



**Tourism Board
Special Meeting
February 20, 2025 - 10:00 AM
City Annex Building Conference Room 2 -
Second Floor**

AGENDA

CALL TO ORDER

PUBLIC PARTICIPATION

- A. The Tourism Board Meeting scheduled for Thursday, February 20th, 2025 at 10:00 a.m. will be held in person and virtually.

Virtual Participation Link:

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

Join Zoom Meeting

<https://us06web.zoom.us/j/81082934968?pwd=ik8T6fhSmtiwEt4wnDWmzIRIsh6f5G.1>

Meeting ID: 810 8293 4968

Passcode: 885794

Join Zoom Meeting

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One tap mobile

+12532050468,,81082934968# US

+12532158782,,81082934968# US (Tacoma)

Dial by your location

• +1 253 205 0468 US

• +1 253 215 8782 US (Tacoma)

ROLL CALL

AUDIENCE PARTICIPATION

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

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

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

Please mail written comments to:
City of Auburn
Attn: Jenn Francis, Economic Development Manager
25 W Main St
Auburn, WA 98001

Please fax written comments to:
Attn: Jenn Francis, Economic Development Manager
Fax number: 253-804-3114

Email written comments to: jfrancis@auburnwa.gov

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).

APPROVAL OF MINUTES

- A. September 2024 Minutes

DISCUSSION ITEMS

- A. 2025 Tourism Grants and Application Process - Legal Department
- B. 2025 Tourism Board Voting Members - Update by Legal Department
- C. Upcoming Events - Kacie Bray
- D. Hotel & Business Report Out and Updates
- E. Current Tourism Marketing - Kacie Bray

ANNOUNCEMENTS, REPORTS, AND PRESENTATIONS

- A. 2024 Explore Auburn Recap - Kacie Bray
- B. Updated Financial of Hotel/Motel Fund

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:
September 2024 Minutes

Meeting Date:
February 20, 2025

Department:
Community Development

Attachments:
Tourism Board Meeting Minutes
September

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:

Tourism Board Meeting Minutes for 9.19.24 10-11am

Location: City Annex Building Conference room 2

Meeting start at 10:01

Ronnie call to order

Roll call: Ronnie Robert, Kacie Bray, Rachel M. Julie K. Kurt S, Wes, Phill H – Visitors Jason K, Paul, Ellie, Emerson, Jenn

Review Agenda

- No written comment for public participation

Approval of June Minutes – 1st Rachel, second Phil

Board update

- welcome Kurt.
- Megan from Laquinta had to resign due to work load at professional career

City update

- Paul introduction, and reviewed that LTAC funds chamber, chamber distributes public funds and must follow OPMA guidelines.
- Ronnie requests clarification on how meetings must be held. Paul informed Ronnie of OPMA law.
- Kelcie and Ronnie requested clarification of process of setting up meetings.
- Jenn spoke on demolition of theater. Comp plan hearing is scheduled for council in October. Open house is available for all to attend on oct. 15th. Consultant working with city regarding marketing (GSA – Golden Shovel Association). Civics academy is being held once a week as part of an application process. Ec dev to present oct 24th at civics academy. Mandos to relocate to DUC. Mandos to work on building 2nd course and try to invite PDGA tour.
- Ronnie asked if there will be back and forth with LTAC due to these changes, Paul answered no.

Financials

- Jenn reviewed financials.
- Ronnie asked clarifying questions; current balance.
- Kacie asked if dollars came out for what LTAC approved, Jenn answered that it came out in August.
- Julie asked about revenue generated from a film festival that we no longer run. Jenn will ask Chad regarding this revenue.

Marketing

- Airport days in July recap by Kacie– lots of locals, collected 56 emails, saw 250 people. Jenn added we gave tickets to Emerald downs to patrons. Kacie expressed that they shared those emerald downs is very family friendly
- NHRA Recap and Fanfest Recap – expansion from last year included night racing. Record turn outs for both events. Kacie stated over 1000 swag items were given out. Collected 262 email addresses. Hotels were sold out. Ronnie stated that their blue angel’s event was a success.
- Festival of trees – kacie stated they will again support this event as it was a success this year. 304 click throughs on one tree. Kacie encouraged businesses to participate in this event as well. Explore auburn will support. Theme is Once Upon a Time.

Veterans day – Grant

- Kacie reviewed grant to the board. Spoke on past years veterans day parade.
- Ronnie asked Julie is they were working on stepping up the part of promoting that this is one of the largest parades of its kind in our area. Julie doesn’t know if she can prove that fact in order to publish and promote that statement. Ronnie wants banners to be nicer and step up inside marketing.

Motion to approve funding by Ronnie. Kacie Second. No questions. No oppose, Jule abstained

Kacie offered “clings” to other businesses who want to show that they support veterans,

Kacie received grant application that needs clarification regarding a 2025 event that she cannot discuss funding due to that there is no 2025 contract in place. Raised a question regarding any applications for 2025. Jenn will get back to Kacie regarding this question.

Outlook Needs – NA

Hotel Operations – NA

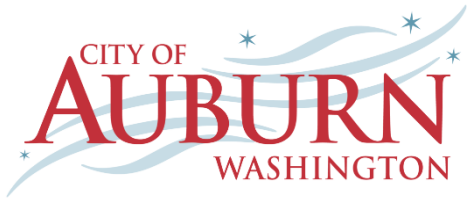
Emerald downs seasons closed, attendance up 15%

Field house booked through August 2025 – website has events calendar for all to view. Kacie asked Kurt if any support is wanted/needed. Kurt offered flyers, posted that could be hung. Also mentioned we can promote outside businesses/events happening during tournament times. USA Dodgeball coming, table tennis events coming, as well as martial arts events.

Green River – first day of school is next Monday. Housing is full (340 rooms). Spoke on Leadership changes, nothing specific to note. Added 3 new directors.

Hops N Crops – affected by weather. Competed against apple cup – saw 500 people. Funds for event help field trip program.

Meeting adjourned called by Ronnie at 11:00



AGENDA BILL APPROVAL FORM

Agenda Subject:

2024 Explore Auburn Recap - Kacie Bray

Meeting Date:

February 20, 2025

Department:

Community Development

Attachments:

2024 Recap For LTAC (1)

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:



EXPLORE
★
Auburn
WA

2024 Recap

Presented By | Kacie Bray | Auburn Area CONNECT

Website



e

STARTS

9

The Outlet Collection | Seattle

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



1101 OUTLET COLLECTION WAY 1268

(253) 833-1790

outletcollectionseattle.com



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

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

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

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

[Read More](#)

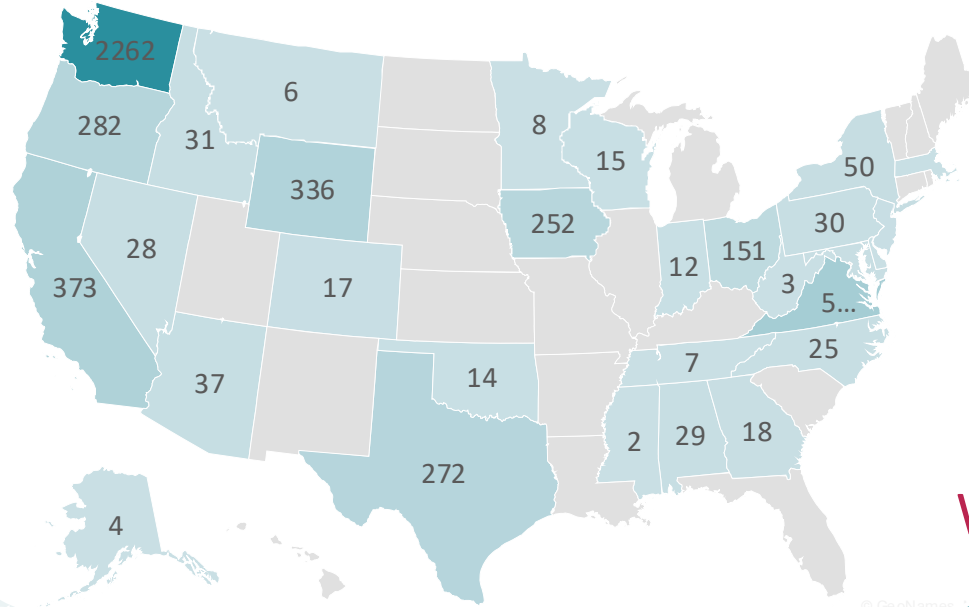
156

EVENT POSTS



BLOG POSTS

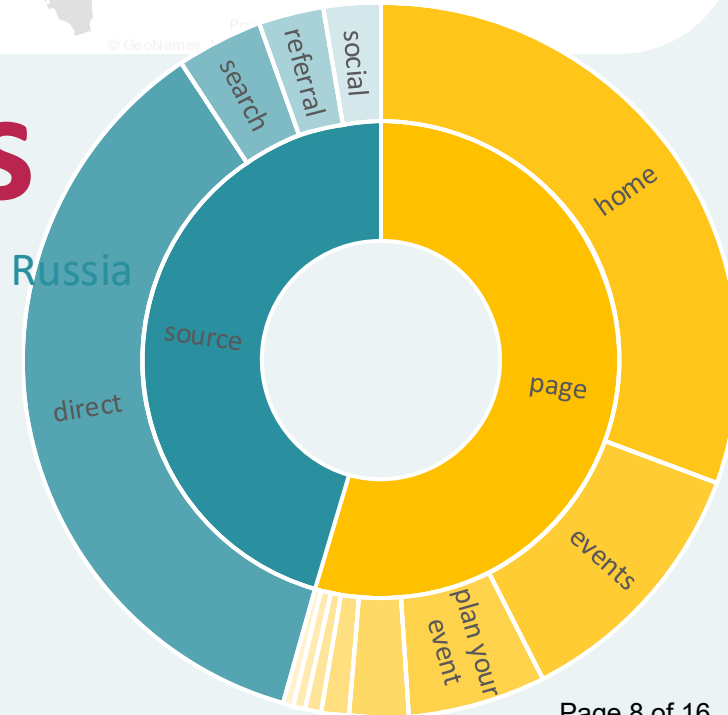
Website Visits by State



Website Visits by State



Website visits

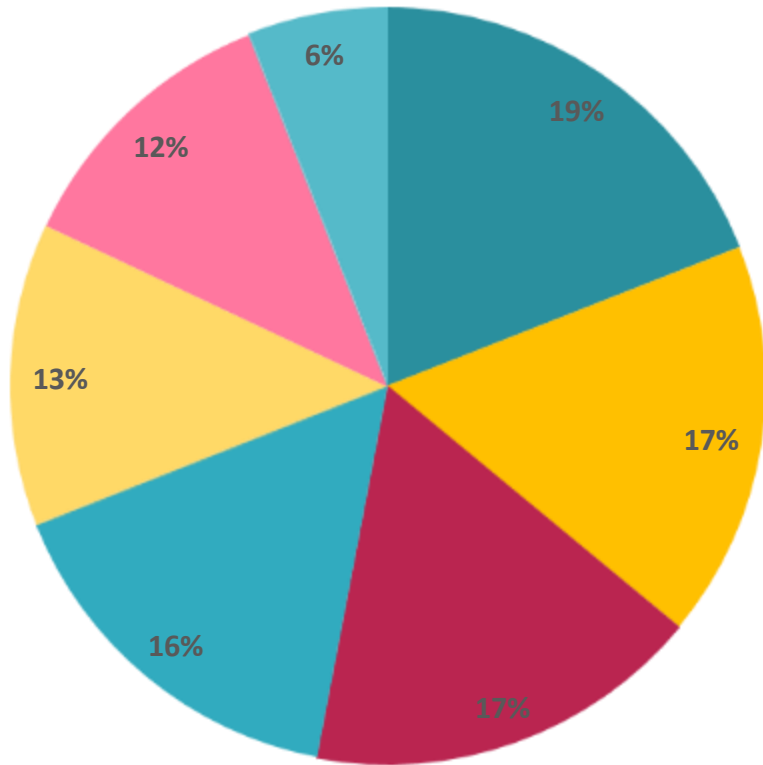


Top countries

United states | Canada | Germany | Japan | Russia

SOCIAL MEDIA CONTENT BREAKDOWN

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



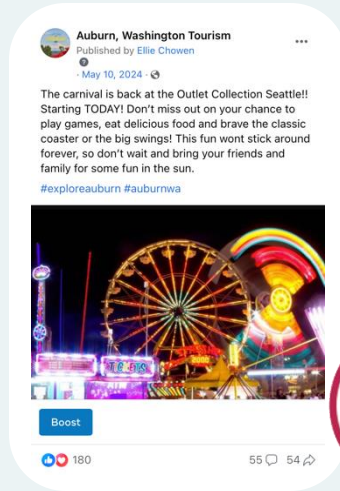
views
384,885



reach
366,510



Interactions
20,761



159,811
Accounts reached on facebook

Social media STATS

Total followers
12,328

#exploreauburn

637

Total posts
565

Link clicks
700



SOCIAL

demographics

Top cities

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

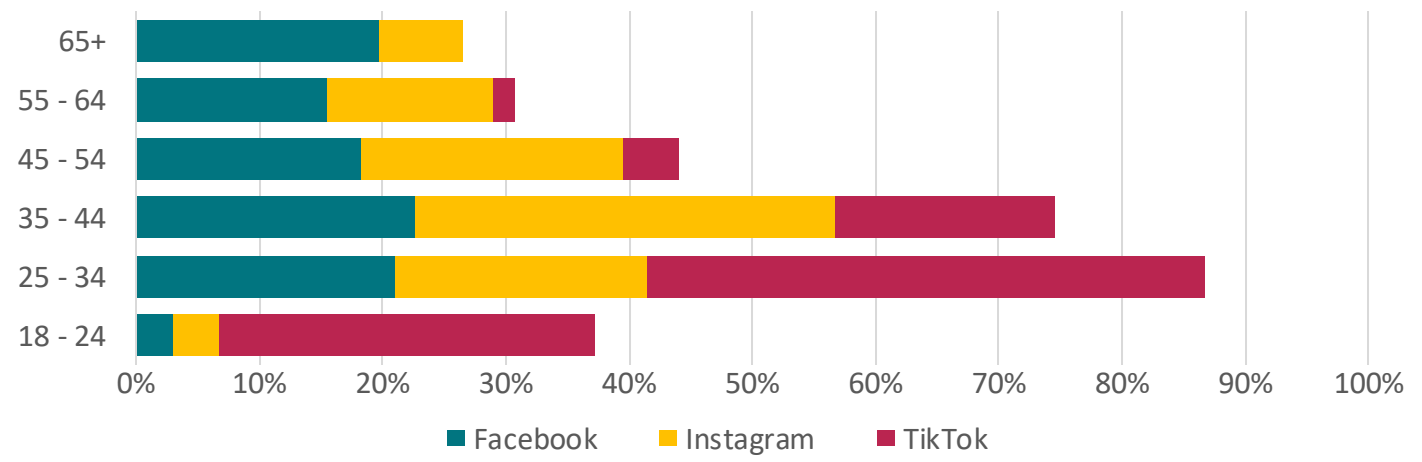
Top countries

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

Viewers by Gender



Viewers by age



88



participated in
Explore
Auburn Photo

Activations

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





Explore Auburn Booth activations at 4 events

Event Sponsorships & Promotions

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

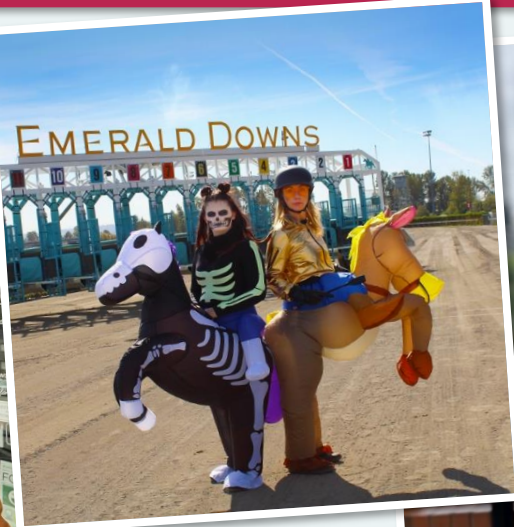
10 Explore Auburn Gift Basket Given out

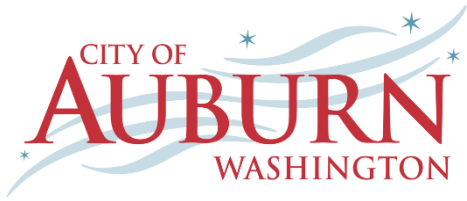
Over \$2,500 worth of product and gift cards to local businesses distributed





Cheers to 20





AGENDA BILL APPROVAL FORM

Agenda Subject:

Updated Financial of Hotel/Motel Fund

Meeting Date:

February 20, 2025

Department:

Community Development

Attachments:

Hotel Motel Fund Financial
Report - Dec 2024 (as of
02.19.25)

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:

2024 Hotel / Motel Fund Performance

Through December 2024

Hotel Motel Fund Revenues

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

Hotel Motel Fund Expenditures

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	2024 YTD Total	2024 Total Budget	2024 YTD Budget - Dec	Variance to Budget
Other Wages	-	-	-	-	-	-	-	-	-	-	-	-	-	48,950	48,950	48,950
Benefit Expenditures	-	-	-	-	-	-	-	-	-	-	-	-	-	8,800	8,800	8,800
Office & Operating Supplies	-	-	-	-	-	-	-	-	-	-	-	-	-	3,200	3,200	3,200
Services and Charges	25,908	75	75	75	25,908	25,908	75	75	110,908	75	25,908	25,908	240,900	201,150	201,150	(39,750)
Transfers Out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Fund Expenditures	25,908	75	75	75	25,908	25,908	75	75	110,908	75	25,908	25,908	240,900	262,100	262,100	21,200
Fund Operating Income/(Loss)	(13,055)	12,085	12,236	15,454	(10,496)	(11,310)	17,988	21,710	(92,299)	29,529	(6,894)	(13,125)	(38,179)	(33,200)		

2024 Budgeted Beginning Fund Bal.	Year: 2024
YTD Estimated Ending Fund Bal	\$ 506,580
	\$ 468,401