



**Auburn Tourism Board Meeting
APRIL 9, 2019 – 10:00 AM
COUNCIL CHAMBERS
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE MARCH MEETING MINUTES

III. NEW BUSINESS

- Review 2019 Lodging Tax Grant Applications
- Emerald Downs Marketing Proposal

IV. NEXT MEETING

- Next ATB Meeting:
Thursday, April 18 at 10AM in Room #3, 2nd Floor, City Hall

V. ADJOURNMENT



**Auburn Tourism Board Meeting
March 21, 2019 – 10:00 AM
Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:06am by Vice Chair McAlister.

Board Members present: Chairwoman Lara Mae Chollette (via phone); Vice Chair McAlister; Board Members Ron Roberts; Julie Kruger; Kacie Bray; Edgar Vidal.
Excused Absence: Board Member Malia Dale.
Staff Present: Lorraine Chachere, Tourism Coordinator.

APPROVE FEBRUARY MEETING MINUTES

Board Member Bray motioned to approve the February meeting minutes. Board Member Kruger seconded the motion.
MOTION PASSES UNANIMOUSLY 6-0.

II. OLD BUSINESS

1) Guest Speaker: Dustin Lawrence, Senior Planner, City of Auburn

During the discussion with Ingrid Gaub, Director of Public Works on wayfinding signage at the February Tourism Board meeting, several additional questions arose from Board Members that were more in the realm of Community Development. Planner Lawrence provided an overview of signs, relevant codes, murals, art, signage on vacant property.

Board Members expressed concern with the growth of the city the desire to keep visitors from traveling to surrounding communities for their needs, the ability to have attractive modern signage to replace existing ones, and how other cities have recently implemented signage, or even incorporates city gems into art via murals in a non-advertising fashion. With the prospect of Fieldhouse USA coming to The Outlet Collection bringing a possible 1.5 million people to Auburn as they have done in other cities, the Tourism Board wishes to prepare for these visitors by ensuring visitors can be directed to tourism assets easily.

2) Tourism Updates:

- **Tourism Budget** – The financials through January 2019 were presented.
- **2019 Trade Show Calendar and Tourism Marketing Calendar** – A calendar with an overview of prospective tradeshow participation to generate awareness of Auburn as an ideal destination and cultivate hotel

bookings was provided for the year. As well as a community visibility calendar to have a presence in the Auburn area.

- **Port of Seattle Spotlight Grant** – With the low cost and visibility associated with the Port of Seattle’s Spotlight Grant program, Economic Development Manager Lein encouraged the submission of an application for the program. Auburn was selected as a grant recipient and the ad that will be created by the City’s Multimedia will be installed April 1st and run through Q2.

III. NEW BUSINESS – ACTION ITEM

- **Emerald Downs Marketing Collaboration Proposal** –Board Member Vidal discussed Emerald Downs proposal for a marketing collaboration with Auburn Tourism for April - December 2019. The request was initiated by the Tourism Board at the June 2018 meeting.

Board Member Vidal expressed that an option in the proposal would exclusively promote Auburn hotels or the ability to work with hotels in surrounding communities that have expressed interest in a partnership with them. While the proposal focused on marketing Auburn hotels, Board Member Bray suggested that the focus be on Explore Auburn as significant time and resources were invested in the rebranding, and that the website itself promotes the hotels as well as other Auburn businesses.

A discussion ensued assessing maximizing benefits of pre-arrival vs. day of attendance at Emerald Downs, as well as promoting the Choose Your Own Adventure, visual signage such as on site banners, print/brochures. Based on the feedback given, Emerald Downs will provide another proposal to be evaluated at the Special Meeting on Tuesday, April 9th.

IV. NEXT MEETINGS

Special Meeting Tuesday, April 9th at 10AM in Council Chambers
ATB Meeting, Thursday, April 18th 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



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.



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

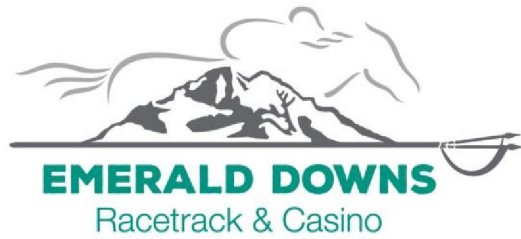
Name		Date	
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2019 Partnership Proposal

EXPLORE
Auburn



EMERALD DOWNS
Racetrack & Casino



2
0
1
9

APRIL

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY

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21	22	23	24	25	26	27
28	29	30	31			

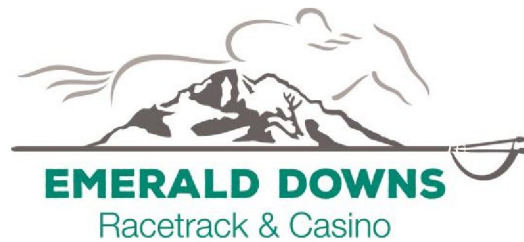
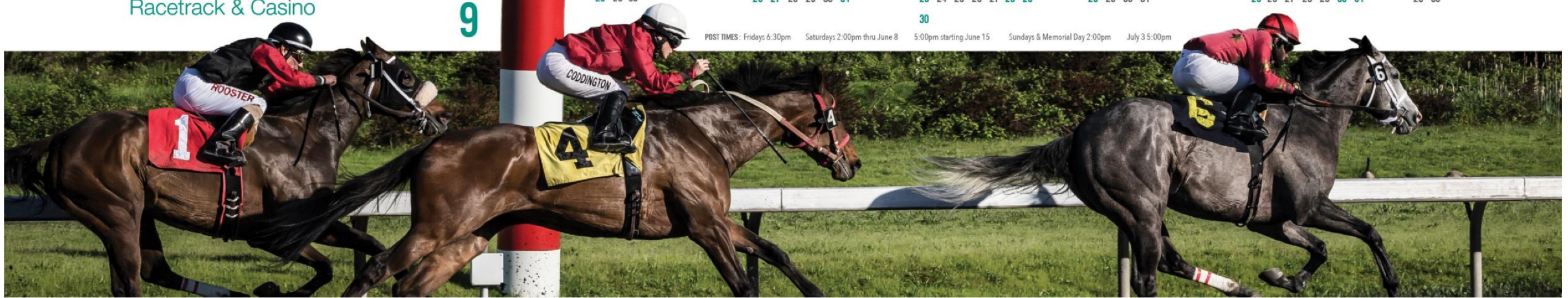
AUGUST

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

POST TIMES: Fridays 6:30pm Saturdays 2:00pm thru June 8 5:00pm starting June 15 Sundays & Memorial Day 2:00pm July 3 5:00pm



Company Overview

Emerald Downs Racetrack and Casino opened in 1996 and is located in Auburn, WA. Ideally located between major cities of Seattle, Bellevue and Tacoma just off Hwy 167 and miles from SeaTac International Airport, live thoroughbred racing is scheduled from mid-April through the end of September.

Throughout the year, we offer simulcasting wagering from thoroughbred, harness, and quarter horse tracks around the world. In addition to thoroughbred racing, our entertainment venue offers 10 table games, live music and special events all year round.

Featured events include Corgi Races, the Muckleshoot Gold Cup Indian Races, Fiesta Premio Esmeralda, New Year's Eve, and our July 3rd Fireworks Spectacular. Emerald Downs also consists of venues to host group events of 10 – 10,000 guests during racing season and off season. Complimentary self-parking is available along with the addition of Valet and Preferred Parking during the racing season.



Emerald Downs: By The Numbers



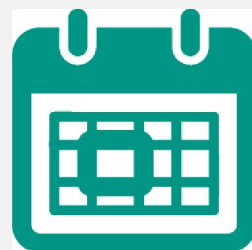
PAGE VIEWS
30,000
MONTHLY



ANNUAL
ATTENDANCE
250,000+
GUESTS



SOCIAL MEDIA
40,700+
FOLLOWERS



ANNUAL EVENTS
67+
PROMOTIONAL
EVENTS
460+ GROUP
EVENTS



EMAIL LIST
14,000
SUBSCRIBERS



EMERALD DOWNS
Racetrack & Casino

Partnership Program Details – Tier 1

Website

- Explore Auburn will be featured as an independent webpage on emeralddowns.com
 - Webpage to be created within 30 days of contract signature
 - All content, photos, etc. must be provided by Explore Auburn
 - Start Date – Once contract is signed
 - End Date – December 31, 2019

Onsite Signage and Brochure Distribution

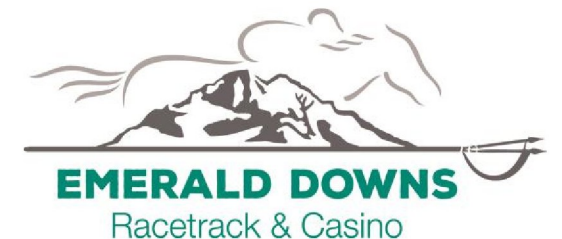
- Explore Auburn Brochures will be on display and available guests at each Guest Services desk located on Floor 2, 3, and 5
- One (1) 8.5 x 11” counter sign
 - Brochures and signage to be provided by Explore Auburn
 - Start Date – Opening Day, April 20th
 - End Date – End of Season Day, September 23rd

Digital and Print Advertising

- One (1) Dedicated Email Newsletter for Explore Auburn
 - Date to be mutually agreed upon
 - Content and photos provided by Explore Auburn
- One (1) Social Media Post on Facebook, Instagram, Twitter promoting Explore Auburn
 - Date to be mutually agreed upon
 - Content and photos provided by Explore Auburn



Investment: \$5,000



Partnership Program Details – Tier 2

In Addition to Tier 1

Digital and Print Advertising

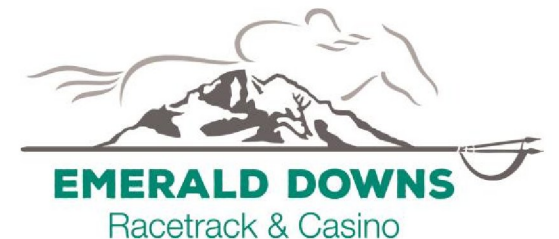
- Sixteen (16) 1/3 page B&W Ad in the Official Programs
 - Dimensions 3.5" x 2.5"
 - Grayscale high-res pdf
 - Two dates per month. Dates to be mutually agreed upon
- Three (3) Dedicated Email Newsletter for Explore Auburn
 - Dates to be mutually agreed upon
 - Content and photos provided by Explore Auburn
- Three (3) Social Media Post on Facebook, Instagram, Twitter promoting Explore Auburn
 - Date to be mutually agreed upon
 - Content and photos provided by Explore Auburn

Onsite Activation

- Ten (10) Dates for onsite activation promoting Explore Auburn
 - One 6' table at a desirable location inside Grandstand including chairs and electricity as needed
 - Dates to be mutually agreed upon
 - Set-up and staffing provided by Explore Auburn



Investment: \$10,000



Partnership Program Details – Tier 3

In Addition to Tier 1 and Tier 2

Digital and Print Advertising

- Daily 1/3 page B&W Ad in the Official Programs
 - Dimensions 3.5" x 2.5"
 - Grayscale high-res pdf
 - Every Live Racing Date, April – September 2019
- Eight (8) Dedicated Email Newsletter for Explore Auburn
 - Dates to be mutually agreed upon (once per month of Live Racing, April – September 2019)
 - Content and photos provided by Explore Auburn
- Eight (8) Social Media Post on Facebook, Instagram, Twitter promoting Explore Auburn
 - Date to be mutually agreed upon (once per month of Live Racing, April – September 2019)
 - Content and photos provided by Explore Auburn
- Daily :30 commercial promoting Explore Auburn on Big Screen in-field TV
 - Every Live Racing Date, April – September
- Three (3) Logo Carpeted Mats to be placed in front of each Guest Services desk
 - 3' x 5' Size
 - To be designed and paid for by Explore Auburn (<https://www.andrewsinc.com/p/KYFNG-FASNJ/3x5-digiprint-nylon-indoor-carpeted-logo-mat-w-rubber-backing>)

Onsite Activation

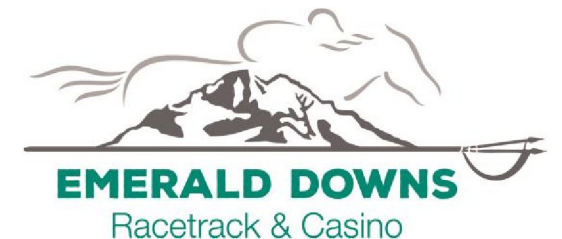
- Twenty-Five (25) dates for onsite activation promoting Explore Auburn
 - One 6' table at a desirable location inside Grandstand including chairs and electricity as needed
 - Dates to be mutually agreed upon
 - Set-up and staffing provided by Explore Auburn

Hospitality

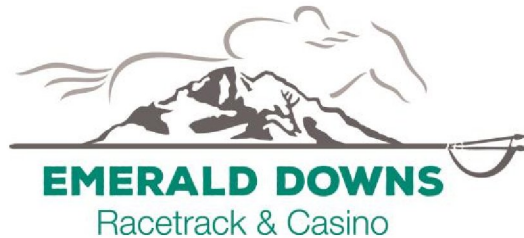
- Five Hundred (500) General Admission valid any live racing date, April – September 2019
 - To be used for client gifts, entertainment, contest prizes, etc.
- One (1) Elysian Brewing Turf Club 2019 Membership
 - Includes table for four (4) with admission, one (1) valet parking, official programs, tip sheet
 - F&B is additional cost



Investment: \$15,000



THANK YOU!



Edgar Jason Vidal | Emerald Downs Racetrack & Casino

Director of Sales and Marketing

Direct: 253.288.7704 | Cell: 425.247.4900

EdgarV@emeralddowns.com | emeralddowns.com

Lorraine and Rick,

After checking with the people involved in the next geocaching adventure, I feel we should use May 17 - 19, 2019 as our date. The April dates we also considered might be too soon to assure receipt of the coins from design and manufacture, so I want to be sure they arrive in time, plus it gives us more time to get the caches in place in all the locations. Therefore, we choose May 17 - 19, 2019 as our dates, with several events stretched out over three days, and that will encourage two nights stay for those from out of town.

DATES: Friday night, May 17 - do either a night cache or an event that will draw people into town the day before the big launch. This was VERY successful in 2017 with a night cache placement. We over-filled the restaurant (Rainbow Café in Auburn as their Banquet Room was not large enough for those attending, and we spilled out into the main restaurant) when we did a night cache for 2017. Saturday, May 18 - launch of the 30 - 40 new placements scattered around the 3 - 4 cities. Sunday, May 19 - choose an area in one of the cities for a CITO (Cache In, Trash Out) environmental day event to clean up a park or other area. These are very successful events at the end of a weekend of geocaching. They are normally held in the morning, with light breakfast snacks and juices and coffee, and followed by cleanup of an area, then the folks head home. Those that attend this event will have usually stayed at least two days, and maybe more.

HOTELS: I'm visiting motels/hotels in Auburn to get discount code from them for the event, and I know that we've had out-of-towners stay in them before and would hope they might have staff that remember that, but with personnel turnover, it may not be possible they have any records of such. Nevertheless, I am soliciting such a discount. I will also do this in all the other cities that have a hotel/motel tax revenue stream, which would be Kent and Renton.

We have been advised by **Kent** that we have received **\$1,100** in funding for this event, and that was before I had a set date for them. I missed the Renton deadline when our son had a serious heart attack in October and that application was due by 11/30/18 and this completely escaped our mind when we were going through the seven week series of hospitals and rehabilitation he required. I have heard, thanks to the lady in Kent, of another possibility of funding from Port of Seattle, and I am attending a funding seminar they are holding on January 11, 2019. So, there is still hope for additional funding for Renton. Maple Valley contends that they will have money even tho they do not have a hotel tax revenue source through their Economic Development Department. So, I still hold hope that we will get funding for all four areas, but know for certain I have one at this point with Kent. Even if we get no other funds, we will use whatever we have to market this in a slightly smaller event, but with adequate funding and support from Geocaching.com as a GeoTour, it can REALLY be a big deal for this area. So, additional funding is important to get the biggest result from this event. I also led to believe that the coin will cost much less if it is a GeoTour prototype coin so each city gets additional links in the information pages, and does not require a larger coin to allow logo for each city on the coin. Links on the website drive the viewer to each city's tourism pages with additional information that they can track easily.

MARKETING: As a GeoTour, it will be marketed constantly by Geocaching.com on their HUGE website that reaches geocachers all over the world. People travel constantly for this "sport" and are always looking for a GeoTour that gives a prize to fulfill when they are in the area. Because Seattle is the home of Geocaching, many international tourists visit Seattle each year and then do all interesting geocaches in the area. This event as a GeoTour of up to one year means Geocaching.com would market the event in their area for that full year's time, and pop-ups would show up from time to time on their website while geocachers are browsing, advertising this event. We would also use the local Parks publications of Auburn, Kent, Renton and Maple Valley to publicize the event in May 2019, which would also have email information sent to their database lists closer to the timeframe that would give even more data about the multiple events that are happening. We'd also love to get some publicity from any local newsprint that would talk about this new Puget Sound area activity that has grown from the first Auburn event in 2015. Any other city publications that will allow us to market the event will be utilized to support this project.

I hope this is adequate information at this date, and will have more after the first of the year and keep you both abreast of the developments.

Thank you for all consideration in this venture. We have received a lot of good feedback from word of mouth that we have spread about our expansion of the project to cover a larger area. Geocachers are familiar with the large event that Tri-Cities puts on every year with over 500 in attendance, and has Mega Status (a minimum of 500 attendees), and would love to see one on this side of the mountains.

Please add this information to our current application and let me know if you have any further questions, as I am happy to update you as this moves forward.

Annette P. Bailes
Geocaching Project Manager
Valley Cities Geocaching Adventure



2019 Application for City of Auburn Lodging Tax Tourism Grant

APPLICATION DEADLINE: WEDNESDAY, JANUARY 2, 2019 by 4:00 PM

Total Amount Requested: \$ 15,000.00 Name of Event The 20th Korean American National Sports Festival



Korean Amateur Sports Association WA.
Organization/Agency Name

90-0868808

Federal Tax ID Number

Sok Tae Chang / Joana Chong
Contact Name

president / executive director
Title

2822 44th st CT NE
Mailing Address

Tacoma WA 98422
City State Zip

258 380-8106 / 425 802 7122
Phone

James888@gmail.com / jc9640@gmail.com
Email Address

Pierce County, King County
Event Location

June 21 ~ 23, 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



APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN 4:00 PM WEDNESDAY, JANUARY 2, 2019. 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 WEDNESDAY, JANUARY 2, 2019.
LATE APPLICATIONS WILL NOT BE CONSIDERED.

APPLICATION TIMELINE

The Lodging Tax Advisory Committee will review your application at a Special Meeting in February. 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 March 2019.

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

Economic Development office of Auburn

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

Hyuna Chong

Date

Dec 10, 2018

Printed or Typed Name

Hyuna Chong

PROVIDE INFORMATION AND USE FOR THE FOLLOWING

1. Describe your tourism-related activity or event:

The 20th KANSF will bring over 2000 visitors to the region to attend the games. We also expect them to take extra days to tour since the dates fall within summer vacation time. We plan to use tennis courts @ ARHS & AHS which will bring about 400-500 people directly to Auburn to participate in the games.

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

Since the venue is located in Auburn, the athletes & its family have to come to the city & spend time during the game day.

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	2500~ 4000	☐ DC ☒ MC ☐ RS ☐ IS ☐ SE
b. Number of people who travel more than 50 miles for your event/activity	2500	☐ DC ☒ MC ☐ RS ☐ IS ☐ SE
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	2500f	☐ 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	0	☐ DC ☒ MC ☐ RS ☐ IS ☐ SE
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in Auburn	100~ 150	☐ DC ☒ MC ☐ 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/on 21st 70/22nd	☐ DC ☒ MC ☐ RS ☐ IS ☐ SE

using the numbers from previous event

Depending on how many venues we secure in the city.

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):

We'll use multiple hotels throughout the region.

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:

Total number of attendees including volunteers in 2017 was about 4500, 50% and more coming from out of the state.

All the major Korean community news media in US covered the event. We'll also have vips, officials, referees & teams from Korea as well.

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

Athletes & officials will come from over 35 states & Korea as well.

Age group will vary from teens to 60ish, since it covers all the age groups. 1st, 2nd & 3rd generation KAs in US & some from Korea.

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

Our event is biannual sports festival that has been going on last 26 years. Therefore most of athletes expect to attend this every other year. Every sports & many city / state has its own KA Korean Sports Association that organizes their representing athletes. We use Korean American Amateur Sports Association network, community media and etc to promote.

EXPLORE Auburn

EXPLOREAUBURN.COM

Every team & sports run their own selection process through multiple competition games in their own area.

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.)

Our total expense including airfare, lodging, etc. over \$4mil. We have to raise \$300,000-400,000 in cash in addition to in-kind donations. These will be used for venue, transportation, food, & officials etc.

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.)?;

Lodging list will be posted on our website & by host, so participants can book directly. City of Auburn will be exposed to KA market.

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

City of Santa
City of Federal Way

City of Auburn will have tax dollar earned via venue, lodging & restaurants.

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

N/A

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

Total \$3.3 mil. Please refer to the attached file.

13. What percent of your budget are you requesting from Auburn Lodging Tax Fund? 0.4 %

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
Sea Tax Tourism Fund	\$35000	Y	
Federal Way "	\$25000	Y	
Overseas Korean Foundation	\$50,000	N	
Coca Cola	\$20,000	Y	
Directons duo	\$10,000	Y	

15. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? All the expense we list as essential part of the event we'll look for in-kind donation if we don't raise up to our goal. In addition, we'll seek more sponsorships - private, corporate sides.

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:

N/A

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 explain below how funds awarded were used. If you were not a 2018 grant recipient, there is no need to complete this section.

N/A



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

017127.104816.294169.29808 1 AB 0.408 530




KOREAN AMATEUR SPORTS ASSOCIATION
ATTENTION DAN SHIN
10900 NE 4TH ST SUITE 1500
BELLEVUE WA 98004

017127

CUT OUT AND RETURN THE VOUCHER IMMEDIATELY BELOW IF YOU ONLY HAVE AN INQUIRY.
DO NOT USE IF YOU ARE MAKING A PAYMENT.

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT,
EVEN IF YOU ALSO HAVE AN INQUIRY.

 The IRS address must appear in the window.

0752286427

BODCD-TE

Use for inquiries only

Letter Number: LTR4168C
Letter Date : 2018-11-16
Tax Period : 000000



900868808

INTERNAL REVENUE SERVICE
P.O. Box 2508
Cincinnati OH 45201


KOREAN AMATEUR SPORTS ASSOCIATION
ATTENTION DAN SHIN
10900 NE 4TH ST SUITE 1500
BELLEVUE WA 98004

900868808 FU KORE 00 2 000000 670 000000000000

 The IRS address must appear in the window.

0752286427

BODCD-TE

Use for payments

Letter Number: LTR4168C
Letter Date : 2018-11-16
Tax Period : 000000



900868808

INTERNAL REVENUE SERVICE

KANSAS CITY MO 64999-0204


KOREAN AMATEUR SPORTS ASSOCIATION
ATTENTION DAN SHIN
10900 NE 4TH ST SUITE 1500
BELLEVUE WA 98004

900868808 FU KORE 00 2 000000 670 000000000000



Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752286427
Nov. 16, 2018 LTR 4168C 0
90-0868808 000000 00

00022688
BODC: TE

KOREAN AMATEUR SPORTS ASSOCIATION
ATTENTION DAN SHIN
10900 NE 4TH ST SUITE 1500
BELLEVUE WA 98004

017127

Employer ID number: 90-0868808
Form 990 required: No

Dear Taxpayer:

We're responding to your request dated Nov. 06, 2018, about your tax-exempt status.

We issued you a determination letter in September 2018, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

0752286427
Nov. 16, 2018 LTR 4168C 0
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KOREAN AMATEUR SPORTS ASSOCIATION
ATTENTION DAN SHIN
10900 NE 4TH ST SUITE 1500
BELLEVUE WA 98004

local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Teri M. Johnson". The signature is fluid and cursive, with the first name "Teri" being more prominent.

Teri M. Johnson
Operations Manager, AM Ops. 3