



**Auburn Tourism Board Meeting**  
**Thursday, August 15 2019**  
**10:00 -11:30AM**  
**COUNCIL CHAMBERS**  
**AGENDA**

**I. CALL TO ORDER**

Roll Call

**II. APPROVE July 18<sup>th</sup> MEETING MINUTES**

**III. GUEST ATTENDEE**

Diane Witt, Holiday Inn, potential tourism board candidate

**IV. OLD/ONGOING BUSINESS**

**1) Tourism Updates (Hotels, Membership...)**

**2) 2019 Tourism Marketing Initiatives**

- i. Seattle Sports Commission (membership?)
- ii. Emerald Downs Partnership Update
- iii. Auburn Adventure Film Festival Update
- iv. Coast into Summer Promotion
- v. June Financial Report
- vi. Q4 Football Fan Promotion
- vii. 2019 Tourism Summit

1. Tuesday, October 29, 2019 12:30PM – 4PM

**V. NEW BUSINESS**

**1) Tourism Coordinator Position**

- i. Is posted & city is actively looking
- ii. Tanya will be interim liaison

**VI. NEXT MEETING**

- Next ATB Meeting:  
Thursday, September 19 at 10AM in Council Chambers

**VII. AROUND THE TABLE**

**VIII. ADJOURNMENT**



**Auburn Tourism Board Meeting  
July 18, 2019 – 10:00 AM  
Council Chambers  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:06 am by Chairman Roberts.

Board Members present: Chair Ron Roberts; Vice Chair Rachael McAlister; Edgar Vidal; Julie Kruger; Lacey Katz.

Board Members Excused Absence: Kacie Bray; Malia Dale

Staff Present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator; Tanya Carter, Economic Development Coordinator.

**II. APPROVE JUNE MEETING MINUTES**

Board Member Krueger motioned to approve the June meeting minutes. Vice Chair McAlister seconded the motion.  
MOTION PASSES UNANIMOUSLY 5-0.

**III. GUEST SPEAKER - Ralph Morton, Executive Director, Seattle Sports Commission**

Mr. Morton explained that the Seattle Sports Commission is a regional organization in the Sports market in the Puget Sound Region focused on the regional approach of sports on area residents and the local economy. Mr. Morton emphasized that large sports events that the organization bids to host can have regional impacts in terms of development. Also that sports venues have economic impact and with the pending arrival of Fieldhouse USA, will have a robust presence in the area.

Mr. Morton discussed possible roles for entering a partnership with the Commission. Chair Roberts thanked Mr. Morton, indicated the Board would discuss further and invite him back to ask questions.

**IV. OLD BUSINESS**

**Tourism Updates**

**Membership Updates-** Coordinator Chachere welcomed Board Member Katz. The confirmation vote by City Council took place the Monday before the meeting and Coordinator Chachere thanked her for attending

the meeting. Coordinator Chachere introduced Phil Hernandez to the Board who had submitted his interest and application in serving on the Tourism Board. Mr. Hernandez is a new resident in Auburn and works at Green River College.

**Hotel Updates** – The Holiday Inn Express is now taking reservations on and after August 18<sup>th</sup>, so their Grand Opening is just around the corner. Coordinator Chachere reported that the previously planned Wyndham hotel property will no longer take place due to costs of construction. That site will become a gas station. Coordinator Chachere indicated that City has requested an hotel absorption study and the results should be available by the next Board meeting.

**1. 2019 Tourism Marketing Initiatives**

- a. **Emerald Downs Partnership Update** – Board Member Vidal provides the updates to ensure terms are being met. He offered that the page directing to the Explore Auburn website can be updated with pictures to the Board’s liking.
- b. **Auburn Adventure Film Festival Update** – The job descriptions are nearly completed. Coordinator Chachere applied for a Port of Seattle Spotlight grant for Q4 that if selected, would generate awareness of the AAFF with locals traveling for work or leisure, as well as out of town guests.
- c. **White River Amphitheatre Concert Season Update** – While Harlow’s is now offering bus service from Emerald Downs to White River Amphitheatre yet ridership numbered at two concertgoers. Harlow’s is working to develop an online booking page to assist with getting the word out about this service.
- d. **Fortune Cookie Promotion** – They have arrived and are ready to be distributed at summer events at the Tourism table.
- e. **Coast into Summer Promotion – ACTION ITEM**  
Being that the 2500 coasters have been distributed in just ten days in what was hoped to be a two month promotion, Coordinator Chachere is requesting from the Board more funds for a summer coaster reprint, as outlined by the proposal.

Board Member Krueger motioned to fund a second round of the summer coaster promotion reprint not exceed \$5,000 which would be funded from the 2019 Marketing budgeted line item. Board Member Vidal seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

- f. **Tradeshow and Travel Trade Collaboration Report Tracker** – Will be provided at next meeting or before then.
- a. **May Financial Report** - The financials were presented by Coordinator Chachere.

## **V. NEW BUSINESS (ACTION ITEM)**

### **1) Dog Patch – Doug Lein**

Manager Lein shared that at an Economic Development recent trip to Dublin that there is an Irish government initiative to encourage businesses to expand overseas operations by providing stipends for the businesses to travel and research possibilities. Manager Lein sees this as an opportunity to securing extended hotel stays at Auburn hotels. Chair Roberts encouraged Manager Lein to inform the hotels.

### **2) Q4 Football Fan Promotion – DISCUSSION**

While Coordinator Chachere was researching Sounder train schedules for service during Seahawks football home games, she learned of a local business who is organizing several huge events for the Seahawks vs. Saints game. Being that all Sunday games will offer Sounder transit service, the idea is to hone in on the visiting team's fan base to encourage them to stay at an Auburn hotel, take the train to Seattle for the game, visit local restaurants and businesses during their time here. Coordinator Chachere floated the idea with other business groups, the Auburn Downtown Association (ADA), the Business Improvement Area Board (BIA) who enthusiastic about the prospect of bringing visitors to Auburn during this time, and even offered suggestions of how their business might participate. Coordinator Chachere has already alerted the City's Creative Committee for a possible ad buy and development of the creative. Manager Lein is in support of such a tourism marketing initiative. Coordinator Chachere will research more details and come up with a proposal for the next meeting.

### **3) SAVE THE DATE: 2019 Tourism Summit**

On October 29<sup>th</sup> from 12:30pm – 4pm Auburn Tourism will be hosting the 2nd Annual Auburn Tourism Summit at the Auburn Community and Event Center.

The Auburn Tourism Summit is designed for the Tourism Board to share highlights of 2019 tourism initiatives, give a preview of 2020 tourism goals. Additionally, there is a business training component, learning labs, designed to inspire and connect tourism stakeholders and business partners. In addition to a presentation from the Washington Tourism Alliance (the state tourism marketing agency), there will be a panel of Auburn businesses that excel in community collaborations to engage and attract new customers, and that succeed in cross-promotion collaborations with other Auburn tourism assets. These Auburn businesses and business support entities will serve as a

panel of stakeholders to provide attendees with valuable industry knowledge, practical skills they can use to strengthen local partnerships with Auburn businesses while generating new customers, and retaining existing ones.

2) **NEXT MEETING**

The next meeting is on **Thursday, August 15<sup>th</sup> at 10 AM in Council Chambers**. City Attorney Gross has been invited to speak to the Board to advise Board members of their responsibilities on an advisory committee. He might have to attend a conference that day, and if he is unable to make it, City Attorney Gross will be at the September meeting, reported Coordinator Chachere.

3) **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:35AM.

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RON ROBERTS, CHAIR

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TANYA CARTER, ECONOMIC DEVELOPMENT SPECIALIST

# Tourism Projects & Initiatives

Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	Completed	Notes
ATB	Ongoing	Tourism	Completed July Meeting Minutes and transition discussion and training with Tanya;	Tanya to follow up: Steve on Aug or Sept agenda; Membership: Diane (HI Express) to submit application, and Phil Hernandez moving forward with background check and consideration by Council; Edgar and Lacey to complete online training and communicate to Shawn who was cc'd when completed; Develop August Agenda, send to Ronnie and Rachael for review; send Agenda Packet one week in advance, calendar invite two weeks in advance.	8/15/2019	NO	
LTAC	Ongoing	Tourism	Lorraine to send an email update	Next Meeing November ; Monthly Communications	10/1/2019	NO	
Seasonal Poster	Quarterly	Creative Committee	Reprint of Summer and Distribution; Picked up by IPS to distribute 7/30	Call Out for Autumn Content of Events Due Date 8/10	8/2/2019	NO	
Q4 Football Fan Hotel Stay Promotion	Q3-Q4	Tanya - ADA - Jeremy, Geaux Brewing	Disccussed at Tourism Board Meeting	Identify Football Fan Clubs based on Sunday home game schedule; Have creative made; Ad buy ;	8/1/2019	NO	
Seattle Sports Commission	Pending	Ronnie Roberts, Chair of ATB; Rachael McAlister, Vice Chair of ATB; ron@gosankochocolate.com r@auburnwa.gov	Ralph made presentation at July 18th meeting about possible collaboration with Auburn Tourism	Ronnie says Board will have questions, invite Ralph back to a future meeting. Ralph(SSC) wants to get to know Auburn more. August agenda item?	8/10/2019	NO	
Emerald Downs Marketing Collaboration	June - December	Edgar Vidal   Jason Vidal   Emerald Downs Racetrack & Casino Director of Sales and Marketing Direct: 253.288.7704   Cell: 425.247.4900 EdgarV@emeralddowns.com	Already Paid in Full \$5,000; Monthly monitoring of fulfillment of Marketing Collaboration agreement.	Monthly monitoring of fulfillment of Marketing Collaboration agreement.	8/15/2019	NO	
Coast into Summer Promotion	July - September	Tourism	ATB approved \$5,000 for additional coasters. Creative Committee to determine images. Creative updated and orders placed on 7/25 for a total of \$4,847.35	Tanya to receive and distribute Coasters as outlined in Tracker Sheet. Anticipated delivery date of order: 8/15	8/15/2019	NO	
Hospitality FAMS	Monthly	Tourism	Hiatus for July - August. Resume in September	Contact Orion Archery for future event; Identify other Auburn businesses for monthly FAMS.	9/30/2019	NO	
Hopsitality Newsletters	Monthly	Tourism	Lorraine to complete August one	Determine if this resource to be continued.	9/1/2019	NO	

# Tourism Projects & Initiatives

Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	Completed	Notes
<b>Concierge Directories</b>	Quarterly	Tourism	Lorraine to update all existing ones and to provide a hotel version to HI Express	Next Update in November 2019	11/30/2019	NO	
<b>Summer Event Tabling</b>	Summer 2019	Tourism	Tables secured at these events. Tanya unable to attend. Seek volunteers.	Auburn Fest - August 10 ; August 11th Auburn Int'l Farmer's Market with Community Services; Tourism Table at Seattle Parrot Expo September 28th and 29th; Order new Explore Auburn banner from Multimedia.	9/9/2019	NO	
<b>New Teacher ASD Orientation</b>	Pending AACC Communication	Kacie	Need 120 folders; Use Explore Auburn folders, include attractions, resident resource guide; Pending AACC Communication for stuffing event - Needed by 8/20/19	Connected Tanya with Kacie to coordinate date for stuffing folders with tourism items. Multimedia prepped to create welcome letter, Multimedia order placed.	8/15/2019	NO	
<b>2019 Tourism Summit</b>	29-Oct-19	Clarissa - ACEC; Mike Moe - WT; Brittiany, Kacie, Kristi	Fieldhouse Case Study: Pending; WTA presentation - Confirmed; Business Panel Confirmed	Tanya to coordinate. Create marketing collateral; get ADA, BIA, AACC; GRC support and business attendance; order lunch from ASD Culinary program; send reminder/reach out email to panelists by October 1st	10/1/2019	NO	
<b>2020 AAFF</b>	21-Feb-19	Tourism	Ad in Autumn edition Showcase magazine secured. Lorraine provided rundown on 7/31.	Tanya to handle all further coordination. Need to post job descriptions; received discounted rate with commitment to purchase additional ad in Winter edition, September deadline. Coordinate with ADA for marketing, volunteer and concession management.	2/21/2020		
<b>Q4 POS Spotlight Grant Application Auburn Magazine</b>	Pending Selection	Gail Mueller; POS Tourism Project Specialist; 206.787.3377 Mueller.G@portseattle.org	Pending Selection	Creation of Ad in consultation with Creative Committee; Submitting it to Devil Dog Installation (port vendor) for installment	9/1/2019	NO	
<b>Social Media: Facebook &amp; Instagram</b>	Quarterly	Kalyn	Summer edition completed	Create Autumn Content	8/30/2019		
<b>Explore Auburn website</b>	Ongoing	Tourism	Lorraine to add several scheduled posts through mid- August	Identify who will maintain and update content	8/1/2019	NO	
	Ongoing	Tourism	All calendar events populated through end of year, and summer itineraries.	Update hero images; Develop pages for meetings; Create autumn itinerary; Identify who will update and maintain it	8/5/2019	NO	

# Tourism Projects & Initiatives

Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	Completed	Notes
<b>Lodging Tax Grants</b>	Q4 2019	Tourism	Remaining recipients to occur/be reimbursed: Korean American Sports Festival; Hops & Crops; Seattle Parrot Expo; Veteran's Day Parade	KASF is overdue on deadline, pending further clarification of proper documentation requested; remaining events have until two weeks after the event to submit the After Event report to be able to be submitted for reimbursement.	9/9/2019	NO	
<b>Visit USA (Australia) Membership</b>	Ongoing		Profile Completed	Annual Tradeshow in Australia, membership allows for participation.	9/9/2019	YES	
<b>Washington MPI Membership</b>	Pending Discussion		Tabled until Tourism Coordinator position is filled.		10/1/2019	NO	
<b>Washinton Tourism Allisance</b>	Annual		Paid prorated at beginning of year, annual billing system; ED to provide Learning Lab at Tourism Summit		12/1/2019	NO	
<b>Visit Seattle Membership</b>	Annual		Free membership for municipalities; Educational and networking events resume in Fall		9/15/2019	NO	
<b>Travel Tacoma</b>	Pending Approaching New ED		Previous ED did not want to work with COA	Set up meeting and see if partnership can be made. At the very least, able to put a link to Explore Auburn website on their Places to See section on their website.	10/1/2019	NO	
<b>Active America China</b>	Pending Discussion		Participation in September 2019 show declined, possibility of March 2020 participation?		2/1/2020	NO	
<b>NW Events Show</b>	11/13/19-11/14/19		Paid \$25 fee to attend as buyer, not supplier	Not refundable. Determine attendee	11/13/2019	NO	
<b>U.S. China Summit</b>	9/18-9/19/19	Sent Doug details in calendar invite 7/22	Invitation request completed and accepted. Event is by invite only, organized by Brand USA. Ideal to attend to learn about current status of Chinese inbound travelers so as to determine further participation in the Active America summits.	Doug to attend	9/18/2019	NO	

# Tourism Projects & Initiatives

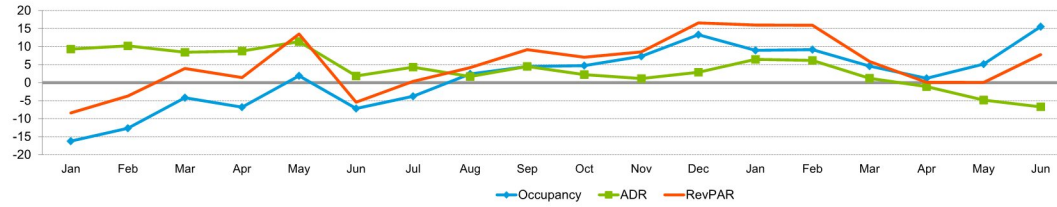
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	Completed	Notes
Go West Trade Show	March 24 - 27, 2020	Sent Doug details in calendar invite 7/	Invitation request completed and accepted. Event is by invite only, organized by Brand USA. Ideal to attend to learn about current status of Chinese inbound travelers so as to determine further participation in the Active America summits.	Determine attendee; Have collateral created; Set appointments with travel trade prior to arrival.	3/24/2020	NO	

Tab 2 - Trend City of Auburn, WA+

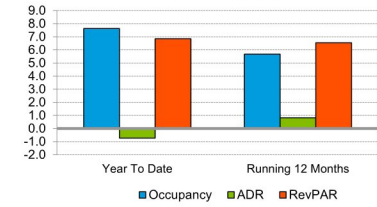
City of Auburn  
For the Month of June 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	48.0	56.7	60.2	58.4	66.4	73.7	77.1	78.6	72.8	60.9	56.5	55.6	52.3	61.9	63.0	59.1	69.8	85.2
Last Year	57.2	64.9	62.8	62.6	65.2	79.4	80.1	76.7	69.7	58.2	52.6	49.0	48.0	56.7	60.2	58.4	66.4	73.7
Percent Change	-16.2	-12.6	-4.2	-6.8	1.9	-7.1	-3.8	2.4	4.5	4.7	7.3	13.3	9.0	9.2	4.6	1.2	5.2	15.6

Year To Date		
2017	2018	2019
65.3	60.6	65.2
64.0	65.3	60.6
2.1	-7.3	7.6

Running 12 Months		
2017	2018	2019
65.5	62.5	66.1
66.3	65.5	62.5
-1.3	-4.6	5.7

ADR	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	81.93	88.01	92.66	92.01	98.31	114.18	119.45	122.21	103.91	89.18	86.57	82.56	87.22	93.46	93.79	91.01	93.55	106.51
Last Year	74.94	79.85	85.45	84.58	88.26	112.09	114.53	120.15	99.42	87.23	85.60	80.25	81.93	88.01	92.66	92.01	98.31	114.18
Percent Change	9.3	10.2	8.4	8.8	11.4	1.9	4.3	1.7	4.5	2.2	1.1	2.9	6.5	6.2	1.2	-1.1	-4.8	-6.7

Year To Date		
2017	2018	2019
88.72	95.83	95.13
80.88	88.72	95.83
9.7	8.0	-0.7

Running 12 Months		
2017	2018	2019
90.46	98.31	99.11
84.99	90.46	98.31
6.4	8.7	0.8

RevPAR	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	39.29	49.91	55.79	53.72	65.29	84.18	92.08	96.02	75.67	54.35	48.89	45.88	45.59	57.86	59.06	53.77	65.35	90.74
Last Year	42.90	51.83	53.68	52.98	57.52	89.01	91.75	92.16	69.31	50.76	45.04	39.35	39.29	49.91	55.79	53.72	65.29	84.18
Percent Change	-8.4	-3.7	3.9	1.4	13.5	-5.4	0.4	4.2	9.2	7.1	8.5	16.6	16.0	15.9	5.9	0.1	0.1	7.8

Year To Date		
2017	2018	2019
57.94	58.05	62.02
51.75	57.94	58.05
12.0	0.2	6.8

Running 12 Months		
2017	2018	2019
59.26	61.46	65.48
56.38	59.26	61.46
5.1	3.7	6.5

Supply	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	17,329	15,652	17,329	16,770	17,329	16,770	17,329	16,770	17,329	16,770	17,329	16,770	17,329	15,652	17,329	16,770	17,329	16,770
Last Year	17,391	15,680	17,360	16,800	17,360	16,800	17,360	17,360	16,800	17,360	16,800	17,360	17,329	15,652	17,329	16,770	17,329	16,770
Percent Change	-0.4	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2017	2018	2019
101,391	101,179	101,179
101,541	101,391	101,179
-0.1	-0.2	0.0

Running 12 Months		
2017	2018	2019
204,615	204,219	204,035
204,765	204,615	204,219
-0.1	-0.2	-0.1

Demand	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	8,311	8,876	10,433	9,791	11,510	12,365	13,358	13,616	12,212	10,560	9,470	9,629	9,057	9,691	10,913	9,909	12,104	14,288
Last Year	9,955	10,179	10,905	10,523	11,314	13,341	13,907	13,316	11,712	10,102	8,840	8,513	8,311	8,876	10,433	9,791	11,510	12,365
Percent Change	-16.5	-12.8	-4.3	-7.0	1.7	-7.3	-3.9	2.3	4.3	4.5	7.1	13.1	9.0	9.2	4.6	1.2	5.2	15.6

Year To Date		
2017	2018	2019
66,217	61,286	65,962
64,965	66,217	61,286
1.9	-7.4	7.6

Running 12 Months		
2017	2018	2019
134,038	127,676	134,807
135,843	134,038	127,676
-1.3	-4.7	5.6

Revenue	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	680,914	781,196	966,758	900,846	1,131,493	1,411,780	1,595,601	1,664,005	1,268,961	941,782	819,845	795,017	789,953	905,690	1,023,525	901,806	1,132,367	1,521,790
Last Year	745,989	812,760	931,871	890,001	998,534	1,495,366	1,592,753	1,599,975	1,164,430	881,213	756,718	683,150	680,914	781,196	966,758	900,846	1,131,493	1,411,780
Percent Change	-8.7	-3.9	3.7	1.2	13.3	-5.6	0.2	4.0	9.0	6.9	8.3	16.4	16.0	15.9	5.9	0.1	0.1	7.8

Year To Date		
2017	2018	2019
5,874,521	5,872,987	6,275,131
5,254,329	5,874,521	5,872,987
11.8	0.0	6.8

Running 12 Months		
2017	2018	2019
12,125,443	12,551,226	13,360,342
11,544,651	12,125,443	12,551,226
5.0	3.5	6.4

Census %	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Census Rooms	559	559	559	559	559	559	559	559	559	559	559	559	559	559	559	559	559	559
% Rooms Participants	96.2	96.2	96.2	96.2	96.2	96.2	96.2	96.2	90.0	90.0	90.0	90.0	90.0	90.0	90.0	90.0	90.0	90.0

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