



**Lodging Tax Advisory Committee  
Special Meeting  
January 15, 2025 - 10:00 AM  
City Hall Council Chambers**

**AGENDA**

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**CALL TO ORDER**

**PUBLIC PARTICIPATION**

- A. The Lodging Tax Advisory Committee Meeting scheduled for Wednesday January 15, 2025 at 10:00 a.m. will be held in person and virtually.

Virtual Participation Link:

To listen to the meeting by phone or Zoom, please call the number below or click the link:

Telephone: 253 215 8782

Toll Free: 888 475 4499

Zoom:

<https://us06web.zoom.us/j/81971197751?pwd=mpIULauBtWIIWFTiGBDIMHishlvN3F.1>

Meeting ID: 819 7119 7751

Passcode: 267477

**ROLL CALL**

**AUDIENCE PARTICIPATION**

This is the place on the agenda where the public is invited to speak to the Board on any issue.

- A. The public can participate in-person or submit written comments in advance.

Participants can submit written comments via mail, fax, or email. All written comments must be received prior to 5:00 p.m. on the day before the scheduled meeting and must be 350 words or less.

Please mail written comments to:

City of Auburn

Attn: Jenn Francis, Economic Development Manager

25 W Main St

Auburn, WA 98001

Please fax written comments to:

Attn: Jenn Francis, Economic Development Manager

Fax number: 253-804-3114

Email written comments to: [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)

If an individual requires accommodation to allow for remote oral comment because of a difficulty attending a meeting of the governing body, the City requests notice of the need for accommodation by 5:00 p.m. on the day before the scheduled meeting. Participants can request accommodation to be able to provide a remote oral comment by contacting the Community Development Department in person, by phone (253) 215-8744, or by email (jfrancis@auburnwa.gov).

## **ANNOUNCEMENTS, REPORTS, AND PRESENTATIONS**

- A. 2024 Explore Auburn Recap

## **DISCUSSION ITEMS**

- A. 2024 Lodging Tax Revenue Summary

## **ACTION ITEMS**

- A. Auburn Area Chamber 2025 LTAC Grant Application

## **ADJOURNMENT**

Agendas and minutes are available to the public at the City Clerk's Office and on the City website (<http://www.auburnwa.gov>).



**AGENDA BILL APPROVAL FORM**

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**Agenda Subject:**

2024 Explore Auburn Recap

**Meeting Date:**

January 15, 2025

**Department:**

Community Development

**Attachments:**

2024 Recap For LTAC (1)

**Budget Impact:**

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**



EXPLORE  
★  
*Auburn*  
WA

# 2024 Recap

Presented By | Kacie Bray | Auburn Area CONNECT

# Websit

# e



# STARTS

# 9

The Outlet Collection | Seattle

- Family friendly
- Kid friendly
- LGBTQ+ friendly
- Wheelchair accessible
- Explore



1101 OUTLET COLLECTION WAY 1268

(253) 833-1790

outletcollectionseattle.com



Oct 26, 2024 @ 1:00 pm - 5:00 pm

## AUBURN'S HALLOWEEN HARVEST FESTIVAL & TRUNK-OR-TREAT

Les Gove Park, 910 9th St SE, Auburn, WA 98002-6200, United States

Hosted By Auburn Arts and Events, Auburn Parks, Arts & Recreation

[Read More](#)

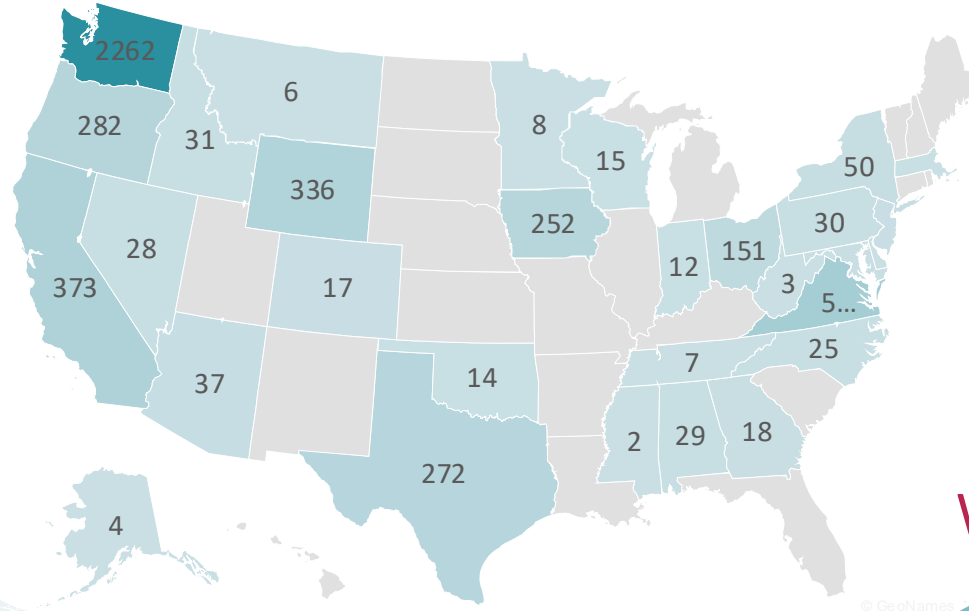
# 156

## EVENT POSTS



# BLOG POSTS

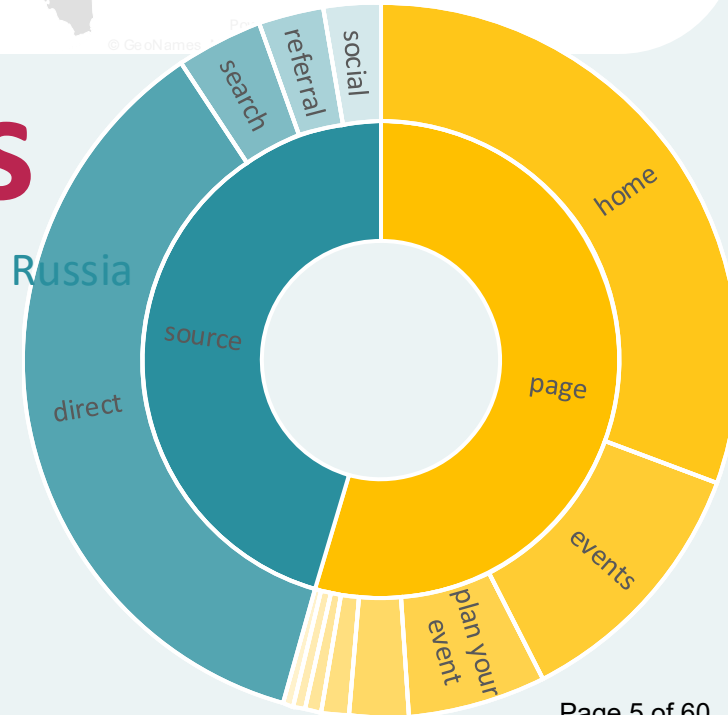
## Website Visits by State



Website Visits by State



## Website visits

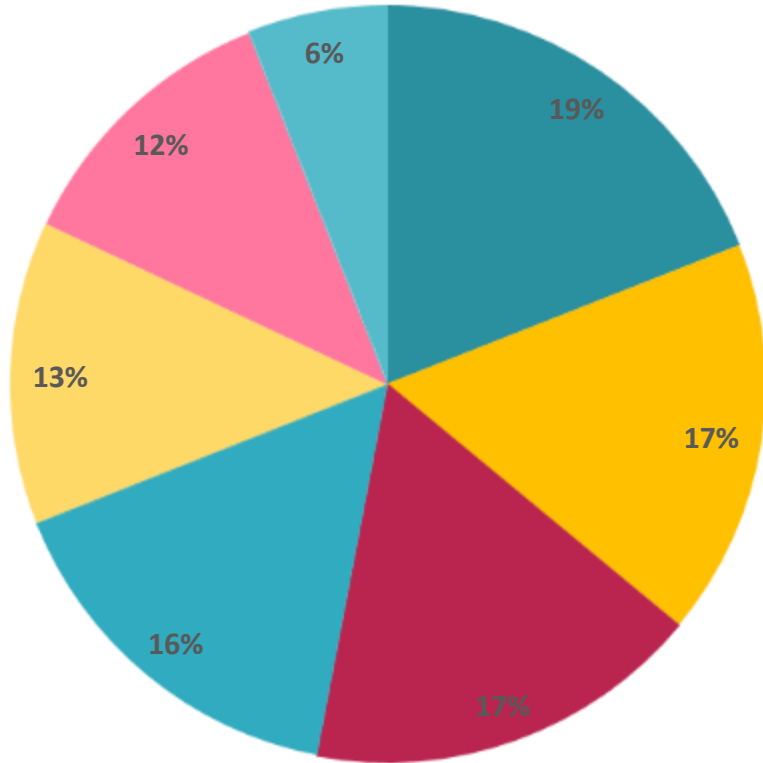


# Top countries

United states | Canada | Germany | Japan | Russia

# SOCIAL MEDIA CONTENT BREAKDOWN

- Events
- Holidays & Fun
- Food
- Attractions
- Retail & Hotels
- Arts & Outdoors
- Other



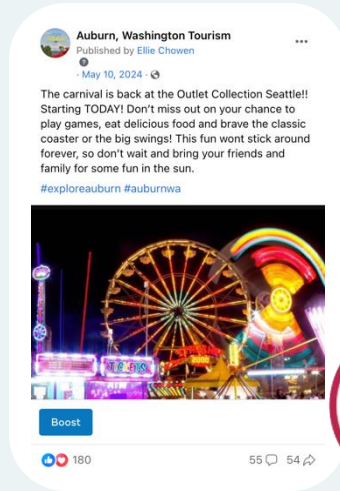
views  
**384,885**



reach  
**366,510**



Interactions  
**20,761**



**159,811**  
Accounts reached on facebook

**Social media STATS**

Total followers  
**12,328**

#exploreauburn

**637**

Total posts  
**565**

Link clicks  
**700**



# SOCIAL

# demographics

## Top cities

- Seattle
- Los Angeles
- Houston
- Phoenix
- Las Vegas

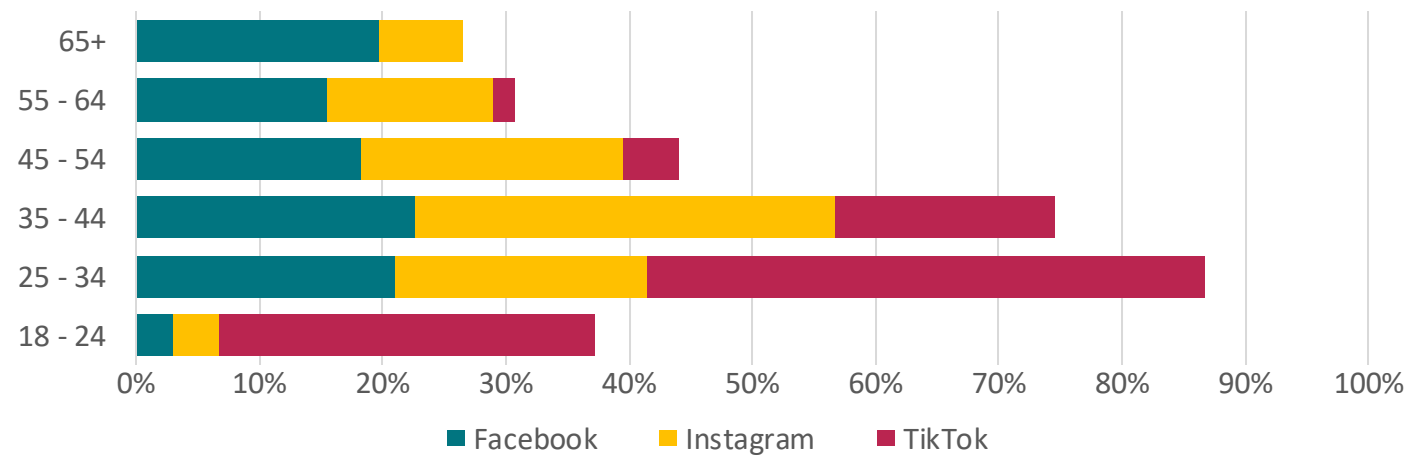
## Top countries

- United states
- Canada
- Mexico
- Puerto Rico
- Nigeria

Viewers by Gender



Viewers by age



88



participated in  
Explore  
Auburn Photo



# Activations

Year Long Sponsorship Locations  
Emerald Downs | Pacific Raceways |  
Junior Achievement | Outlet Collection  
Seattle





Explore Auburn Booth activations at 4 events

## Event Sponsorships & Promotions

Petpalooza | Veterans Day Parade | Airport Day | NHRA Races | NHRA Fanfest | Festival of Trees | Students of Color Conference | Green River New Student Orientation | Emerald Downs Relay Races | Kentucky derby  
Seattle Parrot expo | Aloha Fest | Native American Workforce Conference Santa Paws | Santa Parade | SVL Gala | ... for YMMM Gala

10 Explore Auburn Gift Basket Given out

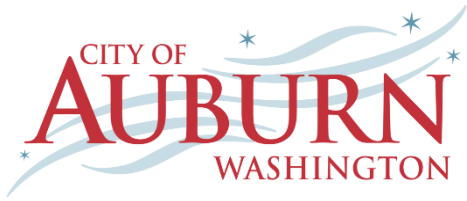
Over \$2,500 worth of product and gift cards to local businesses distributed





# Cheers to 20





**AGENDA BILL APPROVAL FORM**

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**Agenda Subject:**  
2024 Lodging Tax Revenue Summary

**Meeting Date:**  
January 15, 2025

**Department:**  
Community Development

**Attachments:**  
Hotel Motel Fund Financial  
Report - Dec 2024 (as of  
01.14.25), Hotel Motel Fund  
Financial Report - Jan 2025 (as  
of 01.14.25)

**Budget Impact:**

**Administrative Recommendation:**

**Background for Motion:**

**Background Summary:**

**Councilmember:**

**Staff:**

## 2024 Hotel / Motel Fund Performance

Through December 2024

### Hotel Motel Fund Revenues

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	2024 YTD Total	2024 Total Budget	2024 YTD Budget - Dec	Variance to Budget
Hotel/Motel Excise Tax	10,635	10,081	10,023	13,375	13,130	12,413	15,715	19,362	16,692	27,650	17,150	12,784	179,008	225,000	225,000	(45,992)
International Film Festival Admission	-	-	-	-	-	-	-	-	-	-	-	-	-	2,500	2,500	(2,500)
Investment Income	2,218	2,078	2,288	2,154	2,282	2,185	2,348	2,423	1,918	1,954	1,864	-	23,713	1,400	1,400	22,313
<b>Total Fund Revenues</b>	<b>12,853</b>	<b>12,160</b>	<b>12,311</b>	<b>15,529</b>	<b>15,412</b>	<b>14,598</b>	<b>18,063</b>	<b>21,785</b>	<b>18,609</b>	<b>29,604</b>	<b>19,014</b>	<b>12,784</b>	<b>202,721</b>	<b>228,900</b>	<b>228,900</b>	<b>(26,179)</b>

### Hotel Motel Fund Expenditures

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	2024 YTD Total	2024 Total Budget	2024 YTD Budget - Dec	Variance to Budget
Other Wages	-	-	-	-	-	-	-	-	-	-	-	-	-	48,950	48,950	48,950
Benefit Expenditures	-	-	-	-	-	-	-	-	-	-	-	-	-	8,800	8,800	8,800
Office & Operating Supplies	-	-	-	-	-	-	-	-	-	-	-	-	-	3,200	3,200	3,200
Services and Charges	25,908	75	75	75	25,908	25,908	75	75	110,908	75	25,908	25,833	240,825	201,150	201,150	(39,675)
Transfers Out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Fund Expenditures</b>	<b>25,908</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>25,908</b>	<b>25,908</b>	<b>75</b>	<b>75</b>	<b>110,908</b>	<b>75</b>	<b>25,908</b>	<b>25,833</b>	<b>240,825</b>	<b>262,100</b>	<b>262,100</b>	<b>21,275</b>
<b>Fund Operating Income/(Loss)</b>	<b>(13,055)</b>	<b>12,085</b>	<b>12,236</b>	<b>15,454</b>	<b>(10,496)</b>	<b>(11,310)</b>	<b>17,988</b>	<b>21,710</b>	<b>(92,299)</b>	<b>29,529</b>	<b>(6,894)</b>	<b>(13,050)</b>	<b>(38,104)</b>	<b>(33,200)</b>		

<b>2024 Budgeted Beginning Fund Bal.</b>	<b>Year: 2024</b>
YTD Estimated Ending Fund Bal	\$ 506,580
	\$ 468,476

## 2025 Hotel / Motel Fund Performance

Through January 2025

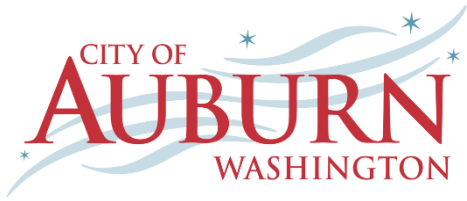
### Hotel Motel Fund Revenues

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - Jan	Variance to Budget
Hotel/Motel Excise Tax	-	-	-	-	-	-	-	-	-	-	-	-	-	145,000	9,388	(9,388)
International Film Festival Admission	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investment Income	-	-	-	-	-	-	-	-	-	-	-	-	-	26,000	2,167	(2,167)
<b>Total Fund Revenues</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>171,000</b>	<b>11,555</b>	<b>(11,555)</b>

### Hotel Motel Fund Expenditures

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - Jan	Variance to Budget
Other Wages	-	-	-	-	-	-	-	-	-	-	-	-	-	48,950	4,079	4,079
Benefit Expenditures	-	-	-	-	-	-	-	-	-	-	-	-	-	8,800	733	733
Office & Operating Supplies	-	-	-	-	-	-	-	-	-	-	-	-	-	3,200	267	267
Services and Charges	-	-	-	-	-	-	-	-	-	-	-	-	-	116,150	9,679	9,679
Transfers Out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Fund Expenditures</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>177,100</b>	<b>14,758</b>	<b>14,758</b>
Fund Operating Income/(Loss)	-	-	-	-	-	-	-	-	-	-	-	-	-			<b>(6,100)</b>

<b>2025 Budgeted Beginning Fund Bal.</b>	<b>Year: 2025</b>
YTD Estimated Ending Fund Bal	\$ 483,780
	\$ 483,780



## AGENDA BILL APPROVAL FORM

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**Agenda Subject:**

Auburn Area Chamber 2025 LTAC Grant Application

**Meeting Date:**

January 15, 2025

**Department:**

Community Development

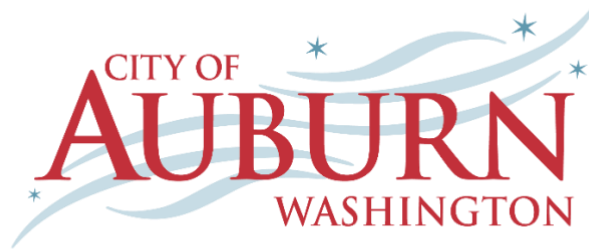
**Attachments:**

Chamber of Commerce LTAC  
2024 Application for FY2025  
LTAC Grant Award doc, 7-2d  
Explore Auburn Recap numbers  
as of Jan1 to Dec12 2024, 7-2d  
2025 EA TOURISM PLAN, 5-4f  
2024 Balance Sheet AACC, 5-4g  
AACC Bylaws with Amendments  
2022, 5-4i 2024 Board of  
Directors, 5-4h 12.04.2024  
Board, 5-4d W9 2024

**Budget Impact:****Administrative Recommendation:****Background for Motion:****Background Summary:**

At the meeting on January 15, 2025, LTAC will discuss the Chamber of Commerce application and determine if you wish to award funding, and, if so, at what amount. Once LTAC reaches its decision, staff will appear at a Council study session during which your recommendations will be vetted. At the following Council meeting, the Council may either approve or reject your recommendation. They may not alter it. If they disagree with your recommendation for funding, the matter will return to you for review and comment, and, after a mandatory 45 day period, the matter will return to Council for final action.

**Councilmember:****Staff:**



## Application for Fiscal Year 2025 Lodging Tax Grant Funds

**Due no later than 5:00pm on December 20, 2024**

Application materials may be submitted using any of the following:

As an email attachment sent to [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)

-OR-

Mailed to City Hall (Attn: Jenn Francis), 25 West Main Street, Auburn, WA 98001

### **Lodging Tax Advisory Committee**

Mayor Nancy Backus, Chair

#### **Represent Business Authorized to Collect**

Andy Cho, Garner Hotel Auburn

Aman Ghag, Holiday Inn Express, Auburn

Vacant

#### **Represent Business Authorized to Receive**

Susan Roberts, Gosanko Chocolate

Bob Fraser, Emerald Downs

Elizabeth Butchko, Outlet Collection

### **City Staff Support**

Jenn Francis, Economic Development Manager

[Jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)

(253) 215-8774

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7. Application.....	Page 9

## 1. LODGING TAX FUNDING GUIDELINES

### **Background**

The objective of the City of Auburn Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Auburn. The process is reviewed annually and the guidelines are updated in accordance with reported success of existing programs, potential for new programs, and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

### **Objectives for Hotel/Motel Tax Funds:**

- Generate increased tourism in Auburn resulting in overnight stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Auburn throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

### **Allocation Guidelines:**

- The City, on an annual basis, shall seek funding proposals from organizations seeking to use Hotel/Motel Tax funds for promoting tourism.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by the City Council in the form of approval or denial of the recommendations – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract with the City and funding will be provided on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.

## **2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY**

### **WHAT ARE “LODGING TAX FUNDS?”**

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

### **HOW CAN THOSE FUNDS BE USED?**

Washington State law (RCW 67.28.1815) requires that funds be expended “...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

Tourism promotion is defined as “...activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.”

### **WHERE CAN THE FUNDS BE USED?**

The funds are to be used to draw tourists to stay in Auburn lodging overnight.

### **WHO CAN APPLY FOR FUNDS?**

Any organization, including private businesses, can use the funds to advertise and promote tourism through the media. The promotion must be designed to attract tourists to Auburn with the goal of increasing the number of overnight stays in the City’s lodging facilities.

### **WHO DECIDES WHICH APPLICATIONS GET FUNDED?**

All complete application packets are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Auburn City Council who will make the final funding approval.

### **HOW DO I APPLY?**

Complete applications are due no later than 5:00pm on December 20, 2024. Application materials may be sent electronically (preferred) via email to [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov) or mailed to City Hall (Attention: Jenn Francis), 25 West Main Street, Auburn, WA 98001.

### 3. SCHEDULE

Applications due no later than 5:00pm December 20, 2024

LTAC agenda packet emailed to LTAC committee and available online on January 8, 2025

LTAC meets to discuss applications and to make funding recommendations on January 15, 2025

Recommendations to Auburn City Council Study Session on January 27, 2025

Final decision on FY2025 grant award allocation adopted by Council On February 3, 2025

Contracts issued for FY2025 LTAC grant awards on February 4, 2025

## 4. REPORTING REQUIREMENTS

### **Reporting Requirements:**

Entities who receive lodging tax grant funds must report a significant amount of information to the city. This information includes:

- *Overall Attendance* – the total number of people predicted to attend this activity, the actual number of people who attended this activity, and the method used to determine the attendance.
- *Attendance, 50+ miles* – the number of people who travelled greater than 50 miles predicted to attend this activity, the actual number of people who travelled greater than 50 miles to attend the activity, and the method used to determine the attendance.
- *Attendance, Out of State, Out of Country* – the number of people from outside the state and country predicted to attend this activity, the actual number of people from outside the state and country who attended this activity, and the method used to determine the attendance.
- *Attendance, Paid for Overnight Lodging* - the number of people predicted to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and the method used to determine the attendance.
- *Attendance, Did Not Pay for Overnight Lodging* - the number of people predicted to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and the method used to determine the attendance.
- *Paid Lodging Nights* – the total projected and estimated actual number of paid lodging nights. One lodging night = one or more persons occupying one room for one night.

## 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

1. x Provide courtesy notification to Jenn Francis by December 6, 2024 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
2. x Submit complete application packet by 5:00pm, December 20, 2024
  - o Email application to [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov) or mail to City Hall (Attention: Jenn Francis), 25 West Main Street, Auburn, WA 98001.
  - o Be sure to use application for FY2025 grant awards (template with preset font and margins)
  - o Late applications will not be accepted
3. x All questions on application have been answered in a detailed, yet concise manner
4. x Application has been reviewed and includes:
  - a. x Signature by a person authorized to bind the agency to a contract
  - b. x Attachments that are no larger than 8½ by 11
  - c. x For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter  
x N/A
  - d. x Marketing plan for the proposed project
  - e. x Operating budget for the proposed project
  - f. x Your organization's most recent Balance Sheet
  - g. x Your organization's Articles of Incorporation and/or Bylaws
  - h. x Documentation showing your governing body's authorization to submit the grant request  
*Documentation consists of meeting minutes in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (individual's name) to submit a Auburn lodging tax funding request, or (Individual's name) has the governing body's authorization to make funding requests for (name of the agency)" or "I am the person organizing this event and am submitting this funding request for (name of event)".*
  - i. x List of your current Board of Directors or other governing body of your organization  
*The list must include names, phone numbers, addresses, and identify the principal officers of your governing body.*
  - j. x Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

## 6. INSURANCE REQUIREMENTS IF FUNDED

Unless otherwise waived by the Auburn Legal Department in writing, a Certificate of Insurance listing Auburn as additionally insured and including these minimum requirements will be required for all recipients (if funded):

1. Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
4. Auburn shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Auburn. The Contractor shall provide a certificate of insurance to be approved by Auburn's Economic Development Manager prior to contract execution.
5. Auburn shall have no obligation to report occurrences unless a claim is filed with the Auburn City Clerk's office; nor shall Auburn have an obligation to pay premiums.
6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Auburn's Economic Development Manager prior to the date of cancellation, change or nonrenewal. Such notice to be sent to the City of Auburn - Economic Development Manager, 25 West Main St., Auburn, WA 98001 or [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov).
7. It is further provided that no liability shall attach to the City of Auburn by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

## 7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

### 1a. Project Information

Project Name: 2025 Oversight/Management of Explore Auburn

Amount of Lodging Tax Funding Requested: \$150,000  
*(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")*

Total Project Cost: \$150,000  
*(Total Project Amount must match Project Budget column c "Total Project Cost")*

### 1b. Applicant Organization

Name of Applicant Organization: Auburn Area Chamber of Commerce

Mailing Address: 268 E. Main Street, Auburn, WA, 98002

Tax ID Number: 91-0493209

Organization Unified Business Identifier (UBI) N/A

UBI Expiration Date: N/A

Type of Organization: Non - Profit  
*(Non-profit, For-profit, Municipality, Private business, etc.)*

### 1c. Contact:

Name: Kacie Bray

Title: CEO/Executive Director

Telephone: 253.833.0777

Email: Kacie@auburnareawa.org

Signature:



*The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.*

## 2. Project Description

- a. Event Date(s): Annual 2025
- b. Event Location: All of the City of Auburn
- c. If there is a charge or fee for this activity, please describe how much and why.

N/A

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Please see 2025 Explore Auburn Plan for details on scope of work and 2024 Recap for projected outcomes for 2025.

## 3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

All tourism attractions, hotels, and other businesses in the City of Auburn.

## 4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Auburn? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

*Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.*

Please see 2025 Explore Auburn Marketing plan for strategies and success metrics plan.

## 5. Estimate how the funds will increase the amount of people traveling to Auburn to stay overnight in paid accommodations.

Increase LTAC dollars annually by 10% or more. Since we have had the Explore Auburn contract starting in 2021 hotel LTAC dollars have increased every year.

## 6. Estimate how the funds will increase the amount of people traveling to Auburn from more than 50 miles from their residences.

Additional hotel night stays resulting in additional LTAC dollars. Secondary increase to attractions, retail, and dining.

**7. Estimate how the funds will increase the amount of people traveling to Auburn from outside their state or country.**

We know that every year we have seen an increase from outside WA state and additionally outside the USA to the Auburn Area. We intend to increase the digital following and requests in these categories by 10% (see 2024 recap). Travel and hotel stays by 10% from 2024.

**8. Funding Requirements**

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Review of projects and the need to scall back on hours, marketing, events and projects for Explore Auburn as a whole will need to occur.

**9. Use of Funds**

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Please see 10 for budget break down.

**10. Project Budget (for non-capital projects). Do not include in-kind contributions.**

*Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.*

<b>Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds</b>	<b>Amount</b>	<b>Confirmed? Yes/No</b>	<b>Date Available</b>
	\$NA		
	\$NA		
	\$NA		
	\$NA		
	\$NA		

*Expenses: Based on full funding, please list project costs.  
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Auburn.  
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	<b>a. Lodging Tax Funds Requested *</b>	<b>Other Funds (Do not include "in-kind" dollars)</b>	<b>c. Total Project Cost **</b>
Personnel (salaries & benefits)	\$70,000	\$NA	\$70,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$20,000	\$NA	\$20,000
Marketing/Promotion	\$54,782	\$Na	\$54,782
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$750.00	\$NA	\$750
Minor Equipment (computers, desks, etc.)	\$968.00	\$NA	\$968
Travel	\$1500.00	\$NA	\$1,500
Contract Services Describe below	\$2,000.00	\$NA	\$2,000
Other Describe below	\$0	\$NA	\$0
<b>TOTAL COST</b>	<b>\$150,000</b>	<b>\$NA</b>	<b>\$150,000</b>
Description for Direct Sales Activities, Contract Services, Travel and Others	<b>See 2025 Explore Auburn Plan</b>		
In-Kind Contributions	<b>NA</b>		

\*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

\*\* Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

**11. Funding History**

**a.** Was this project funded with Auburn lodging tax funds in fiscal year 2024?

Yes     No

**b.** If you answered yes to 11a, how much funding did you receive in 2024? \$ 155,000 + 35,000 for extra event grants

**c.** If you answered no to 11a, what is the last year Auburn funding was received and how much?

Year	Amount awarded	No previous funding
------	----------------	---------------------

**11d.** Indicate what efforts have been made to access funding from additional sources?

N/A

**12. Coordination and Collaboration**

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

N/A

### 13. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

**Primary Signature:**



Kacie Bray | Ceo/Executive Director Auburn Area Chamber of Commerce

Printed Name & Title of Chief Administrator/Authorizing Official

Date 12/20/2024

## **January 1<sup>st</sup> – December 12<sup>th</sup> 2024**

### **Website Visits by Country**

United States | 6,463

Canada | 201

Germany | 165

Japan | 147

Russia | 130

Netherlands | 119

United Kingdom | 83

India | 81

China | 59

Ireland | 44

France | 31

Spain | 27

Latvia | 24

Singapore | 21

Australia | 19

Finland | 17

Pakistan | 15

Turkey | 11

Romania | 10

Mexico | 9

Argentina, Austria, Bangladesh, Brazil, Portugal, and Thailand | 8

Chile, Malaysia, New Zealand, Philippines, and Vietnam | 7

Poland and Sweden | 6

Switzerland, Hashemite Kingdom of Jordan, Republic of Korea, Nepal,  
Slovak Republic, and Ukraine | 5

Czechia, Croatia, Israel, Iran, Italy, and Seychelles | 4

Colombia, Hong Kong, Indonesia, Kenya, and Morocco | 3

Belarus, Costa Rica, Denmark, Algeria, Estonia, Egypt, Kuwait, Republic of Lithuania,  
Mauritius, Puerto Rico, Qatar, Uzbekistan, Venezuela | 2

United Arab Emirates, Albania, Azerbaijan, Bulgaria, Gibraltar, Honduras, Hungary, Iraq,  
Kyrgyzstan, Cambodia, Saint Lucia, Luxembourg, Madagascar, Nigeria, Serbia, Rwanda,  
Trinidad and Tobago, Taiwan, Tanzania, U.S. Virgin Islands, South Africa | 1

### **United States Website Visits by State**

Washington | 2,262

Unknown | 1,498

Virginia | 506

California | 373

Wyoming | 336

Oregon | 282

Texas | 272

Iowa | 252  
Ohio | 151  
New York | 50  
Arizona | 37  
Idaho | 31  
Pennsylvania | 30  
Florida and Alabama | 29  
Nevada | 28  
North Carolina | 25  
Michigan and Maryland | 21  
Georgia, Hawaii, and Illinois | 18  
Colorado | 17  
New Jersey | 16  
Wisconsin | 15  
Oklahoma | 14  
Massachusetts | 13  
Indiana | 12  
Minnesota | 8  
Tennessee | 7  
Montana | 6  
Connecticut, South Carolina, Kentucky, District of Columbia, Utah, Missouri, and Nebraska | 5  
Kansas, South Dakota, and Alaska | 4  
Rhode Island, Louisiana, Vermont, and West Virginia | 3  
Mississippi, New Hampshire, North Dakota, New Mexico, and Maine | 2  
Delaware and Arkansas | 1

### **Website Visits by Page**

Home | 5,293  
Events | 2,063  
Plan Your Event | 1,078  
Stay Connected | 466  
Can We Start Summer | 219  
News | 123  
Rev Up Your Summer | 105  
Outlet Collection | 73

### **Website Visits by Source**

Direct | 6,256  
Search | 667  
Referral | 519  
Social | 442  
Email | 5

**Social Media Statistics** (Excluding X, no longer have access to analytics without upgrading to premium, and does not include shared posts)

Views | 368,400

Reach | 362,600

Interactions | 19,885

Followers | 12,265

Link Clicks | 700

Posts | 410 | about 520 posts when figuring in shares

#exploreauburn | 606 posts this year

**Viewer Demographics by Age**

**TikTok**

18-24 | 30.5%

25-34 | 45.4%

35-44 | 17.8%

45-54 | 4.6%

55+ | 1.7%

**Facebook**

18-24 | 3%

25-34 | 21%

35-44 | 22.6%

45-54 | 18.2%

55-64 | 15.5%

65+ | 19.7%

**Instagram**

18-24 | 3.8%

25-34 | 20.4%

35-44 | 34.2%

45-54 | 21.3%

55-64 | 13.5%

65+ | 6.8%

**Viewer Demographics by Gender**

**Facebook**

Male | 32.6%

Female | 67.4%

**Instagram**

Male | 30.7%

Female | 69.3%

### **TikTok**

Male | 64%

Female | 35%

Other | 1%

## **Viewer Demographics by Location (Country)**

### **Facebook**

United States | 95.4%

Canada | 1.3%

Mexico | 1.2%

Puerto Rico | 0.7%

Philippines | 0.3%

China, Nigeria, Pakistan, United Kingdom, & Vietnam | 0.1%

### **Instagram**

United States | 93.6%

Nigeria, Canada, India, Japan, Iran, Indonesia, & Mexico | 0.2%

Poland & United Kingdom | 0.1%

### **TikTok**

United States | 97.3%

Canada | 1.2%

Russia, Guam, Puerto Rico, American Samoa, Ukraine, Netherlands, Brazil, & Mexico | <1%

## **Viewer Demographics by Location (Top Cities)**

### **Facebook**

Auburn, WA | 8.4%

Seattle, WA | 5.4%

Tacoma, WA | 5.1%

Kent, WA | 4.7%

Federal Way, WA | 2.8%

Anchorage, AK | 2.6%

Renton, WA | 1.8%

Bellevue, WA | 1.4%

Everett, WA | 1.1%

Lakewood, WA | 1.1%

### **Instagram**

Auburn, WA | 31.7%

Federal Way, WA | 5.5%

Tacoma, WA | 4.8%

Kent, WA | 4.8%  
Seattle, WA | 2.9%  
Sumner, WA | 2.4%  
Covington, WA | 1.7%  
South Hill, WA | 1.5%  
Bonney Lake, WA | 1.4%  
Renton, WA | 1.3%

### **TikTok**

Other | 89.8%  
Seattle | 2.8%  
Los Angeles | 2.7%  
Houston | 1.7%  
Phoenix | 1.5%  
Las Vegas | 1.5%

### **Marketing Materials (and about how many were given out)**

Can Koozies (500)  
Mountain Poster (450)  
Train Poster (200)  
River Poster (200)  
Keychains (500)  
Explore Auburn Postcard (200)  
Stay Golden Postcard (200)  
Stay Golden Sticker (600)  
PNW Sticker (600)  
Bigfoot Sticker (450)  
Bubbles (400)  
Bandanas (1,000)  
Visors (350)  
T-Shirts (20)  
Visitor and Tourism Guides (12,000)

### **Sponsorships**

#### **Locations**

Emerald Downs  
Pacific Raceways  
Junior Achievement  
Outlet Collection Seattle

#### **Event Sponsorships & Promotions**

Petpalozza

Veterans Day Parade  
Airport Day  
NHRA Races  
NHRA Fanfest  
Festival of Trees  
Students of Color Conference  
Green River New Student Orientation  
Emerald Downs Relay Races  
The Seattle Parrot Festival  
Aloha Fest  
Native American Workforce Conference  
Santa Paws  
City of Auburn Santa Parade

### **Email Blasts – Seasonal**

Emails collected | 629  
Emails sent | 4  
Average open rate | 30%  
Average click rate | 1%

### **Misc.**

Events Explore Auburn was at | 4  
Gift Baskets given out | 10  
Gift given for outside events | 1200  
People who have participated in Explore Auburn Photo Booth | 80  
Attended the Washington State Tourism Conference as well as being a Washington State Tourism Rookie of the Year Award Winner for Explore Auburn



### **Tourism Key Objectives**

- Covert Day Trip Visitors to Overnight Visitors
- Extend Visitor Stays to Drive Incremental Overnight Visitation and Revenue
- Increase Occupancy during off season
- Influence Long term development of the Destination and the Explore Auburn Brand

### **Key Components will be grounded on two principles:**

#1. Communications and messaging will hinge around the City of Auburn's unique brand made up by the city's diverse demographic, attractions, and geographic location. Brand point of view will feature why Auburn is unique, valuable, and worth visiting. We will convey this through taking an authentic approach that emotionally attracts travelers through current tourism trends.

#2. Maximize the impact of every dollar. Auburn is a smaller player, budget-wise, competing in a highly competitive space. We, therefore, need to adopt an operating principle of: FEWER, BIGGER, BETTER: We will ensure that we stretch our budget as much as possible by focusing on what will have the biggest impact on our business goals.

- Primary Objective: Increase overnight bookings, the most efficient way to increase revenue for all Explore Auburn constituents.
- Secondary Objective: Drive day visitors to convert to overnight.

### **GEOGRAPHIC FOCUS**

In order to meet our objectives, we need to shift priority of who we target, organizing around targeting consumers that have highest propensity to stay overnight in Auburn. Based on our analysis, through Explore Auburn digital analytics and WA State Tourism data we have developed the following target prioritization for 2025:

**Long Drive Market** | Focusing on Idaho, Oregon, and parts of Montana

**Fly Market** | Focus on key direct fly routes consisting of Hawaii, California, Arizona, Utah, and Colorado

**International Market** | British Columbia and parts of Asia

**The Short Drive Market** | Eastern Washington, along with other key cities that are outside 50 plus miles from Auburn

### **TRAVELER FOCUS**

Almost every industry in every sector prioritizes consumer loyalty and customer lifetime value over everything else. From a travel perspective, that means repeat visitation and travel recommendation is a core priority to our long-term success. To do this we look at who the current traveler is to our area and additionally to Washington state. Using city, state and country and international travel data over the last year we are focusing on the following audience:

### **Community Driven Tourist**

Attract repeat visitors that want to feel like they are a part of the community and culture.

### **Business Event Organizations**

Attract universities, research institutions and advanced/creative industries to better attract high-value business events and conferences.

### **Recreational Tourist**

Attract recreational and sporting groups and events that continue to drive return hotel night stays year after year.

The above traveler focuses are identified for the ability to impact hotel night stay more frequently. However, there will be other tourism audiences impacted by our tactical plan. Which will benefit the hotels in capturing additional hotel night stays.

## **TACTICAL PLAN**

### **Objective 1: Increase awareness and consideration of Auburn, Washington as a destination for recreational and business travel.**

#### **STRATEGIES:**

- Develop a new, strategic ad campaign and targeted media plan to reach key audiences effectively and efficiently.
- Produce collateral and compelling content that serve to differentiate Auburn and our hotels apart from other nearby cities.
- Leverage paid media spend through grant recipient's ad buys to additionally brand Explore Auburn as a destination.
- Create an email database that will provide local attraction and tourism information. Segmented by tourism profile and interest.
- Ensure consistent positioning and messaging across all communication tactics – including traditional and non-traditional advertising, publishing, social media and public relations efforts.

#### **SUCCESS METRICS:**

- Advertising impressions.
- Unique website visitors and social media engagement/followers.
- Visitor Guide circulation
- Email database open and conversion rate.

### **Objective 2: Drive incremental overnight visitation and revenue**

#### **STRATEGIES:**

- Develop tactical programs, tailored messaging and promotions during need periods specifically focused on driving incremental overnight visitation.
- Evaluate and prioritize drive vs. fly target markets to focus media investments on those markets that have a higher propensity for overnight stays.
- Explore partnerships and collaborate with select drive market destination marketing organizations on strategic programming/promotions to capitalize on visitors traveling through the area.
- Explore development of new materials and messaging to reach primary target audience.
- Work with hoteliers, restaurants, and area attractions to create unique multi-day packages and discounts for hotel guests.

- Explore nimble advertising solutions that allow for quick adjustments to creative and messaging based on occupancy trends and transient occupancy tax collections.
- Provide marketing services and solutions that enhance the visitor experience and thereby, encourage and solicit sharing with friends, family, and influencers.
- Partner with regional event venues and partners outside of Auburn to find ways to capture additional hotel night stays from regional events.

**SUCCESS METRICS:**

- Benchmark and track activity, engagement and redemption of executed programs, packages, and promotions.
- Benchmark and track increase patterns in occupancy tax collections through city reporting.
- Track increased brand awareness and new partnerships on a regional level.

**Objective 3: Utilize ExploreAuburn.com to convert the “Undecided Traveler” to choose Auburn as their next travel destination.**

**STRATEGIES:**

- Utilize tools within the new site to continually provide strong visuals and authentic storytelling, inspiring travelers to select Auburn as their destination of choice.
- Highlight captivating, destination specific visuals so visitors get a true sense of the destination.
- Develop unique and compelling content that differentiates Auburn from other nearby cities.
- Create and leverage fresh itineraries on an ongoing basis as fuel for potential visitors to imagine what a weekend or season staying in Auburn would look and feel like.
- Create in-language inspirational itineraries for top non-English speaking tourist that can be located on our website.
- Create a robust SEO strategy to target and direct consumers to our website for those looking to decide on a vacation destination.

**SUCCESS METRICS:**

- Increased traffic from international markets.
- User engagement - including traffic to, average time on, and scroll depth to bottom of page on key pages and areas of the site.
- Ongoing monitoring and optimizing of site SEO & keywords for maximum performance across search engines.

**Objective 4: Utilize ExploreAuburn.com to extend visitor stays (day trippers and those already planning to overnight in Auburn).**

**STRATEGIES:**

- Increase the conversion of “Trip Extenders” in the area by showcasing that there is simply too much to do to stay for less than 1-2 days.
- Focus content on itinerary building and niche categories to ensure Auburn appeals to diverse demographics and interests.
- Ensure that all signature and noteworthy events are added to the Calendar of Events.

**SUCCESS METRICS:**

- Creation of 1 article per month focused on what’s happening in our “Stay Golden Auburn” Blog, to provide visitors inspiration to extend their stay.
- Minimum creation of 4 seasonal itineraries/ideas per year with the intent to show visitors why they need to extend their stay in Auburn.
- Increased traffic in unique visitors and unique pageviews.
- Increased number of referrals to partner websites for additional trip planning, community, and regional information.
- Event page click-throughs for more information.

**Objective 5: Utilize social media platforms to extend visitor stay and convert day trippers into overnight visitors.**

**STRATEGIES:**

- Independent of the brand campaign, Explore Auburn social media channels will have an increased focus on fly markets and large group events and conferences.
- Social channels will promote local favorites, events, meeting and convention spaces.
- Focus on an integrated approach that utilizes social media extensions dedicated to help amplify new ad campaign messaging.
- Social media campaign extensions will incorporate fly market cities and segments beyond geography to increase awareness.
- Explore partnerships with state and sports tourism organizations for expanded social presence.

**SUCCESS METRICS:**

- Increased fan growth in Fly Markets.
- Increased fan growth in International Markets.
- Increased traffic from partnering sites.
- Additional success will be measured by number of impressions from social platforms utilized within a campaign.

**Objective 6: Drive occupancy during off season utilizing social media.**

**STRATEGIES:**

- Create seasonally shifted content, advertising and promotional campaigns dedicated to increasing visitation during key need periods.
- Create “value for experience” messaging that targets the price conscious consumer that tends to travel during off peak seasons.
- Focus on local interest and events to attract drive market users to make a weekend trip to Auburn.
- Leverage Facebook events platform to promote local happenings and encourage attendance interest.
- Identify key social media influencers within drive markets to extend campaign reach and amplify messaging.

**SUCCESS METRICS:**

- Creation of new content/platforms for real-time engagement to drive interest and awareness to target markets during need periods.
- Partnerships with influencers in key markets engagement statics.
- Increased video views across all platforms.
- Newly created Explore Auburn Tik Toc account growth and engagement.

- Additional success will be measured by number of impressions from social platforms utilized within the campaign.

**Objective 7: Grow group meeting, conventions, and sporting group opportunities for Auburn hotels and event spaces.**

**STRATEGIES:**

- Develop and execute targeted action plans in group verticals.
- Explore development of a group advertising campaign that targets Corporate, Association Incentive & Third-Party meetings audiences.
- Create and employ prospecting tools to identify prospective list of targets.
- Incentivize groups to extend conference/meeting stays through tactical promotions and actives.
- Market and grow Explore Auburn grants to new applicants.

**SUCCESS METRICS:**

- Creation of digital event space guide for Auburn.
- Creation and growth of group travel organizations and contact database.
- Creation of online inquiry for group travel, meeting, and events spaces to provide Auburn locations event booking referrals.
- Increased grant application submissions.

**Objective 8: Formalize a tourism relationship with the Muckleshoot Tribe. Growing a partnership with them as their gaming and consumer amenities evolve as a regional tourism asset to our community.**

**STRATEGIES:**

- Be a point of contact for the Muckleshoot Tribe for tourism information and resources.
- Explore the development of a group advertising campaign.
- Foster a relationship that will result in monthly or quarterly meetings and/or tourism board involvement.
- Find ways to work together for the benefit of both organizations resulting in more hotel night stays and sales revenue.

**SUCCESS METRICS:**

- Successful partnership and collaboration meetings.
- Creation and growth of comarketing.
- Providing website and social media metrics on all promotions of Muckleshoot amenities amongst Explore Auburn assets.
- Leads produced and provided to Muckleshoot or leads from Muckleshoot to hotels and other Auburn meeting spaces to provide customers options and opportunities in Auburn.

Income / Expense Summary	Jan-Dec 2024 Budget	Projected Total YTD	January	February	March	April	May	June	July	August	September	October	November	December
Total Gala Income	\$ 5,000.00	\$ 4,026.10	\$ -	\$ -			\$ 1,100.00	\$ 2,376.10	\$ -	\$ 550.00	\$ -	\$ -	\$ -	\$ -
Total Golf Tournament Income	\$ 23,250.00	\$ 23,992.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 930.00	\$ 6,695.00	\$ 14,167.00	\$ -	\$ 2,200.00	\$ -
Total Legislative Programs	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Total New Partner Income	\$ 7,000.00	\$ 7,400.00	\$ 600.00	\$ 900.00	\$ 300.00	\$ 800.00	\$ 500.00	\$ 1,500.00	\$ 600.00	\$ 600.00	\$ -	\$ 800.00	\$ 300.00	\$ 500.00
Total Operating Income	\$ 187,500.00	\$ 183,916.65	\$ -	\$ 26,833.33	\$ -	\$ 6,250.00	\$ 25,833.33	\$ 25,833.33	\$ -	\$ 6,250.00	\$ 60,833.33	\$ -	\$ 32,083.33	
Total Publications & Misc Income	\$ 8,850.00	\$ 3,794.43	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,794.43	\$ -
Total Renewing Members	\$ 115,000.00	\$ 97,400.00	\$ 5,200.00	\$ 6,300.00	\$ 7,600.00	\$ 15,100.00	\$ 8,200.00	\$ 13,700.00	\$ 8,600.00	\$ 2,700.00	\$ 8,800.00	\$ 10,300.00	\$ 5,100.00	\$ 5,800.00
Total COO-Export Stamp Income	\$ 160.00	\$ 200.00	\$ 40.00	\$ -	\$ 40.00	\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00	\$ -	\$ -	\$ 40.00	\$ -
<b>Total Income</b>	<b>\$ 347,760.00</b>	<b>\$ 321,729.18</b>	<b>\$ 5,840.00</b>	<b>\$ 34,033.33</b>	<b>\$ 7,940.00</b>	<b>\$ 22,150.00</b>	<b>\$ 35,633.33</b>	<b>\$ 43,409.43</b>	<b>\$ 10,170.00</b>	<b>\$ 16,835.00</b>	<b>\$ 83,800.33</b>	<b>\$ 11,100.00</b>	<b>\$ 43,517.76</b>	<b>\$ 7,300.00</b>
Total Gala Expense	\$ (1,000.00)	\$ (1,816.20)	\$ -	\$ -	\$ -	\$ -	\$ (1,035.38)	\$ (780.82)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Golf Tournament Expenses	\$ (22,450.00)	\$ (17,189.30)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (563.33)	\$ (2,947.20)	\$ (12,936.19)	\$ (716.48)	\$ (26.10)	\$ -
Total Legislative Expenses	\$ (300.00)	\$ (318.43)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (318.43)	\$ -	\$ -	\$ -
Total Business Connect Expenses	\$ (2,500.00)	\$ (1,418.73)	\$ (164.21)	\$ (33.05)	\$ (203.58)	\$ -	\$ (44.28)	\$ -	\$ (53.79)	\$ (40.74)	\$ (32.96)	\$ (167.61)	\$ (178.51)	\$ (500.00)
Total Explore Auburn Expenses	\$ (65,650.00)	\$ (102,052.20)	\$ (5,807.20)	\$ (13,601.58)	\$ (3,706.66)	\$ (18,172.56)	\$ (13,138.08)	\$ (1,091.35)	\$ (20,409.02)	\$ (584.63)	\$ (8,244.35)	\$ (4,168.07)	\$ (1,368.70)	\$ (11,760.00)
Total Operating Expenses	\$ (39,683.00)	\$ (40,015.09)	\$ (3,945.67)	\$ (2,311.73)	\$ (3,348.79)	\$ (3,475.40)	\$ (2,662.23)	\$ (2,812.11)	\$ (7,547.66)	\$ (3,112.26)	\$ (3,980.81)	\$ (2,853.18)	\$ (1,130.21)	\$ (2,835.04)
Total Salaries & Related Expenses	\$ (216,385.84)	\$ (215,040.58)	\$ (17,184.45)	\$ (16,565.86)	\$ (16,961.53)	\$ (16,571.13)	\$ (17,327.88)	\$ (16,444.04)	\$ (17,151.99)	\$ (17,042.10)	\$ (17,070.99)	\$ (16,603.03)	\$ (16,716.80)	\$ (29,400.78)
Total Partner Expense - Non profit donation	\$ (1,900.00)	\$ (3,312.03)	\$ -	\$ (1,545.00)	\$ (250.00)	\$ (40.00)	\$ (35.00)	\$ (800.00)	\$ (45.00)	\$ (222.03)	\$ (250.00)	\$ (125.00)	\$ -	\$ -
<b>Total Expenses</b>	<b>\$ (349,868.84)</b>	<b>\$ (381,162.56)</b>	<b>\$ (27,101.53)</b>	<b>\$ (34,057.22)</b>	<b>\$ (24,470.56)</b>	<b>\$ (38,259.09)</b>	<b>\$ (34,242.85)</b>	<b>\$ (21,928.32)</b>	<b>\$ (45,770.79)</b>	<b>\$ (23,948.96)</b>	<b>\$ (42,833.73)</b>	<b>\$ (24,633.37)</b>	<b>\$ (19,420.32)</b>	<b>\$ (44,495.82)</b>
<b>Total Net Ordinary Income</b>	<b>\$ (2,108.84)</b>	<b>\$ (59,433.38)</b>	<b>\$ (21,261.53)</b>	<b>\$ (23.89)</b>	<b>\$ (16,530.56)</b>	<b>\$ (16,109.09)</b>	<b>\$ 1,390.48</b>	<b>\$ 21,481.11</b>	<b>\$ (35,600.79)</b>	<b>\$ (7,113.96)</b>	<b>\$ 40,966.60</b>	<b>\$ (13,533.37)</b>	<b>\$ 24,097.44</b>	<b>\$ (37,195.82)</b>

# BY-LAWS OF THE AUBURN AREA CHAMBER OF COMMERCE

## ARTICLE I GENERAL

- 1.1 **NAME:** This organization is incorporated under the laws of the State of Washington and shall be known as the Auburn Area Chamber of Commerce, herein referred to as “the Chamber”.
- 1.2 **MISSION:** The mission of the Auburn Area Chamber of Commerce is to serve the needs of the membership and the greater Auburn business community by providing leadership, and a forum to promote, enhance, and encourage business growth.
- 1.3 **PURPOSE:** The Auburn Area Chamber of Commerce is organized to achieve three objectives: 1) Promote the general welfare and prosperity of the area business community; 2) Preserve the competitive free enterprise system by creating a better understanding and appreciation of the importance of the business community and a concern for their problems; and 3) Support the enhancement and development of the Auburn area as an attractive place to live and do business.
- 1.4 **AREA OF OPERATIONS:** The Chamber’s area of operations shall include the cities of Auburn, Algona, and Pacific and unincorporated areas in South King County and North Pierce County located within the boundaries of the Auburn School District.
- 1.5 **LIMITATIONS OF METHODS:** The Auburn Area Chamber of Commerce shall observe all local, state and federal laws which apply to a non-profit organization as defined in Section 501(c) (6) of the Internal Revenue Service Code.

## ARTICLE II MEMBERSHIP

- 2.1 **ELIGIBILITY:** Any person, firm, association, corporation, partnership, or company having an interest in the objectives of the organization shall be eligible to apply for membership.
- 2.2 **ACCEPTANCE:** Applications for membership shall be in writing, on forms provided for that purpose, and signed by the applicant. Acceptance of members shall be by the Board of Directors at any meeting thereof. Any applicant so accepted shall become a member upon payment of annual dues as determined by their category of membership as provided for in Section 2.3 of Article II.
- 2.3 **INVESTMENTS & CATEGORIES OF MEMBERSHIP:** Membership investments, by category, shall be at such annual rate or rates, schedule or formula as may be from time to time

- prescribed by the Board of Directors, published in the Chamber's membership application, and made payable in advance.
- 2.4 CATEGORY OF MEMBERSHIP: Membership categories may be established, deleted, or changed from time to time by a vote of the Board of Directors.
- 2.5 NOTICE: Notice of establishment, deletion, or change of categories of membership shall be published at the next meeting of the Auburn Area Chamber of Commerce following the establishment, deletion, or change of such class of membership.
- 2.6 TERMINATION OF MEMBERSHIP:
- a. Any member may resign from the Chamber upon written request to the Board of Directors.
  - b. Any member, regardless of classification, may be expelled from membership for nonpayment of annual dues after **ninety (90) days** beyond the anniversary date of that membership, by a two-thirds majority vote of the Board of Directors present in person at a regular or special meeting.
  - c. Any member, regardless of classification, may be expelled for conduct unbecoming a member after ten (10) days written notice of charges of such conduct and after an opportunity to be heard before the Board of Directors. If expulsion is voted on and passed by a two-thirds majority vote of the Board of Directors, any dues paid by the member beyond the current half-year period shall be refunded.
  - d. In the event of the death of a sole proprietor member, any dues paid beyond the current half-year shall be refunded to the estate.
- 2.7 VOTING PRIVILEGES: Each member in good standing shall be entitled to cast one (1) vote in any proceeding of the Chamber in which voting by members is called.
- 2.8 EXERCISE OF PRIVILEGES: Any company, partnership or corporation holding membership shall be entitled to designate an individual who shall be entitled to exercise the privilege of membership covered by its subscriptions. Additionally, said member entity shall have the right to change its representative member designation upon written notice. All persons so designated shall vote as individual members.
- 2.9 ORIENTATION: At least once each year, orientation on the purposes and activities of the Auburn Area Chamber of Commerce shall be conducted for the directors, officers, committee chairpersons, committees, and new members. A detailed outline for orientation of each of these groups shall be a part of this organization's procedures manual or orientation handbook.

ARTICLE III  
MEETINGS OF MEMBERS

- 3.1 ANNUAL MEMBERSHIP MEETING:** The annual membership meeting of the corporation, in compliance with the State law, shall be held annually. The time and place shall be fixed by the Board of Directors and notice thereof **E-mailed** to each member at least ten (10) days before said meeting.
- 3.2 SPECIAL MEETINGS:**
- a. Special meetings of the members of the Chamber may be called by the Chairman at any time.
  - b. A special general membership meeting may be called upon petition in writing by one third of current members in good standing.
  - c. Notice of a special general membership meeting shall include the purpose for the meeting and be mailed to each member at least seven (7) days prior to such meetings.
- 3.3 QUORUM: At any duly called general meeting of the Chamber, ten (10) percent of members eligible to vote shall constitute a quorum.**
- 3.4 NOTICES, AGENDAS, and MINUTES:** Written notice of all Chamber meetings must be given at least five (5) days in advance, unless otherwise stated. An advance agenda must be prepared for and minutes must be recorded at all meetings. A detailed outline for preparation of both shall be a part of this organization's procedures manual.

#### ARTICLE IV BOARD OF DIRECTORS

- 4.1 AUTHORITY OF BOARD OF DIRECTORS:** The government of the Chamber of Commerce, direction of its work, the control of its finances and property and the control and direction of its President/CEO shall be vested in a Board of Directors.
- 4.2 COMPOSITION OF THE BOARD:** The Board of Directors shall be composed of up to twenty-one (21) members as follows: the Chair of the Board; the First Vice-Chair; the Second Vice-Chair; the President/CEO; the immediate Past Chair of the Board; **a liaison, non-voting member, for the cities of Auburn, Algona and Pacific and the Business Improvement Assessment District (BIA) of Auburn.** Provided each of the members are in good standing of the Auburn Area Chamber of Commerce; and fifteen (15) elected Directors, three (3) to five (5) of whom shall be elected each year by the Membership to serve for three (3) years. *Amended 09/2018*
- 4.2.1** Members of the Board of Directors shall serve no more than 2 terms (6 years) consecutive.
- 4.3 RE-ELECTION: No member of the Board of Directors shall be eligible for re-election until after the lapse of one (1) year** from his/her prior term as a director. This restriction **does not** include membership on the **Board resulting from appointment** as a director for less

than one (1) year or membership on the Board as Chair, First Vice-Chair, Second Vice-Chair, or immediate Past Chair of the Board.

- a. **REGULAR MEETINGS.** Regular meetings of the Board of Directors for any purpose or purposes will be held in the months of January, March, May, July, September and November at the Chamber offices, virtually, or other designated location as determined by the Board of Directors, the **fourth week** of the month or as may be modified by the Board of Directors from year to year.
- b. **SPECIAL MEETINGS.** Special meetings of the Board of Directors for any purpose or purposes may be called at any time by the Chair, the 1<sup>st</sup> Vice Chair, or any six directors.
- c. **QUORUM: The majority of all voting Directors, when present at any regular or special meeting, as provided for in Paragraph 4.2 above, shall constitute a quorum.**

4.4 **ELECTION OF DIRECTORS:** The election of Directors shall be held during the month of May each year, on a date designated by the Board of Directors.

4.5 **NOMINATION OF DIRECTORS:**

- a. **Nominating Procedure:** In March, prior to the date of election, the Chair, with the advice and consent of the Board of Directors, shall appoint a nominating committee composed of three (3)-five (5) members. The nominating committee shall include the outgoing Chair, no more than two (2) members from the Board of Directors, and no more than two (2) members from the membership at large.
- b. **At least 30 days before the election, the nominating committee shall file with the Chamber President/CEO a list of three (3) to five (5) members as candidates who have consented to the presentation of their name as candidate for Director for election to the board. Amended 09/2018**
- c. **Publicity of Director Nomination:** Upon receipt of the report of the nominating committee, the President/CEO shall, by mail **or by email**/through the official publication of the Chamber, notify the membership of the nominations at least thirty (30) days before the election.
- d. **Additional Nominations:** Additional nominations to the Board of Directors may be made by any member in good standing. Said additional nominations shall be made by filing said nominations with the President/CEO within ten (10) days of publication of initial nominations.
- e. **Determination:** If no additional nominations are made within the designated period, the nominations shall be closed and the nominated slate of five (5) or more candidates shall be declared nominated to the ballot by the Board of Directors at their regularly scheduled Board meeting.

- f. Ballots: Following the closing of the nomination period and at least fifteen (15) days before the election, the President/CEO shall **Send an electronic poll to all members in good standing**. Such ballots shall notify the member of the time and date of election and the method and manner of voting. All ballots shall contain the list of nominated candidates in alphabetical order and shall include instructions as to how to cast said vote.
- 4.6 Termination of Directors:
- a. Any Director may resign from the Board of Directors upon written request to the Board of Director.
  - b. Any Director may be expelled for conduct unbecoming of a board member after ten (10) days written notice of charges of such conduct and after an opportunity to be heard before the Board of Directors.
- 4.6 Timeline of Election – March – nominating committee appointed. May – have list of nominees ready. June – elections. July – seat new board members
- 4.7 EFFECTIVE DATE OF ELECTION AND SEATING OF NEW DIRECTORS: All newly elected Directors shall be seated at the next regularly scheduled Board meeting (July) and shall be vested with the power and authority of a Director. The duties and obligations of all retiring Directors, as well as their powers and authorities, shall automatically cease as of the first day of the month following the expiration of the last operational year of their term.
- 4.8 Duties of Board members during board member term, they are required:
- a. To be a **partner**/member in good standing
  - b. **Attend all Board meetings as per the by-laws- 2 misses allowed (Conference call-in ok);**
  - c. **Attend a minimum of 5 networking or other special events;**
  - d. **Attend 1 City Council meeting or City/Chamber meeting;**
  - e. **Participate in one of the Chamber fundraisers and**
  - f. **Bring a guest to an event once per year.**
- 4.9 Attendance:
- I. The absence of any Director from **three (3)-meetings of the Board**, during the operational year and so recorded by the Board of Directors, shall be construed as a resignation from the Board.
  - II. *Extenuating circumstances for absence include: maternity/paternity leave and or family or personal illness. Notice must be given to the Board Chair or the Chamber CEO in a timely fashion.*
  - III. *Any meeting, regular or special, may be held without the physical presence of some or all Directors, by conference/video call or similar communications equipment, as long as all Directors participating in the meeting can hear one another. (moved from 4.4)*

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#### IV. *Unavoidable work*-related incidents

- 4.10 Employment: If a person who is on the Board of Directors leaves a member firm, that person may stay on the Board no longer than ninety (90) days. If after ninety (90) days the person has not found employment with another member firm, then the person is no longer eligible to remain on the Board of Directors.
- 4.11 VACANCIES: **The Chair shall appoint**, subject to the approval of the Board, any Chamber member to serve the remainder of the term of any director left vacant for any reason.
- 4.12 POLICY: The Board of Directors is responsible for establishing procedure and formulating the policies of the organization. It is also responsible for adopting all policies of the organization. These policies shall be maintained in a policy manual, to be reviewed annually and revised as necessary.
- 4.13 DIVISIONS: The Board of Directors shall have the authority to create from time to time and at its discretion such Divisions as it may deem necessary for the governance, policymaking, direction, control, financing, and budgeting of the organization. The Board of Directors shall have the power to set the number, function, limitations, and authority of all said Divisions, and may delegate that power to the Executive Committee.
- 4.14 MANAGEMENT: The Board of Directors shall be responsible for the hiring of a President/CEO of the Chamber and shall fix the terms, salary, and other conditions and considerations of employment thereof. All said terms, salary, other conditions, and considerations of employment shall be in the form of a written contract; said contract shall be executed by **the Chair** and President/CEO, subject to the approval of the Board of Directors.
- 4.15 INDEMNIFICATION: The Chamber may, by resolution of the Board of Directors, provide for indemnification by the Chamber of any and all current or former officers, directors, and employees against expenses actually and necessarily incurred by them in connection with the defense of any action, suit, or proceeding in which they or any of them are made parties, or a party, by reason of having been officers, directors, or employees of the Chamber, except in relation to matters as to which such individual shall be adjudged in such action, suit, or proceeding to be liable for negligence or misconduct in the performance of duty and to such matters as shall be settled by agreement predicated on the existence of such liability for negligence or misconduct.
- 4.16 COMPENSATION: No part of the funds received by the Auburn Area Chamber of Commerce shall inure to the benefit of or be distributable to its members, directors, officers, or other persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for staff payrolls and business services rendered and to make payments and distributions for furtherance of purposes set forth above.

- 4.17 **ADDITIONAL AUTHORITY AND LIMITATION ON POWERS OF THE BOARD:** The Directors may receive and accept property, whether real, personal, by way of gift, devise or grant from any person, firm, trust, foundation, corporation, or governmental body or agency, to be held, administered, and disposed of, in accordance with and pursuant to the provision of these By-Laws and the Auburn Area Chamber of Commerce Articles of Incorporation; but no gift, grant, or devise of any property shall be received and accepted if it be conditioned or limited in such manner as shall require the disposition of the income or principal to any person or organization other than a “charitable” organization, or for other than “charitable purposes” within the meaning of such terms as defined by the Internal Revenue Service, or shall, in the opinion of the Directors, jeopardize federal income tax exemptions of the Auburn Area Chamber of Commerce pursuant to section 501 (c) (6) of the Internal Revenue Code of 1954, as now or afterwards amended.

#### **ARTICLE V OFFICERS (REVIEW)**

- 5.1 **DETERMINATION OF OFFICERS:** The Board of Directors, at the regular July meeting shall reorganize for the coming year. The Nominating Committee for Directors shall submit candidates for officers each year. It is recommended, but not required, there be at least two candidates for each officer position. At this meeting, the Board shall elect, **by written ballot, the Chair, 1<sup>st</sup> Vice-Chair, and 2<sup>nd</sup> Vice-Chair. The Chair, 1<sup>st</sup> Vice-Chair, and 2<sup>nd</sup> Vice-Chair** shall be elected from members of the Board.

At least thirty (30) days before the election of the offices of **Chair, 1<sup>st</sup> Vice Chair and 2<sup>nd</sup> Vice Chair**, the nominating committee shall file with the Chamber President/CEO a list of candidates who have consented to the presentation of their name as candidate for election to the officer positions.

The Board of Directors, at its regular July meeting shall complete the reorganization for the coming year. The Nominating Committee for Directors shall submit candidates for **the Vice Chair** of Finance and as many additional Divisional **Vice Chair** as is deemed necessary to conduct the activities of the Chamber. It is recommended, but not required, there be at least two candidates for each **Vice Chair** position. At this meeting, the Board shall elect, **by written ballot, the Vice Chair** of Finance and any additional Divisional **Vice Chair**. All other Divisional **Vice-Chair**, including the **Vice-Chair** of Finance, shall be elected from the new Board.

At least thirty (30) days before the election of the offices of **Vice Chair** of Finance and all other Divisional **Vice Chair**, the nominating committee shall file with the Chamber President/CEO a list of candidates who have consented to the presentation of their name as candidate for election to these officer positions.

All officers shall take office on the first day of the new calendar year, January, and serve for a term of one (2) years or until their successors assume the duties of office.

- 5.2 TERM OF OFFICE: **All officers shall be elected for two (2) years** which shall be the operational years immediately following their election. No installation meeting or other formality shall be required, but all officers shall be seated and shall automatically become vested with the power and authority of their respective offices on the first day of the month following the election and their duties and obligations shall commence at the same time. The duties and obligations of all retiring officers, as well as their powers and authorities, shall automatically cease as of the same time.
- 5.3 VACANCIES: Vacancies occurring among the officers of the Board of Directors shall be filled by the Board of Directors upon majority vote for the unexpired term.
- 5.4 SALARY: None of the elected officers shall receive any salary or compensation.
- 5.5 SUCCESSION: If a vacancy occurs in the office of the Chair, during the operational years, the First Vice Chair shall succeed him or her for the unexpired term; if a vacancy thereafter occurs, the Second Vice Chair shall succeed to the chairmanship for the unexpired term.
- 5.6 DUTIES:
- a. **CHAIR:** The **Chair** shall be the chief executive officer of the Chamber and its official spokesperson along with the President/CEO. **The Chair**, or **his/her** designee, shall preside at all meetings of the membership. **The Chair** shall preside at all meetings of the Board of Directors, and of the Executive Committee and shall perform such duties as the Board of Directors may require. **The Chair** shall, with the advice and counsel of the Vice Chair(s), and subject to the approval of the Board of Directors, determine all committees, select all committee chairs and assist in the selection of committee personnel.
 

**The Chair** shall execute such papers as required by **his/her** signature and shall exercise supervisory control over the officers of the Chamber. The **Chair** shall additionally be an “ex-officio” member of all committees established by the Auburn Area Chamber of Commerce.
  - b. **1ST AND 2ND VICE-CHAIR:** The Duties of the 1st and 2nd **Vice-Chair** shall be such as their titles by general usage would indicate, and such as required by law, as well as those that may be assigned by the **Chair** or Board of Directors. The 1st and **2nd Vice-Chair** may simultaneously hold the office of a Divisional **Vice-Chair**.
  - c. **VICE CHAIR OF FINANCE:** **The Vice-Chair** of Finance shall be responsible to the Board of Directors for the conduct of the Chamber’s financial affairs and shall assist the Chairman in such other matters as may be necessary. **The Vice-Chair** of Finance shall be responsible for the safeguarding of all funds received by the Chamber and for their proper disbursement. Such funds shall be kept on deposit in a financial institution, or invested in a manner approved by the Board of Directors. Checks in excess of \$500 are to be signed by the President/CEO and the **Vice-Chair** of Finance and in the absence of either or both, by any of the following authorized signatories: **Chair, Vice**

**Chair** of Finance, President/CEO, Immediate Past **Chair**, and **1<sup>st</sup> Vice-Chair**. Checks for an amount **less than \$500** may be signed by either the President/CEO or **Vice-Chair** of Finance or any one of the authorized signatories if the President/CEO or **Vice-Chair** of Finance is not readily available. **The Vice-Chair** of Finance shall cause a monthly financial report to be made to the Board.

**Amended 8/23/16**

- d. **ONLINE BANKING POLICY-** The Chair, Vice-Chair of Finance, President/CEO or other authorized representative from the Executive Committee is authorized to use online bill pay to pay the debts that are directly related to the Auburn Area Chamber of Commerce. One click signature is required for any item up to \$500. Any amount over \$500 will require a two click approval through the online banking portal. Online bill pay may not be used for amounts of \$4000 or more or above \$4000. Full access to the online banking system is granted to all signors on the account. All financial oversight of the corporation remains the responsibility of the Vice-Chair of Finance.
- e. **DIVISIONAL VICE-CHAIR:** The Duties of the Divisional **Vice-Chair** shall be such as their titles by general usage would indicate, and such as required by law, as well as those that may be assigned by the **Chair** and Board of Directors. The Divisional **Vice Chair** will also have under their immediate jurisdiction all committees pertaining to their general duties.

Each Divisional **Vice-Chair** shall assist in the conduct of general Chamber affairs as required by **the Chair** or Board of Directors and shall supervise such specialized activities as may be assigned to him/her by the **Chair** or the Board of Directors.

- f. **PRESIDENT/CEO:** The President/CEO shall be the chief paid administrative and operations officer. The President/CEO shall serve as Secretary to the Board of Directors, and cause to be prepared notices, agendas, and minutes of meetings of the Board.

The President/CEO shall serve as advisor to the **Chair** on program planning, and shall assemble information and data and cause to be prepared special reports as directed by the Program of Work Committee of the Chamber.

The President/CEO shall be a voting member of the Board of Directors and the Executive Committee, and shall be an "ex-officio" member of all committees.

With assistance of the divisional **Vice Chair**, the President/CEO shall be responsible for administration of the program of work in accordance with the policies and regulations of the Board of Directors.

The President/CEO shall be responsible for contracting, hiring, discharging, directing, and supervising all employees and contractors.

With the cooperation of the Executive Committee the President/CEO shall be responsible for the preparation of an operating budget covering all activities of the Chamber, subject to approval of the Board of Directors. The President/CEO shall also be responsible for all expenditures.

- g. Secretary: The President/CEO of the Chamber or designee shall act as Secretary of the Chamber and shall keep the minutes of the meeting of the Board of Directors, of the members, and of the Executive Committee. The Secretary shall keep such other records as the Board of Directors may require. In addition, he/she shall maintain such records as may be necessary to show the membership of the Chamber.
- 5.7 EMPLOYMENT: The President/CEO shall serve for such period of time and shall be paid an annual salary, as the Board of Directors shall determine. For purpose of this provision, all conditions of employment shall be contained in a contract of employment to be executed by the **Chair** of the Chamber and the Secretary/President/CEO, as described in Article IV, Section 4.13.
- 5.8 BONDING: At the discretion of the Executive Committee the President/CEO and all staff may be bonded in amounts approved by the Board of Directors and the fee or fees of such bond(s) shall be paid by the Auburn Area Chamber of Commerce.

## ARTICLE VI

### EXECUTIVE COMMITTEE

- 6.1 EXECUTIVE COMMITTEE: There shall be an Executive Committee consisting of the elected officers, the immediate Past **Chair**, and the President/CEO. The Executive Committee shall meet subject to call of the **Chair**. It shall have the authority and power of the Board of Directors to act in the interim between meetings of the Board, but all action of the Executive Committee shall be subject to review by the Board of Directors. A majority of the Executive Committee shall constitute a quorum.

## ARTICLE VII

### COMMITTEES

- 7.1 APPOINTMENT AND AUTHORITY: The **Chair**, by and subject to the approval of the appropriate Divisional Vice-**Chair** and the Board of Directors, shall have the authority to appoint all committees and committee chairpersons. The **Chair** may appoint such committees and task forces, and chairpersons as deemed necessary to carry out the program of the Chamber. Committee and task force appointments shall be at the will and pleasure of the **Chair**. Committees and task forces shall serve concurrent with the term of the appointing **Chair**, unless a different term is approved by the Board of Directors. It shall be the function of committees and task forces to make investigations, conduct

studies and hearings, make recommendations to the Board of Directors, and carry on such activities as may be delegated to them by the Board.

- 7.2 TESTIMONY: Once committee or task force action has been approved by the Board of Directors or the Executive Committee, it shall be incumbent upon the committee **Chair** or in the **Chair's** absence, a committee person familiar enough with the issue to give testimony, or make presentations of the same, as necessary or when required.

ARTICLE VIII  
AUTHORITY & RESTRICTIONS

- 8.1 No action by any member, task force, committee, division, employee, director, or officer shall be binding upon or constitute an expression of the policy of the Chamber until it shall have been approved or ratified by the Board of Directors or the Executive Committee when acting within its authority as provided in Article VI.

ARTICLE IX  
PROPERTY AND FUNDS

- 9.1 **DIRECTORS' POWER REGARDING REAL AND PERSONAL PROPERTY:** The Board of Directors shall, by 2/3 majority have **the power to purchase, hold, sell, lease, mortgage, or exchange real estate or other personal property required for conducting the affairs of the Auburn Area Chamber of Commerce.**
- 9.2 **DIRECTORS' POWER REGARDING FUNDS:** The Board of Directors, by 2/3 majority shall have the power to authorize the solicitation of funds, to incur debt, borrow money and to pledge the credit of this organization in order to expedite or finance activities designated to carry out the purposes of the Auburn Area Chamber of Commerce.

ARTICLE X  
FISCAL & OPERATIONAL YEAR

- 10.1 **TERM:** The fiscal year and the operational year of the Auburn Area Chamber of Commerce shall commence on July 1 and shall end on June 30 of the succeeding calendar year.

ARTICLE XI  
REFERENDUM

- 11.1 The Board of Directors may, from time to time, submit by referendum to the entire membership of the Chamber, questions of general interest and of special importance.

ARTICLE XII  
AMENDMENTS

- 12.1 **AMENDMENTS BY BOARD OF DIRECTORS:** These By-Laws may be amended or repealed at any regular meeting or special meeting of the Board of Directors, provided majority of Board members present vote in favor of such amendment or repeal, and provided further, that **copies of the proposed By-Laws** changes be furnished to each **member/partner via email** at least twenty-one (21) days preceding the meeting at which such proposed changes are to be adopted or rejected. **The approved By-law change shall be distributed to the General Membership by any reasonable means of communication within 30 days of Board Approval.**

ARTICLE XIII

## PARLIMENTARY PROCEDURE

- 13.1 PROCEDURE: The proceedings of the Chamber meetings shall consist of the framework of the latest edition of Robert's Rules of Order. The elected Chair of the organization will determine the extent that the rules are to be followed when such rules are not consistent with the Charter or Bylaws of the Chamber.

ARTICLE XIV  
EMPLOYER

- 14.1 EQUAL OPPORTUNITY: The Auburn Area Chamber of Commerce shall observe all local, state, and federal laws, which apply to a nonprofit organization as defined in Section 501 (c) (6) of the Internal Revenue Service Code. The Auburn Area Chamber of Commerce shall be known as an equal opportunity employer and shall not discriminate in any manner on the basis of race, sex, creed, age, gender, ethnic background, sensory, or physical ability.

ARTICLE XV  
DISSOLUTION

- 15.1 The Auburn Area Chamber of Commerce shall continue in perpetuity unless sooner dissolved by a three-fourths vote of all of its members, or by operation of law. Upon dissolution, the Board of Directors shall, after paying or making provisions for the payment of all liabilities and debts of the Auburn Area Chamber of Commerce, dispose of all of the assets of the corporation and distribute the same to Auburn area charities.

**AUBURN AREA CONNECT CHAMBER OF COMMERCE BO** January 2024-December 2024

Name	Title/Position	Email address	Business	Cell Phone #	Phone #	Term Date	Jacket/1	Birthdate	Connect Project(s)
Kacie Bray	CEO/President	<a href="mailto:kacie@auburnareawa.org">kacie@auburnareawa.org</a>	<a href="#">Auburn Area Chamber</a>	253 203-5577	253 833 0700		xs	7-Mar	
Richard Stirgus	Chair	<a href="mailto:rstirgus@tapcocu.org">rstirgus@tapcocu.org</a>	<a href="#">Tapco Credit Union</a>	775 745-5626		2026	XL	10-Jan	
Kristina Pressley	Past Chair	<a href="mailto:Kristina@keyrecovery.org">Kristina@keyrecovery.org</a>	<a href="#">Key Recovery</a>	405 596-1406		2026	L	3-Aug	Gala Committee
David Larsen	1st Vice Chair	<a href="mailto:dlarsen@greenriver.edu">dlarsen@greenriver.edu</a>	<a href="#">Green River College</a>		253 833-9111 x3307	2026	XL	13-Feb	Golf Tournament
Patti Worley	2nd Vice Chair	<a href="mailto:patti.worley@fastsigns.com">patti.worley@fastsigns.com</a>	<a href="#">FASTSIGNS Auburn</a>		253 394-0600	2026	XXL	14-Sep	
Lacey Katz	Vice Chair of Finance	<a href="mailto:lkatz@spinosoreg.com">lkatz@spinosoreg.com</a>	<a href="#">The Outlet Collection Seattle</a>	253 381-9066	253 833-1790	2026	M	3-Aug	Gala Committee
Phil Ziegler	Board Member	<a href="mailto:philz@emeralddowns.com">philz@emeralddowns.com</a>	<a href="#">Emerald Downs</a>	337 564-2275	253 288-7004	2024	L	12-Sep	
Rich White	Board Member	<a href="mailto:richard.a.white7@boeing.com">richard.a.white7@boeing.com</a>	<a href="#">Boeing</a>		206 856-6305	2024			
Marissa Flannery	Board Member	<a href="mailto:mars.m.flannery@gmail.com">mars.m.flannery@gmail.com</a>	<a href="#">SEELEY Media</a>	253 561-4994		2025	S	3-Aug	Gala Event
Carl McCauley	Board Member	<a href="mailto:carl.mccauley@daveandbusters.com">carl.mccauley@daveandbusters.com</a>	<a href="#">Dave and Busters</a>	580 504-5961	253 258-3610	2025	XL	14-Oct	Golf Tournament
Brad Thompson	Board Member	<a href="mailto:brad.thompson@vrfa.org">brad.thompson@vrfa.org</a>	<a href="#">VRFA</a>	253 293-8917	253 288-5800	2025	M	3-Dec	
Paris King	Board Member	<a href="mailto:paris.king@veritycu.com">paris.king@veritycu.com</a>	<a href="#">Verity Credit Union</a>		206 641-2844	2025	XXL	7-Aug	
VACANT	Board Liaison - BIA								
Dana Hinman	Board Liaison - City	<a href="mailto:dhinman@auburnwa.gov">dhinman@auburnwa.gov</a>	<a href="#">City of Auburn</a>						

**Auburn Connect Staff**

Sandy Roscoe	Accounting & Bookkeeping	<a href="mailto:accounts@auburnareawa.org">accounts@auburnareawa.org</a>		253 988-4486	253 833-0700			6-Apr	
Eliie Chowen	Connect Coordinator	<a href="mailto:connect@auburnareawa.org">connect@auburnareawa.org</a>		253 263-9665	253 833-0700			23-Sep	

Executive Committee

Project Lead	??
	EM 6/1
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**Auburn Area Chamber of Commerce  
Board Meeting  
12/04/2024**

In attendance in person and via zoom: Richard Stirgus, David Larsen, Patti Worley, Kacie Bray, Phil Ziegler, Rich White, Mars Flannery, Carl McCauley, Paris King and Sandy Roscoe

Richard called the meeting to order at 10:04 AM

**1) Finances – Kacie**

- Checking - \$28797, Savings - \$50007, 12 month CD - \$31543, 6 month CD - \$20076 for a total Chamber of \$130423. ACSEP is at \$15668 – we will pay George in December \$2167
- There are 2 payrolls and other misc. bills to pay before the end of the month totaling \$19k
- We are in good shape right now

**2) Events – Kacie**

- Today from 3-5 at Dave and Busters is our **December Business Connect Event**
- Carl is providing the appetizers and if you preregistered we will give you a drink ticket
- There will be lots of prizes, games, crafts, a photo booth and good food!
- 54 people RSVP'd – we hope many of the Board will come
- We have a small Christmas gift for each of you showing our appreciation
  
- **The City's Santa parade and tree lighting** is this Saturday from 3-4:30 PM
- We will have a photo booth set up at the office at that tie where Kacie and Ellie will take pictures and collect emails to give Explore Auburn more exposure before the end of the year
- December 17<sup>th</sup> is the **SSCCLC Legislative Breakfast** at Dave and Busters at 7 AM
- Many of our local legislators attend – good way to make connections
  
- **January Business Connect event** will be on January 8 at GRC Trades department from 3-5 PM
- Opportunity to learn more about what they offer in their different departments
- There are scholarships that are not being taken advantage of – the hope is that this will help
- connect businesses to this great program and all it has to offer
- Invite other businesses – it is a great facility

**3) City of Auburn – Kacie** (Dana not available)

- Explore Auburn Board meetings have had some changes – Jeff Tate wanted the board meetings held by us at our office for multiple reasons which we have been doing the last 2.5 years.
- He did not take code action to make this actionable moving forward. New City attorney – who is also the Mayor of Lakewood and on the Lakewood LTAC Board – sees things differently and has requested us to follow what he is currently doing in the City of Lakewood.

- Much discussion around this topic, Vote to move forward requesting LTAC dollars. All board members present approve the request.
- We also have a new way to submit our contract – and a different way we will be getting paid. Updates to follow.
- There will be \$32K in outstanding monies from the City that will not hit our bank account until January.
- Hotel stays have increased over the last 3 years since we have taken over Tourism
- We are also not going to be the entity writing the checks for LTAC grants – the City must do that as well according to the City Attorney.
- We will still ask for the full \$155K as expenses have gone up.
- Kacie will present her recap to the City Council in January – showcasing our accomplishments
- The Economic Development contract for \$25K, plus the \$2500 for Connect events, will not have any changes as far as we are aware of.
- The Mayor’s Christmas party is Wednesday on 12/18 from 5-7 PM at Jr Achievement
- This is a great event with good food and fun activities
- Dana is working on the legislative priorities for the City
- After they are presented to the Council and approved, she will share them to us

#### **4) Leadership Institute – Kacie**

- We have 10 students from all different types of businesses – we gave one scholarship this year
- George has the classes going strong with a good mix of people
- We would love to have a minimum of 15 people so we could give 2 scholarships
- Get the word out to other businesses that might send someone next time

#### **5) Chamber Board – Kacie**

- We had no applications this year so there was no one to vote on
- We like to do a hard push at the end of the year so new members can attend the planning meeting in January
- We have several openings, and we can bring someone on anytime during the year
- If you have any prospects, please send them on to Kacie
- The 2025 Board planning meeting will probably be the 4<sup>th</sup> Wednesday of January
- The Executive Committee will be working further on this
- The Executive Board at the last executive meeting made the decision to start 2025’s meetings in February and go every other month – this will avoid having meetings during our 2 busiest months - July and September – NHRA and golf
- The Executive Committee will meet 1/ hour before the Board meeting, rather than have a separate meeting
- Kacie will be sending meeting invites soon

#### **6) Holiday office closure 12/19-01/01**

- The 3 of us will be out of the office for those days.
- We will check our emails and phone messages
- Please call Kacie if anything urgent which immediate attention comes up

Meeting adjourned at 10:29AM

## Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
requester. Do not  
send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type.</b> <i>See Specific Instructions on page 3.</i>	<p><b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) <u>Auburn Area Chamber of Commerce</u></p>	
	<p><b>2</b> Business name/disregarded entity name, if different from above.</p>	
	<p><b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor    <input checked="" type="checkbox"/> C corporation    <input type="checkbox"/> S corporation    <input type="checkbox"/> Partnership    <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . .</p> <p><b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions)</p>	<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p style="text-align: right;"><i>(Applies to accounts maintained outside the United States.)</i></p>
	<p><b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . <input type="checkbox"/></p>	
	<p><b>5</b> Address (number, street, and apt. or suite no.). See instructions. <u>268 E Main St</u></p>	<p>Requester's name and address (optional)</p>
	<p><b>6</b> City, state, and ZIP code <u>Auburn, WA, 98002</u></p>	
	<p><b>7</b> List account number(s) here (optional)</p>	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

<b>Social security number</b>													
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**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	<p>Signature of U.S. person <u><i>[Handwritten Signature]</i></u></p>	<p>Date <u>10/20/24</u></p>
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### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they