

**Auburn Tourism Board Meeting
October 18, 2018 – 10:00 AM
CITY HALL, COUNCIL CHAMBERS
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE SEPTEMBER MEETING MINUTES

III. OLD BUSINESS

1) Tourism Updates

- Membership Updates
- Auburn Adventure Film Festival Update
- Tourism Budget Update – August 2018
- Tourism Marketing Campaign Update
- City Council Presentation
- Auburn Tourism Summit

IV. NEW BUSINESS

- 1) Review 2019 Lodging Tax Grant Applicants
- 2) Short and Long Term Tourism Goals

V. NEXT MEETING

- Next ATB Meeting: Thursday, November 15th at 10AM in Room #3 (second floor) City Hall

VI. ADJOURNMENT

Approved

HOTEL/MOTEL TAX FUND 2018 BUDGET

	YTD Comparison 8/31/2017	YTD as of 8/31/2018	2018 w/BA#5
Revenues:			
Hotel/Motel Excise Tax	\$71,096	\$72,602	\$113,300
Investment Income	\$984	\$2,411	\$400
Total Revenues	\$72,080	\$75,013	\$113,700

Expenditures:			
Administration			
Tourism Manager Salary	\$29,265	\$37,602	\$46,125
Marketing Consultant	\$2,500	\$3,000	\$10,300
Travel	\$0	\$476	\$1,030
Dues	\$500	\$0	\$515
Conference Fees	\$60	\$490	\$515
Meetings	\$35	\$91	\$515
Printing/Promo Supplies	\$0	\$590	\$2,800
Subtotal	\$32,360	\$42,248	\$61,800
Marketing	\$41,979		
Media Buy, Trade Shows, Digital***	\$0	\$5,936	\$134,595
Web Site	\$2,370	\$850	\$2,575
Multi Media	\$465	\$264	\$1,030
Subtotal	\$44,814	\$7,050	\$138,200
Community Grant Program	\$2,500	\$3,500	\$10,300
Subtotal	\$79,674	\$52,798	\$210,300
Total Expenditures YTD	\$79,674	\$52,798	
			2018
Year End Budgeted Ending Fund Balance as of August 2018			\$203,720
Restricted Reserves*			\$42,060
Unrestricted Reserves			\$161,660

*Restricted reserves should equal 20% of budgeted annual expenditures.



APPLICATION OVERVIEW

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. 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

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 5th, 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 Applicant (2016-2018)



2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5th, 2018 by 4:00 PM

Total Amount Requested: \$ 9,500 Name of Event Tough Mudder Seattle

ORGANIZATION/AGENCY INFORMATION

<u>Tough Mudder Inc.</u> Organization/Agency Name	<u>46-5652576</u> Federal Tax ID Number
<u>Kate Atterbury</u> Contact Name	<u>Manager, Market Development</u> Title
<u>15 Metrotech Center, 7th Floor</u> Mailing Address	<u>Brooklyn, NY 11201</u> City State Zip
<u>925-451-2174</u> Phone	<u>kate.atterbury@toughmudder.com</u> Email Address
<u>Black Diamond, WA</u> Event Location	<u>9/21-22, 2019</u> 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



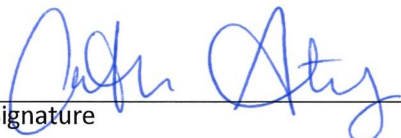
I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

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

9/20/2018
Date

CATHERINE ATTERBURY
Printed or Typed Name

Explore Auburn, Washington: Lodging Tax Tourism Enrichment Program

1. Describe your tourism-related activity or event:

Tough Mudder is an obstacle course challenge designed to test participants' overall strength, stamina and teamwork. Tough Mudder places great value in promoting camaraderie throughout the course, designing obstacles that encourage group participation. Participants must commit to helping others complete the course, putting teammates before themselves, and overcoming their fears while having fun. Tough Mudder Seattle 2019 will feature a long and short format Tough Mudder and Tougher Mudder event running concurrently on Saturday and Sunday of event weekend at Palmer Coking Coal Company in Black Diamond, Washington. Each event will feature approximately 25 obstacles, as well as scenic trail routes and challenging course terrain unique to Tough Mudder. In addition to the core event offerings, the event will feature an exciting spectator route, a diverse range of "Mudder Village" activations (including giveaways, obstacle challenges, and family-friendly activities), music, concessions and merchandise, a beer garden, and additional outdoor happenings.

At Tough Mudder HQ, our core mission is to create unconventional, life changing experiences for our participants and community partners. Since 2010, Tough Mudder has consistently delivered on this mission by hosting over two hundred events across nine countries - drawing almost three million participants to date and raising over ten million dollars for various charities. Tough Mudder HQ has consistently demonstrated a world-class ability to organize, market, and execute successful large-scale events. An essential component of this mission is to create lasting relationships with participants, and providing significant economic benefits (including increased tourism and occupancy rates) to our host communities. Tough Mudder is eager to collaborate with the City of Auburn to continue to provide the region with exciting events.

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

A strategic expansion of the product offering and strong promotion of City of Auburn as a premiere destination is the foundation to achieve mutual long-term tourism objectives in this market. Tough Mudder Seattle's visiting participants ("tourists"), who are close to 70% of the entire participant base, have been enjoying the City of Auburn's accommodations, dining, and various attractions since 2013, the first year Tough Mudder Seattle was held in Black Diamond, Washington. The City of Auburn has lodging and dining options closest in proximity to the event site, and a lively culture that aligns with Tough Mudder's unique demographic. Detailed economic impact studies and post-event analytics, in addition to extremely limited lodging and dining options in Black Diamond, confirm that there is a greater opportunity to encourage an extended stay in the community by promoting the City of Auburn's accommodations to Tough Mudder Seattle participants in 2019. Tourism development is a vital component of Tough Mudder's core business and strategic plan, and has been leveraged in the following manners to ensure visitors will travel to Auburn when attending Tough Mudder Seattle 2019:

1. Building "Tough Mudder Weekend" by hosting multiple event formats on each event day and promoting an experience unique to greater Auburn in order to inspire organic tourism post-event.

2. Growing as a “lifestyle brand” by connecting with Mudders on multiple platforms, thus growing the ecosystem of the brand across all markets.
3. Capitalizing on events as media platforms to engage viewers with special content, the core product, and the regional benefits of the host community to generate positive media growth.

With the innovation of the Tough Mudder product and expanding range of event formats focused on drawing new demographics (i.e., Tough Mudder 5K), Tough Mudder is confident that event attendance is due to increase year over year - and with it, overnight visitors, off-peak room nights, and length of stay in the host community. In 2018 alone, event attendance increased by more than 1,100 participants, from 6,900 to 8,000.

3. 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, provide:	Estimate	Calculation Methodology
Overall attendance at your event/activity/facility	8,000	DC
Number of people who travel more than 50 miles for your event/activity	5,500	RS
Of the people who travel more than 50 miles, the number of people who travel from another country or state	2,500	RS
Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	1,750	RS
Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	900	RS
Number of paid lodging room nights resulting from your event/ activity/ facility	3,000	RS, SE

4. Is there a host hotel for your event? If yes, list the host hotel(s):

Tough Mudder is in the process of contracting and confirming a Host Hotel for this event.

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

Since 2010, Tough Mudder has delivered over two-hundred Tough Mudder events across nine countries, including the U.S., Canada, U.K., Germany, and Australia, featuring almost three million participants. To date, Tough Mudder has delivered five events in the Seattle market, and each has proven to draw more out-of-market visitors than the last. In 2017, over 63% of participants were visitors (non-residents) of King County, with at least 18% of participants traveling from out-of-state. Additionally, over 33% of participants stayed overnight in the community, with the vast majority staying in local hotel accommodations. Additionally, over 56% of 2017 participants had never participated in a Tough Mudder event in Seattle (signifying that

the event is drawing new participants each year). Based on their experience at Tough Mudder Seattle 2017, over 83% of participants were likely to recommend the host community as a destination to others. For additional statistics on attendees, travel behavior, and overnight visitation, please refer to the attached [Post-Event Reports for Tough Mudder Seattle 2017](#), and the attached [Economic Impact Report for Tough Mudder Seattle 2017](#).*

**Please note: Because the TM Seattle 2018 event took place on September 22, 2018, we will not have this years Post-Event or Economic Impact Reports until October 22, 2018. We will provide updated reports and numbers at that time.*

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

Tough Mudder Full participants are adventurous, innovative individuals that vary in age and gender. Tough Mudder participants are generally 65% male and 35% female, about 70% of who are under age 40. The consumer profile of a Tough Mudder Half participant is geared towards a 56% male and 44% female split, with an average age between 25 – 40. For further reference, on Tough Mudder Seattle's demographics, please refer to the attached 2017 [Post-Event Report](#).

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

Similar to Tough Mudder Seattle 2018, promotional efforts for Tough Mudder Seattle 2019 will focus on digital advertising in order to best market the event, and City of Auburn, as a premier destination. A strategic investment in marketing and promotions is integral to strengthening the participation at Tough Mudder events; therefore, a core part of Tough Mudder's promotional efforts is traditional destination marketing, with an enhanced focus to increase visitation and participation. Marketing efforts will largely concentrate on driving traffic to the Tough Mudder Seattle 2019 official Event page and official Lodging page, which can feature local accommodations, dining, and attractions.

In order to capitalize on the Tough Mudder's extensive reach in the Seattle market, the brand will primarily implement three digital advertising platforms:

1. Geo-targeted Tough Mudder Seattle 2019 advertising for Facebook and Facebook owned platforms including Instagram and Snapchat;
2. Display advertising that utilizes targeted advertisement buys for users of 'whitelisted' sites where the Tough Mudder target demographic generally visit;
3. Search advertising via Google AdWords and Bing.

Promoting Tough Mudder Seattle 2019 will involve a heavily focused year-round digital campaign, featuring creative content, digital media channels, continuous obstacle innovation and brand awareness for both the event and the event location as a tourism destination. Content continues to be a dynamic way to build brand awareness for both Tough Mudder and the event host region, and will serve to drive visitation to the City of Auburn organically post-event. In addition to a detailed Post-Event Report that focuses on items such as travel behavior, overnight stays, demographics, spending habits and social media engagement, Tough Mudder will manage Marketing efforts by tracking successes of digital media channels. Digital

advertising, search advertising and digital videos will be tracked by total impressions, while social media advertising will be measured through online engagement, including likes, shares, comments and impressions.

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.)

Tough Mudder plans on using the Lodging Tax Funds to enhance not only the Tough Mudder Seattle marketing campaign relative to the event, but the geographic reach of current promotions in order to market the host community as a destination, and encourage a longer stay in the region. A strong emphasis on marketing and geo-targeted paid media promotions is crucial to the successes of Tough Mudder's Seattle suite of events, especially given that it is considered a "destination event" to participants and draws numerous people from outside the local community. More specifically, it will be crucial to augment three major digital advertising platforms to contribute to the development of marketing overnight packages and local community engagement: geo-targeted social media advertisements, content display advertising for targeted sites, and search advertising and optimization via Google AdWords and Bing. Please see a detailed breakdown of requested funds in [Exhibit A](#) (attached).

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.)?:

TM Seattle will attract thousands of visitors to the local area through our reach via web (182,000 unique visitors per week), email (1.4 million subscribers), social (6 million followers), & other marketing channels. Our events bring substantial economic impact to each host community in the form of direct impact, indirect & induced impact, taxes and fees, and high occupancy rates at local hotels.

The City of Auburn will be promoted alongside the Tough Mudder Seattle 2019 event through efforts listed below.

1. Utilizing national paid media campaigns in the form of geo-targeted social media advertisements, search advertising (Google AdWords and Bing), and display advertising to drive traffic to the Tough Mudder Seattle Event and Lodging page, where the City of Auburn (and relative amenities) will be promoted.
2. Placing the City of Auburn logo and desired promotional copy on the official Tough Mudder Seattle Event page, indicating and acknowledging the local partnership.
3. Placing the City of Auburn logo on the official Tough Mudder Seattle Lodging page, indicating and acknowledging the local partnership.
4. Contracting with and promoting predominantly City of Auburn contracted hotel properties on the official Tough Mudder Seattle Lodging page.
5. Sending a dedicated e-mail to the event participant base highlighting City of Auburn hotel properties.

6. Placing the Supporter logo and promotional copy within the official Tough Mudder Seattle Information Pack sent to all participants and spectators.

10. Are you applying for Lodging Tax Grants from another community?

No

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

Tough Mudder is always looking for ways to improve events for both customer and community experiences, and gathers feedback from participants through post-event surveys. In 2018, TM Seattle worked to improve upon two points that were brought up in these surveys and conversations with the venue owner and community:

1. Securing a more thorough waste management crew to meet the venue's cleanliness standards post-event.
2. Proactively working with local officials (including Fire/Police representatives) and developing parking procedures to ensure the large influx of people to the area is not disruptive to the community.

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

Please see [Exhibit A](#) (attached).

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

1%

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
Participant Ticket Sales	Confidential, please contact Applicant.	N	September 21, 2019
Spectator Ticket Sales	Confidential, please contact Applicant.	N	September 21, 2019
Corporate Team Sales	Confidential, please contact Applicant.	N	September 21, 2019
Sponsorship Sales	Confidential, please contact Applicant.	N	September 21, 2019
On-Site Parking and Bag Drop	Confidential, please contact Applicant.	N	September 21, 2019

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

If Tough Mudder does not receive support from the City of Auburn, we may have to consider moving the event to another county in Washington. Our Seattle event is one of our more expensive, as there are high costs associated with the required police and fire presence, required permits, and restrictions associated with the sale of alcohol that require more security, fencing, and expendable costs.

16. Funding History: Was this event previously funded with Auburn lodging tax funds in the past four years?

Yes

17. If yes, how much funding did you receive in: 2015-2018

2015: N/A

2016: \$8,500

2017: \$5,000

2018: \$7,500

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.

Attached.

Explore Auburn, Washington: Lodging Tax Tourism Enrichment Program Application Addendum

2018 Grant Recipient Metrics

- 1. Please indicate the amount your organization requested for the 2018 application period: \$7,500**
- 2. Please indicate the amount your organization was granted for the 2018 application period: \$7,500**
- 3. Please describe in great detail how the funds you were granted were used for your event:**

Tough Mudder marketing supports Seattle with promotion on Facebook and Instagram. We reached over 600,000 users and had 261,000 engagements on our posts including likes, shares, and comments. Please see table below for more detailed breakdown.
- 4. Please attach any analytics, reports, to describe the effect of the funds received and the impact it had on your event:**

In order to evaluate event media and marketing circulation, TM uses the following key performance indicators: PR impressions, organic views (digital), organic reach (digital), direct traffic, subscribers and followers, email capture, web traffic and sales, daily content volume, total engagements, and repeater rate. These metrics will help TM gauge media coverage as it relates to awareness and reach, engagement, conversion, and retention. After the post event survey is completed, we are able to pull statistics to see the percentage of participants that are from the particular county in which the event is located, the percentage of participants that live in the state in which the event is located, percentage of out of state participants, and the percentage of international participants. We can then compare that to our official participant numbers to provide an estimate of our out of market attendees. The out of market attendees are then compared year after year to gauge the success of our marketing campaigns.
- 5. Please describe how if your organization had not been awarded a 2018 grant, what impact would that have had on your event:**

The Tough Mudder Seattle event would have been critically impacted if it had not been awarded funds from the City of Auburn because due to rising costs of digital advertising, it now costs significantly more money to reach the same number of people. With these funds we were not only able to hit our target advertising numbers, but exceed them, consequently capturing more participants and bringing in more visitors to the area.

Amount	Expense Category	Expense Description
\$2,500	National Facebook Promotional Advertising	Geo-targeted in-state and out-of-state advertising campaign with an approx. reach of 250K+. Tough Mudder has 5.5M global Facebook followers (4.2M are in North America). The primary demographic for this campaign is currently engaged Tough Mudder Facebook followers (those who participate and interact with the brand). For more information on primary demographics, please refer to the initial application. Facebook advertising is focused on extended reach and increased engagement as well as optimizing current successful platforms, and comprehensively includes 5 – 6 posts per day featuring the blog (3 – 4 posts per week), daily videos (1 post per day), and photos (1 album per event, photos featured throughout promotion). Please contact the applicant for more reference on potential content (obstacles, product innovation, fitness/training, nutrition, travel, lifestyle, inspirational stories, and relevant campaigns). Facebook advertising specific to the event will lead to the official Facebook event page and/or the official event page where the host community is featured. Facebook Live content is available over event weekend. Event will have a dedicated Facebook page and has the opportunity to feature host community-specific content. The duration of this campaign will be from event launch through event completion and will be administered by Labelium.
\$2,500	National Search Promotional Advertising	Geo-targeted in-state and out-of-state Google AdWords and Bing advertising campaign with an approx. reach of 400K+. Search advertisements will appear next to Google results when consumers look for products and services offered by Tough Mudder (or associated products and keywords such as “mud run”, “obstacle course challenge”, “half marathon”, etc. in the geo-targeted locations). With millions of searches per day on Google (primarily on mobile devices), promotional search advertising ensures that consumers are exposed to the brand, and in turn, the host community (and promotes a subtle call to action). For more information on primary demographics, please refer to the initial application. The duration of this campaign will be from event launch through event completion and will be administered by Labelium.
\$2,500	National Display Promotional Advertising	Geo-targeted in-state and out-of-state Google Display Network digital advertising and digital video promotional campaign with an approx. reach of 350K+. Google Display Network has the capacity to reach 90% of Internet users globally. With specialized options for targeting, keywords, and demographics, Tough Mudder can reach more targeted consumers (i.e, whitelisted web sites that the Tough Mudder demographic is proven to visit) through targeting options that strategically place messages at the right place/right time. Display advertisements will potentially take the forms of “text” (headline, text, URL), Gmail (custom ads), and “banner” (customized layout, interactive element, animation). Google Display Network facilitates attention capture earlier in the sales cycle (prior to consumers searching for what you offer), which is key to augmenting and supplementing Tough Mudder’s overall event marketing strategy. The duration of this campaign will be from event launch through event completion and will be administered by Labelium.

Exhibit A

2019 Tough Mudder Seattle Estimated Budget	
Event Description	Tough Mudder Seattle
Event Date	September 21-22, 2019
Marketing and Advertising*	\$160,000
Operations	\$535,000
Overhead	\$60,000
Total Expenses	\$755,000

*Does not reflect potential City of Auburn Lodging Tax Funding

2019 Tough Mudder Seattle Estimated Itemized Expenditures for Reimbursement	
Marketing & Advertising	
Facebook Advertising Geo-targeted national (US) and international (CAN) advertising campaign with an approximate reach of 100,000,000+.	\$3,500
Search Advertising Geo-targeted national (US) and international (CAN) Google AdWords and Bing Search advertising campaign with an approximate reach of 750,000+.	\$3,000
Display Advertising Geo-targeted national (US) and international (CAN) display advertising and digital video promotion campaign with an approximate reach of 350,000+.	\$3,000
Total Expenditures	\$9,500

TOUGH MUDDER SEATTLE

2017 POST EVENT REPORT

**TOUGH
MUDDER
HEADQUARTERS**



Explore^{*} AUBURN

EVENT OVERVIEW

CONCEPT

Tough Mudder is an obstacle course challenge inspired by British Special Forces and designed to test participants' overall strength, stamina, teamwork and mental grit. Tough Mudder places great value in promoting camaraderie throughout the course, designing obstacles that encourage group participation. Participants must commit to helping others complete the course, putting teammates before themselves, and overcoming their fears while having fun.

EVENT OVERVIEW

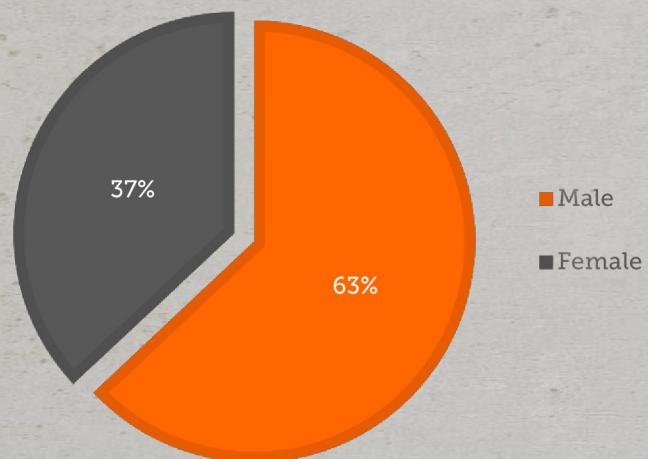
Tough Mudder held an event at Palmer Coking Coal Company for the sixth time on Saturday, September 16, 2017 and Sunday, September 17, 2017. For the first time, Tough Mudder Seattle consisted of a Tough Mudder, Tough Mudder Half, and Tougher Mudder. This report outlines the demographics and travel behavior of event participants. Based on the growth of the event, consistently high venue satisfaction, and strong community support, Tough Mudder is exploring bringing America's Toughest Mudder to this market in 2018.

DATA COLLECTION

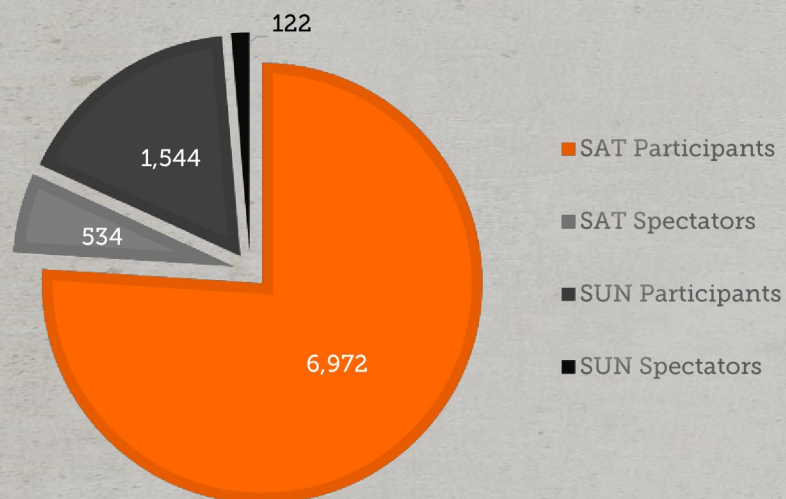
Tough Mudder conducted two surveys after the Tough Mudder Seattle 2017.

1. A post-event survey was sent to all participants immediately after the event asking general questions related to customer satisfaction, obstacle innovation and participant demographics.
2. A second survey was sent to all participants asking questions around travel behavior, daily expenditures and specific questions around participant experience in the community.

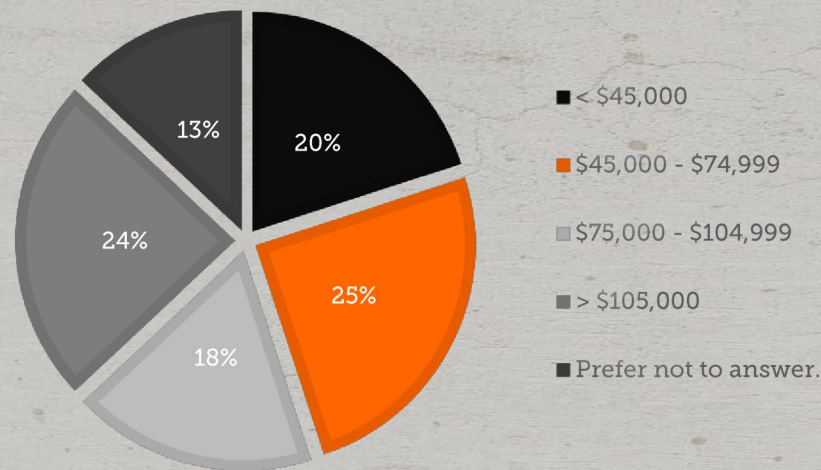
DEMOGRAPHICS



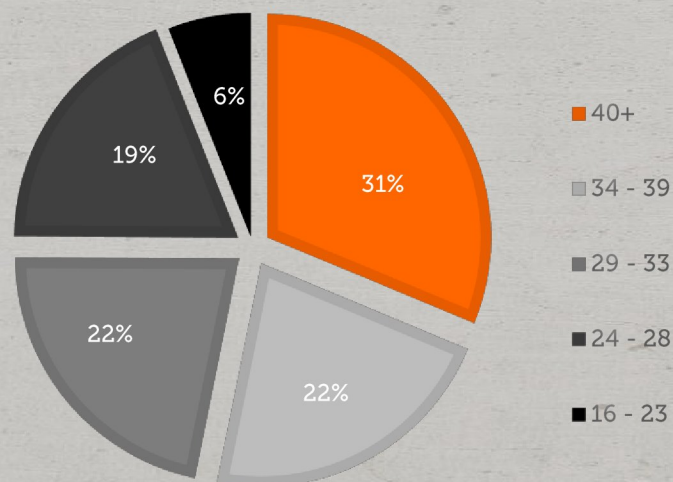
Participant Gender



Total Event Attendance: 9,172*



Participant Income



Participant Age

*This number does not include volunteers, staff, event personnel, or media guests.

TRAVEL TIME

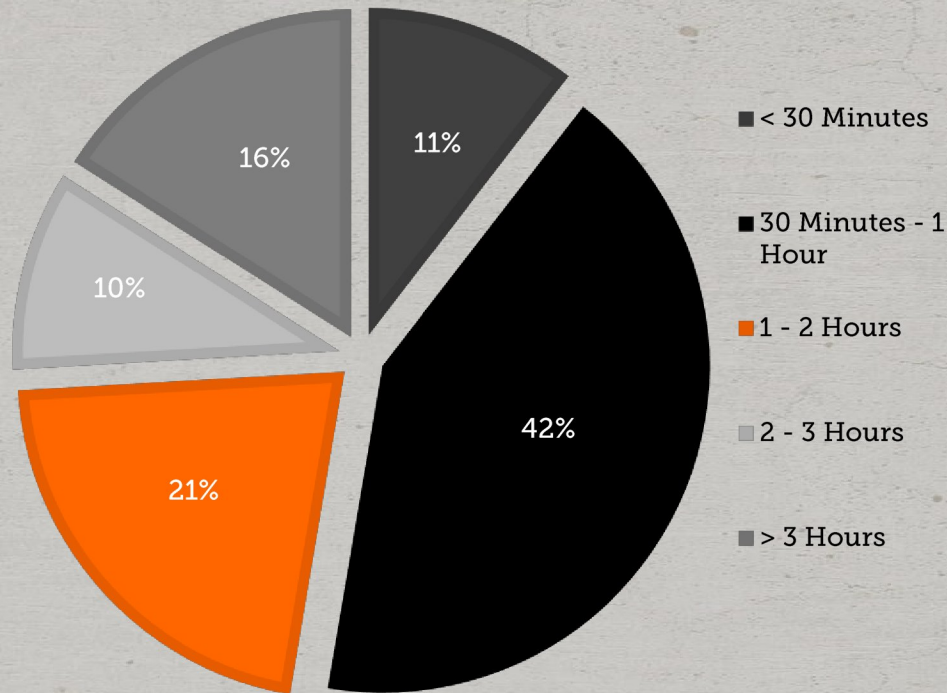
Over **65%** of participants were visitors (non-residents) to King County, Washington.

18% of participants traveled to the event from out of state, while **7%** traveled internationally to attend the event.

19% of participants had never traveled to King County prior to the Tough Mudder Seattle 2017 event.

Over **93%** of participants said they are likely to return to Palmer Coking Coal Company or a different venue in Seattle for a Tough Mudder event in 2018.

Tough Mudder Seattle was the primary reason **75%** of event guests traveled to King County over the event weekend.



Participant Travel Distance (Time)

OVERNIGHT STAYS

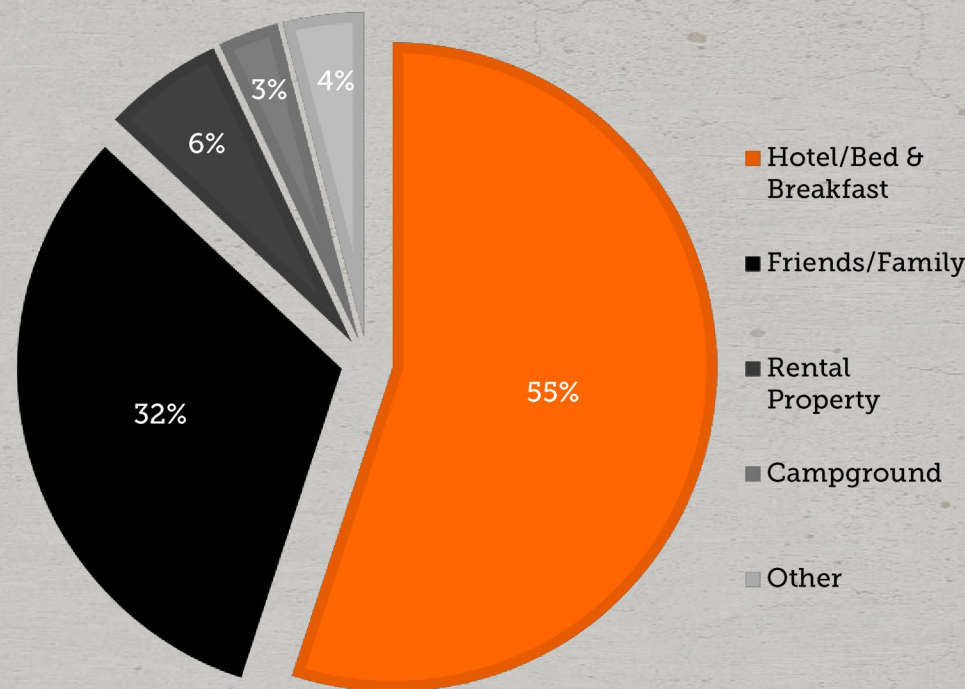
55% of all out-of-market overnight participants stayed in hotels for the event. The average length of stay was **1.6** nights.

The average travel party size for the event was **3.8** people, with **30%** of participants traveling with **5+** people.

At least **48%** of out-of-market overnight participants stayed in Auburn hotels.

The average hotel rooms per travel party per night was **1.6** rooms.

Tough Mudder primarily featured Auburn lodging accommodations on the official Tough Mudder Seattle Lodging page.



Overnight Participant Accommodations (Type)

ECONOMIC IMPACT

Tough Mudder utilized the National Association of Sports Commissions Economic Impact Calculator to estimate Direct Economic Impact from Non-Local Sources for Tough Mudder Seattle 2017.

After providing information regarding **event spectators, event participants, demographics, and common sources of non-local spending**, NASC yielded the following summary of Direct Economic Impact associated with this event.

These figures are an estimate provided by the NASC and do not include Indirect Economic Impact, Induced Economic Impact, Tax/Fee Impact, or Spend by Local Sources.

Non-Local Unique Event Spectators:
779

Non-Local Unique Event Participants:
8,090

Direct Spending by Non-Local Unique Event Spectators: **\$54,241.23**

Direct Spending by Non-Local Unique Event Participants: **\$2,555,936.89**

Direct Spending from Other Non-Local Sources: **\$181,500.00**

Total Direct Spending from all Non-Local Sources: **\$2,791,678.11**

COMMUNITY EXPERIENCE

56% of participants had never participated in a Tough Mudder Seattle event before, evidencing the successes of new event formats in this region.

Based on their experience at Tough Mudder Seattle 2017, over **83%** of visiting participants will visit King County within the next year for a non-Tough Mudder purpose.

"This is truly a beautiful place. Black Diamond is just a slice of King County which is totally different from Seattle, [which makes it] possible for an attendee to see the difference between the great city and the beautiful rural parts of Washington!"

"This location had a small town vibe and the venue was great. You couldn't beat the views from the course – simply amazing."

"It was such a beautiful area and a great place to visit. The community was very friendly and it seemed like a nice little town! I would explore more of their venues for eating as well."



EVENT PAGE ADVERTISING

Tough Mudder conducted a 360-degree campaign to promote Tough Mudder Seattle. Thousands of digital advertisements were geo-targeted and placed on white-listed sites that the Tough Mudder demographic have been proven to visit. 15 Tough Mudder Seattle e-mails were sent to participants and event guests. 3 e-mails were dedicated to feature a link to hotel properties in Auburn, and all e-mails led to the Tough Mudder page where Auburn was featured. Samples found and additional are available upon request.

DAYS INN AUBURN	\$85.00 - \$100.00	+
BEST WESTERN PLUS MOUNTAIN VIEW AUBURN	\$145.99 - \$149.99	+
QUALITY INN & SUITES PACIFIC-AUBURN	\$125.00	+
COURTYARD SEATTLE FEDERAL WAY	\$134.00 - \$144.00	+
COMFORT INN FEDERAL WAY	\$139.00	+
HOLIDAY INN EXPRESS & SUITES TACOMA DOWNTOWN	\$149.00	+
COUNTRY INN & SUITES SEATTLE AIRPORT	\$125.00	+
ADDITIONAL AUBURN HOTELS		+

LOCAL SPONSORS



Whether your visit to Auburn finds you enjoying inside or outside attractions, you'll experience exceptional shopping, exciting entertainment, outstanding performing arts and concert venues, historical landmarks, delicious food and many opportunities to enjoy the outdoors.

Exploring Auburn takes you through unique and special entertainment experiences afforded by Emerald Downs, White River Amphitheater, Muckleshoot Casino, The Outlet Collection, and nearby, Pacific Raceways. Affectionately known as the gateway to Mt. Rainier, Auburn offers everything for the outdoor enthusiast including bike trails, golf courses, fishing areas and an extensive parks and trails system. Historical attractions such as the White River Valley Museum, Mary Olson Farm and Neely Mansion allow you to get in touch with Auburn's charming colonial heritage.

With a whole host of nationally affiliated hotels within city limits, we invite you to stay and make time to experience all that Auburn has to offer. Auburn's hoteliers offer a comfortable stay, affordable rates and serve as your basecamp to explore Auburn and greater Puget Sound. For a longer visit, Auburn is conveniently situated to other key Puget Sound-area destinations and outdoor recreation opportunities to add to your adventure list.

For more information, please visit EXPLOREAUBURN.COM



E-MAIL ADVERTISING

P.S. Still need to book your hotel? Click [HERE](#) for our exclusive hotel deals



#ToughMudder



[BOOK YOUR STAY](#) • [PARKING](#) • [SPECTATORS](#) • [MINI MUDDER](#)
[VOLUNTEER](#) • [FUNDRAISE](#) • [MERRELL GEAR](#) • [CUSTOM SHIRTS](#)

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CBS SPORTS

CW

TEAM RUBICON

GUINNESS
BLONDE
AMERICAN LAGER

vega

Afiac

amazon

Nexcare

If you have any event related questions, please contact us here:
Tough Mudder 15 Monticello Center, Brooklyn, NY 11201

This email was sent to kamila.cooper@toughmudder.com from info@toughmudder.com
JUST FOR THEIR INFO USE / CLICK HERE TO UNSUBSCRIBE



YOUR GUIDE TO MUDDER WEEKEND

Everything you need to know to have an awesome event weekend.

PARKING

Save time (and money) by buying your parking pass before event day.

[BUY SATURDAY PASS >>](#)

[BUY SUNDAY PASS >>](#)

Need a ride to the event? Find out more information on bus routes to and from your event provided by our official transportation partner, Skeddadle.

[LEARN MORE >>](#)



BRING YOUR CREW

Family and friends make the best cheering section. Share the mud and make this weekend even more unforgettable.

[SPECTATOR TICKETS >>](#)



GET IN FIRST

Get access to the first start wave of the day with **Tougher Mudder**. This all new competitive start wave offers exclusive challenges, unique finisher gear, an official course time, and the ability to win prize money. (\$20 add-on, Saturday only)

[GET TOUGHER >>](#)

Not into competing? You can still get in first for **only \$10** with First Mud. Look in your 8AM start wave.

[FIRST MUD >>](#)



MERRELL GEAR

Gear up for your weekend adventure both on and off the course.

[CHECK OUT THE GEAR >>](#)



CUSTOM GEAR

Create your own custom team t-shirts and dominate the course in epic style.

[START DESIGNING >>](#)



HOTELS & LODGING

Need a place to stay event weekend? No problem. We're hooking you up with preferred rates at hotels near the venue.

[LET'S GET A ROOM >>](#)

NEED A HOTEL FOR YOUR EVENT?

Seattle Mudder,

Need a hotel for event weekend? Book through Tough Mudder and get access to exclusive rates at hotels near your event.

[BOOK NOW](#)

#ToughMudder

DIGITAL ADVERTISING



Tough Mudder utilized Facebook as an advertising platform. The Tough Mudder Seattle page reached **249,000** unique users.

Over the event weekend, Tough Mudder posted **6** LIVE from Seattle videos, and reached over **100,000** unique viewers on the official brand page.



The Tough Mudder global brand has over **4,100,000** likes on Facebook, allowing extended viewership of all shared material.

Tough Mudder's posts reach an average of **3,400,000** unique accounts per week.





NASC ECONOMIC IMPACT CALCULATOR

DIRECT SPENDING ESTIMATES BY EVENT SPECTATORS - PAGE 3

The information you submitted yield several useful findings about the Event Spectators affiliated with your event.

617 Non-Local Unique Event Spectators

162 Non-Local Parties

From the aggregate spending approach you used:

\$54,241.23 is the Estimated Direct Spending by Event Spectators

Separately, it is estimated that Event Spectators generated 229 Room Nights locally.

DIRECT SPENDING ESTIMATES BY VISITING EVENT PARTICIPANTS - PAGE 6

The information you submitted yield several useful findings about the Non-Local Event Participants affiliated with your event.

8,090 Non-Local Unique Event Spectators

\$2,555,936.89 Estimated Direct Spending by Visiting Event Participants

\$1,253,010.18 of which comes from Direct Hotel Expenditures.

\$8,494.71 of which comes from Direct Rental Car Expenditures

\$323,608.00	of which comes from Direct Food/Beverage Expenditures
\$258,886.40	of which comes from Direct Clothing Expenditures
\$258,886.40	of which comes from Direct Private Auto Expenditures
\$0.00	of which comes from Direct Daytime Entertainment Expenditures
\$0.00	of which comes from Direct Nighttime Entertainment Expenditures
\$258,886.40	of which comes from Direct Parking Expenditures
\$194,164.80	of which comes from Direct Groceries/Drug Stores Expenditures
\$0.00	of which comes from Direct Miscellaneous Expenditures

Separately, it is estimated that Event Participants generated 11,39 Room Nights locally.

SUMMARY OF DIRECT SPENDING IMPACTS FROM NON-LOCAL SOURCES - PAGE 8

After providing information regarding (1) Event Spectators, (2) Event Participants, and (3) Other Common Sources of Non-Local Spending, this yields the following summary of Direct Spending Impacts associated with this event:

DIRECT SPENDING BY NON-LOCAL EVENT SPECTATORS	\$54,241.23
DIRECT SPENDING BY NON-LOCAL EVENT PARTICIPANTS	\$2,555,936.89
DIRECT SPENDING from OTHER NON-LOCAL SOURCES	\$181,500.00
TOTAL DIRECT SPENDING from ALL NON-LOCAL SOURCES	\$2,791,678.11
This is inclusive of hotel expenditures	

ADDITIONALLY, AS IT PERTAINS TO ESTIMATING ROOM NIGHTS GENERATED BY NON-LOCALS

ROOM NIGHTS by NON-LOCAL EVENT SPECTATORS	229
ROOM NIGHTS by NON-LOCAL EVENT PARTICIPANTS	11,391
TOTAL ROOM NIGHTS from ALL NON-LOCAL SOURCES	11,620

SUMMARY COMMENTS - PAGE 9

Based on the information you have entered into the NASC Economic Impact Calculator, the Total Direct Spending Impact upon your community from these various Non-Local Expenditure Sources is \$2,791,678.11

The Total Direct Spending Impact is a conservative estimate of the Economic Impact that an event has upon your community.

A more rigorous and complex analysis of Economic Impact would require the consideration of such factors as:

(1) Local Spending and Income Multipliers

- Which assess (1) The degree with which Direct Spending by Non-Locals gets re-spent within the local community and (2) What portion of all Spending Impacts eventually leaks out of the community);

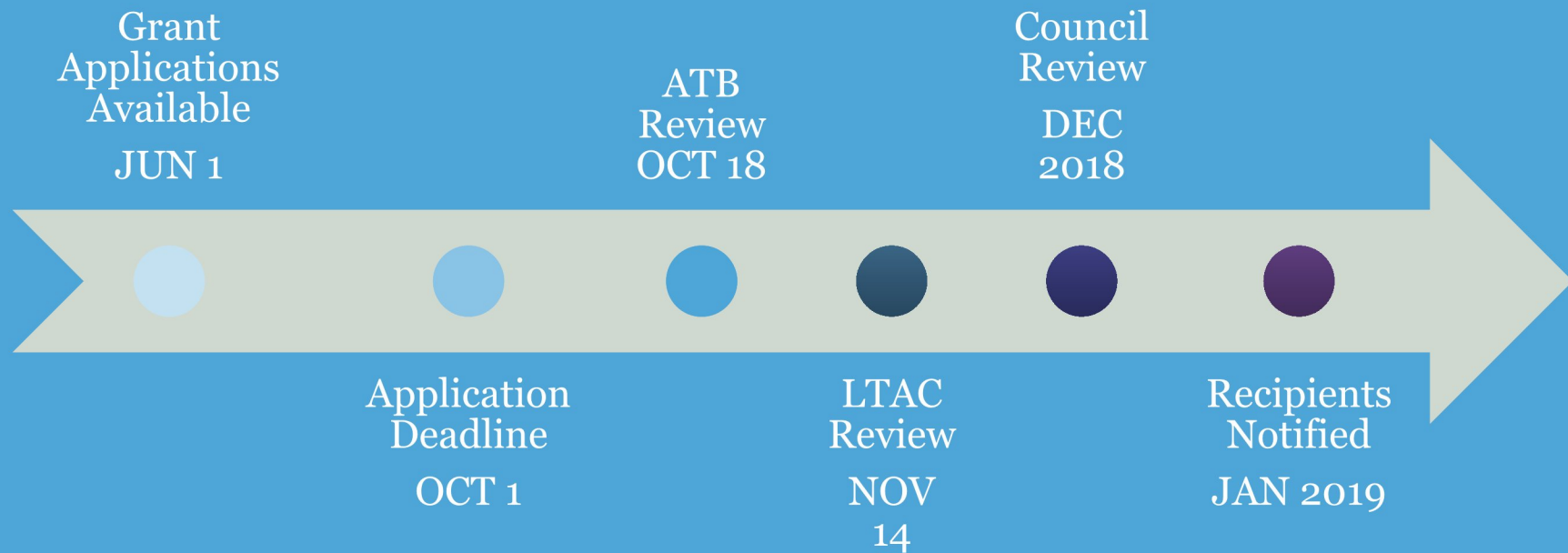
(2) Displacement

- Which distinguishes Gross and Net Economic Impact from each other by gauging what portion of the Economic Impact generated by a particular event is Above and Beyond the historical level of Economic Activity experienced by a community during the week or weekend of the event in question.

Because the issues of Multipliers, Leakage, and Displacement are both (1) Event-Specific and (2) Site-Specific, it is not possible for the Calculator herein to accurately account for these considerations. The NASC stresses that you consult an Economic Impact Professional (e.g. Consulting Firm, University) if you desire to account for these more rigorous aspects of Economic Impact analysis when calculating your local impact estimates.



2019 Grant Process Timeline



Grant Recipient Evaluation Criteria

Eligibility

Clarity

Community
Benefit

Cost
Effectiveness

Marketing

Tourism
Reach

Scoring Sheet





2019 Lodging Tax Grant Application Assessment

Evaluation Score Sheet For Grant Applicants

Organization Information

Organization Name		Requested Amount	
Contact Person		Date of Event	

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	

COMMENTS

COMMENTS

Person Submitting Review

Name		Date	
------	--	------	--



APPLICATION OVERVIEW

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. 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

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 5th, 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 5th, 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

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE



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	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	75-100	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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)	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	20	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	55-100+	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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)	25+	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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, so

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 Geocaching

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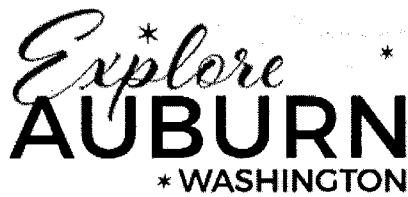
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How did you hear about Auburn's Lodging Tax Tourism Enrichment Program?

City of Auburn



2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5th, 2018 by 4:00 PM

Total Amount Requested: \$ 8,000 Name of Event Mexican Independence Day

ORGANIZATION/AGENCY INFORMATION

Univision Seattle
Organization/Agency Name

91-0222050
Federal Tax ID Number

Ivan Rodriguez
Contact Name

Event Coordinator
Title

140 4th Ave N
Mailing Address

Seattle WA 98109
City State Zip

206 348 2098
Phone

ivan@univisionseattle.com
Email Address

Los Gave Park - Auburn
Event Location

9/15/19
Event Date(s)

Check all service categories that apply to this application:

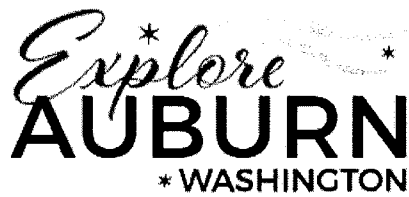
- ☒ Tourism Promotion/Marketing
- ☒ Operation of a Special Event/Festival designed to attract tourists
- ☒ Operation of a Tourism Promotion Agency
- ☐ Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- ☐ Operation and/or Capital Costs of a Tourism-Related Facility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

Check which one of the following applies to your agency:

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

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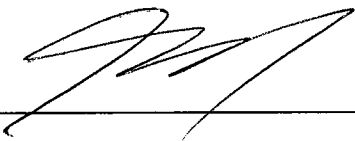
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☒ The City of Auburn will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a completed and signed Request for Reimbursement/After Event Report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

Signature 

Date 9/29/18

Ivan Rodriguez
Printed or Typed Name

1. Describe your tourism-related activity or event:

Mexican Independence Day is an all day event. It's a cultural celebration of all Latin countries that brings the community and it's people together by spending time and sharing culture through food, dancing, singing and performing.

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

Since 95% of the hispanic community in the state of WA is Mexican descendants, the Mexican community will travel to celebrate their culture and traditions.

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	8k +	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	2k	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	500	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	200	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	300	☐ DC ☒ IC ☐ RS ☐ IS ☐ 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)	50-100	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE

Glossary for Calculation Methodology Options:

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- ❖ **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):

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.

N/A

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

We received more than 9K people in attendance throughout the day. We had TV coverage on Univision Seattle.

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

Mainly WA, we target Adults 18-49 and since the event is kids friendly we have a lot of families attending

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

Through Television and Social Media.



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.)

We will pay for TV advertising and expenses such as, stage and sound.

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 promote the city of Auburn in all advertising materials and on TV.

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

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

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

We will continue increasing the number of TV commercials and promotion.

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

Stage - \$5,000

Sound - \$1,000

Partial Advertising - \$2,000

Total budget \$15,000

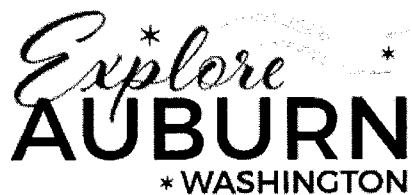
13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 50 %

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
Sponsorships.	\$16,000	Not yet.	TBD.

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

Entertainment.



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 \$8,000 2016 \$4,000 2017 none 2018 none

18. Number of total years you have received City of Auburn lodging tax funds: 2 years.

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 OVERVIEW

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. 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

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 5th, 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 5th, 2018 by 4:00 PM

Total Amount Requested: \$ 5,000.⁰⁰ 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	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	990	☐ DC ☐ IC ☐ RS ☐ IS ☒ SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	50	☐ DC ☐ IC ☐ RS ☐ IS ☒ SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	105	☐ DC ☐ IC ☐ RS ☐ IS ☒ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	80	☐ DC ☐ IC ☐ RS ☐ IS ☒ 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	☒ DC ☐ IC ☐ RS ☐ IS ☐ 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 \$5,000.⁰⁰ 2017 \$2,500.⁰⁰ 2018 \$3,500.⁰⁰

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: Ichachere@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 callout 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	☐ DC ☐ IC ☐ RS ☒ IS ☒ SE
Number of people who traveled more than 50 miles for your event/activity	990	☐ DC ☐ IC ☐ RS ☒ IS ☒ SE
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state	46	☐ DC ☐ IC ☐ RS ☒ IS ☒ SE
Of the people who traveled more than 50 miles, the number of people who stayed overnight in Auburn	99	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	70	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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

Sponsored Facebook Ads:		Notes	Fee
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 Boosted Post – Stay and Play focus	Targeting users 50+ miles from Auburn with link to Dog Trot Registration. Included #ExploreAuburn.		\$300
City Dog Magazine Advertising			
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
Total 2018 Advertising with Lodging Tax Funds Only			\$3,500

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) 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.

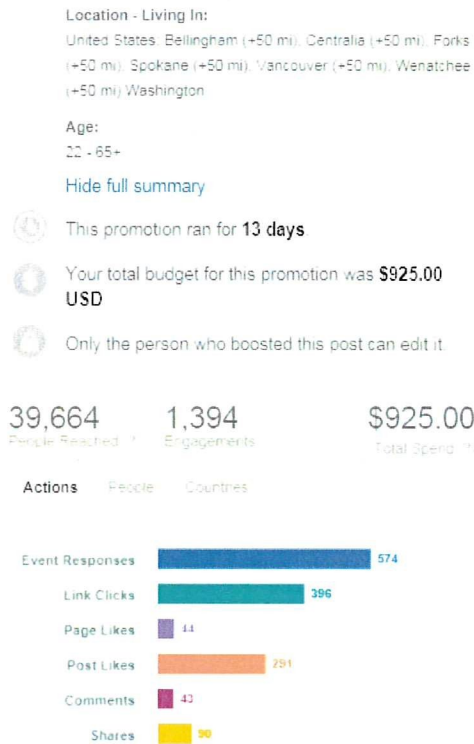
Petpalooza Vendors: 24 vendors from 50+ miles away (which includes 11 from out of state)

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.



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 Frisbee 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

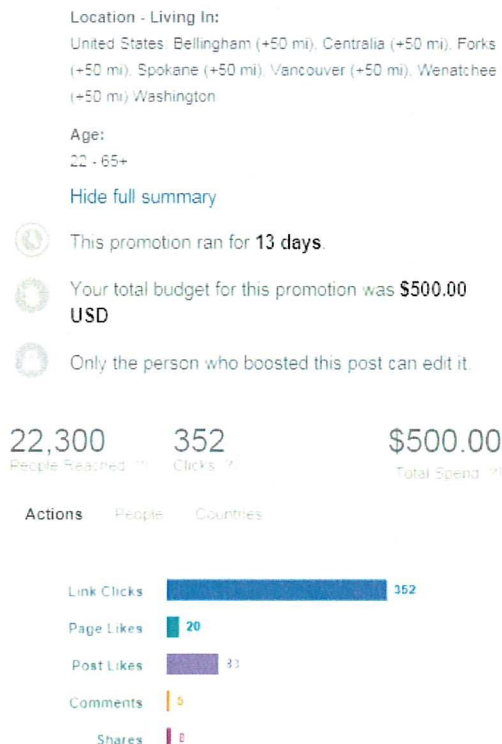
Sat 10 AM Auburn's Petpalooza Auburn

2,516 people interested 777 people going

Interested

Like

Comment



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

APM.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 **207** **\$300.00**
 People Reached Clicks Total Spend

Actions People Countries

Link Clicks **207**

Page Likes **8**

Post Likes **25**

Comments **2**

Shares **13**



Auburn's Petpalooza

Sponsored

Like Page

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 #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](https://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 [facebook auburnpetpalooza](https://www.facebook.com/auburnpetpalooza) **3K/5K Dog Trot @9:30am**   **AUBURN**

FREE!

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
DÖG 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
253-931-3043
#petpalooza18
f auburnpetpalooza

**100.7
WOLF**

**CITY OF
AUBURN
WASHINGTON**

 **Stay at our pet-friendly hotels**
Ask for special Petpalooza pricing
A complete list of hotels can be found at auburnwa.gov/petpalooza



APPLICATION OVERVIEW

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. 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

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 5th, 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 5th, 2018 by 4:00 PM

Total Amount Requested: \$ 3,500.⁰⁰ Name of Event Auburn's 54th 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



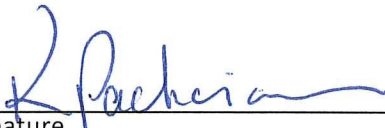
I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

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

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE



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:

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

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	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	5,000	☐ DC ☒ IC ☐ RS ☐ IS ☐ SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	350	☐ DC ☐ IC ☐ RS ☐ IS ☒ 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	☐ DC ☐ IC ☐ RS ☐ IS ☒ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	200	☒ DC ☐ IC ☐ RS ☐ IS ☐ 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	☐ DC ☐ IC ☐ RS ☐ IS ☒ SE

Glossary for Calculation Methodology Options:

Explore AUBURN * WASHINGTON

- ❖ **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 a⁵ 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 \$9,600.⁰⁰. 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. ⁰⁰	N	11/9/19
Sponsorships & Vendor Fees	\$15,000. ⁰⁰	N	11/9/19
Banner Program	\$1,800. ⁰⁰	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 \$6,500.⁰⁰ 2016 \$6,500.⁰⁰ 2017 \$2,500.⁰⁰ 2018 \$3,500.⁰⁰

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

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: Ichachere@auburnwa.gov

2018 GRANT RECIPIENT METRICS

1. Please indicate the amount your organization *requested* for the 2018 application period: \$ 3,500.⁰⁰
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:
* 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 (See below)
Overall attendance at your event/activity/facility	25,000	Indirect Count (IC)
Number of people who traveled more than 50 miles for your event/activity	5,000	Indirect Count (IC)
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state	334	Structured Estimate (SE)
Of the people who traveled more than 50 miles, the number of people who stayed overnight in Auburn	1,000	Structured Estimate (SE)
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	200	Representative Survey (RS)
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 Room Nights	Representative Survey (RS)

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

Sponsored Facebook Ads:	
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
Total 2017 Event Advertising with Lodging Tax Funds	\$2,500

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
Number of Parade Participants beyond 50 miles of Auburn (excluding guests/parents/etc.)	1,311		



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



View Promotion



Like



Comment



Share

Ad Page



Jim Henning, Samuel Dunlap and 5.8K others

Top Comments

705 Shares



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 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



APPLICATION OVERVIEW

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. 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

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 5th, 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?

Google search.



2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5th, 2018 by 4:00 PM

Total Amount Requested: \$ \$3,500 Name of Event Photography Portfolio

ORGANIZATION/AGENCY INFORMATION

<u>Dan DeVries Photography</u> Organization/Agency Name	<u>059-48-6080</u> Federal Tax ID Number
<u>Dan DeVries</u> Contact Name	<u>Photographer</u> Title
<u>29814 SE 392nd St</u> Mailing Address	<u>Enumclaw WA 98022</u> City State Zip
<u>425-891-5163</u> Phone	<u>dan@dandevriesphotography.com</u> Email Address
<u>Auburn</u> Event Location	<u>Full calendar year</u> 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.

Dan DeVries

Signature

9-13-18

Date

Dan DeVries

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE



1. Describe your tourism-related activity or event:

The funding will be used to create a high-resolution, high quality photography portfolio that tells the story of Auburn. The photography portfolio will include photos of downtown highlighting restaurants and shops, activities and events, parks, and Auburn businesses and industries. These photographs will be taken by professional photographers using professional cameras and lighting equipment. Every photo delivered is edited to ensure top quality. This will show Auburn in its best light, vs. cell phone photos which often are lacking in quality.

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

Photographs taken as part of this project would be viewed by thousands of people over the course of a year when they visit websites, engage with social media, or view ad campaigns.

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	N/A	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	N/A	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	N/A	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	N/A	☐ DC ☐ IC ☐ RS ☐ IS ☐ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	N/A	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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)	100 Rooms - Best guess	☐ DC ☐ IC ☐ RS ☐ IS ☐ 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):

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:

A similar project done for the City of Edinburg in 2017 was well received by the community and the city. www.dandevriesphotography.com

6. Describe your target audience (community, business, etc.):

Building awareness and brand is key to bringing additional tourism and hotel stays to Auburn. One target audience will be people who never considered attending an event or restaurant in Auburn, or even doing business in Auburn. Another audience are those who have been to Auburn and need a reminder of the good times, and business opportunities in Auburn.

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

Businesses and entities leveraging these photographs should be able to drive an increase in hotel stays. These may come from both the tourist sector and business sector. These photographs can be used for content on websites, social media campaigns, digital media campaigns, and traditional media campaigns. They would be available for advertising agencies to use in their marketing work. The photographs can also be used on community Facebook pages to show how much fun an event was, building community pride and driving people to future events.



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.)

The funding will be used to create a high-resolution, high quality photography portfolio that tells the story of Auburn. It will include photos of downtown highlighting restaurants and shops, activities and events within Auburn. In addition, photographs of Auburn businesses and industries can help drive increased business growth, and ultimately tax revenues for the city.

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.)?:

These photographs can be used on websites, social media campaigns, and traditional media campaigns. They can also be used on community Facebook pages to show how much fun an event was, building community pride and driving people to future events.

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

The City of Kent for a similar project focused on Kent. \$5,000 was requested for that project.

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

A key part of the photography project is collaborating with stakeholders (City of Auburn, Auburn Chamber, Hotels, Businesses, etc.) to ensure alignment with their vision of Auburn. My background in marketing helps me to ensure we support key messaging and positioning.

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

\$3,500. This will cover photography and photo editing for approximately 7 major events, and 7 "categories." A category might be manufacturing, restaurants, parks, local art, etc. These will be defined at the beginning of the project during the development of a "shoot list."

13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 100 %

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
N/A			

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

If only partial funding is available, the number of events and categories photographed can be reduced. The scope of the project can also be redirected to focus on just a few areas. For example, a focus on manufacturing and distribution businesses, or on local shops and restaurants can be done.



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 _____ 2017 _____ 2018 _____

18. Number of total years you have received City of Auburn lodging tax funds: _____⁰

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.

N/A



2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: FRIDAY, OCTOBER 5th, 2018 by 4:00 PM

Total Amount Requested: \$ 7,000 Name of Event 3on3

ORGANIZATION/AGENCY INFORMATION

Auburn Area Chamber of Commerce 91-1702852
Organization/Agency Name Federal Tax ID Number

Kacie Bray CEO
Contact Name Title

420 E. Main Auburn WA 98002
Mailing Address City State Zip

253.833.0700 Kacie@auburnareaawa.org
Phone Email Address

Outlet Collection Seattle August 17th - 18th, 2019
Event Location 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



APPLICATION OVERVIEW

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. 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

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 5th, 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?

Lorraine Chachere, Tourism Board



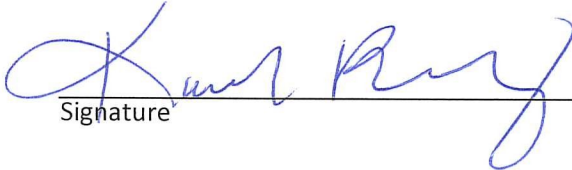
I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting economic impact results in a format determined by the City. I also understand that:

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

10/11/18
Date

Kacie Bray
Printed or Typed Name

1. Describe your tourism-related activity or event:

3 on 3 basketball two day tournament
that brings basketball players, families, and spectators
from the ages of 5 years - 80 years
Outdoor event, including food, booths, community activities and
Retail sales

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

largest 3 on 3 in Western Washington
Pro basketball players guest appearances
location

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	4K	☒ DC ☐ IC ☒ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	100	☒ DC ☐ IC ☐ RS ☐ IS ☐ SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	15	☒ DC ☐ IC ☐ RS ☐ IS ☐ SE
d. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in Auburn	40	☐ DC ☐ IC ☒ RS ☐ IS ☐ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	60	☐ DC ☐ IC ☒ RS ☐ IS ☐ 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)	est. 40	☐ DC ☐ IC ☒ RS ☐ IS ☐ SE

Glossary for Calculation Methodology Options:



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.)

Advertising the event to bring in more participants from outside a 50 mile radius

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.)?:

Print, Social, News coverage, website, PR
All marketing will include Auburn Tourism Logo
Also a ten X ten table/booth @ event

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

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

- New CEO with large scale event background.
- Preplanning to include marketing and event sign ups at least 3 months sooner than 2018 event. - Digital paid buys

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

\$70,000
Budget on separate attached page.

13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 10 %

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
Army Sponsorship	20,000	yes	TBD
BECC	10,000	Not at this time	TBD
Additional sponsorship	30,000	No	August 2019
Participants	10,000	TBD	August 2019
IN-Kind	30,000	yes	August 2019

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



- ❖ **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 ☐ We will use member hotels
If yes, list the host hotel(s): Clarion Inn - Red Lion Auburn

Quality Inn, Best Western Plus Auburn Inn

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.

NA We will this year

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

Overall attendees 4K or more

News coverage: King 5, Q13, KJR, 93.3

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

This event pulls PNW recreational sports players; ages 5-60 mainly along the I5 corridor, Western Washington, Vancouver, CA & Oregon

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

Adult recreational Sport Leagues in British Columbia, Oregon and Washington State: through paid email blast & social media. Through ACA Hoops Targeted social media advertising - Print ads and Press Release

16. Funding History

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

X YES _____ NO

2018 through another group
Emerald Downs

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

2015 _____ 2016 4,500 2017 _____ 2018 _____

18. Number of total years you have received City of Auburn lodging tax funds: 0 to us
for this event

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.

2019 Slick Watts 3 on 3 Event Budget

Expenses

	Estimated	Actual
Total Expenses	\$70,000.00	\$0.00

Donations	Estimated	Actual
Slick Watts	\$15,000.00	\$0.00
Others Non Profits	\$15,000.00	\$0.00
Total	\$30,000.00	\$0.00

Marketing	Estimated	Actual
Digital	\$2,500.00	
Print	\$3,000.00	
Other	\$500.00	
Total	\$6,000.00	\$0.00

Day of Event	Estimated	Actual
Shirts	\$15,000.00	
Rentals	\$3,000.00	
Printing	\$6,000.00	
Miscellaneous	\$7,000.00	
Total	\$31,000.00	\$0.00

Pre Event	Estimated	Actual
Permits	\$300.00	
Pre Event Planning	\$2,000.00	
Bank Fees	\$100.00	
Total	\$2,400.00	\$0.00

Refreshments	Estimated	Actual
Drinks	in kind	\$0.00
Food	in kind	
Total	\$0.00	\$0.00

Prizes	Estimated	Actual
Ribbons/Plaques/Trophi	\$600.00	
Total	\$600.00	\$0.00

Miscellaneous	Estimated	Actual
Total	\$0.00	\$0.00



AUBURN AREA

CHAMBER OF COMMERCE

Auburn Algona Pacific

2018 Slick Watts Basketball Classic

Sponsorship Opportunities



OUR ACTIVE COMMUNITY IMPACT ACTION



Community Connector through advocacy, assistance and events

- Cultivating the next generation of business leaders; providing small businesses with platforms for connecting, learning and business advocacy
- Coordinate free events and promotions to build brand awareness and promote Shop Local campaign
- promoting local workforce development

STEM AND MENTORING PROGRAMS

- Improve the vitality and quality of retail mix in the region
- Continue to actively seek investors and developers for economic growth



OUR INVESTORS



PUGET SOUND ENERGY

THE OUTLET
COLLECTION®
SEATTLE



CHI Franciscan
Health



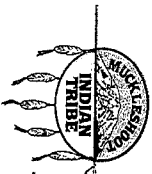
LCNW
• LASER CUTTING • AUTOMATION • WATERJET CUTTING • FORMING • MACHINING •
• BENDING • WELDING • FABRICATION •
MANUFACTURING AND FIRST INSPECTION BY



BetterConnected



Algonia Washington



MUCKLESHOOT
CASINO



COMMENCEMENT BANK



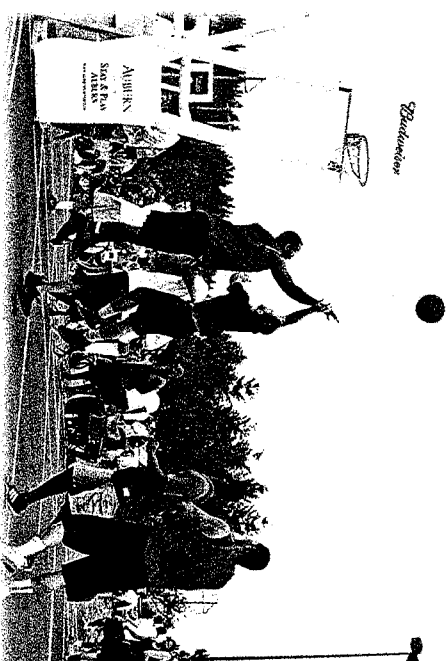
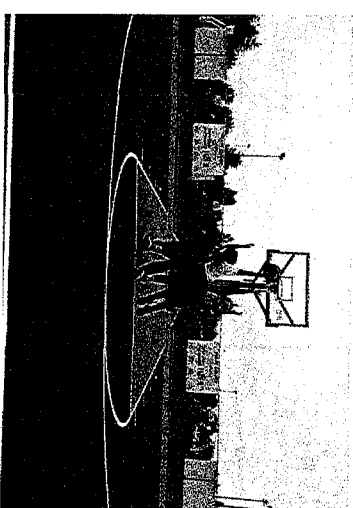
SOUNDTRANSIT



OVERVIEW

Slick Watts Basketball Classic

- Saturday and Sunday, August 18 & 19 the Auburn Area Chamber of Commerce, Mentor Washington and Watts Basketball Foundation will present the former Jim Marsh Classic 3on3 basketball tournament at the Outlet Collection-Seattle
- The two day event will feature all day games for all-ages and skill level, an elite league, celebrity game
- A portion of the proceeds benefit the Watts Basketball Foundation and MENTOR Washington

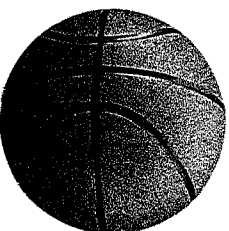


EVENT SNAPSHOT 2017



3On3 Basketball Tournament

- 875 players
- 227 teams
- 26 Exclusive sponsorships
- 74 volunteers
- Isaiah Thomas, Aaron Brooks appearances
- Over 7,000 spectators in 2 days



Visibility

- Email blasts
- Social media followers
- Direct marketing to YMCA, Parks and Rec. programs , AAU and various basketball camps and groups
- Newspaper event calendars (36 newspapers)
- Local news outlets
Seattle Times
- Local tournament exposure

Sponsorship package includes advertising space, print, install and removal. Does not include design or print of handouts and other promotional materials these must be provided to the chamber. Company e-blast and banners must be designed by sponsor and provided to the Chamber one week before set installation and launch.



Contact **Julius Caesar Robinson**
Partnership Development Director
caesar@auburnareawa.org
(206) 491-2973

SPONSORSHIP LEVEL BENEFITS-DUO

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LEVEL	DELIVERABLES	COST
ELITE COURT	• Logo placement for sponsorship on center celebrity/elite court • Company logo printed on a step & repeat (event backdrop on stage) • Opportunity to be interviewed by local television station(s) • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena • Up to 5 team entries (can donate teams for charity players) • Present Jim Marsh Elite Trophy with Slick Watts and Jim Marsh/ Opportunity to speak on stage • Backboard, upright and sport court floor logo in elite court • 9 Bleacher flags (top) with your logo and trash can wraps in the elite court • Vendor/commercial space at event (optional) • Logo on all tournament t-shirts, Inclusion in digital and print media campaign and marketing	\$35,000
STAGE SPONSOR	• Logo on top of stage, side banners and vertical banner with itinerary • Up to 3 team entries (can donate teams for charity players) • Opportunity to speak during the tournament • Vendor space at event (optional) • Logo on tournament t-shirts, Inclusion in digital and print media and marketing • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$25,000



SPONSORSHIP LEVEL BENEFITS



LEVEL		COST
REFEREE GREEN ROOM	• Provider of referee green room (RV or Motorhome provided by) • Your logo on the portable green room • 2 team entries (can donate teams for charity players) • Additional logo on main event stage (honorable mentions during presentations) • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$10,000
PLAYERS TENT	• Players access only (water and protein snacks/bars provided by) • 2 team entries (can donate teams for charity players) • Additional logo on main event stage (honorable mentions during presentations) • Logo on tournament t-shirts/Inclusion in digital and print media and marketing materials • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$10,000



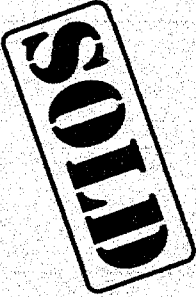
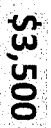
SPONSORSHIP LEVEL BENEFITS-DUO

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LEVEL	COST
VIP PARTY - Fully Branded VIP tent for Vinifera Bistro and Wine Bar - Provider of Catered food and beverage HOST OF VIP After Party at Vinifera 2 team entries (can donate teams for charity players) - Opportunity to speak during the tournament - Logo on tournament t-shirts/Inclusion in digital and print media and marketing materials	SOLD \$10,000
FIRST AID MEDIC TENT - Official sponsor/provider of the medical services Provided by Auburn Sports Therapy - VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	SOLD \$10,000
3-POINT SHOOT OUT - Logo placement at shoot-out location - Name on /digital campaigns and social media mentions - VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$7,500



SPONSORSHIP LEVEL BENEFITS

LEVEL	COST
REFEREE SPONSOR • Logo on 50 referee uniforms includes the elite and celebrity games • Name on all promotional material/digital campaigns • Your logo on the event banner displayed at front entrance/registration • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	
SCOREBOARD SPONSOR • Logo placement on all brackets provided by U.S. Army • 2 team entries (can donate teams for charity players) • Your logo on the event banner displayed at front entrance/registration • Inclusion in digital and print media and marketing materials • Court backboard sponsorship inclusion • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	
LOGISTICS SPONSOR • Logo wrap on garbage receptacles throughout tournament (elite court not included) • Honey bucket wraps for event • Logo on fencing units • VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	



SPONSORSHIP LEVEL BENEFITS-DUO



LEVEL		COST
BACKBOARD SPONSOR	- Your logo on 33 backboards in the main tournament area 2 team entries (can donate teams for charity players) - Logo on tournament t-shirts - VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$15,000
UPRIGHT SPONSOR	- Your logo on 33 uprights in the main tournament area 2 team entries (can donate teams for charity players) - Logo on tournament t-shirts - VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$15,000
FEATHER FLAG Sponsors (2 options)	- PKG 1 Your logo on 15 outer perimeter feather flags (facing Hwy 167/18) - VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena - PKG 2 Your logo on 15 inner perimeter feather flags - VIP access with celebrity players and sponsors in the Vinifera Bistro VIP arena	\$10,000



SPONSORSHIP LEVEL BENEFITS



EMAIL SPONSOR	• Logo placement on emails with Slick Watts Classic logo on emails • Campaign of over 15,000 reach includes: High School students/parents and coaches , chamber partners and investors, Watts and Mentor WA. Donor list • Listed as official email sponsor of the Slick Watts Classic	\$3,000
BLEACHER BANNERS	• Logo/Ad on three bleachers (outer side of elite court) • VIP access with celebrity players and sponsors in the <i>Vinifera Bistro</i> VIP arena	\$1,500
SPONSOR A TEAM	• Sponsor a youth team to play in the tournament • Mentioned in players tent as a youth team MENTOR • Opportunity to provide company logo t-shirts for team to wear during game	\$500
UPRIGHT SPONSOR	• Your logo on a basketball upright in the back section courts	\$1,000





AUBURN AREA

CHAMBER OF COMMERCE

Auburn Algona Pacific

2018 Slick Watts Basketball Classic

August 18-19

At the Outlet Collection 1101 Outlet Collection Way, Auburn WA.

Register your team for only \$125- CLICK TO SIGN UP TODAY !

