provide information will result in non-acceptance of future event application funding.***

**Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:**

As a direct result of your proposed tourism-related service, provided:	Actual	Calculation Methodology <i>(See below)</i>
Overall attendance at your event/activity/facility	25,000	<b>Indirect Count (IC)</b>
Number of people who traveled more than 50 miles for your event/activity	5,000	<b>Indirect Count (IC)</b>
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state	334	<b>Structured Estimate (SE)</b>
Of the people who traveled more than 50 miles, the number of people who stayed overnight in Auburn	1,000	<b>Structured Estimate (SE)</b>
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	200	<b>Representative Survey (RS)</b>
Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	93 Room Nights	<b>Representative Survey (RS)</b>

### Calculation Methodology Options:

- **Direct Count (DC):** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- **Indirect Count (IC):** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey (RS):** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey (IS):** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate (SE):** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- Other (O): (please describe)

## Veterans Day Tourism Marketing – 2017

<b>Sponsored Facebook Ads:</b>	
State of Washington (50+ radius) – EVENT POST – SPONSORED BOOST	\$500
State of Washington (50+ radius) – VIDEO POST – SPONSORED BOOST	\$750
State of Washington (50+ radius) – GENERIC POST – SPONSORED BOOST	\$1,250
<b>Total 2017 Event Advertising with Lodging Tax Funds</b>	<b>\$2,500</b>

### Parade entries from 50+ miles from Auburn, Washington

Name of Entry	# in group	City	State
TriWest Healthcare Alliance	30	Phoenix	AZ
Vietnam War Commemoration - Brigadier General (R) John P. Rose	5	Washington	DC
BAND 8 - Aloha High Schol Marching Band	37	Aloha	OR
BAND 9 - Astoria Marching Band	50	Astoria	OR
BAND 21 - Grants Pass Marching Band and Color Guard	192	Grants Pass	OR
BAND 10 - North Mason High School Band & Color Guard	57	Belfair	WA
Friends of Kilroy	12	Centralia	WA
Captain Mark A. Lakamp - U.S. Navy	2	Everett	WA
BAND 23 - Cascade Sound Marching Band and Color Guard	79	Everett	WA
The Great War Historians	9	Goldendale	WA
BAND 26 - Hoquiam High School Marching Band	70	Hoquiam	WA
BAND 11 - Ilwaco High School Marching Band and Color Guard	35	Ilwaco	WA
BAND 16 - Kamiakin High School Marching Band	60	Kennewick	WA
4th US Infantry, Company C	20	Kingston	WA
BAND 5 - Kingston High School Buccaneer Band	54	Kingston	WA
173rd Airborne Brigade Association and Vietnamese Special Forces	8	Lynnwood	WA
US Navy Destroyer Veterans	8	McCleary	WA
BAND 20 - Kamiak High School Marching Band	130	Mukilteo	WA
Veterans of Foregin Wars Riders	20	Oak Harbor	WA
PBY Naval Air Museum (carrying KOMO News Radio talent)	2	Oak Harbor	WA
BAND 24 - Royal High School Marching Knights	45	Royal City	WA
Navy Band Northwest	27	Silverdale	WA
US Coast Guard District 13 Auxiliary Honor Guard	5	Snohomish	WA
BAND 15 - University High School Marching Band and Fanfare Ensemble	70	Spokane	WA
Korean Vietnam War Veterans	20	Stanwood	WA
BAND 25 - Sultan High School Marching Band	75	Sultan	WA
Tulalip Tribes Veterans	10	Tulalip	WA
BAND 18 - Wenatchee High School Marching Band	97	Wenatchee	WA
BAND 12 - Eisenhower Marching Band & Color Guard	82	Yakima	WA
<b>Number of Parade Participants beyond 50 miles of Auburn (excluding guests/parents/etc.)</b>	<b>1,311</b>		



Auburn, Washington Tourism added 3 new photos



Published by Julie Brewer Krueger 17h · October 30 at 11:43am

Celebrate our heroes during the City of Auburn's 52nd Annual Veterans Day Parade on Saturday, November 11. The Parade starts at 11am along Main Street and includes military units, veteran marching groups, honor guards, antique military vehicles and equipment, and patriotic music from the State's largest High School Marching Band Competition. ExploreAuburn.com for event details, hotel information, and additional events to celebrate veterans!



Your Ad Has a High Relevance Score

Great work! Your ad has an average relevance score of 9, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

92252 people reached

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Jim Henning, Samuel Dunlap and 5.8K others

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## Auburn Arts and Events



Published by Julie Brewer Krueger (?) · November 2 at 9:53am · 🌐


Celebrate our heroes during the City of Auburn's 52nd Annual Veterans Day Parade on Saturday, November 11. The Parade starts at 11am along Main Street and includes military units, veteran marching groups, honor guards, antique military vehicles and equipment, and patriotic music from the State's largest High School Marching Band Competition. Visit [www.auburnwa.gov/vetsday](http://www.auburnwa.gov/vetsday) for complete details, hotel information, and additional events to celebrate veterans!



### Your Ad Has a High Relevance Score



Great work! Your ad has an average **relevance score** of 7, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

 58331 people reached

[View Promotion](#)

46K Views