CITY OF AUBURN WASHINGTON	**Auburn Tourism Board Meeting** **JUNE 21, 2018 – 10:00 AM** **Auburn City Hall, Room 3 (2nd Floor)** **AGENDA**

I. **CALL TO ORDER**
1) Roll Call

II. **APPROVE MAY MEETING MINUTES**

III. **OLD BUSINESS**
1) Tourism Updates
   - Board Membership Updates
   - Budget Update
   - WRA Concert Season Stay & Play Packages
   - Tourism Marketing Update

ACTION ITEMS
2) Film Festival Proposal
3) Emerald Downs Sponsorship Request

IV. **NEW BUSINESS**

V. **NEXT MEETING**
   - Next ATB Meeting: Thursday, July 19th at 10AM in Room #3, 2nd Floor

VI. **ADJOURNMENT**

CITY OF AUBURN WASHINGTON	**Auburn Tourism Board Meeting** **May 17, 2018 – 10:00 AM** **Auburn City Hall Council Chambers** **MINUTES**

I. **CALL TO ORDER**

Roll Call – The meeting was called to order at 10:03 AM.

Board Members present: Chair Rebecca Frisch, Vice Chair Ashley Mohoric, Rachael McAlister, Jim Wilson. Julie Krueger, Tonia Jones.

Excused absence: Ting Phonsanam, Kacie Bray, and Ronnie Roberts.

Staff Present: Lorraine Chachere, Tourism Coordinator; Josh Arndt, Economic Development.

II. **APPROVE APRIL MEETING MINUTES**

Board Member Wilson motioned to approve the April meeting minutes. Vice Chair seconded the motion.
MOTION PASSES UNANIMOUSLY 6-0.

III. **OLD BUSINESS**

Tourism Map – BIA approved up to $4,000 for the creative design of a downtown insert as well as printing of the two sided map for the remainder of the year prior to the peak summer months. A local printer will be used.

Hotel and Events Updates – La Quinta was just sold to a new owner. We are grateful of Satpal Sohal's longstanding service contributions as an LTAC member.

- The Clarion Inn will soon have their Grand Opening as it has been under renovation from its previous rendition. Coordinator Chachere will send the event details to everyone.
- White River Concert A Hotel Shuttle. For the 2018 Concert Season, Live Nation has doubled the amount of concerts to be offered at the White River Amphitheatre and the season extends into October. With a lineup of 24 major names and popular bands coming to Auburn, here is an opportunity to capitalize and secure hotel guests thru October 12th, 2018. Coordinator Chachere is working with interested hotels in a possible Stay & Play package that Tourism would assist with marketing.

Budget Update – An update of up to March 2018 was provided.

Tourism Logo Options – The initial draft of the logo options received by Smarthouse were not favorably received by the group. The colors used are redundant and commonly found. There was discussion of attaching our brand to the logos provided and to Mt. Rainier. Feedback will be given to Smarthouse and a request for new designs.

IV. **NEW BUSINESS**

- **Emerald Downs Request for Sponsorship** – Vice Chair Mohoric submitted a proposal the day before the meeting requesting $15,000 for the 2018 July 3rd Fireworks event. Annually, 14,000 people come. Advertising opportunities that come with this sponsorship would be modified as the season has already started. Possible examples could be tagging Auburn Tourism on emails, program ads, social media, email blasts (12,000 on email list). Chair Frisch who works and represents a sister property, as well as Vice Chair Mohoric would have to recuse themselves from the vote. There is no quorum to be able to vote on it at this meeting.

- **Smarthouse Creative Film Festival Proposal** – A proposal for a film festival to take place during the shoulder season. The theme would be consistent with marketing campaigns, get coverage for Auburn in the news, grow to become an annual tradition. The various elements of logistics, sponsorship opportunities, locations, time of the year were discussed and weighed by the Board. Ms. Davis and Mr. Wilke offered their insight, previous and current professional experience working on and with film festivals in the region. The possibility of a tactical donation to support the arts locally was suggested. Concerns on Coordinator's capacity, having a short turnaround of prospective dates were brought up as needing to be addressed. Additional research of prospective dates and venues will be made. Smarthouse can go ahead and present the possibility of a film festival in a vague manner with SIFF attendees and planners.

V. **NEXT MEETING**

The next meeting will be on Thursday, August 16 at 10AM in Room 3 (second floor) at City Hall.

VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:46AM.

AUBURN ADVENTURE FILM FESTIVAL

Vision & Proposal // Created by Smarthouse

VISION

- Defining, iconic event that cements Auburn's reputation as a place for adventures
- Only festival of its kind in the area
- Exciting way to promote community pride and also invite visitors to Auburn
- New way to get people and the media talking about Auburn
- Other economic benefits could include business visits, increased tax revenues, and increased hotel stays as festival profile grows

NUTS & BOLTS

- Two days (Saturday - Sunday), with opportunity to expand.
- One venue, most likely Regal Cinema.
- Held November 3-4: tourism "off season" and also a quieter time for media coverage and other film festivals.
- Six hours of programming each day, a mix of short film programs and features (as available).
- Receptions held after each evening feature film, catered by a local restaurant.
- Festival dates & film submission process announced early July.
- The first year of the festival will not fly out any filmmakers or special guests, but local filmmakers and guests are welcome.
- Target attendance: 400; Target ticket revenue: $4000.

FILM SUBMISSIONS & PROGRAMMING

- The festival would feature an exciting lineup of new (made after January 2017) features, documentaries, and short films, all exploring the theme of "adventure." This would include travelogues, action/adventure narratives, outdoor recreation films, and other similar content.
- Films can be submitted using an online portal such as FilmFreeway.com for a small fee. Auburn residents could submit for free. These submissions will be reviewed by festival managers, and additional programming will be curated by festival staff.
- Films are procured by monitoring other festival programs, working with film distributors, and direct outreach to filmmakers.
- Film traffic (shipping) logistics will need to be discussed, depending on technical requirements from host cinema.

AUDIENCE

- The target audience is Puget Sound area residents, WA state residents, ID residents, and OR residents who are looking for a thrilling night out.
- All ages welcome (some feature films may have content notices and/or an MPAA rating).
- Some films may have subtitles.
- Post-film Q&As, receptions, and possible special guests make this more than just a typical night at the movies.
- Though the outdoor community will definitely be a target, this should by no means be a niche event. The programming should be inclusive and with wide appeal, even to "armchair adventurers."

MARKETING

- A combination of earned and paid media will be used.
- A focus on outreach to traditional film outlets to get the word out to filmmakers during the submission process.
- Arts & entertainment press will be targeted during the ticket sales campaign.
- Suggested paid advertising budget: $1500 for social media ads.
- Grassroots media trades and social shares with local film organizations, especially in the submission process, and with outdoor groups in the ticket selling phase, will also be included in the marketing efforts.

SPONSORSHIP

- Possible media partners (for in-kind advertising) include: City Arts Magazine, The Auburn Reporter, KUOW, Crosscut, Tacoma News Tribune, Tacoma Weekly, ExploreWashingtonState.com, Washington Filmworks, etc.
- Possible sponsorship from local Auburn businesses for catering and drink donations (in return for high-level signage and an ad in the program).
- Puget Sound based outdoor retailers should be approached for additional sponsorships (including "presented by" naming rights in exchange for cash): REI, Outdoor Research, K2, Filson, etc., for both the entire festival AND for individual screenings.
- Cash sponsorships are difficult to come by, and budgeting should reflect modest support in the first year.
- A community partnership program could be instituted and expanded in future years. This could allow groups relevant to a specific film's theme to get involved by trading e-news or blog posts, or pay for program naming rights, on a film-by-film basis.

FESTIVAL MANAGEMENT

- Festival will be run by Smarthouse Creative in close partnership with Lorraine Chachere and the Auburn Tourism Board.
- Smarthouse will take the role of "Festival Manager and be on point for most day-to-day tasks.
- Lorraine will take the role of "Festival Director" and lead the vision and top-level planning, and also be the point person for financial tasks and sponsorship. The Festival Director will also procure and manage volunteers.
- Smarthouse will be on-site for both days of the festival, with support from 10 volunteers to help with crowd flow, catering, clean up, and other needs. As the event develops, it may be necessary to pay for 1-2 staff for day-of needs.

INCOME GOALS

- Ticket sales: $4,000
- Film submissions: $1500

SMARTHOUSE COSTS

- Festival planning, programming & management: $10,600
- Creative services (including poster and website creation): $3000
- Program booklet creation: $3000 (plus printing, ads could be sold)
- Marketing & publicity: $7500
- Additional needs and on-site support: Billed at $100/hr
- Please see proposal for a breakdown of these costs

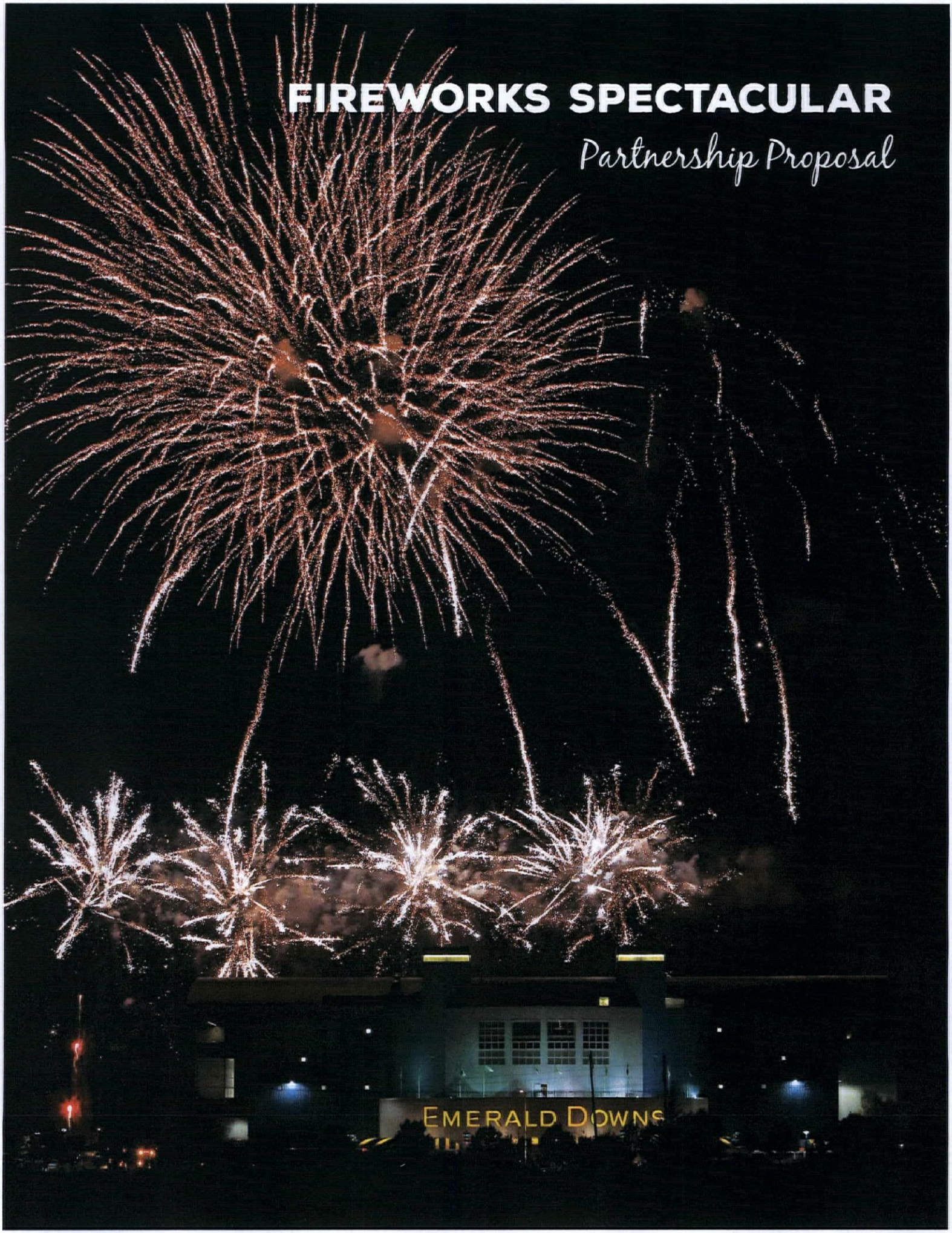
COMPARABLE EVENTS

- ## Big Sky Documentary Film Festival

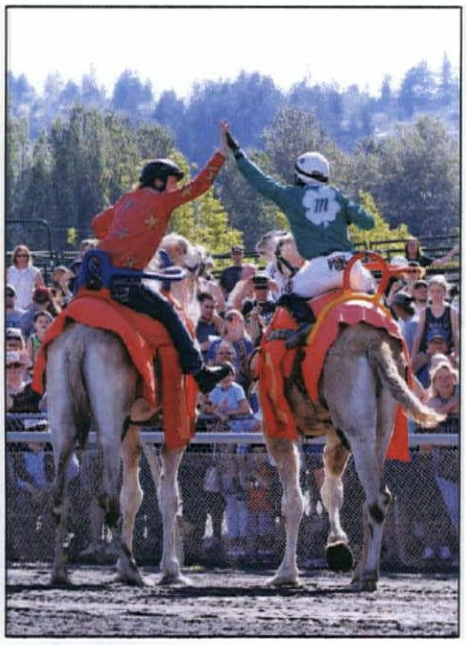
  A 10-day event in Missoula, MT each February that attracts filmmakers from around the world. The event is not necessarily known for exclusive premieres, but rather quality programming, a unique setting, and overall audience and filmmaker experience. It also serves to attract people to town in an otherwise off-season. This festival has been taking place for 15 years and has a well established audience & programming niche of environment and socially-conscious documentaries.

- ## Wild & Scenic Film Festival

  A 5-day festival in Nevada City, CA that promotes itself as "by activists, for activists." Programming also includes outdoor activities, yoga, and art exhibits, that get visitors fully immersed in the surrounding area and town. Screenings are held in traditional and non-traditional venues, like coffee shops & breweries.

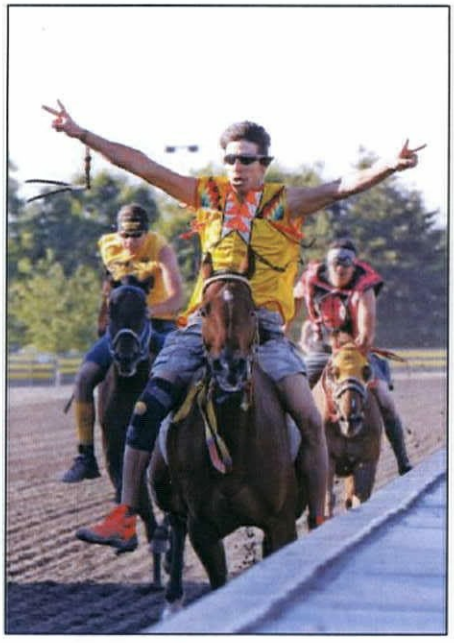

FIREWORKS SPECTACULAR
Partnership Proposal
EMERALD DOWNS

2018 PROMOTIONAL EVENT HIGHLIGHTS *Highlights*



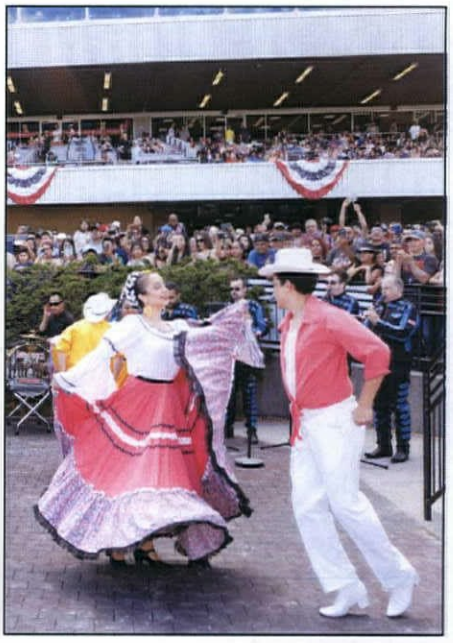
Ostrich & Camel Races
May 20

Camels, ostrichs, and zebras! Oh My! A barrel of fun for the kids and a kegful of laughs for mom and dad.



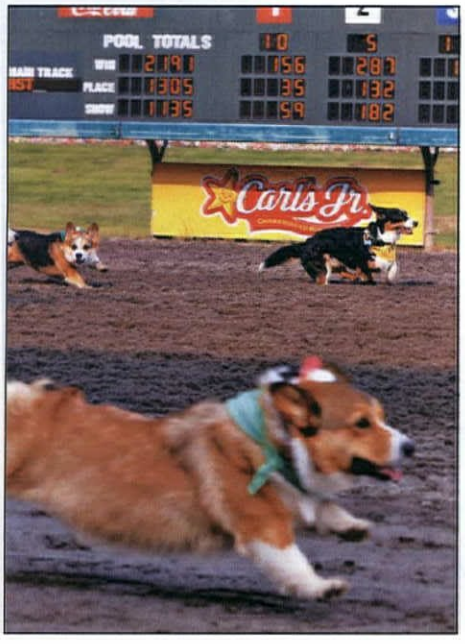
Muckleshoot Gold Cup
June 8-10

Teams dressed in traditional regalia ride this 2 mile race exchanging horses every ½ mile. Warriors leap from one galloping horse to another create organized mayhem.



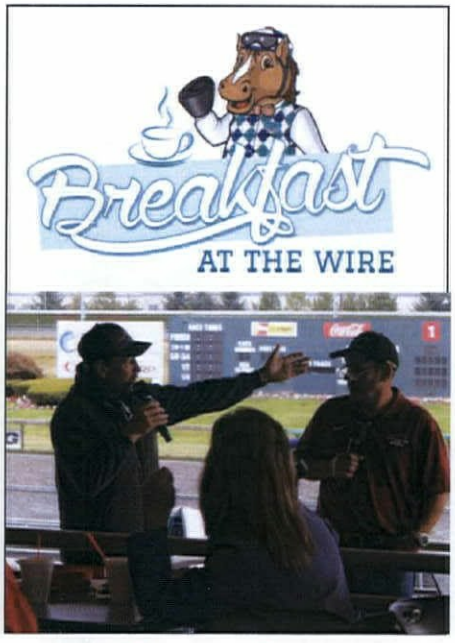
Fiesta Premio Esmeralda
July 22

Celebrating the Hispanic community. Featuring Mexican dancing horses, mariachi, specialty vendors and family activities.



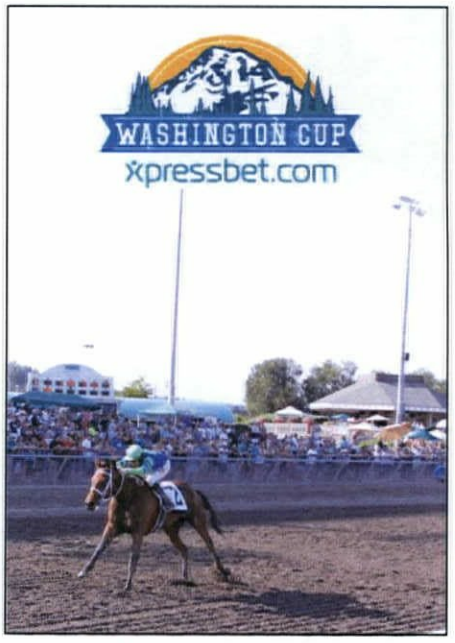
Corgi Races
August 5

What's as long as a Dachsund but more fluffy? Corgis of course and they're racing down the track!



Breakfast at the Wire

Saturdays July 7 - August 25
Fans get a glimpse into the behind-the-scene morning activities that go into racing.



Washington Cup Series
Aug 26 Sept 2 Sept 9

Series dedicated to heartpounding action, featuring 6 stake races worth a total of $300,000!

PARTNERSHIP

Amenities

SEASON-LONG

SOCIAL MEDIA

SIGN PLACEMENT

OFFICIAL PROGRAM ADVERTISEMENTS

RACE ENTITLEMENTS

INFIELD MESSAGE BOARD

TRACK ANNOUNCEMENTS

HOSPITALITY

EVENT PARTNERSHIP

TITLE SPONSORSHIP

MEDIA COVERAGE

EMAIL NEWSLETTER

HOSPITALITY

SEASON-LONG *Media Exposure*
Social Media

TEN INTEGRATED MENTIONS ACROSS
EMERALD DOWNS SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA CHANNELS	
Platform	*Number of Followers*
	31,400
	3,757
	2,438

SEASON-LONG *Race Day Exposure*
Sign Placement

PROMINENTLY DISPLAYED ON THE
INSIDE RAIL LEADING UP TO THE FINISH LINE
Dimensions: 8' wide x 2' tall

SEASON-LONG *Race Day Exposure*
Official Program Advertisement

FULL PAGE BLACK AND WHITE ADVERTISEMENT EACH LIVE RACE DAY

Dimensions: 4" wide x 9" tall

Overall Impressions	Average Daily Impressions
271,220	3,767

SEASON-LONG Race Day Exposure
Race Entitlements

TWENTY NAMED RACES SHOWCASING BRAND

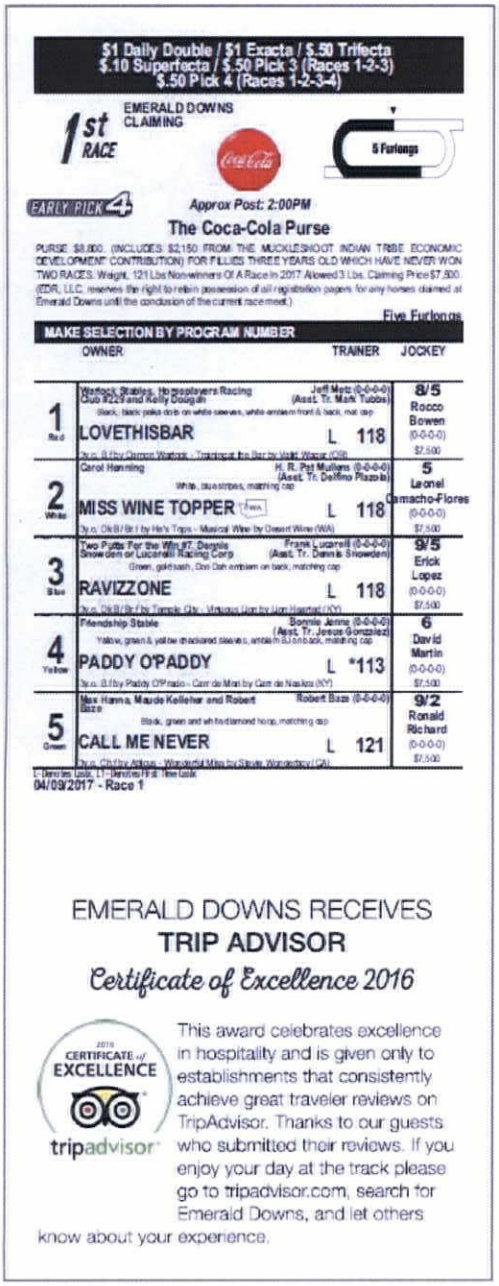
Stated by Track Announcer ▲ Recognition in the Official Program

Personal escort to the Paddock and Winner's Circle ▲ Brand recognition on message board

Commemorative photo collage of winning horse and jockey

Estimated Overall Impressions

75,340



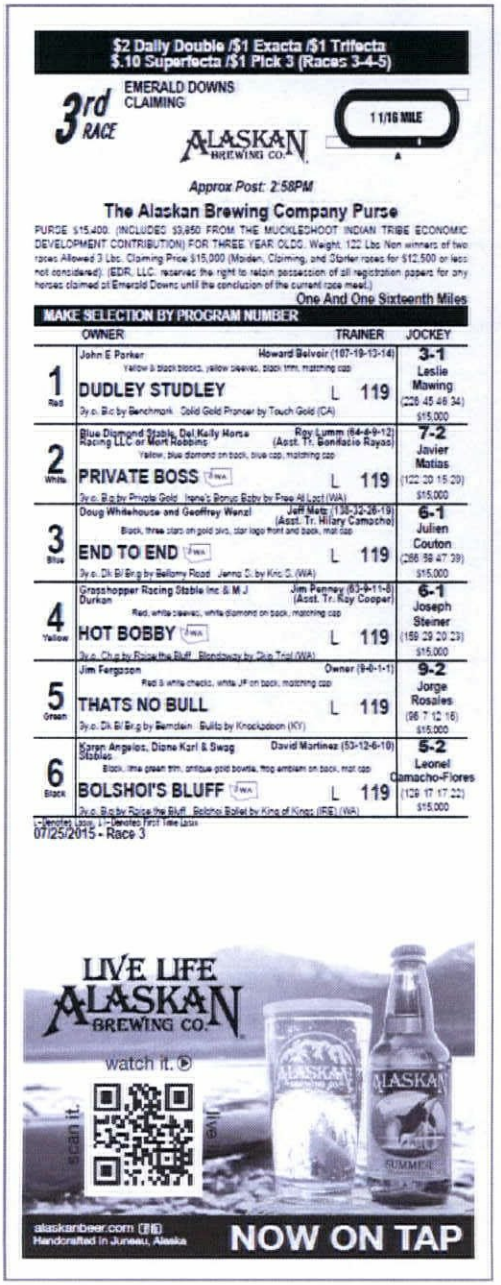
EMERALD DOWNS RECEIVES
TRIP ADVISOR
Certificate of Excellence 2016

2016 CERTIFICATE of EXCELLENCE
tripadvisor

This award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveler reviews on TripAdvisor. Thanks to our guests who submitted their reviews. If you enjoy your day at the track please go to tripadvisor.com, search for Emerald Downs, and let others know about your experience.

THE WIN, PLACE SHOW
with Joe Withee

8 - 9 am
SATURDAY & SUNDAY
from the Quarter Chute Cafe



SEASON-LONG *Race Day Exposure*
Hospitality: Redhook Turf Club

Treat your guests like royalty and experience the Sport of Kings in the most unique member's club in the Northwest! With panoramic views of the races, the handsomely appointed Redhook Turf Club offers an impressive setting to entertain guests. The Club is complete with fabulous amenities, personal handicapping assitance, and first class service.

FULL SEASON MEMBERSHIP INCLUDES TABLE FOR FOUR WITH

Valet parking • Redhook Turf Club admission • Official Program
Official Tip Sheet • Shared appetizer • Tableside service
Lunch or dinner entrée for each guest • Beer, wine, wells and non-alcoholic beverages
Guaranteed table overlooking track with flat screen TV monitor
Private wagering area • Access to expert handicapper

EVENT PARTNERSHIP

July 3 Fireworks Spectacular

TITLE SPONSORSHIP
of the Fireworks Spectacular on July 3

MEDIA
Prominent tagging in media buy in support of July 3 Fireworks Spectacular

EMAIL NEWSLETTER
Feature article with logo and link inclusion

HOSPITALITY
Premium box seating for 12 guests for the day's races and Fireworks Spectacular

EVENT PARTNERSHIP

Media Coverage

FIREWORKS SPECTACULAR WILL BE EXHIBITED ON RADIO, TELEVISION, AND PRINT

Projected Media Spend	
Radio	$10,000
Cable & Broadcast Television	$25,000
Print	$5,000
Total Spot Exposure	$40,000

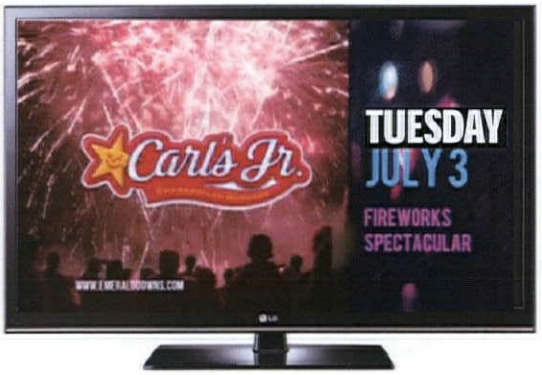
RADIO

Thirty second commercial to air June 26-June 30

"Tuesday July 3rd will be a blast at Emerald Downs!
It's the annual Fireworks Spectacular presented by Carl's Jr
Arrive early and watch movies on the big screen starting at 11 am.
Then watch and wager on the fastest horses in the northwest as live racing begins at 5 pm!
After the races you'll have an up close view as the sky lights up over the track infield!
Admission is $9 and ages 17 and under get in free.
Go to Emeralddowns.com for more information."

TELEVISION

Thirty second commercial to air June 26-June 30



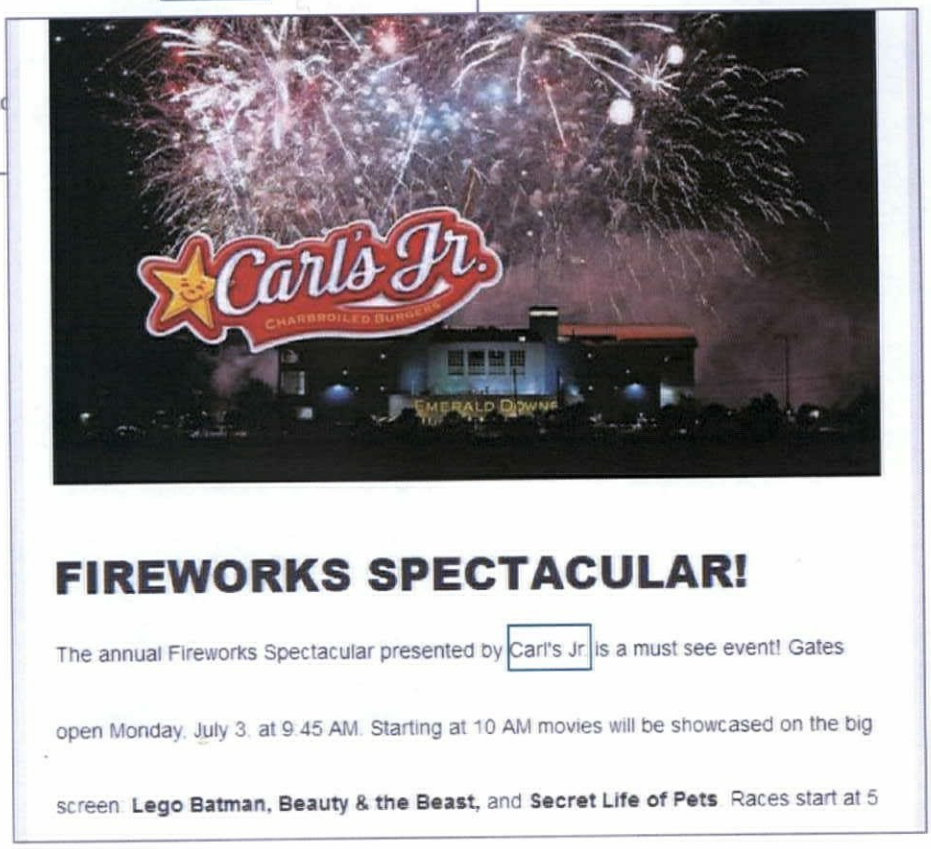
EVENT PARTNERSHIP

Email Newsletter

LOGO PLACEMENT AND LINK CLICK-THROUGH IN THE EMAIL FEATURING THE FIREWORKS SPECTACULAR

Circulation: 12,000

Left example
2016



Right example
2017

RACE DAY *Hospitality*

Premium Box Seats

PREMIUM BOX SEATS ON JULY 3 FOR THE DAY'S RACES AND FIREWORKS SPECTACULAR

Two four or six person boxes

Partnership Overview

SEASON-LONG *Amenities*	
PERMANENT SIGN PLACEMENT	Prominently displayed on the inside rail leading to the finish line or infield tote board Dimensions: 8' wide x 2' tall
OFFICIAL PROGRAM ADVERTISEMENTS	Daily full page program advertisement Dimensions: 4" wide x 9" tall
SOCIAL MEDIA	Ten integrated mentions across Emerald Downs social media platforms
RACE ENTITLEMENTS	Twenty named races throughout the season
INFIELD MESSAGE BOARD	One mention per day on the infield message board adjacent to the tote board
TRACK ANNOUNCEMENTS	One read per day by the Track Announcer
HOSPITALITY: REDHOOK TURF CLUB MEMBERSHIP	Full season Redhook Turf Club membership including hosted food and beverage
EVENT *Partnership*	
TITLE SPONSPORSHIP	Title sponsorship of the Fireworks Spectacular presented on July 3
MEDIA COVERAGE	Prominent tagging in media buy to support the fireworks event (including but not limited to television and radio)
EMAIL NEWSLETTER	Logo placement and link click-through in the email featuring the Fireworks Spectacular
HOSPITALITY: PREMIUM BOX SEATS	Two four or six person boxes on July 3 for the day's races and Fireworks Spectacular
PARTNERSHIP FEE *$15,000*	

WE LOOK FORWARD TO BUILDING OUR RELATIONSHIP IN THE FUTURE!