



**Auburn Tourism Board Meeting  
Thursday, July, 18 2019 – 10:00 AM  
COUNCIL CHAMBERS  
AGENDA**

**I. CALL TO ORDER**

Roll Call

**II. APPROVE JUNE 20<sup>th</sup> MEETING MINUTES**

**III. GUEST SPEAKER**

Ralph Morton, Executive Director, Seattle Sports Commission

**IV. OLD BUSINESS**

**1) Tourism Updates**

a. Membership Updates

**2) 2019 Tourism Marketing Initiatives**

a. Emerald Downs Partnership Update

b. Auburn Adventure Film Festival Update

c. White River Amphitheatre Concert Season Update

d. Fortune Cookie Promotion

e. Coast into Summer Promotion – **ACTION ITEM**

f. Tradeshow and Travel Trade Collaboration Report Tracker

g. May Financial Report

**V. NEW BUSINESS**

**1) Dog Patch – Doug Lein**

**2) SAVE THE DATE: 2019 Tourism Summit**

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

**VI. NEXT MEETING**

▪ Next ATB Meeting:

Thursday, August 15 at 10AM in Council Chambers

**VII. AROUND THE TABLE**

**VIII. ADJOURNMENT**



**Auburn Tourism Board Meeting  
June 20, 2019 – 10:00 AM  
Room 3, 2<sup>nd</sup> Floor  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:00am by Chairman Roberts.

Board Members present: Chairman Ron Roberts; Vice Chair McAlister; Kacie Bray; Edgar Vidal; Malia Dale; Julie Kruger

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

**II. APPROVE MAY MEETING MINUTES**

Vice Chair McAlister motioned to approve the May meeting minutes. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

**III. OLD BUSINESS**

**Tourism Updates**

- a. **Emerald Downs Partnership Update** – Coordinator Chachere reported that the agreement was executed, an Explore Auburn page has been added to the Emerald Downs site. Prior to the meeting Coordinator Chachere emailed Board Members the newsletter and other Emerald Downs communiques on tourism to their customer base as outlined in the Sponsorship agreement.
- b. **Auburn Adventure Film Festival Update** - Preliminary flyer for festival is being circulated. Volunteers can be provided by the Auburn Downtown Association, a non-profit. The ADA has also agreed to continue with running the concession stand. The positions for the film festival will be restructured to allow for a festival programmer and a publicist position that must meet City requirements.
- c. **White River Amphitheatre Concert Season Update** – Harlow's will be offering bus service from Emerald Downs parking lots to the White River Amphitheatre in an effort to enhance the visitor experience, mitigate traffic, and encourage concertgoers to visit Emerald Downs afterwards to enjoy two tourism attractions in

one day. Coordinator Chachere will run a digital ad campaign and communicate with hotels to relay this information of this service so they in turn can share it with their guests.

- d. **Fortune Cookie Promotion** – Coordinator Chachere will be tabling at summer events to drive new users to the ExploreAuburn.com website, generate awareness of Auburn attractions and businesses via the tourism map, wheel of fortune, and giveaways. A cost effective fun resource will be fortune cookies that feature eleven whimsical messages about a tourism attraction and a call to action to utilize the ExploreAuburn.com website for Auburn information and events.
- e. **Summer Coaster Promotion** – Last year, the possibility of a coaster promotion was explored. Coordinator Chachere has done some research with multiple vendors for a “Coast into Summer” promotion

- a. **April Financial Report** – The financials were presented by Coordinator Chachere.

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

##### **TOURISM MAP REPRINT PROPOSAL**

Coordinator Chachere indicated there were only 200 tourism maps left from the printing of them a year ago. Coordinator Chachere secured \$528.43 from the BIA Rate Payer Board towards the map reprint. The total cost would be \$1,056.86 from the previous printer for 5,000 maps with the updated images, which should last a year. Board Member Krueger motioned to allocate \$528.43 to fund the tourism map reprint. Vice Chair McAlister seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

#### V. **NEXT MEETING**

The July meeting is on Thursday, July 18<sup>th</sup> at 10AM in Council Chambers, City Hall.

#### VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 10:52AM.

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RON ROBERTS, CHAIR

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LORRAINE CHACHERE, TOURISM COORDINATOR



## BOARD OF COMMISSIONERS Commitment

The Seattle Sports Commission (SSC) is a division of Visit Seattle that is a 501c6 nonprofit, but the SSC operates like a stand-alone in many ways (such as its own branding, web presence, fundraising commitment, board of commissioners and many other elements). We are very much a part of Visit Seattle, but we bring a very specialized service to sporting events, venues and other elements to make them successful in our community. Simply put, our mission is to **make Seattle a world-class sports community**. The “Pillars” on which we’re built are to:

- **Advocate local sports** - Differentiate and drive sports opportunities through our environment, our people, our franchises, and our venues.
- **Create economic impact** - Generate public and private revenue through tourism, participation, and appeal to entrepreneurship.
- **Deliver quality of life** - Promote health, fitness and a positive sports culture that creates new opportunities.
- **Enhance Seattle's reputation** - Create international and national recognition of Seattle as a place for sports.

The Board of Commissioners for the SSC serves a very important role in the organization, providing the direction, influence and resources to accomplish the goals and objectives for the organizations. As part of that group, there is a 15-member Executive Committee that brings more focused board governance and oversight to a large Board of Commissioners (they meet 6 times a year).

For 2019, the Officers are: Chairman - Chuck Nelson, Washington Athletic Club, Vice Chair - Cathy Cooper, Washington Federal, Secretary - Bob Bass, AT&T, Treasurer - Grand Degginger, Lane Powell LLC and Immediate Past Chair Karen Thomas, Gensler. All past chairs of the SSC become Past Chairs Ex Officio, which means they can attend Executive Committee meetings for three years, but have no voting rights.

For the list of the board members, [click here to link to the website](#).

### Board Commitment

**Time:** Each Commissioner on the Board is asked to attend four (4) quarterly Board Meetings and actively participate on at least one SSC committee. In addition, Commissioners will be asked to attend social functions or other meetings when available.

**Financial:** We require that each board member contribute a minimum of \$3,000 to the SSC, which will be invoiced upon acceptance of this agreement.

**Fundraising:** Each Commissioner is asked to contribute to the SSC (in most cases, that is through their company). This involves helping with ticket sales, opening doors for potential sponsorships and auction items for example.

**Committees:** The SSC creates committees that target strategic objectives for the organization and priorities for the community. Each board member should actively serve on at least one committee.

- Executive Committee (Board Development Sub Committee)
- Governance Committee
- Finance Committee
- Public Affairs Committee
- Development Committee
- Strategic Planning Committees (Projects and Development/Fundraising) Project Committees (U.S. Olympic Trials, NCAA Championships)
- Sports Star Committee and Event Specific Committees



# ABOUT THE SEATTLE SPORTS COMMISSION



**Elisa Levinson**  
Business Development Manager  
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206-461-5865

**WE BELIEVE IN SPORTS.** Seattle Sports Commission (SSC) is a 501c6 focused on making Seattle-area a world-class sports region. We do this by bidding on major events and professional franchises, by supporting our local sports at all levels.



## United Through Sports

We are the team behind the teams and the advocates behind the athletes. We are business leaders, community activists, friends and neighbors...

And we are working together because we believe that sports play a pivotal role in uniting our community and have the potential to foster economic and social prosperity.



## Bringing the World to Seattle

- For over 10 years, the SSC has been working with regional businesses, local government and various organizations to bring the FIFA World Cup to Seattle.
- The 2018 Special Olympics USA Games in Seattle was the highest attended Games in its history.
- In 2019, Seattle welcomed both an NHL and XFL franchise to our roster of professional teams.
- The SSC is actively pursuing a range of events for 2022 and beyond with a variety of venues in mind, including the new Seattle Center Arena.

## SSC CORPORATE PARTNERSHIPS

<b>Platinum</b>	\$10,000 annual contribution	
<b>Gold</b>	\$5,000 annual contribution	
<b>Silver</b>	\$3,000 annual contribution	*New Commissioners must be approved by SSC Executive Committee (avail at Silver)
<b>Bronze</b>	\$1,000 annual contribution	

Help bring the future of sports to Seattle today through your tax deductible contribution.

# TOURISM MARKETING CALENDAR

2019	HOTEL PACKAGES	FIT SEASONAL ACTIVITIES	NEW ASSETS	MICE	T'L. TOURIS	COMMUNITY GRANTS	COA/OTHER			
MONTH	FOCUS	FOCUS2	FOCUS3	MORE	FOCUS4	MORE3	FOCUS5	FOCUS6	MORE2	FOCUS7
JANUARY	AAFF 2019									AUBURN REPORTER RESIDENT GUIDE
FEBURARY										
MARCH					ACTIVE AMERICA CHINA	GRC WEDDING & EVENTS	ACTIVE AMERICA CHINA			AUBURN MAGAZINE
APRIL		SHCA; SUMMER FUN; SPOTLIGHT AD @ SEA- TAC								
MAY		SPOTLIGHT						PETPALOOZA		
JUNE		SPOTLIGHT						Korean American Sports Festival		AUBURN MAGAZINE
JULY	CONCERT SHUTTLE	COAST INTO SUMMER					VISIT USA (OZ)			SUMMER POSTER
AUGUST	FOOTBALL FAN PROMO	COAST INTO SUMMER					GRC INT"L STUDENT ORIENTATION			CHAMBER NEW TEACHER ORIENTATION
SEPTEMBER	FOOTBALL FAN PROMO	AAFF			US CHINA TOURISM LEADERSHIP SUMMIT?		US CHINA TOURISM LEADERSHIP SUMMIT?	SEATTLE PARROT EXPO	HOPS N' CROPS	AUBURN MAGAZINE/ AUTUMN POSTER
OCTOBER	FOOTBALL FAN PROMO	HOLIDAYS/AAF F	FIELDHOUSE USA				LA SALES BLITZ?			AUBURN TOURISM SUMMIT
NOVEMBER	FOOTBALL FAN PROMO	HOLIDAYS/AAF F						VETERANS DAY PARADE		WINTER POSTER
DECEMBER	AAFF 2020									
JANUARY 2020	AAFF 2020									AUBURN MAGAZINE



## COAST INTO SUMMER PROMOTION (Round 2) Proposal

### **OBJECTIVES**

- To inform visitors, new residents, remind locals of Auburn tourism assets
- Increase visitor counts
- Keep visitors in Auburn for longer period of time
- Encourage visitor to collect all coasters for 'set'
- Enhance visitor experience by receiving welcome gift at hotel

### **TOURISM ASSET THEMED INCLUSIONS**

- Explore Auburn Local Eats
- Explore Auburn Breweries
- Explore Auburn Gaming
- Explore Auburn Recreation
- Explore Auburn Music Scene

### **PLACEMENT**

At each location of tourism attractions, additionally in Auburn restaurants, Chamber, Downtown businesses. Welcome to Auburn coaster provided to guests at Happy Hour events; beverage stations; at participating hotels.

### **DURATION**

JULY – SEPTEMBER 2019, OR UNTIL ALL COASTERS HAVE BEEN DISTRIBUTED.

### **COST**

\$5,000 for 1,000 quantity per themed coaster, with five themes total.

### **KPI**

- Explore Auburn website hits, new users, duration via Google Analytics (geo location)
- Feedback from guests, customers at host locations
- Timeline of replenishing supplies



Locations Date Quantity Notes

Hotels/Restaurants/Attractions	Date	Quantity	Notes
Best Western	1-Jul	210	HH: Breakfast
Red Lion	1-Jul	210	HH: Breakfast
Comfort Inn	1-Jul	210	Breakfast
Auburn Area Chamber	1-Jul	120	Annual Meeting/BBQ
Clarion Inn	1-Jul	210	Bar
Economy Inn	1-Jul	120	Out in front of desk
Auburn Motel	2-Jul	90	Coffee Station
La Quinta	2-Jul	120	Apt. only
Days Inn	2-Jul	90	In Rooms (68)
Rainbow Café	2-Jul	250	Bar & restaurant; Distributed by 7/9
Vinifera Wine Bar & Bistro	9-Jul	120	Bar & restaurant
Rail Hop' N Brewery	2-Jul	450	Bar
Geaux Brewing	2-Jul	300	Bar & restaurant

## Fund 104 - Hotel Motel Tax Fund

Through May 2019

Source : General Ledger

	2019 Budget to Actual Comparison		2019 - 2018 Comparison	
	Budget as Amended	YTD 5/31/2019	YTD 5/31/2019	YTD 5/31/2018
<b>Beginning Fund Balance</b>	\$ 115,221	\$ 115,221	\$ 115,221	\$ 200,371
<b>Revenues</b>				
Hotel/Motel Excise Tax	150,000	44,377	44,377	38,650
International Film Festival Admission	-	2,300	2,300	-
Investment Income	3,600	2,038	2,038	1,349
<b>Total Revenues</b>	<b>\$ 153,600</b>	<b>\$ 48,715</b>	<b>\$ 48,715</b>	<b>\$ 39,999</b>
<b>Expenditures</b>				
Salary	\$ 47,500	16,360	\$ 16,360	19,109
Benefits	8,550	4,111	4,111	4,768
Supplies	3,000	494	494	585
Professional Services	109,350	9,078	9,078	5,187
Travel	1,200	504	504	-
Advertising	20,000	4,596	4,596	-
Miscellaneous	3,600	4,997	4,997	530
Transfers Out (Grants)	8,500	5,000	5,000	3,500
<b>Total Expenditures</b>	<b>\$ 201,700</b>	<b>\$ 45,140</b>	<b>\$ 45,140</b>	<b>\$ 33,679</b>
<b>Ending Fund Balance</b>	<b>\$ 67,121</b>	<b>\$ 118,796</b>	<b>\$ 118,796</b>	<b>\$ 206,691</b>

### Notes:

- 1) The 2019 Beginning Fund Balance is the amount budgeted - as this will *not* reflect the 2019 actual Beginning Fund Balance until July 2019 after the Washington State Auditors Office has completed their annual audit of the City's Financial books.
- 2) The 2019 Amended Budget includes budget authority through Budget Amendment #2, which was approved in May 2019.

**Fund 104 - Services Detail**

Adopted Budget through March 31, 2019

**2019 Expenditure Budget as of May 31, 2019:**

Account Number	Account Title	Budget Description	2019 Budget Amount
104.00.557.300.13-.25	Other Wages and Benefit Expenditures	Tourism Coordinator Salary & Benefits	47,500
104.00.557.300.31	Office & Operating Supplies	Printing/Promo & Office Supplies	3,000
104.00.557.300.41	Professional Services	Media Buy, Trade Shows & Multimedia	68,477
	Professional Services	Website	2,600
	Professional Services	Auburn Adventure Film Festival	
	Professional Services	Community Grant Program	20,000
104.00.557.300.43	Travel	N/A	1,200
104.00.557.300.44	Advertising	N/A	5,123
104.00.557.300.49	Miscellaneous		
	Miscellaneous	Dues	600
	Miscellaneous	Conference Fees	2,000
	Miscellaneous	Meetings	1,000
<b>Total 2019 Adopted Budget through May 31, 2019:</b>			<b>\$ 151,500</b>

2019 Year-to-Date Actuals													Total	Budget vs. Actual - (Budget Remaining)
Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19			
\$ 5,519	\$ 2,867	4041	\$ 3,626	\$ 4,420									\$ 20,473	\$ 27,027
\$ 430	65												\$ 495	\$ 2,505
\$ 71	-	4,253	-	-	-	-	-	-	-	-	-	-	4,324	64,153
\$ 75	75	350	150	-	-	-	-	-	-	-	-	-	650	1,950
\$ 1,825	3,627	2,000	17										7,469	(7,469)
\$ -	-	-	-	5,000	-	-	-	-	-	-	-	-	5,000.00	15,000
\$ -	-	504	-	-	-	-	-	-	-	-	-	-	504	696
\$ 3,073	505	352	1,193	100	-	-	-	-	-	-	-	-	5,223	(100)
\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 167	-	-	-	-	-	-	-	-	-	-	-	-	167	433
\$ -	-	720	-	-	-	-	-	-	-	-	-	-	720	1,280
	-	75	40										115	885
<b>\$11,160</b>	<b>\$ 7,139.00</b>	<b>\$12,295</b>	<b>\$ 5,026.00</b>	<b>\$ 9,520.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 45,140.00</b>	<b>\$ 106,360.00</b>