



**Lodging Tax Advisory Committee
Meeting
November 13, 2019 – 10:00 AM
Council Chambers
AGENDA**

I. CALL TO ORDER

- a. Roll Call

II. APPROVE APRIL MEETING MINUTES

III. OLD BUSINESS

- a. 2019 Lodging Tax Grant Program Update

IV. NEW BUSINESS

- a. Review of Terms: Board Members Fraser, Faltenberger (exp 2019)
- b. Review Proposed 2019/20 Grant Program timeline
- c. Review 2019 Tourism Budget vs Actual Report
- d. Review Draft 2020 Tourism Budget vs Actual Report

V. 2020 LTAC MEETINGS

- Request LTAC consider a special meeting Wednesday 2.12.20 to review next round grant applications
- Next LTAC Meetings: Wednesday, April 10 & November 11, 2020

VI. ADJOURNMENT



**Lodging Tax Advisory Committee
Meeting
April 10, 2019 – 10:00 AM
Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:28 am by Chairwoman Nancy Backus.

In attendance: Mayor Nancy Backus, Bob Fraser, Andy Cho, Susan Roberts,

Excused Absence:, Christian Faltenberger, Reggie Matto

Unexcused Absence: Aman Ghag

Staff present: Doug Lein, Economic Development Manager.

II. APPROVE FEBRUARY MEETING MINUTES

Committee Member Fraser motioned to approve the February meeting minutes.

Committee Member Cho seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.

III. OLD BUSINESS

Tourism Updates

- a) **Financial Report** – While reviewing the new format of the financial report, Board Member Fraser inquired as to where the grants line item was. There was also a question as to why the Professional Services line item is significantly higher than last year. Answers to these questions will be followed up on.

b) **STR Report**

The February 2019 Auburn hotel performance report showed favorable numbers compared to year over year. It was pointed out can be attributed to the availability of more room supply as last year two properties were experiencing renovations.

STR Report was provided to the committee members at the meeting.

c) **2019 Tourism Marketing Calendar**

A timeline of anticipated marketing efforts for 2019 was presented.



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d) 2019 Tradeshow & Community Event Calendar

The calendars detailing participation in strategically identified tradeshows to market Auburn as a destination as well as visibility at community events were reviewed.

e) Port of Seattle Spotlight Grant Award Q2

Auburn Tourism was selected as a grant recipient of the Port of Seattle's Spotlight program. The grant is for an ad to be run Q2.

The image of the ad was provided to the committee members at the meeting. Board Member Fraser inquired why the graphic did not show tourism assets. Manager Lein indicated that last year's ad did, and that he would inquire with Multimedia that created the ad as to what their line of thinking was behind the creative.

f) Active America China Tradeshow Report

A report delivered by Coordinator Chachere of her participation in the 2019 Active America China hosted in Anchorage for one on one meetings with Chinese wholesale and receptive tour operators to generate destination awareness and potential hotel bookings for Auburn.

Board Member Fraser inquired if further participation for the November one or the one in 2020 required a proposal for the LTAC to consider. Manager Lein responded that it would be an internal decision for participation.

IV. NEW BUSINESS (ACTION ITEM)

Review 2019 Lodging Tax Grant Applications

All eligible grant applications were reviewed and discussed by the Committee.

The Hops & Crops grant application which was received prior to the deadline, was provided at the meeting.

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



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MOTION PASSES UNANIMOUSLY 4 – 0.

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

MOTION PASSES UNANIMOUSLY 4 – 0.

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

MOTION PASSES UNANIMOUSLY 4 – 0.

V. NEXT LTAC MEETING

- Next LTAC Meeting: Wednesday, November 13 at 10AM, Council Chambers

VI. ADJOURNMENT

There being no further business to discuss or conduct, the meeting adjourned at 11:26am.

MAYOR NANCY BACKUS, CHAIR

LORRAINE CHACHERE, TOURISM COORDINATOR

Lodging Tax Advisory Committee

As of 7.16.19

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

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

* = Three must collect tax (hotels),

R = two regular members

A = one alternate

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

Quorum = 4 members

ATB - Auburn Tourism Board

As of 3.13.19

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

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

Quorum = 6 people



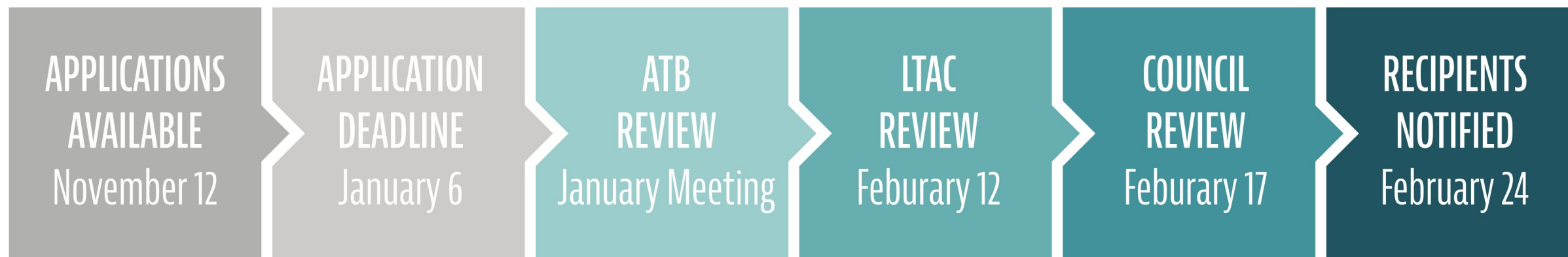
2019/20 GRANT TIMELINE

Promoting our thriving community

LTAC Meeting | November 13, 2019



2019 GRANT PROCESS TIMELINE



GRANT RECIPIENT EVALUATION CRITERIA



ELIGIBILITY



CLARITY



COMMUNITY BENEFIT



COST EFFECTIVENESS



MARKETING



TOURISM REACH

SCORING



SCORING SHEET

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

EXPLORE



Auburn

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RESOLUTION NO. 5411 EXHIBIT A
2019 Lodging Tax Grants

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

Event: Veterans Day Parade

Amount Requested: \$3,500.00

Approved Amount \$3,500.00

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

Event: Petpalooza

Amount Requested: \$5,000.00

Approved Amount \$5,000.00

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

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

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

2/26/19

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

4/10/19

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

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

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

Event: Seattle Parrot Expo

Amount Requested: \$2,000.00

Approved Amount \$2,000.00

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

Event: Valley Cities Geocaching Adventure/GeoTour

Amount Requested: \$2,750.00

Approved Amount \$1,100.00

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

Event: 20th Korean American National Sports Festival

Amount Requested: \$15,000.00

Approved Amount \$2,500.00

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

Event: Hops & Crops Music & Beer Festival

Approved Amount \$3,000.00

Amount Requested: \$6,000.00

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

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