

**Lodging Tax Advisory Committee
Regular Meeting
November 12, 2025 - 10:00 AM
City Hall Council Chambers**

AGENDA

CALL TO ORDER

PUBLIC PARTICIPATION

- A. The Lodging Tax Advisory Committee Meeting scheduled for Wednesday, November 12, 2025 at 10:00 a.m. will be held in person and virtually.

Topic: November 12th LTAC Meeting

Time: Nov 12, 2025 10:00 AM Pacific Time (US and Canada)

The in person meeting is held at City Hall Council Chambers located at 25 W Main Street, Auburn WA.

Join Zoom Meeting

<https://us06web.zoom.us/j/81540957331?pwd=ScV85Dlm8KljWobTIQnqmVuWczXI96>.

Meeting ID: 815 4095 7331

Passcode: 818843

One tap mobile

+12532158782,,81540957331# US (Tacoma)

+12532050468,,81540957331# US

ROLL CALL

AGENDA MODIFICATIONS

PUBLIC COMMENT

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

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. Financial Report

DISCUSSION ITEMS

ACTION ITEMS

- A. 2026 LTAC Grant Applications
 - 1 Auburn Area Connect Chamber Grant Application
 - 2 Emerald Downs Grant Application
 - 3 Miss Auburn Grant Application
 - 4 Pacific Raceways Grant Application
 - 5 Petpalooza Grant Application
 - 6 Veterans Parade Grant Application

UNFINISHED BUSINESS

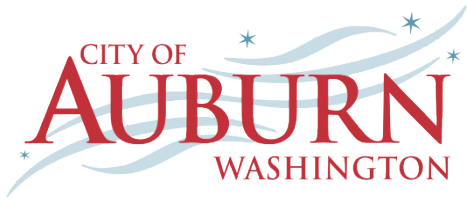
NEW BUSINESS

SCHEDULE FOR UPCOMING MEETINGS

- A. Next Regularly Scheduled Meeting is April 8th, 2026

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

Agenda Subject:

Financial Report

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

Hotel Motel Fund Report - Oct

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

Staff: Jason Krum

2025 Hotel / Motel Fund Performance

Through October 2025

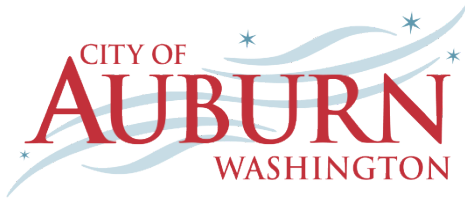
Hotel Motel Fund Revenues

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - Oct	Variance to Budget
Hotel/Motel Excise Tax	11,977	9,539	9,251	11,980	13,740	13,304	14,774	19,564	22,886	22,020	149,035	145,000	120,551	28,484
International Film Festival Admission	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investment Income	1,837	1,646	1,862	1,674	1,848	1,715	1,884	1,920	1,860	-	16,246	26,000	21,667	(5,421)
Total Fund Revenues	13,814	11,185	11,113	13,654	15,588	15,019	16,657	21,484	24,747	22,020	165,281	171,000	142,217	23,063

Hotel Motel Fund Expenditures

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - Oct	Variance to Budget
Other Wages	-	-	-	-	-	-	-	-	-	-	-	48,950	40,792	40,792
Benefit Expenditures	-	-	-	-	-	-	-	-	-	-	-	8,800	7,333	7,333
Office & Operating Supplies	-	-	-	-	-	-	-	-	-	-	-	3,200	2,667	2,667
Services and Charges	75	75	-	13,636	-	40,909	13,636	-	13,636	127,273	209,241	258,600	215,500	6,259
Transfers Out	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Fund Expenditures	75	75	-	13,636	-	40,909	13,636	-	13,636	127,273	209,241	319,550	266,292	57,051
Fund Operating Income/(Loss)	13,739	11,110	11,113	17	15,588	(25,890)	3,021	21,484	11,110	(105,252)	(43,960)	(148,550)		

	Year: 2025
2025 Budgeted Beginning Fund Bal.	\$ 470,231
YTD Estimated Ending Fund Bal	\$ 426,271



AGENDA BILL APPROVAL FORM

Agenda Subject:

Auburn Area Connect Chamber Grant Application

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

10.22.2025 AACC Board.Exec
Comm minutes, 2025 BOD List
for Kacie, 2026 EA TOURISM
PLAN, AACC Balance sheet
10.31.2025, AACC Bylaws with
Amendments 2022, AACC IRS
Determination letter, EA Recap
Jan1 to October29 2025, LTAC
2026 Grant Application, signer
approval letter

Budget Impact:

\$150,000

Administrative Recommendation:**Background for Motion:****Background Summary:****Councilmember:**

Staff: Jason Krum

Auburn Area Chamber of Commerce
Full Board Meeting
10.22.2025

In Attendance in person and via Zoom: Kacie Bray, Richard Stirgus, David Larsen, Patti Worley, Lacey Katz, Phil Ziegler, Mars Flannery, Carl McCauley, Paris King, Jenn Francis and Sandy Roscoe

Richard called the meeting to order at 10:03 AM

1) Finances – Lacey

- General Chamber fund - \$5507, Chamber savings - \$25015, 2 CDs - \$53041 for a total of \$83563 available.
- ACSEP has \$1590 in checking.
- Approx \$8500 payroll due EOM
- \$27272 from COA due by EOM for tourism

2) Auburn City update – Jenn

- They are busy looking at 2026 contracts
- Applications for LTAC for 2026 are available and due by October 31.
- Kacie presented at the last City Council meeting – good job!
- LTAC will look at applications at their next meeting 11/12
- Jenn attended the Main Street America event in Gig Harbor – worth the time – informative
- The City has a new mobile vendor business license requirement – only 2 pages, making it easier for those vendors that need only a 72 hour or less window for their activity
- Auburn’s sister city – Tamba, Japan came to visit Auburn. Jenn was able to give a short presentation at their visit. It was a very brief visit this time.
- The Kent Valley Aerospace group is having an aerospace expo at the Showare Center. 800 kids from local high schools and 300 aerospace related businesses will attend.
- The BIA will hold a special meeting Thursday to discuss goals and desires for 2026 for downtown Auburn improvement.

3) Events – Kacie

- **Recap:**
- 09.03 – Garner Hotel Event – great venue and good attendance. They had a passport game so everyone could see the different rooms/accommodations they offer.
- Hops and Crops at Mary Olsen Farms – 09.13 – was a fun event! Good crowd – will probably do it next year
- Parrot Expo at Emerald Downs 09.27-9.28 was well attended. Bigger space this year and our table was right near the elevator to capture everyone that came by
- October Connect Event was at Cascade Middle School on 10.1, helping to promote the 2 school propositions on the November ballot – the district needs them to pass
- 10.7 Candidates Forum at Jr Achievement was attended by 59 people
- Lacey was a great moderator
- The event was recorded, so it is available online to anyone that wants to be informed
- Candidates were all well prepared and engaged
- **Upcoming:**
- 11.5 is a ribbon cutting and Connect event at the Resort Medspa from 3-5 PM. Ribbon cutting at 3 PM with the Mayor – attend if you can please
- Festival of Trees starts 11.19 and runs thru 1.4 at the White River Museum
- Only have 8 signups currently – it is a great way to market your business
- The theme this year is “Holiday Songs” – we will do Frosty the Snowman
- The December Connect event/Holiday Party will be December 3 – the location still to be determined – perhaps Dave & Busters again.
- SSCCLC Legislative Breakfast is 12.16 at Emerald Downs
- Opportunity for Chambers to speak to legislators about our priorities for the year
- Kacie is working on the marketing – to be done by Friday

4) Auburn Area Connect Website – Kacie

- The new site is up and running on a new platform
- We are adding different things as we go – for instance, we will be marketing and selling Auburn merchandise starting in November. T-shirts, hats, stickers, buttons, etc. all with an Auburn theme

5) Explore Auburn – Kacie

- **New Hire:**
- We have hired a social media, TikTok, etc. person – Maddy Lindsay – to the team
- She was born and lives in Auburn, was Miss Auburn in 2024 and currently works for Auburn Parks and Rec part time
- She will be working about 5 hours a week or as needed for special project

- **LTAC Application:**
 - Lacey made a motion to approve Kacie to submit an Auburn Lodging tax funding request for the Auburn Area Chamber of Commerce for 2026.
 - Patti seconded the motion.
 - Vote was taken – all agreed – ayes have it. No opposition.
 - Motion approved for Kacie Bray to submit an Auburn Lodging tax funding request for the Auburn Area Chamber of Commerce for 2026.
- 6) Office phone – Kacie
- Our Century Link phone lines have been down for a month now
 - Kacie and Ellie have spent many frustrating hours on the phone and with technicians to no resolve
 - Kacie has added a cell phone to our current T Mobile internet account
 - We will be able to take the phone with us to events – like the Golf Tournament
 - Our existing phone number should port over from Century Link to T Mobile by the end of the week
- 7) South Sound Leadership Institute – Kacie
- George has given us a starting date of Jan 7 – better to start after the holidays
 - Applications are available online
 - Let's push it out to businesses and encourage them to send someone – we can offer a scholarship if needed
 - He will not be using the book this year
- 8) December Board meeting – Kacie
- The Board meeting will be 12.17
 - We will be voting on any new Board members at that meeting
- 9) Board member news/updates
- Patti asked how a business on the EA website can be updated
 - It can be updated from the backend by the business on the City of Auburn licensing site,
 - Or we can update the information for them
- Visit the Outlet Collection before and after Black Friday – to see the difference!
 - The new management has put money into new holiday decorations and updating the furniture in the common areas. Lacey is excited for the changes!

Meeting adjourned at 10:32 AM

Executive Committee Meeting immediately after:

- Thanks to Patti for letting people know about Board positions and forwarding their information to Kacie to follow up
- Grocery Outlet has new ownership – Paul and Angela Fernandez, who also own the Enumclaw Grocery Outlet

Discussion around the Outlet Collection:

- The new management seems to be interested in taking care of the small businesses as well as the big box stores
- Discussion about businesses that are frustrated by state and county rules, but blame the City. The City doesn't do food or electrical permits
- Permitting for the food trucks and popups will be easier now for some
- If there are concerns from local businesses, Kacie can help with sending someone to the right person/entity to resolve the issue
- Collaborate for change
- Opening and financing a new business can be very challenging
- The Economic Development team at the City is available to help with getting a new business started – figuring costs, giving ideas, researching locations, etc. and helping with what is needed to start the business before diving in full bore
- Richard added that coming to a credit union or bank for a loan after you have signed a lease makes it more difficult
- There are a lot of resources out there

- The Turkey Trot is set for November 27th at Lakeland Hills, supporting the Auburn Public Schools Foundation. Register online

- We will probably do the Holiday party/Connect event at Dave and Busters
- They provide the food, one less thing for us to deal with

Meeting adjourned at 11AM

AUBURN AREA CONNECT CHAMBER OF COMMERCE BOARD

Name	Title/Position
Kacie Bray	CEO/President
Richard Stirgus	Chair
Kristina Pressley	Past Chair
David Larsen	1st Vice Chair
Patti Worley	2nd Vice Chair
Lacey Katz	Vice Chair of Finance
Phil Ziegler	Board Member
Rich White	Board Member
Marissa Flannery	Board Member
Carl McCauley	Board Member
Brad Thompson	Board Member
Paris King	Board Member
VACANT	Board Liaison - BIA
Jenn Francis	Board Liaison - City

Auburn Connect Staff

Sandy Roscoe	Accounting & Bookkeeping
Eliie Chowen	Connect Coordinator

Executive Committee

January 2024–December 2024

Email address	Business
kacie@auburnareawa.org	Auburn Area Chamber
rstirgus@tapcocu.org	Tapco Credit Union
Kristina@keyrecovery.org	Key Recovery
dlarsen@greenriver.edu	Green River College
patti.worley@fastsigns.com	FASTSIGNS Auburn
lkatz@urbanretail.com	The Outlet Collection Seattl
philz@emeralddowns.com	Emerald Downs
richard.a.white7@boeing.com	Boeing
mars.m.flannery@gmail.com	SEELEY Media
carl.mccauley@daveandbusters.com	Dave and Busters
brad.thompson@vrfa.org	VRFA
paris.king@veritycu.com	Verity Credit Union
dhinman@auburnwa.gov	City of Auburn

accounts@auburnareawa.org

connect@auburnareawa.org

	Cell Phone #	Phone #
268 E Main St, Auburn 98002	253 203-5577	253 833 0700
19371 WA-410 E, B Lake, 98391	775 745-5626	
10344 14th Ave S, Burien, 98168	405 596-1406	
12401 SE 320th, Auburn 98092	2064980834	253 833-9111 x3307
1835 Auburn Way N, Suite B, Auburn, 98002		253 394-0600
1101 Outlet Collection Way, Auburn 98001	253 381-9066	253 833-1790
2300 Ron Crockett Dr, Auburn, 98001	337 564-2275	253 288-7004
PO Box 3707 MC21-76, Seattle 98124		206 856-6305
2715 26th Street SE 98002	253 561-4994	
1101 Outlet Collection Way, Auburn 98001	580 504-5961	253 258-3610
1101 D Street NE, 98002	253 293-8917	253 288-5800
1424 Outlet Collection Way, 98001		206 641-2844
1 EMain St, #200, Auburn 98001		

268 E Main St, Auburn 98002	253 988-4486	253 833-0700
268 E Main St, Auburn 98002	253 263-9665	253 833-0700

Term Date
2026
2026
2026
2026
2026
2026
2026
2025
2025
2025
2025



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 2026:

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 & Portland, Oregon, 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 nights 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: Continue and strengthen a tourism relationship with the Muckleshoot Resort & 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 Resort & 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.

Balance Sheet

AUBURN AREA CHAMBER OF COMMERCE

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
7669100 Verity Checking	27,285.86
8034350 Verity CD	32,355.61
8197090 September 2024 CD	20,857.55
Verity Savings	25,015.58
Total for Bank Accounts	\$105,514.60
Accounts Receivable	
1200 Accounts Receivable	-1,270.00
Total for Accounts Receivable	-\$1,270.00
Other Current Assets	
1499 Undeposited Funds	0.00
Payroll Corrections	0.00
QuickBooks Tax Holding Account	274.52
Total for Other Current Assets	\$274.52
Total for Current Assets	\$104,519.12
Fixed Assets	
Other Assets	
Total for Assets	\$104,519.12
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	0.00
Total for Accounts Payable	\$0.00
Credit Cards	
Other Current Liabilities	
1500 Line of Credit	0.00
2100 Payroll Liabilities	\$3,315.50
Health Insurance	283.27
WA Cares Fund	87.25
Total for 2100 Payroll Liabilities	\$3,686.02
2110 Direct Deposit Liabilities	0.00
Department of Revenue Payable	0.00
Direct Deposit Payable	0.00
Line of Credit - Columbia	0.00
Total for Other Current Liabilities	\$3,686.02
Total for Current Liabilities	\$3,686.02

Balance Sheet

AUBURN AREA CHAMBER OF COMMERCE

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Long-term Liabilities	
Total for Liabilities	\$3,686.02
Equity	
3000 Fund Equity	0.00
3900 Retained Earnings	95,451.88
Net Income	5,381.22
Total for Equity	\$100,833.10
Total for Liabilities and Equity	\$104,519.12

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 1st 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 Directors.
 - 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)*

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, 1st Vice-Chair, and 2nd Vice-Chair. The Chair, 1st Vice-Chair, and 2nd Vice-Chair** shall be elected from members of the Board.

At least thirty (30) days before the election of the offices of **Chair, 1st Vice Chair and 2nd 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 **1st 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

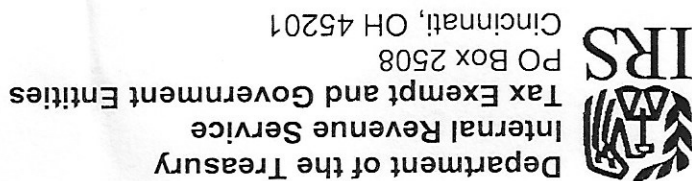
- 13.1 PROCEDURE: The proceedings of the Chamber meetings shall consist of the framework of the latest edition of Robert's Rules of Order. The elected Chair of the organization will determine the extent that the rules are to be followed when such rules are not consistent with the Charter or Bylaws of 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 CHAMBER OF COMMERCE
268 E MAIN STREET
AUBURN, WA 98002

Dear Sir or Madam:

We're responding to your request dated February 05, 2025, about your tax-exempt status. We issued you a determination letter in May 1953, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(6).

Because you're not an organization described in IRC Section 170(c), donors can't deduct contributions they make to you. You should advise your contributors that their contributions to you aren't deductible.

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

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

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

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

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Date: February 28, 2025
Employer ID number: 91-0493209
Form 990 required: Yes
Person to contact: Name: Mrs. Carpenter
ID number: 1004005861

351
792



2025 DATA | JANUARY 1ST – OCTOBER 29TH

Website Visits by Country

United States | 3,786
Russia | 81
Canada | 67
Germany | 51
China | 45
Indonesia | 33
Mexico | 22
France | 17
India & Ukraine | 15
Ireland | 14
Philippines | 13
United Kingdom | 11
Iran | 10
Australia | 7
Switzerland, Italy, & Japan | 6
Netherlands, Pakistan, Poland, & Thailand | 5
Armenia, Spain, Hong Kong, Republic of Korea, Singapore, & Taiwan | 4
Czechia, Denmark, Finland, Vietnam, & South Africa | 3
Austria, Ghana, Kazakhstan, Republic of Lithuania, Republic of Moldova, Malaysia, Saudi Arabia, & Turkey | 2
Albania, Bangladesh, Belgium, Egypt, Gabon, Guatemala, Honduras, Israel, Iraq, Kyrgyzstan, Latvia, Namibia, New Zealand, Romania, Seychelles, Slovenia, Togo, British Virgin Islands, & U.S. Virgin Islands | 1

United States Website Visits by State

Washington | 1,121
Unknown | 1,071
Oregon | 615
California | 210
Virginia | 159
Ohio | 94
Arizona | 68
New Jersey | 67
New York | 45
Iowa | 44
Texas | 29
Florida | 27
North Carolina, Illinois, & Nevada | 21
Pennsylvania & Idaho | 15

Alabama | 14
Maryland & Colorado | 12
Georgia | 11
Minnesota | 9
Michigan, Tennessee, & Missouri | 7
Massachusetts, District of Columbia, & Alaska | 6
Wisconsin | 5
Louisiana, Hawaii, Connecticut, South Carolina, Indiana, Kentucky, Arkansas, & Oklahoma | 4
Mississippi, Vermont, Montana, New Mexico, & Utah | 2
New Hampshire, North Dakota, Wyoming, Kansas, & Maine | 1

Website Visits by Page

Home | 3,281
Events | 1,193
Stay Connected | 319
Introducing Las Margaritas | 223
Plan Your Event | 206
The Outlet Collection | 69
News | 52
A New Auburn | 46

Website Visits by Source

Direct | 2,984
Referral | 703
Search | 547
Social | 58
Email | 6

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

Views | 513,000
Reach | 254,000
Interactions | 11,049
Followers | 12,403
Posts | 409 | about 484 posts when figuring in shares
#exploreauburn | 427 posts this year

Viewer Demographics by Age

TikTok

18-24 | 33.6%
25-34 | 35.2%
35-44 | 18.8%
45-54 | 8.4%
55+ | 4%

Facebook

18-24 | 1.9%
25-34 | 19.8%
35-44 | 23.1%
45-54 | 18.8%
55-64 | 15.6%

65+ | 20.8%

Instagram

18-24 | 2.8%
25-34 | 19.3%
35-44 | 33.5%
45-54 | 22.3%
55-64 | 14%
65+ | 8.1%

Viewer Demographics by Gender

Facebook

Male | 32.4%
Female | 67.6%

Instagram

Male | 30%
Female | 70%

TikTok

Male | 37%
Female | 62%
Other | 1%

Viewer Demographics by Location (Country)

Facebook

United States | 95.5%
Canada | 1.3%
Mexico | 1.2%
Puerto Rico | 0.7%
Philippines | 0.4%
Nigeria | 0.3%
Brazil, Pakistan, United Kingdom, & Vietnam | 0.1%

Instagram

United States | 94.1%
Canada & Indonesia | 0.3%
India, Japan, Iran, & Mexico | 0.2%
Philippines, Poland, & Kenya | 0.1%

TikTok

United States | 98.9%
Canada, Mexico, United Kingdom, Netherlands, Ukraine, Czechia, Guam, Italy, France, & Others | 1% or less

Viewer Demographics by Location (Top Cities)

Facebook

Auburn, WA | 7.5%
Seattle, WA | 6.1%
Tacoma, WA | 5.2%
Federal Way, WA & Kent, WA | 2.5%

Bonney Lake, WA & Everett, WA | 1.3%
Puyallup, WA & Renton, WA | 1.2%
Lakewood, WA | 1.1%

Instagram

Auburn, WA | 33.9%
Tacoma, WA | 5.2%
Federal Way, WA | 4.8%
Kent, WA | 4.6%
Seattle, WA | 3.3%
Sumner, WA & South Hill, WA | 1.9%
Renton, WA & Covington, WA | 1.4%
Bonney Lake, WA | 1.3%

TikTok

Other | 78.6%
Seattle, WA | 11.8%
Spokane, WA | 3.5%
Tacoma, WA & Portland, OR | 2.2%
Puyallup, WA | 1.7%

Marketing Materials (and about how many were given out)

Can Koozies (200)
Mountain Poster (250)
Train Poster (200)
River Poster (200)
Emerald Downs Poster (150)
Airport Poster (100)
Keychains (500)
Explore Auburn Postcard (200)
Stay Golden Postcard (200)
Stay Golden Sticker (600)
PNW Sticker (600)
Bigfoot Sticker (450)
Bubbles (100)
Bandanas (1,000)
Visors (30)
T-Shirts (20)
Visitor and Tourism Guides (12,000)
Parrot Sticker (100)
Slap Bracelets (1200)
Emerald Downs, Explore Auburn Admission Ticket (400)
Table Tent signs (150)

Sponsorships

Locations

Emerald Downs
Pacific Raceways
Junior Achievement
Outlet Collection Seattle

Event Sponsorships & Promotions

Petpalooza
Airport Day
NHRA Races
NHRA Fanfest
Festival of Trees (Nov 2025)
Students of Color Conference
Green River New Student Orientation
Emerald Downs Races
The Seattle Parrot Festival
5k Glow Run
Party on the Plaza
Turkey Trot 5k (Nov 2025)
New Educator Breakfast
CDT North Pole Art Exhibit (Dec 2025)
Hops & Crops

Email Blasts – Seasonal

Emails collected | 823
Emails sent | 4 (by the end of 2025)
Average open rate | 32%
Average click rate | 2%

Misc.

Events Explore Auburn was at | 9
Gift Baskets given out | 10



2026 Lodging Tax Grant Fund Application SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - o Email application to 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
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☒ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 11" x 17"
 - c. ☒ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☐ N/A
 - d. ☒ Marketing plan for the proposed project
 - e. ☒ Operating budget for the proposed project
 - f. ☒ Your organization's most recent Balance Sheet
 - g. ☒ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☒ 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 an 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. ☒ 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. ☒ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: 2026 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")

b. 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): NA

UBI Expiration Date: NA

Type of Organization: 501C6, non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

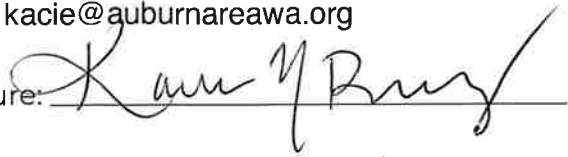
c. Contact:

Name: Kacie Braya

Title: CEO/Executive Director

Telephone: 2538330700

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): The entire year of 2026
- b. Event Location: Encompasses all of Auburn, Wa
- c. If there is a charge or fee for this activity, please describe how much and why.

NA

- 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 2026 Explore Auburn Plan for details on scope of work and 2025 Recap for outcomes from 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. Tourism Benefit

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

Please see 2026 Explore Auburn Marketing plan for strategies and success metrics plan.

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

Continues increase in LTAC dollars annually through additional night stays. Since we have had the Explore Auburn contract starting in 2021 hotel LTAC dollars have increased every year

5. 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.

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

Please see 2026 Explore Auburn Marketing plan for additional information on goals and how they will be measured.

6. 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.

7. 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 8. budget breakdown table for how funds are spent and used to market the city of Auburn Tourism and hotel night stays.

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

<i>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.</i>			
Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
	\$ NA		
	\$ NA		
	\$ NA		
	\$ NA		
	\$ NA		
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Auburn.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	Total Project Cost **
Personnel (salaries & benefits)	\$ 70,000	\$	\$ 70,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 19,000	\$	\$ 19,000
Marketing/Promotion	\$ 56,782	\$	\$ 56,782
Direct Sales Activities	\$ 1,750	\$	\$ 1,750
Minor Equipment	\$ 968	\$	\$ 968
Travel	\$ 1,500	\$	\$ 1,500
Contract Services	\$ 0	\$	\$ 0
Other Describe below	\$ 0	\$	\$ 0
TOTAL COST	\$ 150,000	\$	\$ 150,000

In-Kind Contributions	0
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9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year?
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

Yes, 150,000 LTAC funding.

10. Indicate what efforts have been made to access funding from additional sources?

NA

11. 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.

Booths at events and Festivals in and around Auburn. Marketing materials and signage at hotels, restaruants, attractions, and other Auburn Events.

12. 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.

Signature: _____

_____ Date

Printed Name & Title of Chief Administrator/Authorizing Official



10-22-25

LTAC Board | City of Auburn,

Please authorize Kacie Bray, CEO/Executive Director of Auburn Area Chamber of Commerce as the managing signer for all tourism contacts with the City of Auburn for 2026.

Authorized Signer:

Kacie Bray | CEO/Executive Director of Auburn Area Chamber

268 E Main Street

Auburn, WA 98002

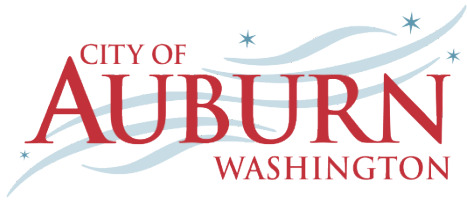
253.833.0777 | kacie@auburnareawa.org

Thank you,

A handwritten signature in black ink that reads 'Richard Stirus'. The signature is stylized with a large, looped 'R' and a cursive 'Stirus'.

Richard Stirus | Board Chair

Auburn Area Chamber of Commerce



AGENDA BILL APPROVAL FORM

Agenda Subject:

Emerald Downs Grant Application

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

Emerald Downs 2026 Grant
Application, Emerald Downs
2026, Emerald Downs

Budget Impact:

\$28,000

Administrative Recommendation:**Background for Motion:****Background Summary:****Councilmember:**

Staff: Jason Krum



2026 Lodging Tax Grant Fund Application

SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - o Email application to 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
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☒ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 11" x 17"
 - c. ☐ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☒ N/A
 - d. ☒ Marketing plan for the proposed project
 - e. ☒ Operating budget for the proposed project
 - f. ☐ Your organization's most recent Balance Sheet
 - g. ☐ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☐ 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 an 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. ☐ 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. ☐ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: 2026 Racing Events

Amount of Lodging Tax Funding Requested: \$ 28,000.00

(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 28,000.00

(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Emerald Downs Racing LLC

Mailing Address:

2300 Ron Crockett Dr.
Auburn, WA 98001

Tax ID Number: 47-2966969 

Organization Unified Business Identifier (UBI): 603453-904

UBI Expiration Date:

Type of Organization: LLC

(Non-profit, For-profit, Municipality, Private business, etc.)

c. Contact:

Name: Philip Ziegler

Title: President

Telephone: 253-288-7004

Email: philz@emeralddowns.com

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): June 12-14 - July 3 - July 12
- b. Event Location: Emerald Downs Racetrack
- c. If there is a charge or fee for this activity, please describe how much and why.

\$10 for adults (\$15 on July 3), ages 12 & under free (except July 3). Tribal members and military free.
- 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).

See attached, these are three of the most popular promotions at Emerald Downs. These events are three of the top days for attendance and also has mass appeal on social media.

3. Beneficiaries

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

These events bring thousands of people to Auburn. Local businesses will benefit and hotels will have increased bookings on these three weekends. Additionally the T-Rex event will be broadcast on ESPN2 and will include two commercials for Explore Auburn.

4. Tourism Benefit

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

For Indian Relay weekend the funds will go directly to Auburn hotels for lodging. On July 3 we will work with the hotels to offer a package deal including admission to the track/fireworks show. Many T-Rex participants are from out of state and will need rooms.

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

All of the relay teams are from out of state (or Eastern WA). For July 3 we will work with the hotels to provide an overnight package. For T-Rex Racing about half the participants are from greater than 50 miles away.

5. 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.

Both Indian Relay and T-Rex have out of area participants and we will promote Auburn lodging options. For July 3 we will partner with all hotels that are interested in providing a package for an overnight stay plus admission and transportation to the races/fireworks show.

6. 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:

No impact...these are popular promotions that are part of our racing calendar.

7. 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.

A third of the funds will be used directly for purchase of Auburn hotel rooms, a third will be used towards production costs of the T-Rex ESPN2 program, and a third towards the costs of the fireworks show.

8. 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.

Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
Fireworks (funded by Emerald Downs)	\$ 40,000.00	Yes	
ESPN T-Rex Production (funded by EMD)	\$ 35,000.00	Yes	
Indian Relay Prizes (funded by EMD)	\$ 85,000.00	Yes	
	\$		
	\$		

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.

	Lodging Tax Funds Requested *	Other Funds (Do not include "in- kind" dollars)	Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$ 18,000.00	\$ 22,000.00	\$ 40,000.00
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$
Travel	\$	\$	\$
Contract Services	\$ 10,000.00	\$ 65,000.00	\$ 75,000.00
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$

In-Kind Contributions	None
-----------------------	------

9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year?
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

Yes...\$23,000 (\$8,000 for Indian Relay and \$15,000 for T-Rex Racing)

10. Indicate what efforts have been made to access funding from additional sources?

We sell sponsorships for all our events.

11. 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.

None

12. 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.

Signature:  10/20/2025
Date

Philip Ziegler

Printed Name & Title of Chief Administrator/Authorizing Official



2026 Lodging Tax Grant Fund Application

SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - o Email application to 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
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☒ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 11" x 17"
 - c. ☐ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☒ N/A
 - d. ☒ Marketing plan for the proposed project
 - e. ☒ Operating budget for the proposed project
 - f. ☐ Your organization's most recent Balance Sheet
 - g. ☐ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☐ 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 an 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. ☐ 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. ☐ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: 2026 Racing Events

Amount of Lodging Tax Funding Requested: \$ 28,000.00

(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 28,000.00

(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Emerald Downs Racing LLC

Mailing Address:

2300 Ron Crockett Dr.
Auburn, WA 98001

Tax ID Number: 47-2966969 

Organization Unified Business Identifier (UBI): 603453-904

UBI Expiration Date:

Type of Organization: LLC

(Non-profit, For-profit, Municipality, Private business, etc.)

c. Contact:

Name: Philip Ziegler

Title: President

Telephone: 253-288-7004

Email: philz@emeralddowns.com

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): June 12-14 - July 3 - July 12
- b. Event Location: Emerald Downs Racetrack
- c. If there is a charge or fee for this activity, please describe how much and why.

\$10 for adults (\$15 on July 3), ages 12 & under free (except July 3). Tribal members and military free.
- 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).

See attached, these are three of the most popular promotions at Emerald Downs. These events are three of the top days for attendance and also has mass appeal on social media.

3. Beneficiaries

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

These events bring thousands of people to Auburn. Local businesses will benefit and hotels will have increased bookings on these three weekends. Additionally the T-Rex event will be broadcast on ESPN2 and will include two commercials for Explore Auburn.

4. Tourism Benefit

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

For Indian Relay weekend the funds will go directly to Auburn hotels for lodging. On July 3 we will work with the hotels to offer a package deal including admission to the track/fireworks show. Many T-Rex participants are from out of state and will need rooms.

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

All of the relay teams are from out of state (or Eastern WA). For July 3 we will work with the hotels to provide an overnight package. For T-Rex Racing about half the participants are from greater than 50 miles away.

5. 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.

Both Indian Relay and T-Rex have out of area participants and we will promote Auburn lodging options. For July 3 we will partner with all hotels that are interested in providing a package for an overnight stay plus admission and transportation to the races/fireworks show.

6. 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:

No impact...these are popular promotions that are part of our racing calendar.

7. 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.

A third of the funds will be used directly for purchase of Auburn hotel rooms, a third will be used towards production costs of the T-Rex ESPN2 program, and a third towards the costs of the fireworks show.

8. 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.

Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
Fireworks (funded by Emerald Downs)	\$ 40,000.00	Yes	
ESPN T-Rex Production (funded by EMD)	\$ 35,000.00	Yes	
Indian Relay Prizes (funded by EMD)	\$ 85,000.00	Yes	
	\$		
	\$		

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.

	Lodging Tax Funds Requested *	Other Funds (Do not include "in- kind" dollars)	Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$ 18,000.00	\$ 22,000.00	\$ 40,000.00
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$
Travel	\$	\$	\$
Contract Services	\$ 10,000.00	\$ 65,000.00	\$ 75,000.00
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$

In-Kind Contributions	None
-----------------------	------

9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year?
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

Yes...\$23,000 (\$8,000 for Indian Relay and \$15,000 for T-Rex Racing)

10. Indicate what efforts have been made to access funding from additional sources?

We sell sponsorships for all our events.

11. 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.

None

12. 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.

Signature:  _____ 10/20/2025
Date

Philip Ziegler

Printed Name & Title of Chief Administrator/Authorizing Official



2026 Season Sponsorship Package City of Auburn Lodging Tax Grant Fund



Promoting Auburn Tourism

The fastest horses in the Northwest compete every Spring and Summer at Emerald Downs. Located right off Highway 167 in Auburn, Emerald Downs is ideally located between Seattle and Tacoma. The live race season features popular events and promotions including T-Rex Racing, Corgi Racing, Indian Relay Weekend, July 3rd Fireworks Spectacular and Championship Sunday which includes the \$125,000 Longacres Mile.

Over 30% of on-line ticket sales in 2025 were from outside the immediate area.

Events included in this sponsorship feature out of town visitation:

Indian Relay: Teams and fans come from Eastern Washington, Montana, South Dakota, and British Columbia.

July 3 Fireworks: Although most of the crowd is local, this is a perfect event to package overnight stays which include parking and shuttle.

T-Rex World Championship Races: Competitors from throughout the country come to Emerald Downs for this unique and popular race. The races will be broadcast on ESPN 2 in late July/early August.

Emerald Downs is owned and operated by The Muckleshoot Tribe.



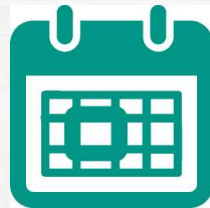
Emerald Downs: By The Numbers



PAGE VIEWS
1+ MILLION
YEARLY

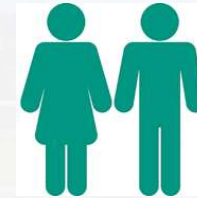


SOCIAL MEDIA
75k + FOLLOWERS
40+ Million Yearly Video Views



51 LIVE RACE
DAYS

EXCITING
PROMOTIONS



50/50
FEMALE/MALE



EMAIL LIST
50k +
SUBSCRIBERS



Explore Auburn Gold Sponsorship Package

Sponsorship Includes:

- Name added to each event title as presenting sponsor
- Name & logo included in event press releases
- Logo included on all marketing material for all three events
- Logo included on emeralddowns.com homepage
- Explore Auburn TV commercial once each race day during 2026 season

Social Media

- Posting on Facebook, Instagram and X
- One (1) email blast that features our partnership

Hospitality

- 500 general admission tickets for each event

Print

- Full page program advertisement for entire 2026 season
- One Rail Sign near the finish line for entire 2026 season

ESPN

***Explore Auburn will receive two 30 second commercials on ESPN2 during the broadcast of the 2026 T-Rex Races

2026 Events Included:

<i>Indian Relay Race Weekend</i>	<i>Friday-Sunday June 12-14</i>
<i>Fireworks Spectacular</i>	<i>Friday, July 3</i>
<i>T-Rex World Championship</i>	<i>Sunday, July 12</i>

INVESTMENT
\$28,000

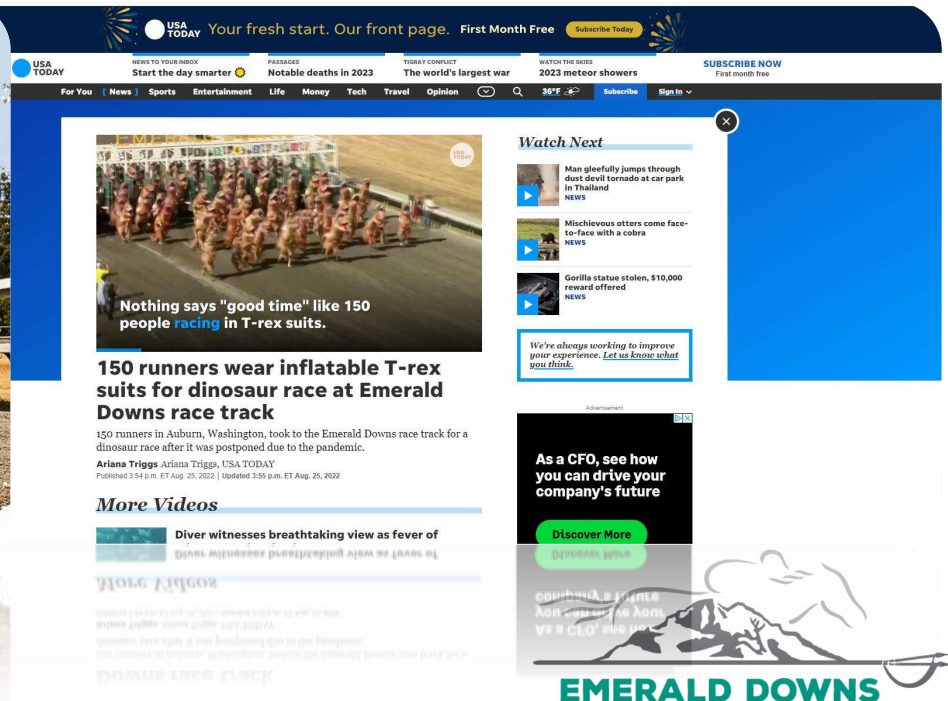
T-Rex Races

T-Rex World Championship Races

Date: July 12

Event Info: Get ready for prehistoric fun and excitement as Emerald Downs 7th running of the T-Rex's takes over the track. This is a roar-some race that you don't want to miss!

Media Links: [2024 Races](#) [CNN](#) [FACEBOOK](#) [USA TODAY](#) [DAILY MAIL](#) [UNILAD](#) [SPORTbible](#) [UPI](#) [ABC WORLD NEWS](#)



Indian Relay

Indian Relay Weekend – Muckleshoot Gold Cup

Dates: June 12-14

Event Info: Three-day event that features the best Indian Relay teams in North America!

Media Links: [2024 Championship Race](#) [2022 Championship Race](#) [Indian Relay Documentary](#)



Fireworks Spectacular

Fireworks Spectacular

Date: July 3rd

Event Info: The premiere fireworks show in the Pacific Northwest! A fun-filled evening of Thoroughbred racing followed by 20 minutes of amazing fireworks!

Media Links: [Fireworks Show](#)



THANK YOU!

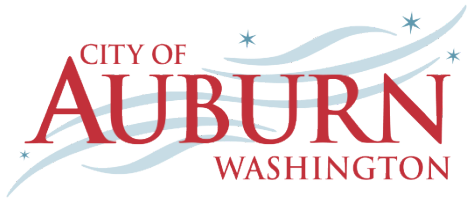


Neal Mullarky | Emerald Downs Racetrack

Vice President of Sales & Marketing

Direct: 253.288.7747

nealm@emeralddowns.com | emeralddowns.com



AGENDA BILL APPROVAL FORM

Agenda Subject:

Miss Auburn Grant Application

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

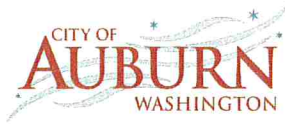
26-LTAC Application Final Miss
Auburn

Budget Impact:

\$5,000

Administrative Recommendation:**Background for Motion:****Background Summary:****Councilmember:**

Staff: Jason Krum



2026 Lodging Tax Grant Fund Application

SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - o Email application to 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
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☒ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 11" x 17"
 - c. ☒ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☐ N/A
 - d. ☒ Marketing plan for the proposed project
 - e. ☒ Operating budget for the proposed project
 - f. ☒ Your organization's most recent Balance Sheet
 - g. ☒ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☒ 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 an 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. ☒ 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. ☒ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: Miss Auburn Scholarship Organization & Competition

Amount of Lodging Tax Funding Requested: \$ 5,000.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 5,000.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Miss Auburn Scholarship Organization

Mailing Address: 12659 SE 306th Ct
Auburn WA 98092

Tax ID Number: 91-1428256

Organization Unified Business Identifier (UBI): 601346565

UBI Expiration Date: 10/31/2026

Type of Organization: Non Profit

(Non-profit, For-profit, Municipality, Private business, etc.)

c. Contact:

Name: Tamie Bothell

Title: President & Executive Director

Telephone: 253-709-1577

Email: tbothell@gmail.com

Signature: Tamie Bothell

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): February 7, 2026
- b. Event Location: Auburn Performing Arts Center
- c. If there is a charge or fee for this activity, please describe how much and why.

Competition tickets are sold for the pageant held on February 7th for our Miss, Teen, Ambassador and Emeralds to help offset the cost of the theater.

- 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).

The Miss Auburn Scholarship Organization is an asset to our community. We are the first stop at the local level for young to develop skills and continue their journey to Miss Washington and Miss America.

We proudly awarded over \$25,000 in scholarships each year to local young women who exemplify leadership, service, and personal growth. Through mentorship, leadership training, and community service, our participants develop confidence and communication and interview skills, advocate for causes they believe in, serve as role models for younger girls through our Emeralds and Ambassador programs, as well as promote and attend Auburn's community events where they can speak and share their talents with their community.

Our program connects with our business and education members who sponsor the program year and year because they see first hand how the program develops and changes these young women forever. Most will tell you that even though they didn't win the crown, they won life skills they can use for their continued education, and to have confidence in future interview skills.

The program participation is 40-60 young woman who apply to our four programs depending on ages and their families. Our Miss and Teen contestants go through seven week competition workshops on interview skills, writing a resume and talent rehearsals leading up to the competition. We have local business support with scholarship donations and food for competition, as well as community members who donate their time in helping prepare our young women for competition and those who serve as judges who have the tough job of selecting our new title holders.

3. Beneficiaries

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

Our program is open to young women who live in not only in Auburn, but throughout our region in King & Pierce Counties. Many of the families need lodging during the pageant weekend, as well as our seven judges. Last year, we estimated that 30 hotel rooms were occupied and we want to see that number increase. The Outlet Collection benefits because girls in our program love to shop, and there are many stores that carry just what they are looking for. They also love the Dave and Buster experience and it's always a hit. Our program has weekly rehearsals starting in January to pageant day, so many restaurants and our amazing coffee shops all benefit from our program.

Our ambassadors are excellent with social media and we provide a lot of coverage throughout the state in thanking our businesses and organizations that provide to our program. It's one of the reasons, we continue to have local business support and donate each year because we pride ourselves in teaching young woman the art of saying thank you and showing appreciation.

4. Tourism Benefit

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

LTAC funds would assist in expanding our program to reach more contestants and families outside of Auburn in the King County and Pierce County areas. We've noticed an uptick in girls and families traveling from all over the region: north Seattle, Bremerton, Cowlitz County, and as far as Vancouver. These long distances require hotel stays, gas and meals all within Auburn. We also have at least 7 judges that require secured lodging for travel. This would be a huge benefit to the program and eliminate these funds being spent on admin costs, and instead be used as more scholarships to these young women.

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

The Miss Auburn Scholarship Organization is one of the largest scholarship providers to young women in our state. Last year, we awarded over \$35,000 to young women who are leaders already in the community. We estimated over 25 rooms were occupied by these families within our program, and we know we can grow that number.

Our contestants love social media and any chance to post about Auburn. We'd love to continue a great partnership in promoting Auburn with fun hashtags on all our social media sites with fun ways to engage and promote Auburn to encourage more tourism.

5. 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.

LTAC funds will enable us to use these funds for marketing and communication to reach a broader range of participants throughout the region. Our program requires participation over three nights at the Performing Arts Center. This encourages competitors, families, friends and judges to drive and stay in Auburn. Driving up the amount of revenue spent at hotels, restaurants and shopping.

We can track and measure any increases by the amount of Miss, Teen, Ambassadors and Little Sisters we have participate in our program each year. Each young woman on the stage will have many supports that include: parents, grandparents, aunts, uncles, family and friends attending to show their support. All these attendees usually dine at local restaurants and shop at local stores and the Outlet Collection.

6. 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:

LTAC funds will be used for providing lodging for our 7-judges and marketing materials to reach a larger demographic. If partial funding is received, we will be limited on who we select to judge our program. We are vigilant in growing our program, just with less. As a full volunteer run program, it's amazing what we can do with little funds to do it, because we believe in these future leaders!

7. 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.

We are requesting \$5,000 to assist with the lodging expenses for our judges and Miss Washington to attend in the amount of \$2,500.

The reminder will be used for PR and marketing of our program in the 50 + miles radius outside of Auburn.

8. 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.

Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
Program Ad Sales (\$400 per contestant)	\$ 14,000.00	No	02/14/2026
Program Sponsors	\$ 9,600.00	No	02/14/2026
Ticket Sales	\$ 10,700.00	No	02/14/2026
People's Choice Votes (shared w/Food Bank)	\$ 1,895.00	No	02/14/2026
	\$		

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.

	Lodging Tax Funds Requested *	Other Funds (Do not include "in- kind" dollars)	Total Project Cost **
Personnel (salaries & benefits)	\$ 0.00	\$ 0.00	\$ 0.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 0.00	\$ 5,771.00	\$ 5,771.00
Marketing/Promotion	\$	\$ 608.00	\$ 608.00
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$ 0.00
Travel	\$ 5,000.00	\$ 1,849.00	\$ 6,849.00
Contract Services	\$	\$ 400.00	\$ 400.00
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$ 8,628.00	\$ 13,628.00

In-Kind Contributions	Jill Christine Photography \$500 Sunkissed Golden Mobile Spray Tan \$500 SQ Root Salon \$500
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9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year? **No**
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

10. Indicate what efforts have been made to access funding from additional sources?

We rely on donations from individuals and local businesses provide scholarships we award our contestants. In addition, we depend on donations to provide meals for the 3-nights we have dress rehearsals and the pageant itself.

Contestants help with fundraising by selling business ad space in our program book. Each contestant is required to raise \$400. All funds goes directly back into the scholarships awarded. None of the money raised is used for administration costs.

11. 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.

The Auburn Noon Lions Club is a co-sponsor of our event and they also organize events and donation drives to help raise scholarship funds.

Contestant Sponsors: Local businesses provide a scholarship in the amount of \$500 to offset registration fees.

Our contestants and title holders serve as ambassadors in Auburn during their year of service. They attend and promotes events organized by The City of Auburn, Chamber of Commerce and the Downtown Auburn Cooperative and help promote and encourage community participation. Our organization has 63 years of dedicated service and we are proud to be a hometown program.

12. 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.

Signature: Tamie Bothell 10/30/2025
Date

Tamie Bothell, President & Executive Director, Miss Auburn Scholarship Organization

Printed Name & Title of Chief Administrator/Authorizing Official



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

MISS AUBURN SCHOLARSHIP PROGRAM
16525 MAPLEWILD AVE SW
BURIEN, WA 98166

Date:
12/08/2021
Employer ID number:
87-2327022
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
September 20, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053665003951

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



CROWN CLUB OPPROTUNITIES

The Miss Auburn Scholarship Competition will be held February 7, 2026 at the Auburn Performing Arts Center. Each year, we provide our candidates over \$30,000 in scholarships for their future educational goals. The Miss Auburn Scholarship program has served the Auburn community for over 57 years and is committed to preparing great women for the world. A sponsorship is a wonderful partnership to support these young women and let us share about your business on our social media sites and competition attendees. We have different sponsorship levels available, and we hope you'll join the Crown Club and be part of our family.

	Golden Crown Level	Silver Level	Bronze Level	Candidate Sponsorship	Scholarship Provider	In-Kind (Photography, jewelry, appearance attire, fitness, hair, nails, tanning).
	\$3000+	\$1500	\$1000	\$500	\$250	
Full page ad in program book	X	X				
Your banner on display at event	X					
Tickets on request	6	4	3	2		
Your logo in event's repeating video display	Full Page	½ Page	½ Page	¼ Page		x
Spot in our sponsor display	Premiere	Large	Medium	Small		x
Mentions by MC during the event	4	3	2	2		x
Recognition in press releases & social media	X	X	X	X	X	
Link to your business on event website	X	X	X	X	X	x

For more information on sponsorship, contact Tamie Bothell @ tbothell@gmail.com



PO Box 1595 | Tacoma, WA 98401
800.562.8130 | soundcu.com

Account Number: XXXXXX4854
Statement Date: 09/01/2019 - 09/30/2019

MISS AUBURN SCHOLARSHIP PROGRAM
16525 MAPLEWILD AVE SW
BURIEN, WA 98166-3133

Auto Sale!

We've partnered with Northwest Motorsport for the month of October to offer members discounted rates on vehicles purchased from any NWMS location and financed through Sound. Visit soundcu.com for details.

STATEMENT SUMMARY

DEPOSIT ACCOUNTS BALANCE SUMMARY

Checking (1)	\$	0.00
Savings (1)	\$	8,676.86

SOUND REWARDS SUMMARY

Points Balance	17,682
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LOAN ACCOUNTS BALANCE SUMMARY*

* Loan balance shown is not payoff balance.

CHECKING

ID 10: FREE CHECKING

Beginning Balance		3 Deposits & Other Credits		10 Withdrawals & Other Debits		New Balance	
\$2,975.06		+	\$1,708.40	=	\$4,683.46	=	\$0.00
Date	Transaction Description	Balance					
09/01/19	Balance Forward	2,975.06					
09/02/19	Withdrawal Debit Card Check Card	-5.47					
	Google LLC 650-2530000 CA DATE 09/02/2019	2,969.59					
09/03/19	Check 1272	-850.00					
09/04/19	Withdrawal Debit Card Check Card	-95.00					
	PAY*STOR MORE AUBURN 253-939-8200 WA DATE 09/01/2019	2,024.59					
09/05/19	Check 1309	-72.00					
		1,952.59					
09/05/19	Check 1308	-1,487.20					
		465.39					
09/16/19	Deposit Home Banking Transfer From Share 00	1,350.00					
		1,815.39					
09/17/19	Withdrawal Debit Card Check Card	-10.00					
	WA SECRETARY OF STATE .WA.GOV WA DATE 09/17/2019	1,805.39					
09/25/19	Withdrawal Debit Card Check Card	-8.79					
	Amazon Music*LS6Z88PG3 888-802-3080 WA DATE 09/25/2019	1,796.60					
09/26/19	Check 1310	-1,350.00					
		446.60					
09/30/19	Deposit Transfer From Share 00	353.40					
		800.00					
09/30/19	Check 1307	-800.00					
		0.00					
09/30/19	Deposit Transfer From Share 00	5.00					
		5.00					
09/30/19	Withdrawal Transfer fee	-5.00					
		0.00					
09/30/19	Ending Balance	0.00					

SUMMARY OF OVERDRAFT AND RETURNED ITEMS

Fee Description	This Statement Period	Year-To-Date
Total fees for overdraft items paid (Courtesy Pay)	\$0.00	\$0.00
Total fees for overdraft items returned unpaid (NSF)	\$0.00	\$0.00

Total Year-To-Date Dividends Paid: \$0.00

CHECKS CLEARED

Check.....Amt	Check.....Amt	Check.....Amt	Check.....Amt
1272 850.00	1307* 800.00	1308 1,487.20	1309 72.00

MISS AUBURN SCHOLARSHIP PROGRAM, INC.

Corporation By-Laws

September 2021

ARTICLE I. NAME

Section I. The name of this organization shall be "Miss Auburn Scholarship Program, Inc."

ARTICLE II. PURPOSE

Miss Auburn Scholarship Program (MASP) main purpose is to raise funds and distribute scholarships for further education and personal development. The program promotes the development of young women in public speaking, leadership, and social skills.

ARTICLE III. MEMBERSHIP

Section I. There shall be two (2) categories of membership in the Miss Auburn Scholarship Program, Inc.
They shall be:

- A. Board of Directors membership: They shall be elected members and the voting body of this organization.
- B. Associate membership: They shall be non-voting members of this organization.

Section II. Membership must be by nomination, then election by majority vote via private ballot of those in attendance at the Board of Directors meeting. Written notification of newly-elected members will be made prior to the next scheduled meeting. The Board of Directors shall determine the type of membership to be held by an individual.

- A. The individual nominated must have a sincere interest in the organization and in the development of the young women competing in the two Miss Auburn programs.

Section III. There shall be no less than ten (10) members and no more than twenty (20) members on the Board of Directors; with unlimited membership allowed in the Associate Membership category.

Section IV. Membership on the Board of Directors may be terminated as follows:

- A. Voluntary action by the member.
- B. By the request of a majority vote of the Board of Directors for:
 - 1. Non-attendance at three (3) consecutive meetings without an absence excused by the President prior to the meeting.

2. Not actively participating as a member in individual or committee assignments.

ARTICLE IV. **OFFICERS**

- Section I. The program shall have at least five (5) elected officers: A President, Vice President, Secretary, Treasurer and Events Coordinator.
- Section II. The President shall appoint a nominating committee of three (3) board members who will obtain and submit names in writing to the Board of Directors one month prior to election.
- Section III. Only members of the Board of Directors shall be eligible to hold an office.
- Section IV. The officers shall be elected within three (3) months after completion of each pageant, held in an odd calendar year by a majority vote of the Board of Directors. They will hold a two (2) year term of office.
- A. Election shall be by secret ballot.
- B. Each office shall be balloted individually until all officers have been elected. They shall be elected in the following order: President, Vice President, Secretary, Treasurer, and Events Coordinator.
- Section V. A vacancy occurring in an office shall be filled for the unexpired term by a simple majority vote of the Board of Directors.
- A. In the interim, the President may assign an individual from the Board of Directors to function in the vacant position.
- Section VI. The officers shall take office immediately following election.

ARTICLE V. **DUTIES OF OFFICERS**

- Section I. **President;** The President shall preside at all meetings of the Board of Directors and the Executive Committee; appoint all project chairs, with verification of the Executive Committee; appoint the program (Co) Executive Director(s) and the Executive Committee members-at-large; perform all duties usually pertaining to the office and such as are specified in these by-laws; sign all orders on the treasury and co-sign all checks (if co-signatory is required). In the event of an emergency or payment being received by the President, another authorized signature must be used. Additionally, the President shall sign all official correspondence pertaining to the function of the Board of Directors; call and set meetings and agendas of the Board of Directors and Executive Committee (other than those as stated in Article VIII, Section II of these by-laws), and see that all members are informed of same. The President will assign an audit committee who will perform audits of the treasurer's records during even years. The audit committee will consist of three (3) members of the Board of Directors,

requiring an Audit Report to be presented at the next scheduled meeting of the Board of Directors. The President will require external audits as voted on by the Board of Directors.

- Section II. **Vice President:** The Vice President shall preside in the absence of the President and shall serve as an aide to the President. In case of vacancy in the office of the President, the Vice President shall assume the duties of the office until a meeting of the Board of Directors is held for the election of a new President. The Vice President is authorized as the third co-signer of organization checks.
- Section III. **Secretary:** The Secretary shall keep accurate minutes of all meetings and sign all correspondence in the absence of the President; keep updated individual rosters for both categories of memberships with names, addresses, e-mails and telephone numbers, and make these copies available to members of the Board of Directors; keep an updated record of roll call of all Executive Committee and Board of Directors meetings; be responsible for all correspondence as designated by the President and keep an updated file of the same. The Secretary shall be responsible to notify all members of meetings scheduled by the President in a timely fashion.
- Section IV. **Events Coordinator:** The Events Coordinator shall coordinate all program/pageant events as identified by the President; request updates by event committee chairs and provide reports during board meetings.
- Section V. **Treasurer:** The treasurer shall receive and issue receipts for all monies of the organization; keep an accurate record of income and disbursement according to the approved annual budget; on authorization of the President of Board of Directors, shall present quarterly statement; close the books at the end of each fiscal year and open books for the new year. There will be 2 accounts kept, one for administrative cost and the other to hold all scholarship funds to be awarded. The records of financial accounting shall be available at the end of each fiscal year.
- Section VI. Retiring officers shall relinquish to their successors all books, records, funds, and supplies immediately upon leaving office.
- Section VII. An office shall be declared vacant if an officer is absent for three (3) consecutive meetings unless excused by the President or with approval of the Executive Committee.

ARTICLE VI. **EXECUTIVE COMMITTEE**

- Section I. The Executive Committee shall consist of the five (5) elected officers and no more than six (6) appointed members from the Board of Directors, and will include the Executive Director(s), Assistant Director(s) and Producer(s).

- Section II. The appointed members from the Board of Directors shall be appointed by the newly elected President by the next regularly scheduled meeting. These appointees shall be members of the Executive Committee for two (2) consecutive years.
- Section III. Should an appointed member of the committee find they are unable to fulfill their assigned term, the vacancy shall be filled by appointment of the President by the second meeting following the vacancy.
- Section IV. Should an appointed member be absent from more than three (3) consecutive meetings without approval of the President, they shall automatically be replaced by another member of the Board of Directors by appointment of the President.
- Section V. The Executive Committee shall review all proposed changes that would alter either program and/or expenditures prior to being presented to the Board of Directors.
- Section VI. This committee shall review the budget prepared by the Finance Committee and forward to the Board of Directors or return to the Finance Committee for revision. The budget shall be approved no later than four (4) months prior to the date of each pageant in a given year.

ARTICLE VII. BOARD OF DIRECTORS

- Section I. The Board of Directors shall consist of all members of the Executive Committee and no more than twelve (12) additional elected Members, not to exceed a total of twenty (20) individuals (see Article III, Section III).
- Section II. Each member shall have one (1) vote for all business pertaining to the organization and one (1) vote for elections.
- Section III. The Board of Directors shall transact all business necessary to the purpose of the organization. All action of the Executive Committee will be referred to the Board of Directors.
- Section IV. One-third (1/3) or no less than eight (8) members of the Board of Directors shall constitute a quorum.

ARTICLE VIII. MEETINGS

- Section I. The Executive Committee shall meet as required to conduct business as defined under Article VI.
- Section II. Meetings of the Board of Directors shall be held at least

quarterly. Should there be necessity for a special meeting it may be called by the President, and all members will be notified of the date, time and place no less than 24 hours in advance.

- Section III. Meetings of special committees will be called at the discretion of the responsible chair. They shall also inform the President of the meetings. Meeting notices shall be provided a minimum of 24 hours in advance.

ARTICLE IX. COMMITTEES

- Section I. The Executive Director(s) shall be assigned by the Executive Committee and shall be responsible to:

- A. Work with the President to prepare contestants and titleholders for local and state competitions;
- B. Mentor Assistant Director(s).

- Section II. All committee chairs will report to the Executive Committee or Board of Directors. They shall stay within their assigned budget unless approved by the Board of Directors. They shall perform any and all duties as assigned or requested by the President, Executive Committee and/or Board of Directors.

ARTICLE X. STANDING RULES

- Section I. The President shall assign a committee each fiscal year to review and make revisions as necessary to the Standing Rules of this corporation. They are not to be inconsistent with these by-laws and must be approved by a simple majority vote of the Board of Directors.

ARTICLE XI. AMENDMENTS

- Section I. This policy may be amended by a majority vote of the Board of Directors members present at any meeting of the Miss Auburn Scholarship Program, Inc., providing written notice of proposed amendment is sent to each Board of Directors member at least ten (10) days prior to the meeting.

ARTICLE XII. DEFINITION OF QUORUM AND MAJORITY

- Section I. For the purpose of the Miss Auburn Scholarship Program, Inc. meetings and the Executive Committee meetings, see the Article pertaining to same.

ARTICLE XIII. PARLIAMENTARY AUTHORITY

Section I. The revised edition of Robert's Rules of Order shall govern the proceedings of all meetings of the corporation, except as provided for in the policy (Standing Rules).

Original Adoption on June 28, 1972

Revised on April 9, 1979

Revised on September 16, 1985

Revised on September 1, 1998

Revised on August 13, 2012

Revised on September 16, 2021

Tamie Bothell

Subject: FW: Board Authorization to Submit LTAC Grant

From: Tamie Bothell <tbothell@auburnwa.gov>

Sent: Wednesday, October 29, 2025 5:26 PM

To: Angie Kleinbeck <angelamarie0212@yahoo.com>; Ashley Cox <coxfamily1323@gmail.com>; Chantell Ankerfelt <chantellankerfelt@gmail.com>; Emily Hursh <emily-hursh@leavitt.com>; Hayley McJunkin <haymcj@gmail.com>; Heather Haggin <heather.haggin@yahoo.com>; Jamee Mahmood <jamee919@gmail.com>; Jim Kleinbeck <kleinjw@hotmail.com>; Joyce Shumway <ecyoj53@hotmail.com>; lindsaytiffany04@gmail.com; Mogi Haggin <treasureme3@comcast.net>; Tamie Bothell <tbothell@auburnwa.gov>; Tren Walker <tren.walker@gmail.com>

Subject: Board Authorization to Submit LTAC Grant

Hey team – I need your help since the deadline to submit a grant request is Friday. To submit the grant for LTAC money, I need the board's approval. **Please read the statement below and send me your reply to approve or deny Tamie Bothell, President of the Miss Auburn Scholarship Organization to sign and submit the application on behalf of the organization, and make sure your name is included:**

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 an 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, Tren Walker, approve Tamie Bothell, President of the Miss Auburn Scholarship Organization to sign and submit the application on behalf of the organization

I approve of Tamie Bothell to sign the grant. Mogi Haggin

I, Ashley Cox, APPROVE, Tamie Bothell, President of the Miss Auburn Scholarship Organization to sign and submit the application on behalf of the organization.

I, Hayley Sewell, APPROVE, Tamie Bothell, President of the Miss Auburn Scholarship Organization to sign and submit the application on behalf of the organization.

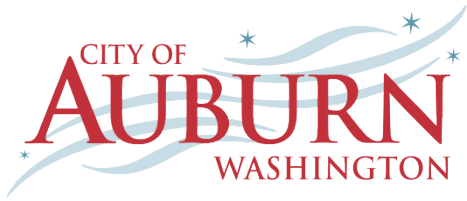
I, Joyce Shumway, APPROVE Tamie Bothell, President of the Miss Auburn Scholarship Organization, to sign and submit the application on behalf of the organization.

I, Angie Kleinbeck, approve, Tamie Bothell, President of the Miss Auburn Scholarship Organization, to sign and submit the application on behalf of the organization.

I, Chantell Ankerfelt, APPROVE, Tamie Bothell, President of the Miss Auburn Scholarship Organization to sign and submit the application on behalf of the organization.

I, Tiffany Lindsay, approve, Tamie Bothell, President of the Miss Auburn Scholarship Organization, to sign and submit the application on behalf of the organization.

Miss Auburn Scholarship Organization Board of Directors						
Name	Address	City	Zip	Cell Phone	Email Address	Elected Position
Tamie Bothell	12659 S.E. 306th Ct.	Auburn	WA 98092	253-709-1577	tbothell@auburnwa.gov	President & Executive Director
Tren Walker	18409 9th St E	Lake Tapps	WA 98391	253-350-2723	tren.walker@gmail.com	VP & Interview Director
Emily Hursh	11416 SE 290th Place	Auburn	WA 98092	253-332-4282	emily@hbinsurance.com	Secretary & Co-Judges Chair
Diane Ryan	10523 Waprewood Ave SW	Burien	WA 98166	253-653-8531	dianeryan101@gmail.com	Treasurer & Teen Co-ED
Ashley Cox	12659 SE 306th Ct	Auburn	WA 98092		adcox@gmail.com	Co-Executive Teen Director & Marketing Director
Jamee Mahmood	1700 NE 27th Pl	Renton	WA 98056	206-790-9053	Jamee919@hotmail.com	Producer
Hayley Sewell	15845 11th Ave SW	Burien	WA 98166	253-486-9195	havmci@gmail.com	Co-Executive Teen Director, Emcee & Alumni Chair
Heather Miller				253-347-9930	heather.haggin@yahoo.com	Choreographer & Assistant Producer
Joyce Shumway	14404 SE 275th Pl	Kent,	WA 98092	206-353-8542	joyceshumway@comcast.net	Ambassador Chair & Production Assistant
Chantell Ankerfelt		Lake Tapps	WA 98391	425-346-5946	chantellankerfelt@gmail.com	Emerald's Director
Mogi Haggan	27453 149th PL SE	Kent	WA 98042	253-653-0482	treasureme3@comcast.net	Recruitment & Lions Club Liaison
Ashley Cox	12659 SE 306th Ct	Auburn	WA 98092	253-332-7368	coxfamily1323@gmail.com	Social Media & Marketing
Jim Kleinbeck	365 Randall Pl	Enumclaw	WA 98022	206-992-7324	kleinwj@hotmail.com	Producer
Angie Kleinbeck	365 Randall Pl	Enumclaw	WA 98022		angiemarie0212@gmail.com	Co-Executive Miss Director



AGENDA BILL APPROVAL FORM

Agenda Subject:

Pacific Raceways Grant Application

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

Pacific Raceways 2026 City of
Auburn Lodging Tax Grant
Application 10212025, Pacific
Raceways Auburn LTAC 2025
NHRA Fact Sheet, Pacific
Raceways Proposed 2026 Event
Schedule 10212025

Budget Impact:

\$100,000

Administrative Recommendation:**Background for Motion:****Background Summary:****Councilmember:**

Staff: Jason Krum



2026 Lodging Tax Grant Fund Application SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - o Email application to 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
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☒ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 11" x 17"
 - c. ☐ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☒ N/A
 - d. ☐ Marketing plan for the proposed project *Not yet available*
 - e. ☐ Operating budget for the proposed project *Not yet available*
 - f. ☐ Your organization's most recent Balance Sheet *Not Available*
 - g. ☐ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☐ 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 an 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. ☐ 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. ☐ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: Pacific Raceways 2026 Racing Season

Amount of Lodging Tax Funding Requested: \$ 100,000.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 1,978,000.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Pacific Raceways Track LLC

Mailing Address: 31001 144th Ave SE

Kent, WA 98042

Tax ID Number: 87-3045065

Organization Unified Business Identifier (UBI): 601684362

UBI Expiration Date: 12/31/2026

Type of Organization: Profit

(Non-profit, For-profit, Municipality, Private business, etc.)

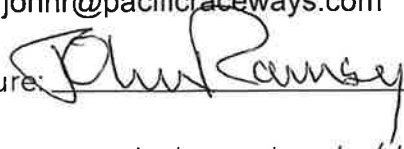
c. Contact:

Name: John Ramsey

Title: General Manager

Telephone: 2536395927

Email: johnr@pacificraceways.com

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): Jan. 3 - Dec. 27, 2026 (see attached schedule)

b. Event Location: 31001 144th Ave SE Kent, WA 98042

c. If there is a charge or fee for this activity, please describe how much and why.

Spectator events have a charge from \$10 to \$75 depending on the event; participant-only events do not have a charge for spectators. Participants and spectators pay for events to help offset racetrack operations. Trunk or Treat and Bad Santa Cruz are free.

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).

Pacific Raceways operates 12 months a year with more than 175 event dates, not counting local law enforcement training. For those event dates, the raceway brings in over 54,000 (estimate) participants and spectators of which nearly 40% (estimate) or 20,290 reside from over 50 miles away making them ideal candidates to stay in local lodging.

The funds requested will help attract more out-of-market attendees and promote Auburn as a destination for overnight stays, shopping, and entertainment. The raceway does this through advertising, social media, newsletters, and direct communication with track lessees and users.

Because of the grant, the City of Auburn has prime signage at the raceway including, but not limited to, total facility billboard, dragstrip 40' fenceline, and other track signage as well as naming rights to track assets like the Track Insider Newsletter Powered by Explore Auburn and the NHRA Fanfest to name a few.

3. Beneficiaries

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

The 2026 season should be similar to 2025 which was a good year for the City of Auburn's return on Pacific Raceways' LTAC award. 2026 will be more focused on providing a full season of events that will support Auburn businesses, hotels, and city activities throughout spring - fall. Last year, the City of Auburn received over \$470,000 in direct television value during the NHRA Northwest Nationals. City signs at the raceway received innumerable in-venue exposure throughout the season.

During the NHRA Northwest Nationals, local motels have reported room sellouts, while other events throughout the year contributed to overnight stays and business for local retailers as Auburn was promoted as the closest city and destination to the raceway. Types of businesses other than hotels that benefit from Pacific Raceways includes gas stations, food retailers, restaurants, repair shops, and entertainment locations.

The Outlet Collection was the featured location for the NHRA FanFest and the Muckleshoot Casino Resort was the title sponsor of the race.

4. Tourism Benefit

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

Funds from the grant will be used to promote Pacific Raceways as the premier northwest destination for motorsports and car events to a regional audience of enthusiasts through traditional advertising, digital advertising, social media, and newsletter campaigns. The track's website will be utilized to showcase Auburn hotels. The raceway will also promote the City of Auburn directly with the race organizations, clubs and groups that rent the facility for their events and have direct contact with their attendees.

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

Pacific Raceways has mailing lists of past attendees, for example NHRA Northwest Nationals customers or Lucas Oil Regional Drag Race participants. The raceway can utilize these lists to direct market to those customers outside the 50-mile radius of the track. Likewise, the newsletter Track Insider Powered by Explore Auburn, which has a reach of more than 18,000 subscribers with the majority outside the 50-mile radius, will be utilized to promote the city. The national television value the City receives during the NHRA Northwest Nationals contributes to exposure of Auburn as a motorsports destination and desired location to visit. Auburn hotels like the Garner receive added exposure on the raceway website by offering a discount to Pacific Raceways' customers.

5. 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.

The goal of the grant is to keep the City of Auburn and its hotels and businesses at the top of the mind awareness with Pacific Raceways attendees. The action steps include:

1. Advertise and promote to out-of-area fan base and participants
2. Feature Auburn hotels and businesses on social media, newsletters, and website
3. Provide track rental groups with Auburn hotel information and include in contract and event checklist

The 2026 plan includes a full year of promotion and will include a monthly and quarterly check-in with hotel managers to measure total annual overnight stays.

1. Meet with hotel managers in January and February to set-up schedule to track raceway attendee overnight stays for the race season
2. Communicate in-person or by email/phone with managers to track overnight stays on a monthly basis
3. Provide incentive for hotels to actively engage with raceway
4. Provide better visibility to auburn hotels that offer a discount to raceway customers

We feel this proactive approach to monitoring raceway customers in the community will provide better results and highlight the year around benefit the raceway brings Auburn hotels and business

6. 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:

This project is scalable, and the raceway could adjust the promotional effort and monitoring coordination based on the amount of the grant. More importantly, the return on investment the City of Auburn receives in television value and in-venue exposure can be adjusted as well depending on funding.

7. 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.

\$10,000 for marketing and promotion
Goal to promote to out-of-market audience

\$35,000 for website, social media, newsletter contract service
Goal to promote City of Auburn hotels, businesses, and city attractions

\$20,000 for Fanfest and newsletter naming rights and promotion
Goal to increase attendees at Fanfest in Auburn and promote Auburn

\$20,000 for in-venue promotion including vendor space, ticket giveaways, prerace ceremony, sponsorship opportunities
Goal to increase City of Auburn brand awareness

\$15,000 for Personnel
Goal to work directly with hotels and businesses to promote City of Auburn and connect with car culture and car communities

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

<i>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.</i>			
Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
NHRA event rental	\$ 260,000.00	No	09/30/2026
Track lessee payments	\$ 1,098,500.00	No	11/30/2026
Concessions	\$ 200,000.00	No	11/30/2026
Spectator fees	\$ 125,000.00	No	09/30/2026
Other rental fees	\$ 300,000.00	No	
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Auburn.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	Total Project Cost **
Personnel (salaries & benefits)	\$ 15,000.00	\$ 800,000.00	\$ 815,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 0.00	\$ 900,000.00	\$ 900,000.00
Marketing/Promotion	\$ 10,000.00	\$ 0.00	\$ 10,000.00
Direct Sales Activities	\$ 0.00	\$ 85,000.00	\$ 85,000.00
Minor Equipment	\$ 0.00	\$ 73,000.00	\$ 73,000.00
Travel	\$ 0.00	\$ 1,000.00	\$ 1,000.00
Contract Services	\$ 35,000.00	\$ 19,000.00	\$ 54,000.00
Other Describe below	\$ 40,000.00	\$ 0.00	\$ 40,000.00
TOTAL COST	\$ 100,000.00	\$ 1,878,000.00	\$ 1,978,000.00

In-Kind Contributions

9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year?
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

a. YES

b. In 2025 the raceway received \$100,000 in LTAC funds to promote the NHRA NW Nationals. This year's request is to support the entire racing season, not just one large event

10. Indicate what efforts have been made to access funding from additional sources?

Pacific Raceways works with the cities of Federal Way and Kent to help with funding. The track is working on a plan for 2026 to rent drag race weekends to an outside promoter with the goal to provide more stable and reliable funding to the raceway. A similar plan is being developed regarding the NHRA Northwest Nationals and the NHRA Lucas Oil Regional Drag Race, which are the raceways two largest professional races. In previous years, these two races were done in partnership with the NHRA as shared expense and shared revenue. In 2026 the plan is to rent the facility to the NHRA for both race weekends making for a more stable funding source for the raceway.

11. 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.

Area high schools and athletic booster clubs use the raceway as a way to generate funds for their programs in return for labor during large events. Green River College is involved in event promotion and student recruitment at select races. Local cities including Auburn and Kent as well as King County use the raceway at a reduced cost to train their police departments. The local Chamber of Commerce is involved in promotion at the NHRA Northwest Nationals. Local charities like Akin Family Charity in Auburn are beneficiaries of fundraising efforts at the raceway with the Bad Santa Car Cruz-In as well as others.

12. 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.

Signature: John Ramsey

10/21/2025

Date

John Ramsey, General Manager, Pacific Raceways

Printed Name & Title of Chief Administrator/Authorizing Official



2025 Auburn Lodging Tax Grant Results

2025 NHRA Northwest Nationals July 18-20

19,299 Spectators

45% reside outside 50-mile radius of raceway

1,500 (est.) Participants and Crew

85% reside outside 50-mile radius of raceway

Hotel Stays Survey

198 room nights - Best Western Plus Mountain View

98 room nights – LaQuinta Inn & Suites

412 room nights – Holiday Inn Express

50 room nights – Days Inn

50 room nights – Garner

35 room nights – Economy Inn

Television Audience

1.3m FOX Network and FS1 Cable TV

Explore Auburn Impressions

Exposur es	Duratio n	Duratio n (time)	100% Media Equivalency
762	4,353	01:12:33	\$272,093
856	3,520	00:58:40	\$201,886
1,618	7,873	02:11:13	\$473,979

\$5,440 – TV Scenic Clips of Auburn (136 seconds of Television time) additional value

Grant Fund Payables

\$29,125	Digital Advertising (50% actual expenditure)	Marketing
\$14,791	Local TV (50% actual expenditure)	Marketing
\$ 4,483	KPDX Portland TV Advertising	Marketing
\$36,584	Musco Lighting (50% actual expenditure)	Equipment
\$ 3,745	Nielsen Sports Sponsor Analysis	Other
\$15,017	Newsletter, Social, Website Support	Contract Services

NHRA FanFest Sponsored by Explore Auburn

Thursday, July 17 at Dave & Buster's Outlet Collection

Largest FanFest in 7 years

Largest number of drivers for autograph session

Featured on FOX Network Sunday race broadcast

Sunday, July 20 NHRA Opening Ceremony

Introduction and welcome by Auburn Mayor and Explore Auburn

Other 2025 Raceway Events

At the LTAC and City Council meetings, it was brought up that other events throughout the seasons at Pacific Raceways bring fans and participants to Auburn hotels, restaurants, and shopping. Other multi-day events at Pacific Raceways that contribute to hotel stays include the following:

April 18-20	24-Hours of Lemons
May 2-4	SOVREN Spring Sprints
May 16-18	International Race Driver's Club
May 23-25	SCCA U.S. Majors
June 7-8	Full Blown Frenzy Drag Race
June 27-29	International Race Driver's Club
July 3-6	Pacific Northwest Historics
July 30-Aug 2	Xtreme Xperience
Aug 6-10	Lucas Oil Regional Drag Race
Aug 29-31	24-Hours of Lemons
Sept 6-7	West Coast Grudge Drag Race
Sept 20-21	Washington Motorcycle Road Racing Association
Sept 27-28	SOVREN Fall Finale
Oct 3-5	Pacific Raceways Invitational Road Race
Oct 11-12	West Coast Grudge Drag Race

Newsletter Sponsorship

The *Track Insider Powered by Explore Auburn* was delivered to subscribers 10 times January – August 2025. In addition to newsletter naming rights, the City of Auburn received editorial content in each addition of the newsletter.

188,560 total reach
44,165 total opens
23.84% open rate

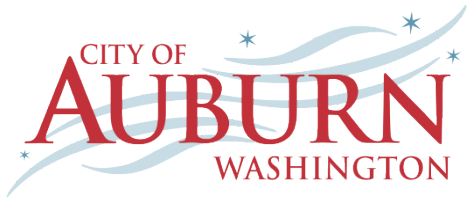
Social Statistics

As a track partner, Explore Auburn was featured on social media posts, in website content, and as sponsor of the raceway newsletter *Track Insider* making reach and engagement important metrics to measure.

2,645,967 – the number of Facebook views Jan. – July
482,975 - the number of Instagram views Jan. – July
35-44 – largest age demographic for raceway Facebook
25-34 – largest age demographic for raceway Instagram

PROPOSED 2026 PACIFIC RACEWAYS EVENT SCHEDULE

DATE	EVENT	EST. ATTENDANCE	EST 50-MILE +	# of Days	NOTES
Feb. 7	Swap Meet	900	300	1	150 vendors + 750 buyers
15-Mar	SpringFest	2500	1000	1	import car show
April 17-19	24 Hours of Lemons	500	400	3	3-day road course race
26-Apr	Import Face-Off	2000	750	1	import car show
May 1-3	SOVREN Spring Sprints	500	250	3	3-day road course race
May 8-10	Drags	450	50	3	3-day drag race
May 15-17	IRDC Road Race	500	250	3	3-day road race
May 22-24	SCCA Majors	500	350	3	3-day road race
June 5-7	Drags	450	50	3	3-day drag race
13-Jun	ImportMeet.com	2500	1000	1	import car show
June 19-21	Grid Life	1000	500	3	3-day road course event
June 26-28	IRDC Road Race	500	250	3	3-day road race
July 3-5	Pacific Northwest Historics	1200	600	3	3-day road race
July 10-12	Drags	450	50	3	3-day darg race
July 15-18	Xtreme Xperience	2000	1250	4	4-day driving experience
July 24-26	NHRA Northwest Nationals	25000	11000	3	National Drag Race
July 30 - Aug 2	NHRA Lucas Oil Regional Drags	1300	200	4	Regional Drag Race
Aug. 7	Hondafest NW	2000	350	1	import car show
Aug. 14-15	Drags	450	50	3	3-day darg race
Aug. 23	Import Face-Off	1500	400	1	import car show
Aug. 28-30	24 Hours of Lemons	500	350	3	3-day road race
Sept. 11-13	WMRRA	500	150	3	3-day motorcycle race
Sept. 17 - 20	National Bugatti tour	250	250	3	national Bugatti conference track days
Sept. 19-20	SOVREN Fall Finale	300	100	2	road course
Sept. 25-27	Drags	450	50	3	3-day drag race
Oct. 17	Swap Meet	700	100	1	one-day swap meet
Oct. 31	Trunk or Treat	1500	0	1	Halloween event
Dec. 6	Bad Santa Car Cruz-In	700	0	1	Christmas event
ProFormance Racing School					
	93 event dates; 30 daily average	2790	186	93	Jan. 3 - Dec. 27
Other car clubs BMW, Porsche, Alfa Romeo, Audi					
	18 event dates; 45 daily average	810	54	18	March 8 - Oct. 25
TOTALS		54700	20290	178	



AGENDA BILL APPROVAL FORM

Agenda Subject:

Petpalooza Grant Application

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

Petpalooza LTAC Grant
Application Signed

Budget Impact:

\$16,430

Administrative Recommendation:**Background for Motion:****Background Summary:****Councilmember:**

Staff: Jason Krum



2026 Lodging Tax Grant Fund Application

SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - o Email application to 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
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☒ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 11" x 17"
 - c. ☐ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☒ N/A
 - d. ☐ Marketing plan for the proposed project
 - e. ☐ Operating budget for the proposed project
 - f. ☐ Your organization's most recent Balance Sheet
 - g. ☐ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☐ 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 an 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. ☐ 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. ☐ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: Auburn's Petpalooza & Dog Trot 3K/5K Fun Run

Amount of Lodging Tax Funding Requested: \$ 16,430.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 58,130.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Auburn Parks, Arts & Recreation Department

Mailing Address: 910 Ninth Street SE

Tax ID Number: 91-6001228

Organization Unified Business Identifier (UBI): 171-000-010

UBI Expiration Date: 05/31/2026

Type of Organization: Municipality

(Non-profit, For-profit, Municipality, Private business, etc.)

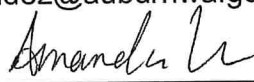
c. Contact:

Name: Amanda Valdez

Title: Special Events Coordinator

Telephone: 253-804-5049

Email: avaldez@auburnwa.gov OR events@auburnwa.gov

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): Saturday, May 16, 2026
- b. Event Location: Game Farm Park, 3030 R Street SE, Auburn, WA 98002
- c. If there is a charge or fee for this activity, please describe how much and why.

The Petpalooza festival is FREE for festival-goers to attend. There is a participation fee for the Dog Trot Fun Run. Fees are \$25-\$35/person. A variety of vendor fees are associated, depending on business type from \$25-\$350. Sponsorships also available.

- 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).

Auburn's Petpalooza is a large-scale festival designed for animal/pet lovers. The 'FREE' to attend event is held annually, each May, and features a variety of animal entertainment and attractions for all to enjoy. The festival is kicked off with a popular Dog Trot 3K/5K Fun Run at 9:30am. The festival, held from 10am-5pm, features a petting zoo, inflatable rides and other children's activities, a variety of pet contests, an agility area, Flydog demos, over 125 vendors, pet adoptions, low-cost pet services and loads more. The festival serves the 15,000+ attendees and benefits those in attendance, along with the vendors (especially the 40+ non-profit organizations that participate!) entertainers, and surrounding businesses.

3. Beneficiaries

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

1. The Auburn economy benefits from having an influx of 15,000 people attend an event, who may also chose to stop and buy gas, groceries, food, retail products; and visit other Auburn attractions (Downtown, Mall, or Casino).
2. Attendees will benefit from the opportunity to attend this FREE event and have access to low-cost pet services, free samples, information, entertainment, attractions, and more.
2. Hand-crafted vendors will benefit from the opportunity to sell their items.
3. Non-profit organizations and animal rescues (40+) benefit from finding forever homes, gaining new volunteers and fosters and from the fundraising opportunities and the general visibility the receive.
4. Commercial Vendors and Sponsors benefit from the vast visibility the event provides them, also allowing them to get face-to-face with thousands of potential new customers.
5. Our paid entertainers and Service Providers benefit from a paid gig/opportunity that they would otherwise not have.

4. Tourism Benefit

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

The funds would enable us to specifically target pet-loving individuals that live 50+ miles from Auburn that we would otherwise not reach if we did not receive this grant. We plan to promote Auburn Tourism and encourage people to 'Stay & Play in Auburn all weekend'

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

We plan to target pet-loving individuals that live 50+ miles from Auburn, that otherwise, likely wouldn't know about the event. Petpalooza is a niche event in our area - there's nothing else like it! In addition to event promotion, we have plans to bring in a nationally-renowned canine touring act that will draw viewers that may otherwise not attend.

In addition to specifically targeting areas 50+ miles from Auburn, including Yakima, Centralia, Moses Lake and Wenatchee, we have plans to purchase advertising via CityDog Magazine to target the Portland-metro area and Vancouver, B.C, Canada.

5. 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.

The goal of Auburn's Petpalooza is to provide the community with a fun and safe, family/pet-friendly event experience, while giving vendors the opportunity to showcase their products/services. With an estimated 15,000 people in attendance; we believe the festival will attract overnight stays, especially when promoting the event State-wide and in the Portland and Vancouver, B.C. areas. We will track participants through the City of Auburn Placer.ai services to see where attendees are coming from and their resulting visiting patterns. We can get an estimate of the increased visitors to Auburn by tracking Dog Trot participants and paid vendors, and by talking with visitors at the event. In the past, after the completion of the event, we have called local hotels to gauge who may have been in town for the event. While there is not a tool to directly measure the result of sale of goods/services, testimonials tell us that attendees stop to get gas, eat, and possibly shop at the mall, downtown area, or other retail stores and/or visit the casino or other destinations while in Auburn.

6. 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:

We are requesting funds specifically to target pet-loving individuals and event-lovers that live over 50+ miles away from Auburn that we would otherwise not reach if we did not receive this grant. If partial funding is received, we would be forced to purchase less advertising and our primary target would be Auburn and the surrounding areas.

7. 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.

We are requesting \$16,430.00 in funds to support Auburn's Petpalooza and Dog Trot. We plan to use \$8,880.00 to support our marketing efforts and new tax on marketing (CityDog Portland, CityDog Vancouver, B.C., radio, target marketing via social media) and \$2,000.00 to help support the national canine touring act (also featured on TV), which we believe will be an additional incentive to attend the festival. We are asking for an 11% increase from 2025 to cover the new tax now associated with advertising as of October 1, 2025. The remaining \$5,550 will be spent on bus ads 50+ miles outside of Auburn which we believe will be a great new passive and constant advertising opportunity in the weeks leading up to the event.

8. 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.

Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
Vendor Fees	\$ 12,000.00	No	05/16/2026
Sponsorships	\$ 10,000.00	No	05/16/2026
Dog Trot Registrations	\$ 10,000.00	No	05/16/2026
T-Shirt Sales	\$ 500.00	No	05/16/2026
City of Auburn General Fund	\$ 9,200.00	Yes	01/01/2026

*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.

	Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	Total Project Cost **
Personnel (salaries & benefits)	\$ 0.00	\$ 0.00	\$ 0.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 0.00	\$ 0.00	\$ 0.00
Marketing/Promotion	\$ 14,430.00	\$ 7,000.00	\$ 21,430.00
Direct Sales Activities	\$ 0.00	\$ 0.00	\$ 0.00
Minor Equipment	\$ 0.00	\$ 0.00	\$ 0.00
Travel	\$ 0.00	\$ 1,200.00	\$ 1,200.00
Contract Services	\$ 2,000.00	\$ 25,300.00	\$ 27,300.00
Other Describe below	\$ 0.00	\$ 8,200.00	\$ 8,200.00
TOTAL COST	\$ 16,430.00	\$ 41,700.00	\$ 58,130.00

In-Kind Contributions	We typically get some gift cards and pet treats that are used towards dog trot and pet contest prizes in the amount of approximately \$1,200.00. ***Note - Personnel, administration, and other support comes from other City's budgets and not calculated as part of the direct event budget.
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9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year? Yes
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

2016 - \$5,000.00; 2017 - \$2,500.00; 2018 - \$3,500.00; 2019 - \$5,000.00; 2023 - \$8,000.00
2024 - \$8,000.00; 2025 - \$10,000.00

10. Indicate what efforts have been made to access funding from additional sources?

We are actively seeking sponsorships, which help offset the costs of hosting the event.

11. 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.

The Downtown Auburn Cooperative in conjunction with the Auburn VFW, operates the Beer & Wine Garden. We work closely with the Auburn Police and City of Auburn M&O to manage and help support the street closures associated with the Dog Trot. The Family Dog Training Center offers a free agility area at the festival. In previous years, the Auburn Youth Council runs the three water booths along the Dog Trot course and have offered free face painting at the event. For numerous years, we have partnered with Auburn's E-Z Access to obtain 10-12 volunteers to support the Dog Trot packet pick-up efforts. A variety of vendors provide free and/or low-cost services to support the event and pet-owners, such as micro-chipping and nail trims.

12. 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.

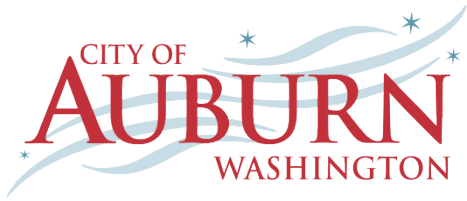
Signature: _____

Nancy Boekus

10-22-25

Date

Printed Name & Title of Chief Administrator/Authorizing Official



AGENDA BILL APPROVAL FORM

Agenda Subject:

Veterans Parade Grant Application

Meeting Date:

November 12, 2025

Department:

Community Development

Attachments:

Veterans Parade LTAC 2026
Grant Application Signed

Budget Impact:

\$14,430

Administrative Recommendation:**Background for Motion:****Background Summary:****Councilmember:**

Staff: Jason Krum



2026 Lodging Tax Grant Fund Application

SUBMITTAL CHECKLIST

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

1. ☒ Submit complete application packet by 5:00pm, of the associated due date.
 - ☐ Email application to jfrancis@auburnwa.gov or mail to City Hall (Attention: Jenn Francis), 25 West Main Street, Auburn, WA 98001.
 - ☐ Be sure to use application for FY2025 grant awards (template with preset font and margins)
 - ☐ Late applications will not be accepted
2. ☒ All questions on application have been answered in a detailed, yet concise manner.
3. ☐ Application has been reviewed and includes:
 - a. ☒ Signature by a person authorized to bind the agency to a contract
 - b. ☒ Attachments that are no larger than 7" x 7"
 - c. ☐ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☒ N/A
 - d. ☐ Marketing plan for the proposed project
 - e. ☐ Operating budget for the proposed project
 - f. ☐ Your organization's most recent Balance Sheet
 - g. ☐ Your organization's Articles of Incorporation and/or Bylaws
 - h. ☐ 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 an 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 "/ am the person organizing this event and am submitting this funding request for (name of event))."
 - i. ☐ 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. ☐ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: Auburn's 61 st annual Veterans Parade & Observance

Amount of Lodging Tax Funding Requested: \$ 14,430.00

(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 27,880.00

{Total Project Amount must match Project Budget column c "Total Project Cost"}

b. Applicant Organization

Name of Applicant Organization: Auburn Parks, Arts & Recreation Department

Mailing Address: 91 O Ninth Street SE

Tax ID Number: 91-6001228

Organization Unified Business Identifier (UBI): 171-000-01 O

UBI Expiration Date: 05/31/2026

Type of Organization: Municipality

(Non-profit, For-profit, Municipality, Private business, etc.)

c. Contact:

Name: Amanda Valdez

Title: Special Events Coordinator

Telephone: 253-804-5049

Email: avaldez@auburnwa.gov OR events@auburnwa.gov

Signature: Amanda Valdez

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): Saturday, November 7, 2026

b. Event Location: Main Street in downtown Auburn

c. If there is a charge or fee for this activity, please describe how much and why.

The parade and the Remembrance Ceremony are available for viewing at no charge. We don't charge for parade participation. There is a fee for the breakfast and lunch portions of the event.

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).

Auburn's Veterans Parade is a long-standing tradition and a signature event for Auburn. Hosted since 1965, it has grown into one of the largest parades of its kind in the country that typically boasts over 150 units and nearly 4,000 parade participants. The parade draws an audience of 10,000+ and is also live-streamed on KOMO 4. While the parade is the focal point, the City of Auburn also hosts a Luncheon (in conjunction with the Washington Department of Veterans Affairs Service Award Program). We also work with a variety of organizations to offer other events including a community breakfast and a Remembrance Ceremony. We partner with the School District's Band Competition to acquire bands for the parade and support and we help with the promotion of the Marching Band & Field Competition. All events take place on the same day: 7:00am - 9:00pm.

3. Beneficiaries

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

1. The Auburn economy benefits from having an influx of 15,000 people attend an event, who may also chose to stop and buy gas, groceries, food, retail products; and visit other Auburn attractions (Downtown, Mall, or Casino). I know many of the groups who participate in the parade meet for breakfast before and/or lunch after.
2. Veterans get the opportunity to participate and/or watch and get much deserved thanks for their service and sacrifice.
3. Veterans Service Organizations benefit from the visibility the event gives them, but also giving their members an outlet to participate. Those directly involved (the Auburn American Legion and the Auburn VFW also have opportunity to raise funds).
4. The spectators have the opportunity to attend a free event that allows them to give thanks to those who served.
5. Our Food Vendors and Sponsors benefit from the vast visibility the event provides them.
6. Our paid Service Providers benefit from a paid gig/opportunity that they would otherwise not have.
7. The Washington Department of Veterans Affairs benefit by using the parade and lunch as a way to recognize their Service Award Winners.

4. Tourism Benefit

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

The funds would enable us to specifically target Veterans and active military members and their friends and family that reside 50+ miles from Auburn that we would otherwise not reach if we did not receive this grant. We plan to promote Auburn Tourism and encourage people to 'Stay & Play in Auburn all weekend'

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

We plan to target Veterans and active military members that live 50+ miles from Auburn, that otherwise, likely wouldn't know about the event. In addition to specifically targeting areas 50+ miles from Auburn, including Yakima, Centralia, Moses Lake and Wenatchee, we have plans to target the various military bases including: Spokane (Fairchild AFB), Whidbey Island (Naval Air Station), Everett (Naval Base), and Keyport (Naval Undersea Warfare Center),

5. 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.

The purpose of Auburn's Veterans Parade & Observance is to positively focus on honoring our country's veterans and active military personnel. Through our parade, we focus recognition on congressionally recognized Veteran Service Organizations and their auxiliaries, the military and military reserve, National Guard and ROTC. The goals and purposes of Auburn's Veterans Parade & Observance are to give honor to our country's veterans and to their military missions of defending freedom around the world.

With an estimated 15,000 people in attendance (between parade participants and spectators), we believe the event will attract overnight stays, especially when promoting the event State-wide. We will track participants through the City of Auburn Placer.ai services to see where attendees are coming from and their resulting visiting patterns.

We can get an estimate of the increased visitors to Auburn by tracking the parade participants. In the past, after the completion of the event, we have called local hotels to gauge who may have been in town for the event. While there is not a tool to directly measure the result of the sale of goods/services, testimonials tell us that attendees stop to get gas, eat, and possibly shop at the mall or other retail stores and/or visit the casino or other destinations while in Auburn.

6. 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:

We are requesting funds specifically to target Veterans and active military members and their friends and family that live over 50+ miles away from Auburn that we would otherwise not reach if we did not receive this grant. If partial funding is received, we would be forced to purchase less advertising and our primary target would be Auburn and the surrounding areas.

7. 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.

We are requesting \$8,880.00 in funds to support Auburn's Veterans Parade & Observance. We plan to use the funds specifically to target Veterans and active military members and their friends and family. We will do this by purchasing target packages through Northwest Military, purchase print and digital advertising through Sound Publishing in locations near the aforementioned military bases, utilize social media to target the aforementioned areas and use radio advertising and other direct marketing options to target this group. We're asking for an 11% increase in funding this year to cover costs on the new tax on advertising that took effect on October 1, 2025. In addition, we are asking for \$5,550 to be able to run ads on buses 50+ miles outside of Auburn.

8. 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.

Funding Source: List all revenue sources anticipated Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
Luncheon Reservation Fees	\$2,000.00	No	11/07/2026
Banner Program	\$1,500.00	No	10/01/2026
Food Vendor Fees	\$ 600.00	No	11/07/2026
Event Sponsorships	\$0.00	No	11/07/2026
City of Auburn General Fund	\$9,900.00	Yes	01/11/2026

*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.*

	Lodging Tax Funds Requested*	Other Funds (Do not include "in- kind" dollars)	Total Project Cost -
Personnel (salaries & benefits)	\$ 0.00	\$ 0.00	\$ 0.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 0.00	\$ 0.00	\$ 0.00
Marketing/Promotion	\$ 14,430.00	\$ 4,000.00	\$ 18,430.00
Direct Sales Activities	\$ 0.00	\$ 0.00	\$ 0.00
Minor Equipment	\$ 0.00	\$ 0.00	\$ 0.00
Travel	\$ 0.00	\$ 0.00	\$ 0.00
Contract Services	\$ 0.00	\$ 10,000.00	\$ 10,000.00
Other Describe below	\$ 0.00	\$ 0.00	\$ 0.00
TOTAL COST	\$ 14,430.00	\$ 14,000.00	\$ 28,430.00

In-Kind Contributions	Personnel, administration, and other support (portable restrooms, street barriers, etc.) comes from other City's budgets and not calculated as part of the direct event budget.
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9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year? **Yes**
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

2016 - \$6,500.00; 2017 - \$2,500.00; 2018 - \$3,500.00; 2019 - \$3,500.00; 2021 - \$8,000.00; 2022 - \$8,000.00; 2023 - \$8,000.00; 2024 - \$8,000.00; 2025 - \$8,000.00 (Note - the event was not held in the traditional format in 2020 due to COVID-19 Pandemic)

10. Indicate what efforts have been made to access funding from additional sources?

It is important to us to keep the focus on the event itself and what we're celebrating during the parade. Thus, we don't actively seek sponsorships, but typically have a few sponsors that are a good 'fit' and help offset some of the costs associated with the event.

11. 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.

The American Legion Auburn Post 78 works with us to offer the community breakfast and co-hosts the Remembrance Ceremony and Lighting of the Flame. The Auburn VFW hosts an Open House that is held after the parade. With Chapters across the state and beyond, these organizations are a great tool to help us promote the event outside of Auburn. As previously mentioned, we partner with the Washington Department of Veterans Affairs, who hosts their Outstanding Service Awards at the lunch. Award winners are located around the state and typically attend to receive the recognition and their award. Since the event's inception, we have been working with the Auburn Noon Lions, who provide drivers for the Dignitaries, but also help share information with other Lions Clubs around the area. The School District's band competition is also a big draw, as many bands from out of the area (Wenatchee, Yakima, etc.) participate. Band participation brings additional spectators.

12. 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.

Signature: _____

Nancy Backus

10-22-25

Date

Printed Name & Title of Chief Administrator/Authorizing Official

