

**BIA Ratepayer Board Meeting
March 12, 2018 – 1:00 PM
Auburn City Hall Council Chambers
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVAL OF MINUTES

February 12, 2018 Meeting

III. FINANCIAL REPORT

IV. OLD BUSINESS

- A. Ordinance #6658 Update
 - 1. 90-Day Update at February 26 City Council Study Session
- B. Main Street Design
 - 1. 2018 Façade Grant Program
- C. Disbursement of BIA Funds
- D. Marketing and Branding
- E. Heritage Fire Update
- F. BIA Newsletter
- G. Rules of Procedure

V. BIA SUB-COMMITTEE UPDATE

- A. Parking

VI. AUBURN DOWNTOWN ASSOCIATION UPDATE

VII. TOURISM BOARD UPDATE

VIII. SMARTHOUSE CREATIVE BRANDING INTERVIEW

IX. ADJOURNMENT

BIA Fund through January 2018

<u>Fund 121 through January 2018</u>	
2018 Beginning Fund Balance *	94,472.91
2018 Revenues	31,309.68
2018 Expenditures	-
Estimated Fund Balance - Jan	125,782.59

Now, for the usual disclaimers:

- The books have only been closed through January, so any numbers after that are still subject to change and so not included here.
- The beginning fund balance is based on the ending fund balance of 2017, which is not official until the conclusion of the annual financial audit. What is reflected here is the unaudited equity balance as of 12/31/2017.

CITY OF AUBURN

**BUSINESS IMPROVEMENT AREA
COMMITTEE OF RATE PAYERS**

RULES OF PROCEDURE

DRAFTED DECEMBER 2017

**BUSINESS IMPROVEMENT AREA COMMITTEE OF RATE PAYERS
RULES OF PROCEDURE**

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**CITY OF AUBURN
BUSINESS IMPROVEMENT AREA COMMITTEE OF RATE PAYERS
RULES OF PROCEDURE**

We, the members of the City of Auburn Business Improvement Area Committee of Rate Payers, do hereby adopt, publish, and declare the following Rules of Procedure:

I. NAME:

1. The official name of the City of Auburn Business Improvement Area Committee of Rate Payers shall be the “Committee of Rate Payers” (the Committee).
2. The purpose of the Committee is to serve in an advisory capacity to the City Council (Ord. 6658 § 11, 2017.)

II. MEMBERSHIP:

1. The membership and terms of office of the members of the Committee of Rate Payers shall be as provided in Chapter 2.98 of the Auburn City Code (ACC).
2. The Committee shall consist of not more than (7) members appointed by the mayor and confirmed by the city council, who shall serve at the pleasure of the city council; provided that the mayor may appoint up to four (4) additional members to serve as alternates in the event of a Committee member’s absence.
3. The members shall be owners or operators of businesses located within the BIA boundary and shall be selected to represent the variety of business types and geographic locations included within the BIA boundary.
4. Committee members shall be appointed to a three (3) year term.
5. Upon the resignation of a Committee member, removal by the City Council, or expiration of a Committee member’s term, the mayor will appoint and the City Council confirm an appointment to fill the vacancy.
6. The members of the Committee shall serve without compensation except for reasonable travel expenses associated with the performance of the Committee member’s duties.

III. MEETINGS:

1. Meetings of the Committee of Rate Payers shall be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW.

2. All meetings will be held in Council Chambers at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair of the Committee.
3. Minutes shall be kept and meeting agendas prepared in coordination between members of the Committee and staff members. A majority of the members of the Committee shall constitute a quorum for the transaction of business, and a majority vote of those present shall be necessary to make recommendations to the City Council.
4. The Committee shall adopt rules for the transaction of business and keep a record of its resolutions, transactions, findings, and determinations. These records shall be public and open to inspection.
5. All Committee meetings shall be conducted in accordance with the Committee's adopted rules for the transaction of business, and Robert's Rules of Order or any other meeting procedures or guidelines authorized by the City of Auburn shall be used for any subject not addressed within the Committee's adopted rules of procedure.
6. The Committee shall consider proposals for economic development and neighborhood revitalization projects and programs consistent with the purposes listed in 2.98.030, provide for public input and submit comments in a timely manner to the Mayor and City Council, including an analysis of the extent to which the Committee's recommendations will improve economic development or downtown revitalization.
7. The Committee shall meet monthly when there is new official business to transact, and hold additional meetings as the chairperson or a majority of the Committee deems necessary. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
8. Regular meetings shall be held on the second Monday of each month and shall be open to the public. The meeting shall convene at 1:00 P.M. unless otherwise directed by the Committee's Secretary, the Economic Development Manager or the Chair.

IV. MINUTES AND AGENDA:

Minutes shall be kept and meeting agendas prepared in coordination between members of the Committee and staff members.

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER
Roll Call/Establishment of Quorum
2. Approval of Minutes

3. Financial Report
4. Old Business
5. New Business
6. BIA Parking Sub-Committee Update
7. Auburn Downtown Association Update
8. Adjournment
9. Additional items may be added to the agenda by the Committee. The Chair shall have the discretion to amend the order of business.

V. ELECTION OF OFFICERS:

At the first regular meeting of each year, the Committee members shall elect a chairperson and vice-chairperson from among the members of the Committee.

VI. CHAIR:

1. The Chair shall preside over the meetings of the Committee and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Committee and have the full right to have his/her own vote recorded in all deliberations of the Committee. Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.
2. The vice-chairperson shall preside at all meetings where the chairperson is absent.
3. The Committee chairperson and/or vice-chairperson shall annually provide to the city council a report on progress made in carrying out the Committee's responsibilities. Additional reports may be submitted when deemed appropriate by the Committee or when requested by the city council.

VII. CITY PERSONNEL:

1. All Committee meetings shall be staffed by City of Auburn personnel to support and assist the Committee.
2. A member of City staff shall act as the Secretary for the Committee and shall keep a record of all meetings of the Committee. These records shall be retained at the City Clerk's Office.
3. All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

VIII. QUORUM:

1. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.

2. A majority of the members of the Committee shall constitute a quorum for the transaction of business, and a majority vote of those present shall be necessary to make recommendations to the City Council.
3. If at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

IX. ABSENCE OF MEMBERS:

1. To be excused, members must inform the Committee's secretary or the Economic Development Manager in advance of the meeting date if they cannot attend a scheduled meeting.
2. The Committee, upon four (4) unexcused absences, may recommend the removal of any Committee member to the City Council.

X. VOTING:

1. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting in favor of the motion.
2. The Chair, Secretary, or upon request from a Committee member, may take a roll call vote.
3. It is the responsibility of each member of the Committee of Rate Payers to vote when requested on a matter before the full Committee. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
4. If any member of the Committee wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent himself/herself from the deliberations and considerations of the motion, and shall have no further participation in the matter. Such advice shall be given prior to any discussion or participation on the subject matter or as soon thereafter as the member perceives a need to abstain, provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the member shall confer with the City Attorney to determine if the basis for the member's intended abstention conforms to the requirements hereof. If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Committee. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.

5. If a tie vote exists, after recording the Chair's vote, the motion fails. However, a motion for denial that fails on a tie vote shall not be considered an approval.

XI. CONFLICT OF INTEREST:

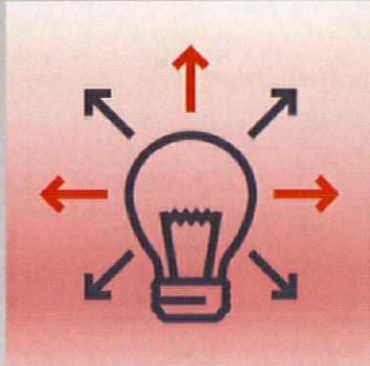
A. Any member of the Committee who, in his or her opinion, has an interest in any matter before the Committee that would tend to prejudice his or her actions shall publicly indicate, step down and leave the meeting room until the matter is disposed. A member need only be excused from legislative or organizational action if the potential conflict of interest is direct and substantial.

- (1) No member of the Committee may use his or her position to secure special privileges or exemptions for himself, herself, or others.
- (2) No member of the Committee may, directly or indirectly, give or receive or agree to receive any compensation, gift, reward, or gratuity from a source except the employing municipality, for a matter connected with or related to the officer's services as such an officer unless otherwise provided for by law.
- (3) No member of the Committee may accept employment or engage in business or professional activity that the officer might reasonably expect would require or induce him or her by reason of his or her official position to disclose confidential information acquired by reason of his or her official position.
- (4) No member of the Committee may disclose confidential information gained by reason of the officer's position, nor may the officer otherwise use such information for his or her personal gain or benefit
- (5) No member of the Committee may take any action that is prohibited by Chapter 42.23 RCW or any other statutes identifying conflicts of interest.

XII. AMENDMENT:

The Rules of Procedure may be amended at any regular meeting of the Committee by a majority vote of the entire membership. The proposed amendment should be presented in writing at a preceding regular meeting.

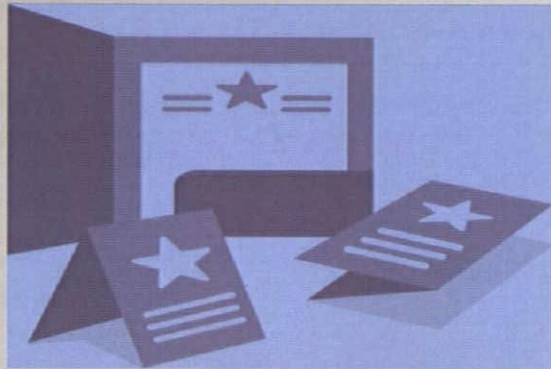
AUBURN TOURISM BOARD FOCUS 2018



DEVELOP STRATEGY

PLANNING FOR THE FUTURE

METRICS	GROUPS	SEASONALITY
Data on Visitors	Identify Niche Groups	Seasonal Activities, Events & Festivals
Visitor experience surveys	Develop Marketing Strategy for Meetings, Groups and Sales	Outdoor Recreation
For initial ad future ad/website/social roll-outs	Create Online User Friendly Tools	Boost Shoulder Season



BUILD COLLATERAL

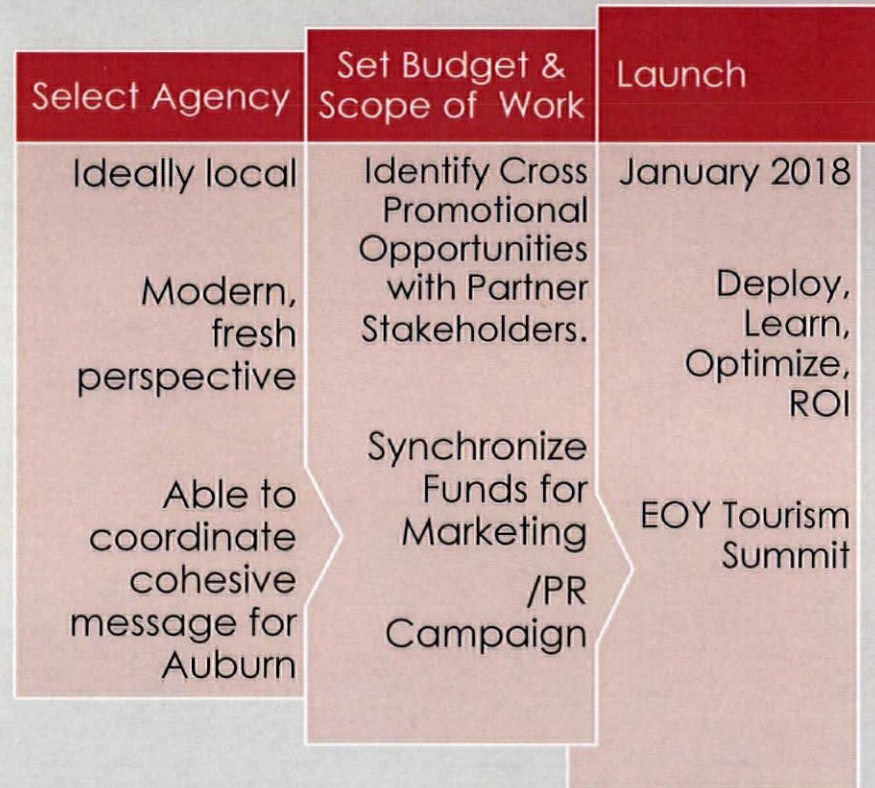
FURTHER BRAND DEVELOPMENT
FOR AUBURN TOURISM

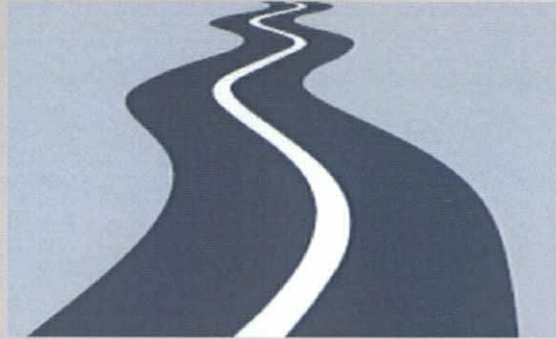
WEBSITE	TOURISM MAP	BRANDING
Refine Content	Tear Off Map	Distinguish Identity
SEO	Legal Size	Assess Logo
Youtube Channel	Auburn Specific	Seasonal Messaging
Build Video Assets	Keeps Visitors in Auburn	South Sound Proud
Itineraries/ Inspiration	Citywide Distribution	
	First Endeavor	



MARKETING

RFP FOR 2018 YEAR LONG
CAMPAIGN





LOOKING AHEAD

LONG TERM GOALS

IMPROVEMENT	COLLABORATION	CREATION
Accessibility to attractions Wayward Signage	Port of Seattle Grants Program	Create a tourist attraction that is unique to Auburn.
Beautification via murals Downtown Ambiance, Special Events, and Hours	Annual Tourism Seminar for all Businesses to Attend	Tourism Stop Spot Identifiers at Businesses



Auburn Hotel Concierge Newsletter

March 2018

EXPLOREAUBURN.COM

HOTEL CONCIERGE FAM EVENT

What is a FAM?

Monthly FAM (Familiarization) events are for the Front Desk staff at all Auburn hotels. The event is aimed to help you become better acquainted with what Auburn has to offer. Since you interact with visitors to Auburn on a daily basis, you probably get asked "What is there to do?" "What is a must visit while in town?" These events are geared to help you gain firsthand experience, at no cost to you.

Here is an overview of February's FAM event on our recent visit:

Zola's Cafe

A cozy café that offers an array of coffee beverages both iced and hot, beers, and all baked goods and menu offerings made from scratch, Zola's Café has been a cornerstone of the Auburn community for the six years it's been open. Live music is offered every Friday night, and during the month of April, some Saturdays, too! Musicians span all musical genres. You

will find the details in the Events section in the monthly newsletter as well as on ExploreAuburn.com. Open daily. 402 E. Main Street, (253) 333-9652

Geaux Brewery

With 14 beers on tap, craft sodas, and an operating restaurant, Geaux just celebrated their Grand Opening on Valentine's Day.

With the owners originally from NOLA, you can expect menu items to feature Creole and Cajun cuisine. They are working to develop delivery service, more details to come. They fill growlers, serve local brewery selections as well, and have Trivia Night every Wednesday. Keep an eye out for additional special events. 425 E. Main Street, (253) 397-3939

Gor Gai Thai

Authentic Thai dishes, the kind you would find in Thailand from street vendors. Yes, there will be a delicious Pad Thai, but you love peanut sauce, try the house specialty, the Gor Gai



Noodles. It can be hard to snag a table at this popular, modern, yet casual restaurant. Gor Gai offers delivery via Door Dash. Open daily, closed Sundays. 614 E. Main Street (253) 455-7177

SAVE THE DATE

The next FAM Event is Thursday, March 29th from 2PM – 4PM. More details to come soon via flyer that will be dropped off to your Front Desk in the next week or so.



Emerald Downs will be one of our featured stops!

MARCH EVENTS IN AUBURN

Thursday, March 1, 2018 12PM – 4PM

First Thursday at the White River Valley Museum

918 H St SE, Auburn

On the first Thursday of every month drop-in for FREE admission! The Museum is open and FREE for regular hours from Noon - 4pm.

Thursday, March 1, 2018 6PM – 8PM

Late Play Date at the White River Valley Museum

918 H St SE, Auburn

Bring the kids to the Museum during afterhours in which you receive FREE Admission and activities for children 3 – 12 years old! No advance registration is required, just show up.

Friday, March 2, 2018 5PM – 8PM

Sean Lewis

Vinifera Wine Bar & Bistro, West Main Street, Auburn

Sean Lewis plays a wide range of acoustic-guitar & vocal music that spans decades — ranging from the Beatles, Peter Frampton, the Eagles, Pink Floyd. Sit back and relax listening to his tunes with friends and enjoy tasty menu items! Free concert.

Friday, March 2, 2018 6PM – 8PM

Gina Belliveau

Auburn Wine and Caviar Co., 2402 M Street SE, Auburn

Gina Belliveau is a Tacoma-based musician who plays looped, percussive acoustic folk. Enjoy small plates with a glass of wine while you enjoy an evening of delectable music for a cozy outing with friends or loved ones! Free concert.

Friday, March 2, 2018 7PM – 9PM

33rd Street Jazz Trio

Zola's Café, 2402 M Street SE, Auburn

It's jazz night brought to you by Zola's Cafe which brings the rich eclectic groove of 33rd Street Trio! Enjoy warm beverages, beer, or a wide range of homemade baked goods, sandwiches, and soups. Free, all ages concert.

Friday, March 2, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Dance the night away at Emerald Downs with 'A Night with Bowie' which performs embodies Bowie's exquisite style and persona and has been acclaimed as providing the most credible and realistic Bowie experience in North America. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Saturday, March 3, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Rock on at Emerald Downs with Relive the BOSTON experience with Third Stage: A Tribute to BOSTON. They will perform all of the classic rock hits you remember. Plus, Seattle based band, Borrowed Time, brings you the music of STYX. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Saturday, March 3, 2018 5PM – 8PM

Kristen Marlo

Vinifera Wine Bar & Bistro, West Main Street, Auburn

Kristen Marlo is a classically trained vocalist and self-taught guitarist, but also an accomplished composer and lyricist. Enjoy an evening of delicious food and beverage in a cool ambiance with inspiring music. Free concert.

Saturday, March 3, 2018 5PM – 8PM

UFC 222

Club Galaxy, Muckleshoot Casino

Looking for a fun place to watch UFC 222? Look no further! On March 3, see **UFC 222: Cyborg vs. Kunitskaya** where Cris Cyborg will look to defend her UFC Women's Featherweight Title against Yana "Foxy" Kunitskaya. See the UFC action live on the Big Screen in Club Galaxy. Be sure to arrive early! Seating is limited. A Players Club card will be required for admission. If you don't have a card, membership is easy and free. Just be 21 years of age or older and show a valid ID at our Players Club desk.

Friday, March 9, 2018 6PM – 8PM

Anthony Uanno

Auburn Wine and Caviar Co., 2402 M Street SE, Auburn

Hear the vibrant sounds of flamenco guitar as performed by Anthony Uanno.

Enjoy small plates with a glass of wine while you enjoy an evening of delectable music for a cozy outing! Free concert.

Friday, March 9, 2018 7PM – 9PM

Quarter Past 8 at Zola's Café

Zola's Café, 2402 M Street SE, Auburn

Composed of Cat, Mike, Tony, and Jeff Quarter Past 8 plays primarily classic rock and add a bit of blues, classic country, jazz, and contemporary popular songs. Enjoy warm beverages, beer, or a wide range of homemade baked goods, sandwiches, and soups. Free, all ages concert.

Saturday, March 10, 2018 7PM – 10PM

David Flett at Vinifera

Vinifera Wine Bar & Bistro, West Main Street, Auburn

Solo acoustic music that captivates audiences with a deft hand and an open heart. Vinifera Wine Bar & Bistro was recently voted best Happy Hour and New Restaurant in 2017 in the Best of Auburn!

Saturday, March 10, 2018 7:30PM

Ron Stubbs - Rock 'n Roll Hypnotist

Auburn Avenue Theater, 10 Auburn Avenue

Take all your preconceived notions of what a hypnosis show is supposed to be and toss them out the window. It's like nothing you have ever seen before....that's because it's much more than your typical hypnosis show...it's OUTRAGEOUS! Tickets: Adult \$21; Student/Senior \$18

Sunday, March 11, 2018 2:30PM

Struggle of the Genius Chamber Concert 3

St. Matthew's Church, 123 L Street NE, Auburn

While many musicians face roadblocks on their way to fame and fortune, Ravel and Shostakovich faced extraordinary hardships on their journeys. Both composers' works featured on this program are the result of hard work and perseverance stemming from the rejection and opposition that they encountered throughout their lives. Ravel: String Quartet in F Major; Shostakovich: Piano Quintet Op. 57 in G Minor. Tickets: General \$20. Student: \$10

Friday, March 16, 2018 6PM - 8PM

Steve Olson

Auburn Wine and Caviar Co., 2402 M Street SE, Auburn

A singer/songwriter Steve Olson is a contemporary Christian artist. Enjoy small plates with a glass of wine while you enjoy an evening of spiritual music for a cozy outing.

Friday, March 16, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Dance the night away at Emerald Downs with The Herding Cats which performs dancing rock with the greatest hits from the 60's on up to today. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Saturday, March 17, 2018 7:30PM

St. Patrick's Day with Geoffrey Castle

Auburn Avenue Theater, 10 Auburn Avenue

With a live band, Irish dancers and lots of Celtic Fiddling, electric six-string Violinist Geoffrey Castle fearlessly brings the violin back to center stage with virtuoso showmanship and a 21st century attitude. Join Geoffrey for his high energy St. Patrick's Day Concert! Tickets: Adult \$21; Student/Senior \$18

Saturday, March 17, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Nite Wave is a band passionate about 80's New Wave and putting on a night you'll never forget. Everything from Prince to Depeche Mode to The Cure to INXS and more! Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Tuesday, March 20, 2018 8PM

**Franki Valli Tribute Show - Travis Cloer,
Muckleshoot Casino, Club Galaxy, 2402 Auburn Way South**

From his time as the longest running Frankie Valli in the hit musical, Jersey Boys, to his solo career, Travis Cloer has dazzled crowds across the country. This will be a free event to Players Club cardholders. If you are not a member, registration is easy and free, too! Just be 21 and older and bring a valid ID to the Players Club desk.

Wednesday, March 21, 2018 8PM

**Franki Valli Tribute Show - Travis Cloer,
Muckleshoot Casino, Club Galaxy, 2402 Auburn Way South**

From his time as the longest running Frankie Valli in the hit musical, Jersey Boys, to his solo career, Travis Cloer has dazzled crowds across the country. This will be a free event to Players Club cardholders. If you are not a member, registration is easy and free, too! Just be 21 and older and bring a valid ID to the Players Club desk.

Thursday, March 22, 2018 6PM – 8:30PM

**Blossoms and Wine
Auburn Wine and Caviar Co., 2402 M Street SE, Auburn**

Get your Van Gogh on at a paint party and paint Blossoms and Wine. Painting begins around 6:30. Instruction ends around 8:30. \$45 advance registration only. Includes all supplies, instruction and first glass of wine.

Thursday, March 22, 2018 8PM

**Franki Valli Tribute Show - Travis Cloer,
Muckleshoot Casino, Club Galaxy, 2402 Auburn Way South**

From his time as the longest running Frankie Valli in the hit musical, Jersey Boys, to his solo career, Travis Cloer has dazzled crowds across the country. This will be a free event to Players Club cardholders. If you are not a member, registration is easy and free, too! Just be 21 and older and bring a valid ID to the Players Club desk.

Friday, March 23, 2018 6PM – 8:30PM

**Blossoms and Wine
Auburn Wine and Caviar Co., 2402 M Street SE, Auburn**

Ron Wiley is an accomplished musician who shares his music across the Pacific Northwest. Playing music mostly from the 60s and 70s, Ron's set list also includes several original tunes. Free concert.

Friday, March 23, 2018 7PM – 9PM

**Take 7 Little Big Band at Zola's Café
Zola's Café, 2402 M Street SE, Auburn**

Take 7 Little Big Band performs music commonly associated with traditional big bands such as Count Basie, Glen Miller, Benny Goodman, but also artists such as Big Bad Voodoo Daddy, Brian Setzer, Harry Connick Jr. and Michael Buble. FREE concert, all ages.

Friday, March 23, 2018 7:30PM

Comedy Night at the AVE

Auburn Avenue Theater, 10 Auburn Avenue

Comedy Night at the Ave will keep you laughing all night long as three comedians work to twist your funny bone. Ages 18 and over only. Adult \$18, Student/Senior \$15

Friday, March 23, 2018 8PM

Franki Valli Tribute Show - Travis Cloer,

Muckleshoot Casino, Club Galaxy, 2402 Auburn Way South

From his time as the longest running Frankie Valli in the hit musical, Jersey Boys, to his solo career, Travis Cloer has dazzled crowds across the country. This will be a free event to Players Club cardholders. If you are not a member, registration is easy and free, too! Just be 21 and older and bring a valid ID to the Players Club desk.

Friday, March 23, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Dance the night away at Emerald Downs with The Hipsters which performs solid covers that result in hip grinding, booty shaking rock and roll provides the base for this band. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Saturday, March 24, 2018 2PM

Marcus Does Juggling and Comedy

Auburn Avenue Theater, 10 Auburn Avenue

Marcus's show is filled with laughter, fun, comedy, juggling, tricks, and hilarious audience participation. Family friendly. All tickets \$10

Saturday, March 24, 2018 7:30PM

Invisible Touch - Phil Collins & Genesis Tribute

Auburn Avenue Theater, 10 Auburn Avenue

For an entire generation Phil Collins music moved our hearts and touched our souls. Invisible Touch is committed to faithfully recreating the hits that made Phil Collins a legend and his music legendary. Tickets: Adult \$21. Student/Senior \$18

Saturday, March 24, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Kryboys is the Seattle area's premier cover band offering the highest quality live music experience around. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Friday, March 30, 2018 7PM - 9PM

The Jazz Misfits at Zola's Café

Zola's Café, 2402 M Street SE, Auburn

The Jazz Misfits like to think they can take any tune, from classical to rock, and transform it into their own unique sound. Every selection is arranged specifically for the band and you'll even hear a Jazz Misfits original from time to time. FREE concert.

Friday, March 30, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Dance the night away at Emerald Downs with The Herding Cats which performs dancing rock with the greatest hits from the 60's on up to today. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

Saturday, March 31, 2018 8:30PM - Midnight

Dancing at The Downs

Emerald Downs, 2300 Ron Crockett Drive

Almost Human is the Pacific Northwest's Premier KISS tribute band. Featuring full costumes, makeup, and all the rock n' roll attitude, swagger, and shenanigans that make a real KISS show so electrifying. Must be age 21 or older. Arrive early for Happy Hour specials from 5PM - 8PM. FREE

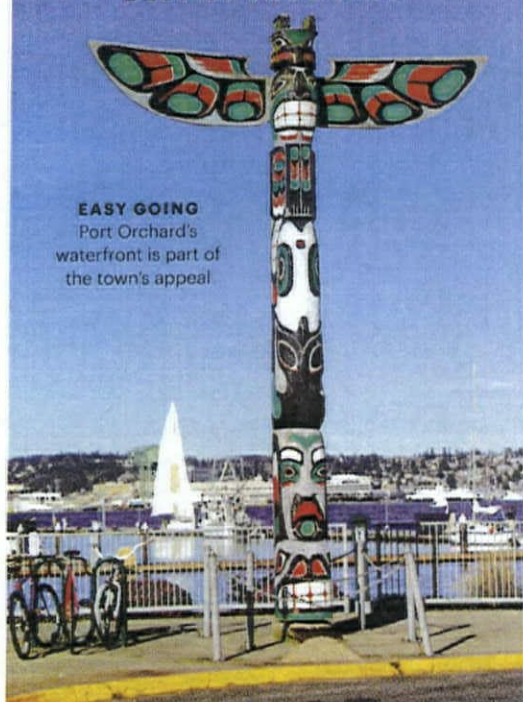
Saturday, March 31, 2018 7:30PM

Wally & The Beaves

Muckleshoot Casino, Club Galaxy, 2402 Auburn Way South

Wally & The Beaves will perform rock music from the fabulous 1950s and 1960s. This will be a free event to Players Club cardholders. If you are not a member, registration is easy and free, too! Just be 21 and older and bring a valid ID to the Players Club desk.

BEST OF THE BURBS



EASY GOING
Port Orchard's waterfront is part of the town's appeal

FAR AND AWAY

Best Exurbs

In search of affordable housing, some locals are heading way, way out of town, trading a longer commute time for a quality of life that's worth the drive.

MOUNT VERNON

➤ **BUYERS PRICED OUT** of King and Snohomish counties are increasingly looking for properties in rural Skagit County, says Rodney Helgeson, a real estate agent with John L. Scott. Others relocating to this area north of Seattle are homeowners who have seen rapid appreciation in their home values; they're selling and using the proceeds for a large down payment or a cash purchase for a home in Skagit County. "Being able to substantially reduce or eliminate a mortgage payment is pretty enticing," Helgeson says.

One of the places to which they're locating Mount Vernon. "It's a great place to escape the hustle and bustle of the larger cities, yet there is plenty here," says Helgeson, who points to the area's restaurants, wineries, golf courses, outdoor

NEIGHBORHOOD SNAPSHOT

POPULATION: 34,590
MEDIAN HOME PRICE: \$302,800
APPRECIATION: 10.7 percent
SCHOOL RANK: Mount Vernon School District, no. 161 in state
PUBLIC TRANSPORTATION: Skagit Transit, Island Transit, Whatcom Transportation Authority
COMMUTE TO SEATTLE: 61.6 miles, typically from 70 minutes to 1 hour, 50 minutes via I-5

activities and the famous Skagit Valley Tulip Festival. Mount Vernon is also home to the popular Skagit Valley Food Co-op, and nearby are picturesque La Conner, historic Anacortes and ferries to the San Juan Islands and Whidbey Island. Housing options include older or historic homes in downtown Mount Vernon and a plethora of newer, family-oriented developments, as well condos, senior living and new construction.

PORT ORCHARD

➤ **THIS KITSAP PENINSULA** town has an island-time vibe and a strong sense of community. Bay Street and the downtown waterfront feature antique shops, restaurants, walking paths and a playground and community park for family-friendly activities. Nearby are five public golf courses and easy access to the Olympic Peninsula. Housing options here include smaller, older, well-maintained homes in town and nearby; new, family-oriented developments; condos; and waterfront and view properties. Those who move here have easy access to an outdoor recreational paradise, says Sandi Nelson, a real estate agent with Mike and Sandi Real Estate, but can connect to Seattle

NEIGHBORHOOD SNAPSHOT

POPULATION: 13,945
MEDIAN HOME PRICE: \$317,500
APPRECIATION: 7.4 percent
SCHOOL RANK: South Kitsap School District, no. 56 in state
PUBLIC TRANSPORTATION: Kitsap Transit
COMMUTE TO SEATTLE: Mileage and time varies depending on car/ferry mix, 22-60 miles; from 1 hour, 30 minutes to 2 hours, 30 minutes

via several ferry routes across Puget Sound that link Kitsap Peninsula communities to Seattle, including the new Kitsap fast ferry, which travels from Bremerton (about a 20-minute drive from Port Orchard) to downtown Seattle in 30 minutes.

CLE ELUM/ROSLYN

➤ **JUST A STONE'S THROW** from each other (in reality, 3.4 miles), these two rural towns in the eastern Cascades both feature Western-themed architecture that is consistent with the area's frontier history. Roslyn is listed on the National Register of Historic Places, as are nearly 20 buildings in Cle Elum where the downtown has restaurants, shops and coffeehouses. Fans of the TV show *Northern Exposure*, which was filmed in Roslyn, will recognize some of the buildings in that town, including the Brick Tavern.

"We are seeing a lot of buyers from the Puget Sound area and have been experiencing that for quite a few years now," says

NEIGHBORHOOD SNAPSHOT

POPULATION: 2,876
MEDIAN HOME PRICE: \$294,000
APPRECIATION: 9.9 percent
SCHOOL RANK: Cle Elum-Roslyn School District, no. 78 in state
COMMUTE TO SEATTLE: 83.1 miles, typically from 80 minutes to more than 2 hours

Kandie Baker, a John L. Scott real estate agent. "We've become a pretty appealing option for second-home buyers as well as those looking to get out of the city on a full-time basis." Homes available in this area range from rustic cabins to family homes in

neighborhoods and new construction. The area's rural location and attractive home prices are only part of the appeal. Baker also points to the weather—the region gets more sunshine than Seattle—and access to outdoor activities. Both Snoqualmie Pass and the backcountry of the Okanogan-Wenatchee National Forest and the Alpine Lakes Wilderness Area of the Central Cascades are nearby. For commuters to Seattle, it's an 80-mile drive on a good highway, I-90. "We are seeing a lot of people who are able to telecommute and work from home part of the time," Baker says. S.M.

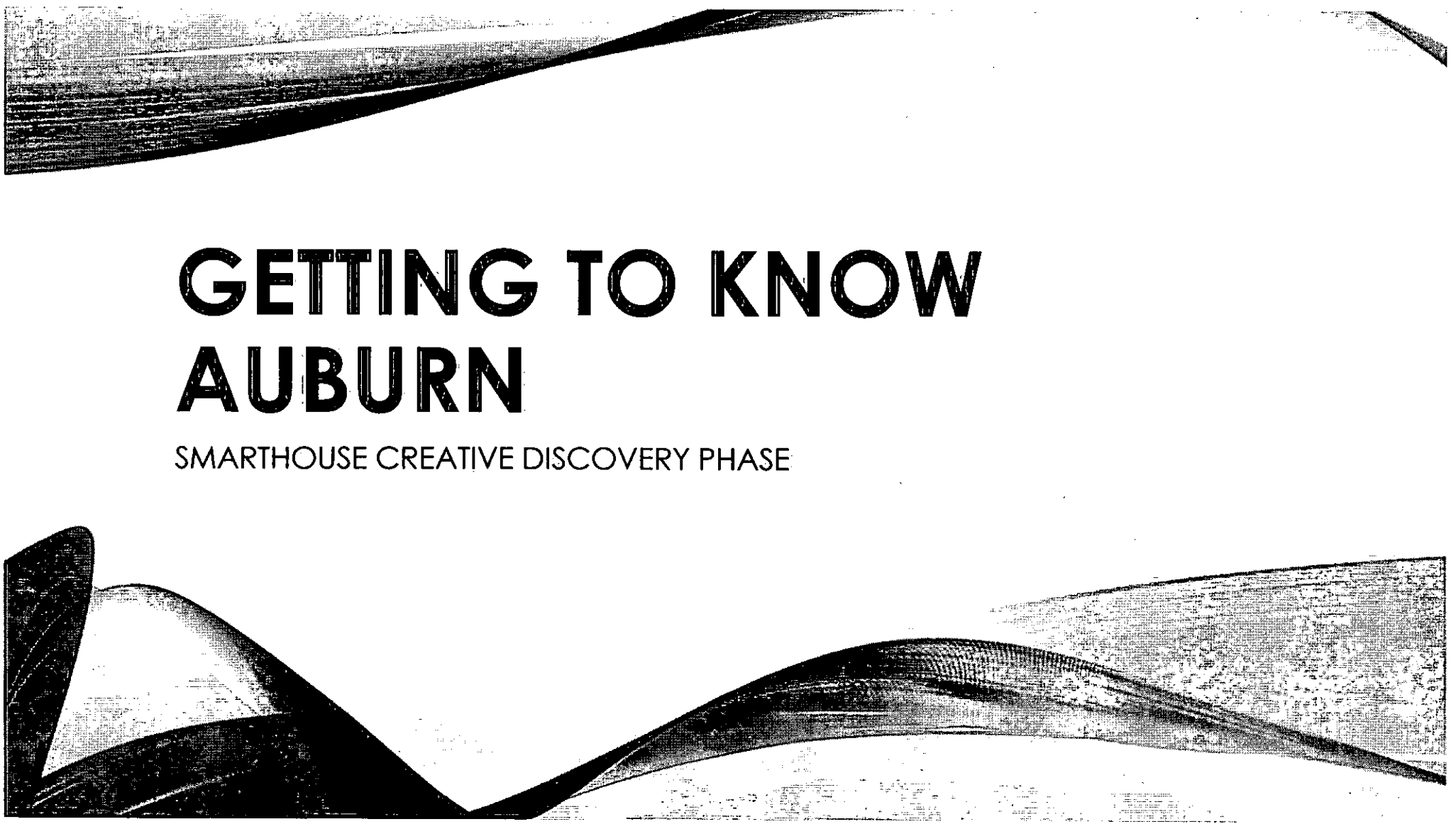
ALSO CONSIDER

Auburn, a suburb with a lively downtown, offers extensive shopping, dining and entertainment options, and commuter rail access to Seattle. **South Whidbey Island** has easy access to the town of Langley, with its restaurants and shops; ferry commuters can link with the Sounder and bus service on arrival in Mukilteo for commutes to Seattle. **Bremerton**, on the Kitsap Peninsula, recently added a fast ferry to Seattle, which has cut down the commute time to a half hour.



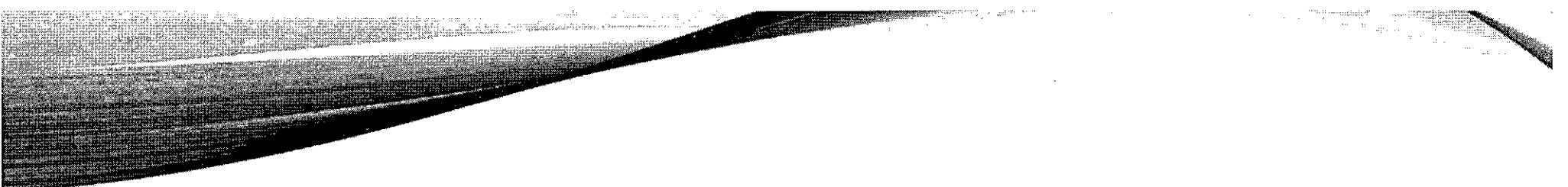
BIA Rate Payer Board Exploratory Questions

1. What do you consider to be the top three most interesting attractions in the Auburn area?
2. What do you consider to be the most compelling elements of your own attraction/business?
3. What types of promotion efforts have worked in the past for your attraction/business?
4. What types of promotion efforts have NOT worked in the past for your attraction/business?
5. How would you describe the City of Auburn?
6. How would you NOT describe the City of Auburn?
7. Where do you see the City of Auburn in ten years?
8. If budget were not a consideration, what type of marketing campaign would you like to see for the City of Auburn?
9. Which image, tagline, or creative direction would you suggest best encapsulates what the City of Auburn has to offer visitors?

The image features a high-contrast, black and white abstract design. Two prominent, flowing, wavy lines frame the central text. The top line starts on the left, curves upwards and to the right, then dips slightly before ending on the right edge. The bottom line starts on the left, dips downwards, then curves upwards and to the right, ending on the right edge. Both lines have a textured, almost wood-grain or marbled appearance. The central text is bold and sans-serif, with the words "GETTING TO KNOW" on the first line and "AUBURN" on the second line. Below the main title, the words "SMARTHOUSE CREATIVE DISCOVERY PHASE" are written in a smaller, all-caps, sans-serif font.

GETTING TO KNOW AUBURN

SMARTHOUSE CREATIVE DISCOVERY PHASE



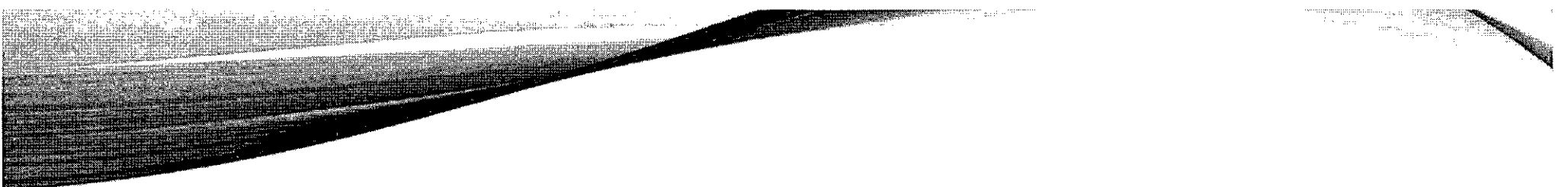
WHAT DO YOU CONSIDER TO BE THE
TOP THREE MOST INTERESTING
ATTRACTIONS IN THE AUBURN AREA?





WHAT DO YOU CONSIDER TO BE THE
MOST COMPELLING ELEMENTS OF YOUR
OWN ATTRACTION/BUSINESS?



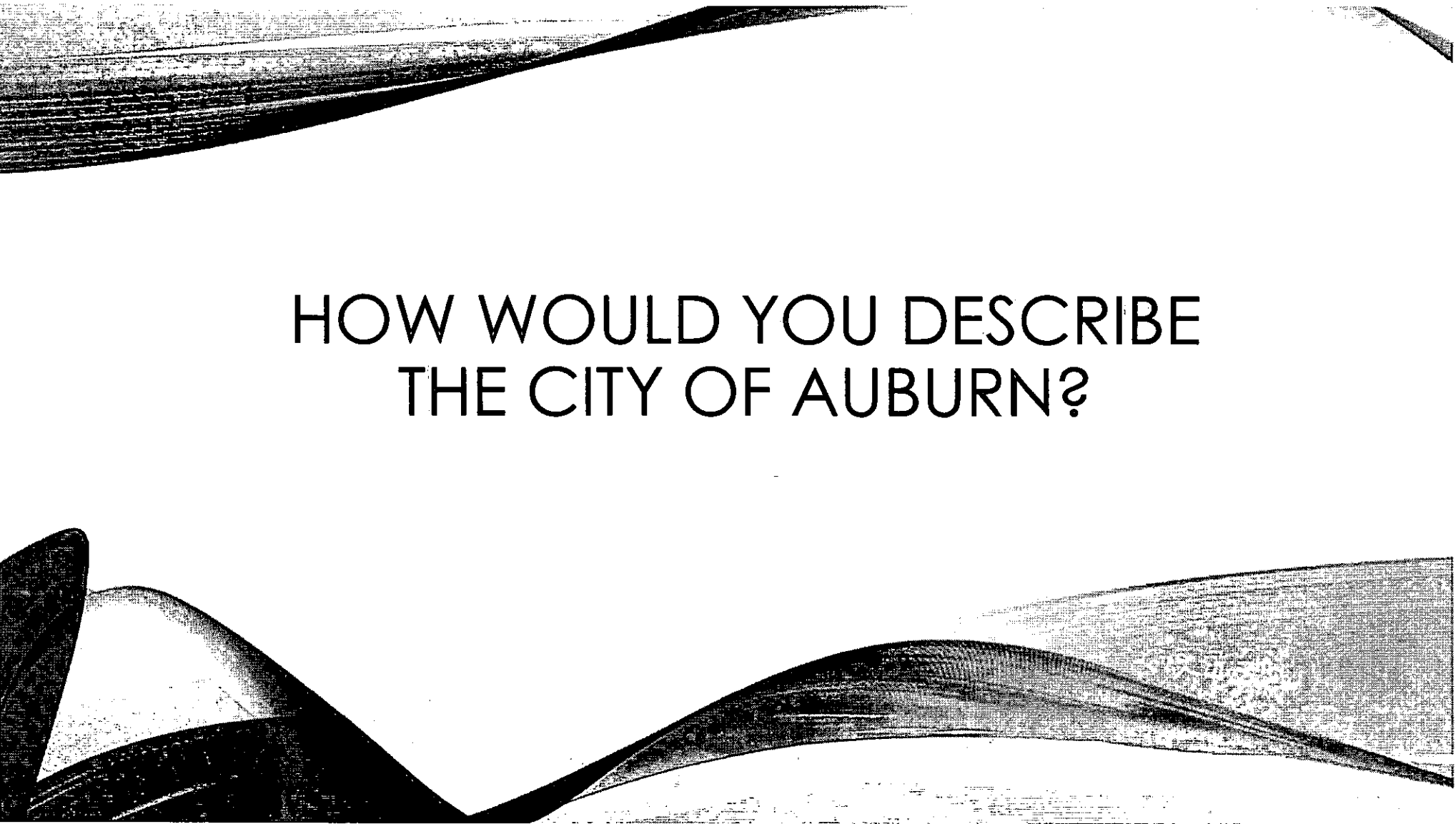


WHAT TYPES OF PROMOTION EFFORTS
HAVE WORKED IN THE PAST FOR YOUR
ATTRACTION/BUSINESS?

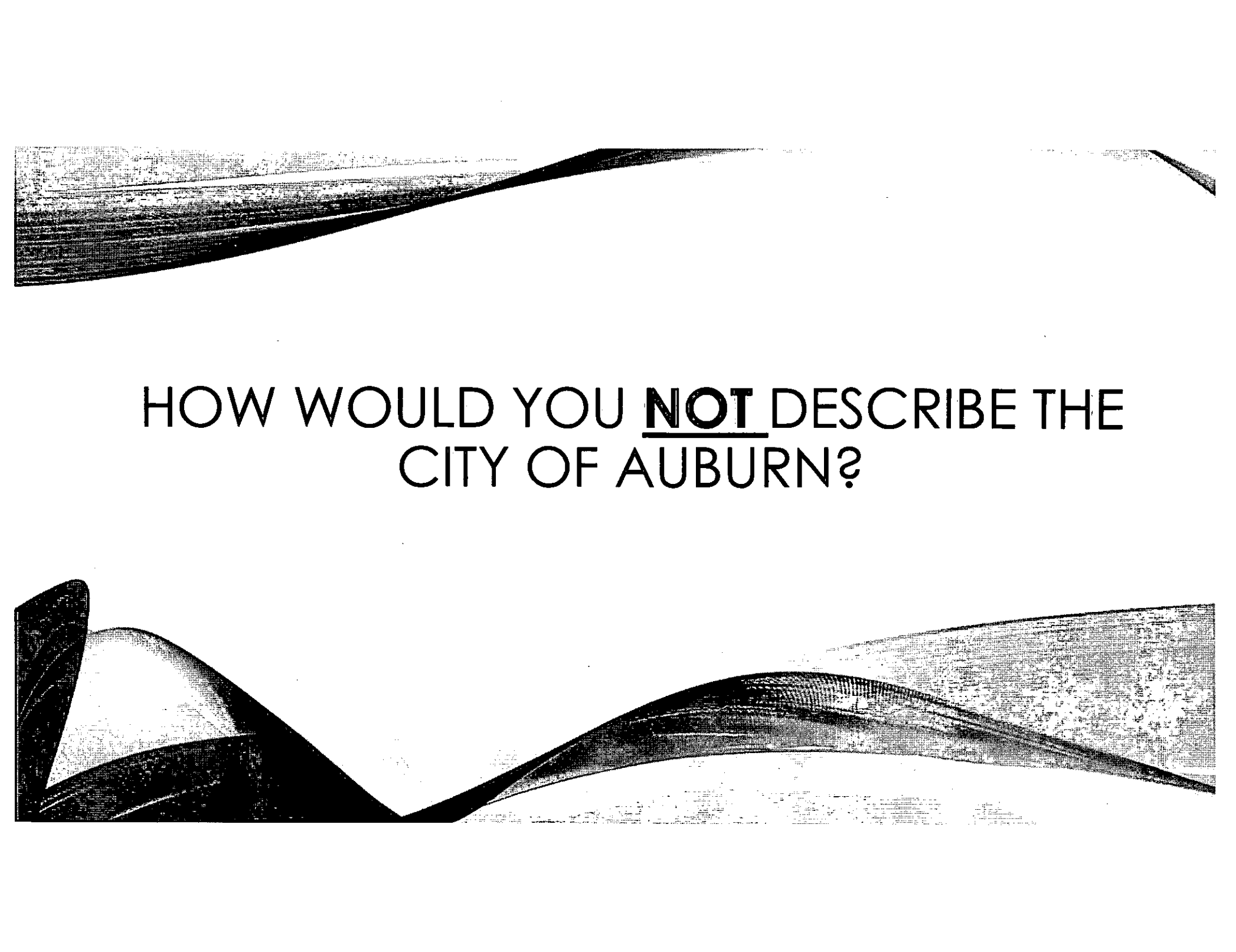


The image features a central text block surrounded by abstract, high-contrast black and white graphics. These graphics consist of thick, flowing, wavy lines that create a sense of movement and depth, resembling liquid or smoke. The lines are layered, with some appearing in the foreground and others receding into the background, creating a three-dimensional effect. The overall composition is dynamic and modern.

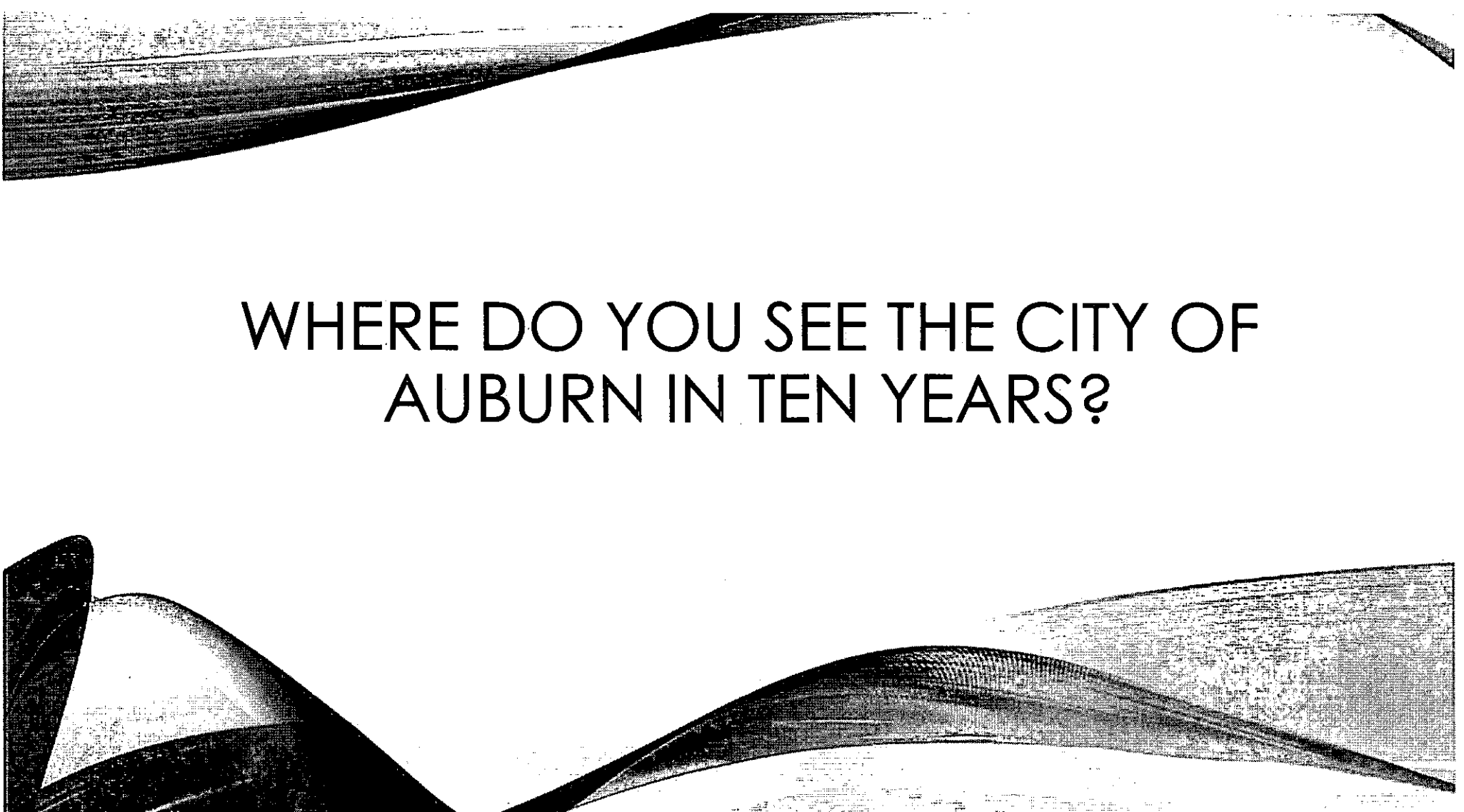
WHAT TYPES OF PROMOTION EFFORTS
HAVE NOT WORKED IN THE PAST FOR
YOUR ATTRACTION/BUSINESS?

An abstract black and white graphic featuring flowing, wavy lines that create a sense of movement and depth. The lines are rendered with a halftone or stippled effect, giving them a textured appearance. They sweep across the frame, framing the central text.

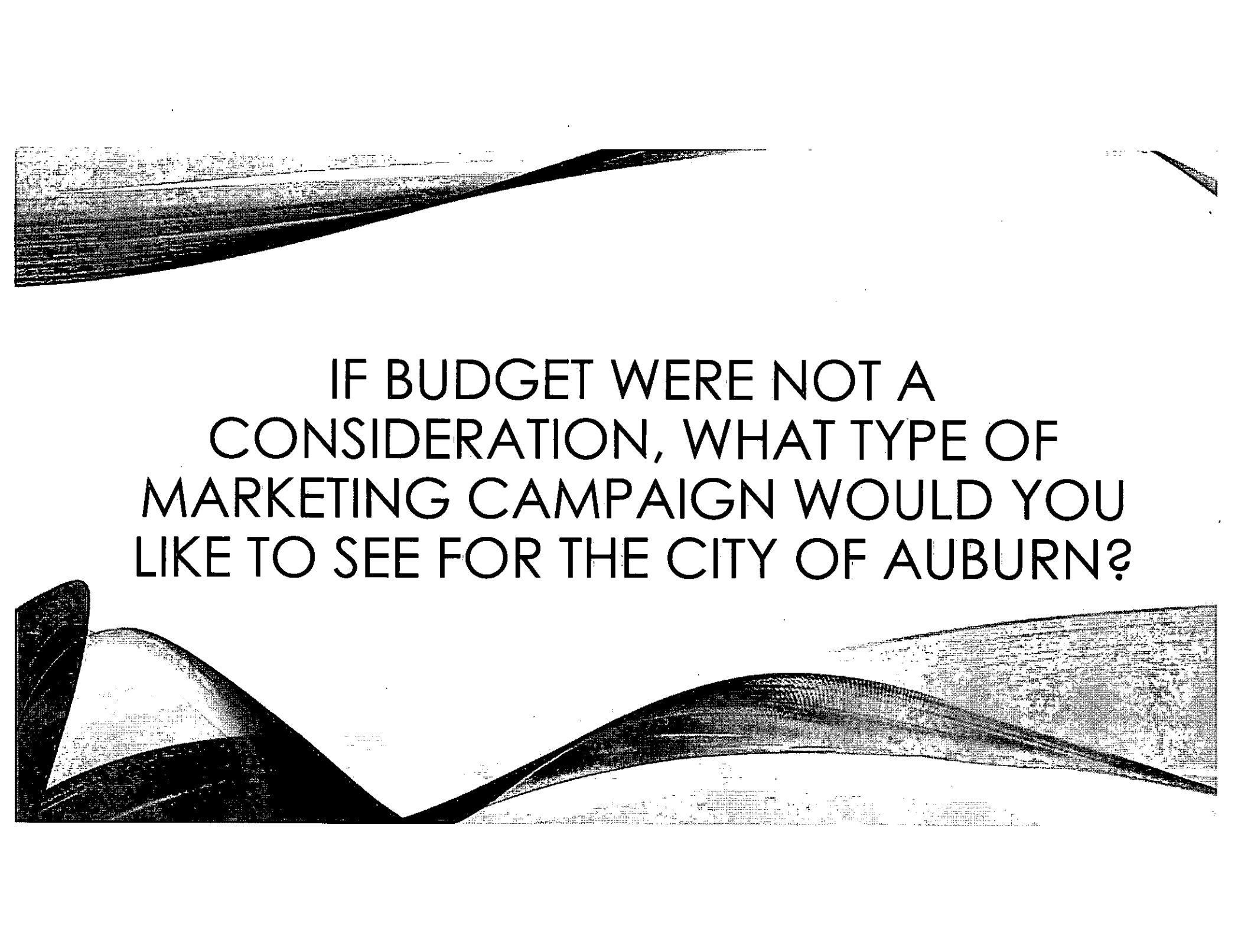
HOW WOULD YOU DESCRIBE
THE CITY OF AUBURN?



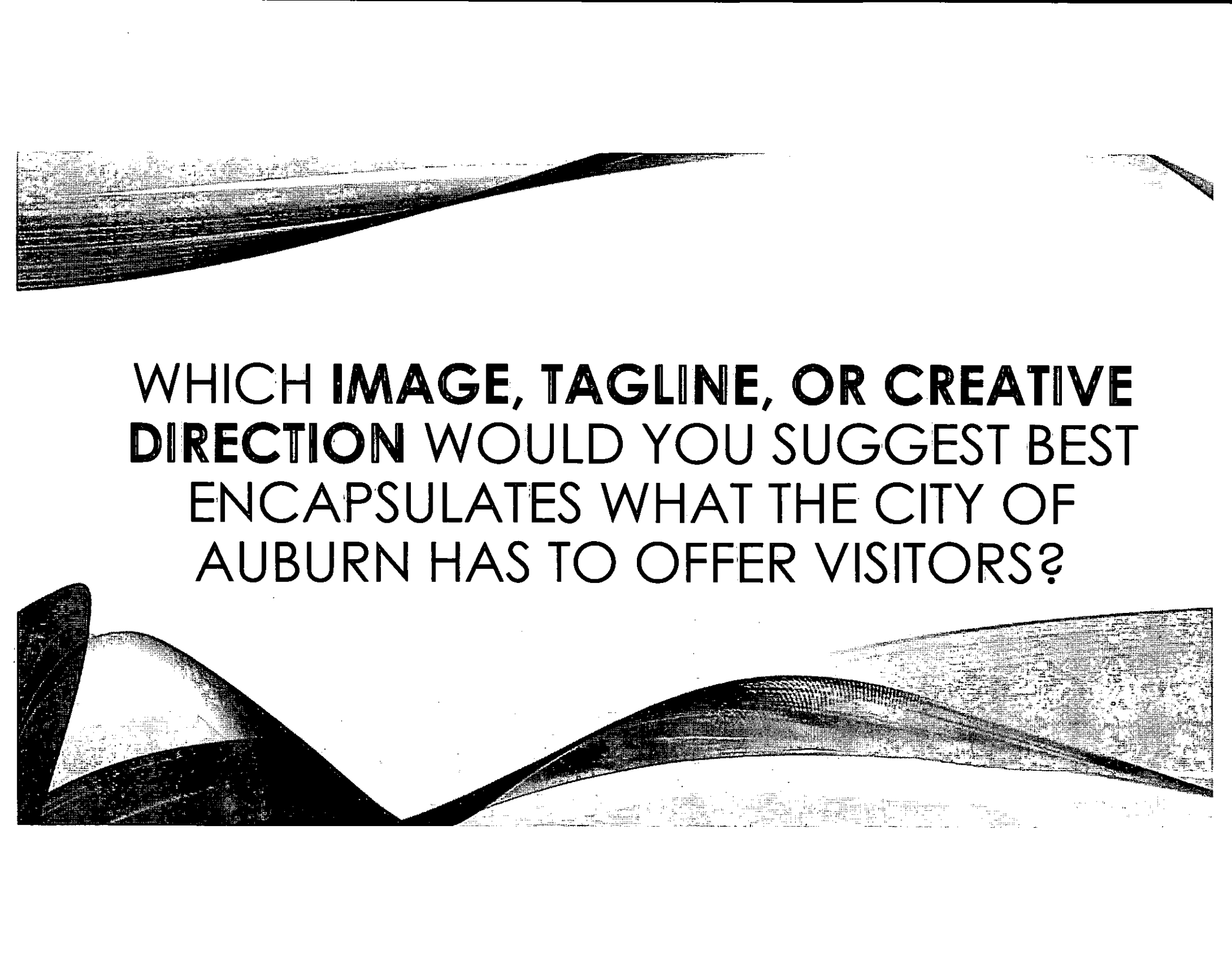
HOW WOULD YOU **NOT** DESCRIBE THE
CITY OF AUBURN?

The image features a central text block flanked by two abstract, wavy, black-and-white textured bands. The top band is a single, continuous, slightly undulating line. The bottom band is more complex, consisting of several overlapping, wavy layers that create a sense of depth and movement. The overall composition is minimalist and modern.

WHERE DO YOU SEE THE CITY OF
AUBURN IN TEN YEARS?

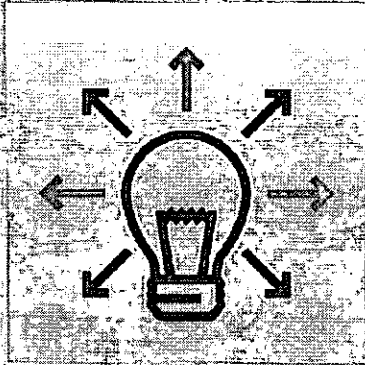
The image features a high-contrast, black and white abstract design. It consists of several thick, flowing, wavy lines that sweep across the frame, creating a sense of movement and depth. The lines are rendered in a way that suggests a three-dimensional, sculptural quality, with some areas appearing more solid and others more ethereal. The overall composition is dynamic and modern, framing the central text.

IF BUDGET WERE NOT A
CONSIDERATION, WHAT TYPE OF
MARKETING CAMPAIGN WOULD YOU
LIKE TO SEE FOR THE CITY OF AUBURN?

The image features a central text block surrounded by abstract, high-contrast black and white graphics. These graphics consist of thick, flowing, wavy lines that create a sense of movement and depth, resembling stylized waves or smoke. The lines are layered, with some appearing in the foreground and others receding into the background, creating a three-dimensional effect. The overall composition is dynamic and modern.

**WHICH IMAGE, TAGLINE, OR CREATIVE
DIRECTION WOULD YOU SUGGEST BEST
ENCAPSULATES WHAT THE CITY OF
AUBURN HAS TO OFFER VISITORS?**

AUBURN TOURISM BOARD FOCUS 2018



DEVELOP STRATEGY

PLANNING FOR THE FUTURE

METRICS

Data on
Visitors

Visitor
experience
surveys

For initial ad
future
ad/website/
social roll-
outs

GROUPS

Identify
Niche
Groups

Develop
Marketing
Strategy for
Meetings,
Groups and
Sales

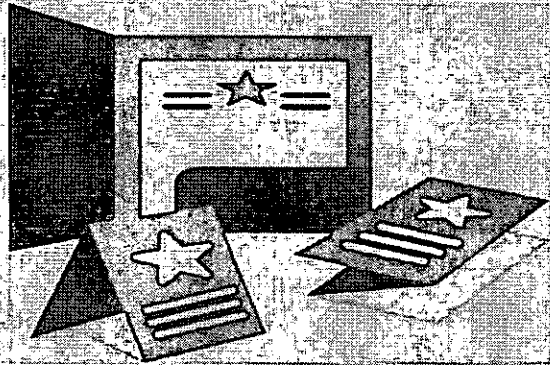
Create
Online User
Friendly Tools

SEASONALITY

Seasonal
Activities,
Events &
Festivals

Outdoor
Recreation

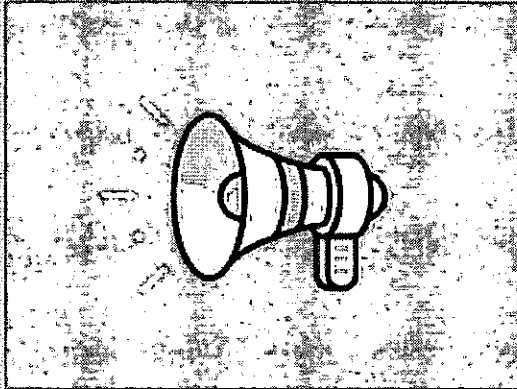
Boost
Shoulder
Season



BUILD COLLATERAL

FURTHER BRAND DEVELOPMENT
FOR AUBURN TOURISM

WEBSITE	TOURISM MAP	BRANDING
Refine Content SEO Youtube Channel	Tear Off Map Legal Size Auburn Specific Keeps Visitors in Auburn	Distinguish Identity Assess Logo Seasonal Messaging
Build Video Assets Itineraries/ Inspiration	Citywide Distribution First Endeavor	South Sound Proud



MARKETING

RFP FOR 2018 YEAR LONG
CAMPAIGN

Select Agency	Set Budget & Scope of Work	Launch
Ideally local Modern, fresh perspective Able to coordinate cohesive message for Auburn	Identify Cross Promotional Opportunities with Partner Stakeholders. Synchronize Funds for Marketing/PR Campaign	January 2018 Deploy, Learn, Optimize, ROI EOY Tourism Summit



LOOKING AHEAD

LONG TERM GOALS

IMPROVEMENT	COLLABORATION	CREATION
Accessibility to attractions Wayward Signage Beautification via murals Downtown Ambiance, Special Events, and Hours	Port of Seattle Grants Program Annual Tourism Seminar for all Businesses to Attend	Create a tourist attraction that is unique to Auburn. Tourism Stop Spot Identifiers at Businesses