



**Auburn Tourism Board Meeting
MAY 16, 2019 – 10:00 AM
COUNCIL CHAMBERS
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE APRIL 18th MEETING MINUTES

III. OLD BUSINESS

1) Tourism Updates

- a. Lodging Tax Community Grants
- b. Airport Spotlight Ad Update
- c. Emerald Downs Partnership Update
- d. Auburn Adventure Film Festival Update
- e. Hospitality FAMs & Community Tabling
- f. White River Amphitheatre Concert Season
- g. March Financial Report

2) 2019 Tourism Marketing Initiatives (Action Items)

- a. Trade Show Participation and Travel Planners Collaboration Proposal
- b. Explore Auburn Selfie Summer Promotion Research
- c. Summer Promotion Proposal

IV. NEW BUSINESS (ACTION ITEM)

1) Elect Chair

V. NEXT MEETING

- Next ATB Meeting:
Thursday, June 20 at 10AM in Room 3, 2nd Floor of City Hall

VI. ADJOURNMENT



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

I. CALL TO ORDER

The meeting was called to order at 10:01am by Vice Chair McAlister.

Board Members present: Vice Chair Mc Alister; Board Members Ron Roberts; Kacie Bray; Edgar Vidal; Malia Dale.

Excused Absence: Board Member Julie Kruger

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

II. APPROVE APRIL SPECIAL MEETING MINUTES

Board Member Dale motioned to approve the February meeting minutes.

Board Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

III. OLD BUSINESS

1) 2019 Marketing Initiatives

The summary of the 2019 Goal Planning Session Summary that took place at the January meeting was presented. The 2019 Marketing Calendar and marketing budgeted were also presented. Coordinator Chachere asked for direction from the Board towards marketing goals for the remaining 2019 year. It was requested of Coordinator Chachere to have a projected list of expenses of projects, tradeshow to determine how to make recommendations for the marketing budget.

Discussion centered on the possibility of cross promotional collaborations with a couple of Board Members expressing an interest for visitors at an attraction to see what is at other Auburn tourism assets such as signage on the walls at The Outlet Collection, backdrops unique at each location, in turn encouraging a visitor to tag the location and build a greater online presence for Explore Auburn. A strategic collaboration to yield a larger ROI such as to partner with Emerald Downs with smaller dollar amounts to a more qualified audience was also discussed.

2) **Emerald Downs Marketing Collaboration Proposal (Agenda Modification)**

Because the live race horse season begins on Saturday, the discussion of partnering with Emerald Downs to access their 250,000 annual attendees with Explore Auburn offerings was brought up. Manager Lein encouraged the Board to consider a partnership with one of the three tiers of sponsorship with Emerald Downs as presented at the last meeting as the partnership would align with goals just stated.

Regarding the signage Board Member Bray suggested a contest centering on visitors uploading photos with the #exploreauburn to increase Explore Auburn hashtag and online presence. A winner would receive a travel package. Additionally, the Board expressed a desire to be added to the email list to view these marketing pieces to view these marketing pieces that Emerald Downs sends.

Vice Chair Mc Alister motioned to accept the Tier 1 Level of Sponsorship of the Emerald Downs Partnership Program with the caveat of including one social media post per month, fifteen # posts per month. Board Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

IV. NEXT MEETING

The May meeting is on Thursday, May 16th at 10AM in Council Chambers.

V. ADJOURNMENT

There being no more business to discuss, the meeting was adjourned at 11:33AM.

RACHAEL MCALISTER, VICE CHAIR

LORRAINE CHACHERE, TOURISM COORDINATOR

RESOLUTION NO. 5423

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AUBURN, WASHINGTON, APPROVING THE LODGING TAX GRANT DISBURSEMENTS RECOMMENDED BY THE AUBURN LODGING TAX ADVISORY COMMITTEE

WHEREAS, the City of Auburn ("City") has businesses within its corporate limits that collect lodging tax dollars in accordance with Chapter 67.28 of the Revised Code of Washington (RCW); and

WHEREAS, the City has established a Lodging Tax Advisory Committee (LTAC) in accordance with RCW 67.28.1817, and codified in Chapter 2.77 of the Auburn City Code (ACC); and

WHEREAS, the LTAC is obligated by ACC 2.77.060 to make recommendations to the City Council on tourism promotion and tourism related issues; and

WHEREAS, at its February 26th and April 10th, 2019 meeting, the LTAC considered proposals for the expenditure of taxes collected pursuant to Chapter 67.28 RCW; and

WHEREAS, the LTAC has recommended the award of lodging tax dollars as grant funds to certain businesses; and

WHEREAS, the City Council finds that the LTAC's recommendation will enhance the economic development of the City of Auburn.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF AUBURN, WASHINGTON, RESOLVES as follows:

Section 1. Adoption of Recommendations.

The City Council

adopts the expenditure of lodging tax dollars to the following entities:

- a) Flight Club Foundation for the Seattle Parrot Expo, \$2,000;
- b) City of Auburn Parks and Recreation Department for the Valley Cities Geocaching/Adventure GeoTour, \$1,100;
- c) Korean Amateur Sports Association for the 20th Korean-American National Sports Festival, \$2,500;
- d) White River Valley Museum for the Hops & Crops Festival, \$3,000

as further described in the LTAC's recommendation as shown on the LTAC's resolution, attached as Exhibit A.

Section 2. Implementation.

The Mayor is authorized to implement

those administrative procedures as may be necessary to carry out the directions of this legislation.

Section 3. Effective date.

This Resolution will take effect and be in

force upon passage and signatures.

INTRODUCED: _____

PASSED: _____

APPROVED: _____

CITY OF AUBURN

NANCY BACKUS, MAYOR

ATTEST:

Shawn Campbell, City Clerk

APPROVED AS TO FORM:

Steven L. Gross, City Attorney

Published: _____

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

2/26/19

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

4/10/19

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

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

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

Event: Seattle Parrot Expo

Amount Requested: \$2,000.00

Approved Amount \$2,000.00

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

Event: Valley Cities Geocaching Adventure/GeoTour

Amount Requested: \$2,750.00

Approved Amount \$1,100.00

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

Event: 20th Korean American National Sports Festival

Amount Requested: \$15,000.00

Approved Amount \$2,500.00

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

Event: Hops & Crops Music & Beer Festival

Approved Amount \$3,000.00

Amount Requested: \$6,000.00

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

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

POST, TAG & WIN



#EXPLOREAUBURN
@AUBURNAREACONNECT

Auburn
Area
Package
worth
over
\$250!

Snap a picture before September 22nd, and use the hashtag #exploreauburn and tag Auburn Area Connect on social media to be entered to win. Winning package includes one night stay at the Clarion Inn Auburn, beer tasting for two at Rail Hop'n, two tickets to the Auburn Symphony, dinner for two and other Auburn Area prizes.

FOR MORE AUBURN
AREA EVENTS AND
ATTRACTIONS VISIT
EXPLOREAUBURN.COM



Auburn Area
CONNECT

Chamber of Commerce

THANK YOU SPONSORS:



For more information and
contest rules visit.

auburnareawa.org/contest

AUBURN
ADVENTURE
FILM FESTIVAL
2020

THE ADVENTURE CONTINUES!
FEBRUARY 21-23, 2020
AUBURN AVE THEATER
10 Auburn Avenue, Auburn WA 98001

auburnadventurefilmfestival.org

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Fund 104 - Hotel Motel Tax Fund

Through March 2019

Source : General Ledger

	2019 Budget to Actual Comparison		2019 - 2018 Comparison	
	Budget as Amended	YTD 3/31/2019	YTD 3/31/2019	YTD 3/31/2018
Beginning Fund Balance	\$ 108,571	\$ 108,571	\$ 108,571	\$ 200,371
Revenues				
Sales Tax	150,000	24,788	24,788	21,646
International Film Festival Admission	-	2,300	2,300	-
Investment Income	3,600	1,224	1,224	753
Total Revenues	\$ 153,600	\$ 28,312	\$ 28,312	\$ 22,399
Expenditures				
Salary	\$ 47,500	\$ 9,953	\$ 9,953	\$ 10,423
Benefits	8,550	2,473	2,473	2,602
Supplies	3,000	-	-	62
Professional Services	96,200	12,642	12,642	3,131
Travel	-	504	504	-
Advertising	-	-	-	-
Miscellaneous	4,800	5,022	5,022	480
Transfers Out (Grants)	-	-	-	-
Total Expenditures	\$ 160,050	\$ 30,594	\$ 30,594	\$ 16,698
Ending Fund Balance	\$ 102,121	\$ 106,290	\$ 106,290	\$ 206,073

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) This does *not* include Budget Amendment No. 1 because that was approved the City Council in April.

Fund 104 - Services Detail

Adopted Budget through March 31, 2019

2019 Expenditure Budget as of March 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	73,600
	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	-
104.00.557.300.49	Miscellaneous		
	Miscellaneous	Dues	600
	Miscellaneous	Conference Fees	2,000
	Miscellaneous	Meetings	1,000
Total 2019 Adopted Budget through March 31, 2019:			\$ 151,500

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											\$ 12,427	\$ 35,073
\$ 430	65												\$ 495	\$ 2,505
\$ 71	-	4,253	-	-	-	-	-	-	-	-	-	-	4,324	69,276
\$ 75	75	350	-	-	-	-	-	-	-	-	-	-	500	2,100
\$ 1,825	3,627	2,000											7,452	(7,452)
\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	20,000
\$ -	-	504	-	-	-	-	-	-	-	-	-	-	504	696
\$ 3,073	505	352	-	-	-	-	-	-	-	-	-	-	3,930	(3,930)
\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 167	-	-	-	-	-	-	-	-	-	-	-	-	167	433
\$ -	-	720	-	-	-	-	-	-	-	-	-	-	720	1,280
	-	75											75	925
\$11,160	\$ 7,139.00	\$12,295	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,594.00	\$ 120,906.00

30,594



2019 Travel Trade Collaborations Proposal

1) [Visit USA – Organisation Australia](#)

VUSA (Australia) Organisation is a voluntary body that promotes travel to the United States of America. It is funded by individual members from the Australian Travel Trade as well as from associate members in the USA. The Board Members of the organization work vigorously to promote the US as a desirable destination of choice.

What they do:

- Promotes the USA as the “destination of choice” for the Australian traveler.
- Aims to develop, co-ordinate and implement marketing efforts to promote travel to the USA
- Updates and maintains the VUSA website as a source of information for the Australian travel industry
- Promotes travel industry cohesion and to provide communication forums for the industry leaders in Australia
- Leverages resources to develop and execute programs and events that benefit the travel industry members in the promotion of the USA

Ask: Associate Membership - \$350USD

BENEFITS: Creates awareness of Auburn as a destination for a segment of travelers that align with what Auburn has to offer; Auburn hotels already see an Australian presence as overnight visitors; VUSA also works with New Zealand travel planners.



Expands our International Visitor Marketing Outreach.



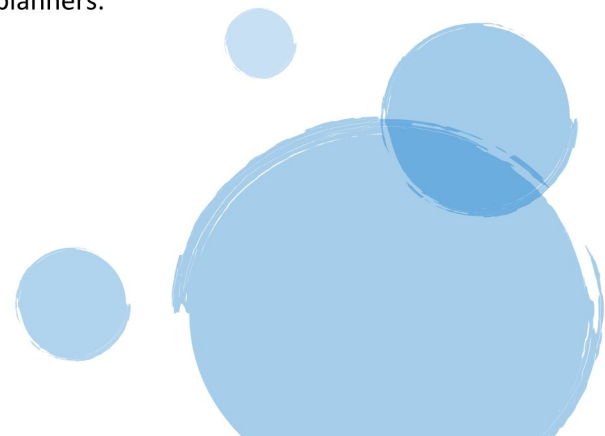
Connects with wider network of Travel Professionals to be at the top of their mind for hotel and destination recommendations.



Facilitates Communication between outbound operators and myself.



Allows us to grow the Explore Auburn brand.





2) Tour OperatorLand

TourOperatorLand is designed to help professional travel planners design trips for their clients with trade content. Travel Planners consist of 39% in the US, 39% outside the US. The remaining members are travel media, travel agents based inside and outside the U.S, and meeting planners.

BENEFITS: TourOperatorLand aggregates sample itineraries, hi-res royalty free photos, destination contacts, commissionable products. Currently Bellingham, Seattle Southside regional Tourism Authority, Port of Seattle are only other destinations in WA. We would receive ideal placement on destinations page as they are alphabetically listed.

ASK: While they offer a Premium Package (\$2,950 per year) and Platinum (\$3,950 per year) package, I am requesting the Basic Package at \$1,950 + \$300 for additional hotel images (\$150 each). The ability to have two itineraries on our dedicated page, trackable alerts and lead generation, email blast to 5,000 travel operators, trackable hotel images, inclusion in three of their marketing campaigns. **Total Ask: \$2,250**

3) WA Meeting Planners International

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, MPI provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

BENEFITS: Washington Chapter membership

ASK: \$489 per year, \$50 application fee

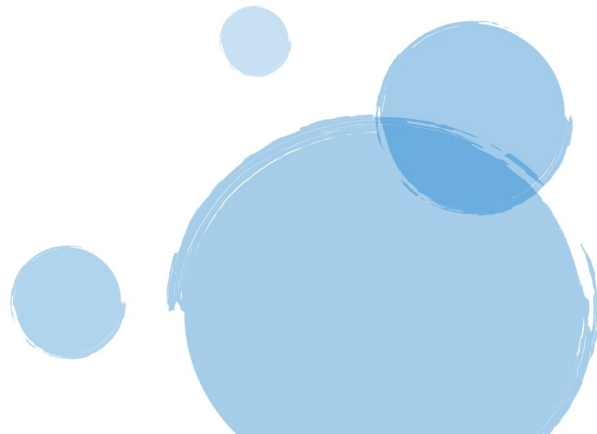
Travel Trade Partnerships Request:

Visit USA (Australia) \$350

+ WA MPI \$539

+Tour OperatorLand \$2,250

=\$3,139





2019 Travel Tradeshow Participation Proposal

1) [Active America China - Receptive Edition- San Gabriel, CA Sept. 17 -18, 2019](#)

BENEFITS: Continues relationships with receptive tour operators that service the Chinese market, four attended conference in Anchorage; the ability to meet new ones as Seattle is the gateway to other west coast destinations; Creates awareness of Auburn as a destination for a segment of travelers that align with what Auburn has to offer; Receptive tour operators tend to book group travel for Chinese wholesale tour operators; One-on ones with 30 – 40 Receptive Tour operators in the SGV.

Registration Fee: \$2,895
Air: \$260
Hotel: \$390
Total: \$3545

2) [Go West Summit – Portland, OR – March 24 – 27, 2020](#)

- BENEFITS:** Buyers are Internationally-Based Tour Operator or Wholesaler - Receptive Operator that sell pre-packaged or customized multi-day tours to Go West Summit States and Canadian provinces and represent 22 countries; pre-qualified travel journalists at event; One-on ones with 25+ Wholesale and Receptive Tour operators.

Registration Fee: \$2,595 *early pricing before June 1, 2019*
Gas: \$80
Hotel: \$548
Total: \$3,223



Expands our International Visitor Marketing Outreach.



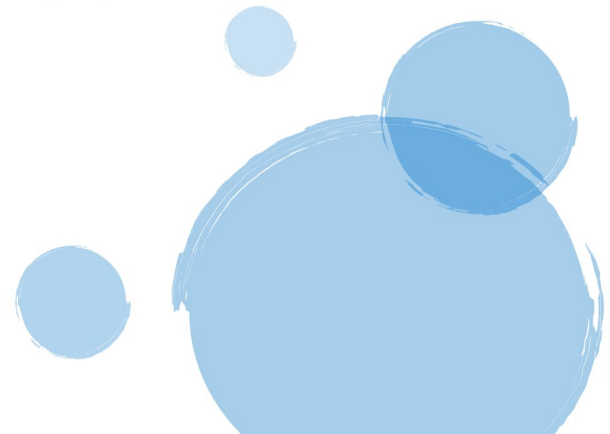
Generate leads and contacts for Auburn hotels for targeted market segment of FIT; fly/drive; leisure and value focused travelers.



Facilitates Communication between domestic and international operators and myself.



Allows us to grow the Explore Auburn brand.





3) Active America China – San Diego, CA March 30 – April 2, 2020

BENEFITS: Continues relationships with receptive tour operators that service the Chinese market; the ability to meet new ones as Seattle is the gateway to other west coast destinations; Creates awareness of Auburn as a destination for a segment of travelers that align with what Auburn has to offer; Mix of Receptive and Wholesale tour operators; one-on Ones with 25+ that are looking for new destinations and tourism products; tend to book group travel for Chinese wholesale tour operators; One-on ones with 25+ Wholesale and Receptive Tour operators from China and the US.

Registration Fee: \$2,895

Air: \$307

Hotel: \$368

Total: \$3570

Travel Tradeshow Participation Request:

Active America China Receptive - \$3,545

Go West - \$3,223

Active America China 2020 - \$3,570

=\$10,363

2019 – Q1 2020

