



**Lodging Tax Advisory Committee
Special Meeting
March 19, 2025 - 10:00 AM
City Hall Council Chambers**

AGENDA

CALL TO ORDER

PUBLIC PARTICIPATION

- A. The Lodging Tax Advisory Committee Meeting scheduled for Wednesday March 19, 2025 at 10:00 a.m. will be held in person and virtually.

Virtual Participation Link:

Join Zoom Meeting

<https://us06web.zoom.us/j/87883257470?pwd=1ozEslv3sxD2HorW2P8MPKzaz0dJzn.1>

Meeting ID: 878 8325 7470

Passcode: 913541

One tap mobile

+12532050468,,87883257470# US

+12532158782,,87883257470# 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).

ANNOUNCEMENTS, REPORTS, AND PRESENTATIONS

- A. Hotel/Motel Fund Report

DISCUSSION ITEM

- A. Pacific Raceways Presentation

ACTION ITEMS

- A. Veterans Day Parade LTAC Grant Application
- B. Petpalooza LTAC Grant Application
- C. Flight Club (Parrot Expo) LTAC Grant Application
- D. Downtown Auburn Cooperative LTAC Grant Application
- E. Emerald Downs (Indian Relay Race) LTAC Grant Application

SCHEDULE FOR UPCOMING MEETINGS

- A. July 9th, 2025 at 10:00 a.m. in Council Chambers at City Hall

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:
Hotel/Motel Fund Report

Meeting Date:
March 19, 2025

Department:
Community Development

Attachments:
Hotel Motel Fund Financial
Report - Jan 2025 (as of
03.18.25)

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:

2025 Hotel / Motel Fund Performance

Through January 2025

Hotel Motel Fund Revenues

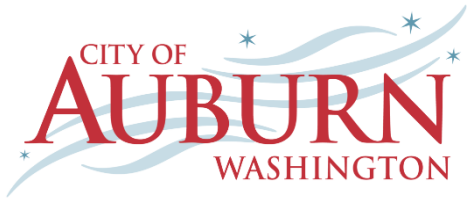
	Jan-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - Jan	Variance to Budget
Hotel/Motel Excise Tax	11,977	11,977	145,000	9,388	2,588
International Film Festival Admission	-	-	-	-	-
Investment Income	-	-	26,000	2,167	(2,167)
Total Fund Revenues	11,977	11,977	171,000	11,555	422

Hotel Motel Fund Expenditures

	Jan-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - Jan	Variance to Budget
Other Wages	-	-	48,950	4,079	4,079
Benefit Expenditures	-	-	8,800	733	733
Office & Operating Supplies	-	-	3,200	267	267
Services and Charges	75	75	116,150	9,679	9,604
Transfers Out	-	-	-	-	-
Total Fund Expenditures	75	75	177,100	14,758	14,683

Fund Operating Income/(Loss)	11,902	11,902	(6,100)
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	Year: 2025
2025 Budgeted Beginning Fund Bal.	\$ 483,780
YTD Estimated Ending Fund Bal	\$ 495,682



AGENDA BILL APPROVAL FORM

Agenda Subject:

Pacific Raceways Presentation

Meeting Date:

March 19, 2025

Department:

Community Development

Attachments:

Pacific Raceways Presentation

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:

Explore Auburn at Pacific Raceways



March 2025

Pacific Raceways

The Place to Race

- Historic motorsports track – 1960
 - 320 acres
- Privately owned by Fiorito family
- Multi-purpose
 - NHRA sanction drag strip
 - SCCA sanctioned 2.25-mile road course
 - Regional motocross track
 - 22-acre professional kart track
 - Accredited road racing school
- Live television on FOX Network
 - NHRA NW Nationals
- 200,000 sqft Innovation Center





Raceway Metrics

- Over 300 events per year
- Estimated 300,000 annual headcount
- Operational 12 months/year
- Social reach over 52,500 fans/followers
- E-Newsletter over 18,800 subscribers
- Website more than 160,000 yearly traffic

2024 Top 10 Events by Attendance

- NHRA NW Nationals July (50,000/3-day)
- HondaFest NW July (4,500)
- Import Face-Off April (4,000)
- GoodGuys Friday Night Drags July (4,000)
- Import Face-Off August (3,700)
- SpringFest April (3,500)
- Pacific Northwest Historics June (3,200/3-day)
- West Coast Grudge series Sept & Oct (2,400)
- All Motorsports Swap Meet February (2,200)
- FallFest October (2,200)



Motorsports Fan Demographics

- 98% fans feel positive about companies that support motorsports
- 91% fans are likely to take part in motorsports promotions
- 91% fans support companies/entities that support motorsports
- 89% fans are likely to purchase products or services of sponsor over non-sponsor
- 50% fans switched brands to companies that support motorsports

- *Info provided by Sports Business Journal*



Why Invest with Pacific Raceways

- The Raceway is a destination for thousands of race fans and competitors from throughout the Western United States and Canada
- While visiting Pacific Raceways, visitors search for local hotel accommodations, restaurants and other entertainment
- Motorsports is family-friendly with drag race participants as young as 5 competing in Jr. Dragsters
- The NHRA, Pacific Raceways, and other track partners are veteran-friendly honoring active-duty military and first responders at all major events

Local – Regional – National Branding

- 36th Annual NHRA Northwest Nationals
 - July 18-20, 2025
 - 11th race on championship circuit
 - Live Sunday programming on FOX Network
 - Same-day Friday/Saturday programming on FS1 cable
 - 1.3 million viewers Friday-Sunday; 1.6 million including re-broadcasts
 - 78,800 viewers from 38 countries on NHRA.TV; 15,800 stream starts with 4,341 total hours watch on FOX Sports App.



Local – Regional – National Branding

Proposal Based on \$50,000 or \$100,000 Sponsorship Levels





Fence Line Super Sign

- Super sized branding opportunity to make a super sized impression
- Optimized for television but in place for all events during the season
- Sign position generated over 70 minutes of national television exposure
1.3m viewers
- Sign position earned \$152,298 in 100% media value as determined by Nielsen/Sport 24
- Available at both \$50k or \$100k level

Starting Line Prime Sponsor Sign

- Exclusive branding opportunity next to event sponsor with exposure all season
- All eyes on starting line all day long
- Sign position generated over 120 minutes of national television exposure 1.3m viewers
- Sign position earned \$256,260 in 100% media value as determined by Nielsen/Sports 24
- Available at \$100k level only

Photo taken from FOX Television broadcast – enhanced graphic



Triple Barrier Wall Sign Package

- 3 barrier wall signs on both sides of the racetrack increase on-site branding
- Barrier wall signs are viewed from all grandstands at all events
- \$12,000 in sign value with thousands of impressions throughout the year
- Available at both \$50k or \$100k level

Photo taken from FOX Television broadcast – enhanced graphic





Total Facility Billboard

- Extend your branding to the entire property with a facility billboard
- Get all eyes from total facility annual attendance of 300,000
- A \$25,000 value that delivers high impressions all year
- Available at \$100k level only



Thursday Night Fan Fest Sponsored by Explore Auburn

- NHRA Fan Fest Thursday night pre-event kick-off party at The Outlet Collection featuring fans, food, fun, car show, autograph session with drivers
- \$15,000 value
- Available at \$100k level only

Targeted Outreach to Increase Hotel Stays

- Pacific Raceways' events attract fans and participants from throughout PNW
- 60% of NHRA total attendance comes from outside 50-mile radius of the Racetrack
- Hotel promotion and advertising targeting out-of-market fans
 - Monthly email blasts March – October
 - Social and newsletter promotion
- \$15k value
- Available at \$100k level only



NHRA NW National Media Perks

- FOX Network broadcast B roll feature
 - Exclusive 20-45 seconds of city highlights
 - Broadcast during event TV coverage
 - Estimated \$75k value
 - Available at \$100k level only
- Jumbotron messages
 - Played on event big-screen TV throughout the NHRA weekend
 - \$10k value
 - Available at both \$50k or \$100k level



Track Insider Powered by Explore Auburn

Track Insider Powered by Explore Auburn

- Race your brand into fan's email boxes with title sponsorship of monthly Pacific Raceways E-newsletter the *Track Insider* delivered to over 18,000 fans
- Monthly Explore Auburn content included
- \$5,000 value
- Available at both \$50k or \$100k level

Pacific Raceways Newsletter Volume 2 Issue 3



Midway Display Space

- See and be seen at prime Pacific Raceways events
- Promote your brand or offer the opportunity to City partners
- Includes booth at NHRA NW Nationals, HondaFest, Pacific Northwest Historics and more!
- Available at both \$50k or \$100k level





Raceway Value Impression Package

- City of Auburn hotels, restaurants and entertainment featured on Raceway website
- Strategically placed Explore Auburn web ads on pacificraceways.com
- Promote City of Auburn hotels, shopping, recreation in email blasts before select race weekends to thousands of fans throughout the season
- Bring our audience to the City with Car Shows and Cruise events sponsored and promoted by the Raceways
- PA announcements at Raceway events
- Available at both \$50k or \$100k level

Finish Line Club Naming Rights

- Private hospitality tent for 300 super fans branded Explore Auburn
- Located on midway with food, beverages, shade and a view of the dragstrip finish line
- Exclusive ability to interact and market Explore Auburn with prime audience
- \$10k value
- Available at \$100k level only

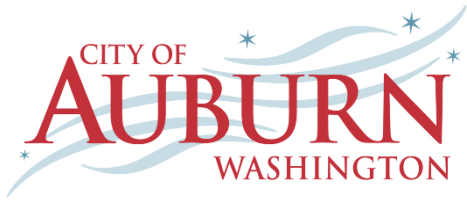


NHRA NW Nationals Tickets and Hospitality

- Reach out to City partners or civic groups to say Thank You!
- 50 NHRA NW Nationals tickets at \$50k level (\$3,250 value) or 100 NHRA NW Nationals tickets at \$100k level (\$6,500 value)
- 50 Finish Line Club Hospitality tickets at \$100k level only (\$3,750 value)

At the Finish Line

		\$50,000 Investment	\$100,000 Investment
Fence line super sign	\$152,298	✓	✓
Starting line prime sign	\$256,260		✓
Triple barrier wall sign	\$12,000	✓	✓
Total facility billboard	\$25,000		✓
Thursday fan fest	\$15,000		✓
Targeted outreach	\$15,000		✓
Media perks	\$10k/\$75k	✓	✓
Track Insider sponsorship	\$5,000	✓	✓
Midway display	\$5,000	✓	✓
Value impression package	\$10,000	✓	✓
Finish Line Club name + tickets	\$10,750		✓
NHRA tickets	\$3250/\$6500	✓	✓
Total value		\$197,548	\$587,808



AGENDA BILL APPROVAL FORM

Agenda Subject:

Veterans Day Parade LTAC Grant Application

Meeting Date:

March 19, 2025

Department:

Community Development

Attachments:

Veterans Day Parade Application \$8,000
Packet

Budget Impact:

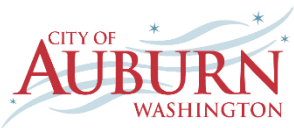
Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff: Jason Krum



2025 Lodging Tax Grant Fund Application

See application due dates in Section 3 for 2025 submittal deadlines

Complete application materials may be submitted:

By email to jfrancis@auburnwa.gov

-OR-

By mail to:

City of Auburn, Attn: Jenn Francis,
25 West Main Street, Auburn, WA 98001

Lodging Tax Advisory Committee

Mayor Nancy Backus, Chair

Represent Business Authorized to Collect

Andy Cho, Garner Hotel Auburn
Aman Ghag, Holiday Inn Express, Auburn
Vacant

Represent Business Authorized to Receive

Susan Roberts, Gosanko Chocolate
Bob Fraser, Emerald Downs
Elizabeth Butchko, Outlet Collection

City Staff Support

Jenn Francis, Economic Development Manager
jfrancis@auburnwa.gov
(253) 215-8774

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1. LODGING TAX FUNDING GUIDELINES

Background

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

Objectives for Hotel/Motel Tax Funds:

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

Allocation Guidelines:

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

2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

WHAT ARE “LODGING TAX FUNDS?”

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

HOW CAN THOSE FUNDS BE USED?

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

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

WHERE CAN THE FUNDS BE USED?

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

WHO CAN APPLY FOR FUNDS?

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

WHO DECIDES WHICH APPLICATIONS GET FUNDED?

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

3. SCHEDULE

Below are the anticipated important dates for the 2025 grant application process.

- Applications will typically be due no later than 5:00pm the Friday
- Applications will be included with the regular LTAC agenda packet emailed to the committee and available online at least one week prior to the LTAC meeting.
- LTAC will meet to discuss applications and to make funding recommendations at the next regularly scheduled meeting.
- Any LTAC recommended funding requests will be scheduled for City Council final decision at the first scheduled meeting approximately two weeks after the LTAC recommendation.

2025 Grant Application Process Timelines			
	1st Application Cycle	2nd Application Cycle	3rd Application Cycle
Applications due no later than:	5:00PM, Friday, March 7, 2025	5:00PM, Friday, June 13, 2025	5:00PM, Friday, October 31, 2025
Public LTAC meeting:	10:00AM, Wednesday, March 19, 2025	10:00AM, Wednesday, July 9, 2025	10:00AM, Wednesday, November 12, 2025
City Council decision:	7:00PM, Monday, April 21, 2025	7:00PM, Monday, July 21, 2025	7:00PM, Monday, December 1, 2025

4. REPORTING REQUIREMENTS

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

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

5. SUBMITTAL CHECKLIST

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

1. 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.

6. INSURANCE REQUIREMENTS (IF FUNDED)

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

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

7. APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name:

Amount of Lodging Tax Funding Requested: \$

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

Total Project Cost: \$

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

b. Applicant Organization

Name of Applicant Organization:

Mailing Address:

Tax ID Number:

Organization Unified Business Identifier (UBI):

UBI Expiration Date:

Type of Organization:

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

c. Contact:

Name:

Title:

Telephone:

Email:

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):
- b. Event Location:
- c. If there is a charge or fee for this activity, please describe how much and why.
- 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).

3. Beneficiaries

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

4. Tourism Benefit

- a. Estimate how the funds will increase the amount of people traveling to Auburn to stay overnight in paid accommodations.
- b. Estimate how the funds will increase the amount of people traveling to Auburn from more than 50 miles from their residences.
- c. Estimate how the funds will increase the amount of people traveling to Auburn from outside their state or country.

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.

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:

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.

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 for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		

*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	\$	\$	\$
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$
Travel	\$	\$	\$
Contract Services	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$

Description for Direct Sales Activities, Contract Services, Travel and Others	
In-Kind Contributions	

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

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

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.

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

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. You may attach up to three letters of support from these organizations.

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

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

3.3.25

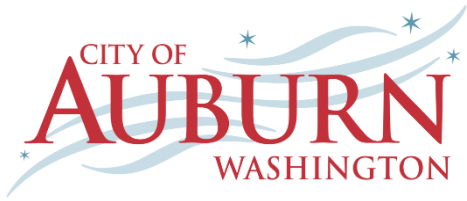
Date

Printed Name & Title of Chief Administrator/Authorizing Official

2024 Funding Report Summary

The \$8,000.00 Explore Auburn Lodging Tourism Grant money was an extremely important facet of the success of the event and is added on top of the funding that we use to advertise the event locally. We utilized the grant monies to target active members of the military stationed at various military bases (Fairchild, Whidbey Island, Everett, and Keyport) and their friends and family. We also targeted communities outside the 50-mile radius of Auburn including Yakima, Oak Harbor and Bellingham and Eastern Washington. Most of the ads purchased with the tourism funding included the Explore Auburn branding and pointed visitors to the exploreauburn.com website. The information below details how we specifically utilized the funds. If you'd like to view samples of the promotional pieces, please let me know.

<p>Northwest Military - \$2,500.00</p> <ul style="list-style-type: none"> • Geo Target 8 Cities for 5-weeks (Coupeville/Oak Harbor, Spokane, Fort Flager, Chehalis, Silverdale, Everett, Poulsbo & JBLM) • 160,000 total impressions / 20,000 per location
<p>Sound Publishing - \$1,480.00</p> <ul style="list-style-type: none"> • 5 print ads for \$177.00 each: Everett Daily Herald (10/26 and 11/2); Central Kitsap Reporter (10/25); North Kitsap Reporter (10/25); Oak Harbor News Times (10/26) • 51,000 impressions on above pages/locations to run 14 days before event (10/25 – 11/8) = \$595.00
<p>Radio Ads - \$2,000.00</p> <ul style="list-style-type: none"> • 30-second ads; aired 11/4-11/8 on KVI & 101.5 HANK FM (Seattle Radio)
<p>Digital Marketing - \$1,470.00</p> <ul style="list-style-type: none"> • Facebook & Instagram <ul style="list-style-type: none"> ○ Boosted in the following areas (Oct. 13 – Nov. 9) from the Tourism page: <ul style="list-style-type: none"> ▪ Centralia, WA (+40 miles) ▪ Vancouver, WA (+25 miles) ▪ Ritzville, WA (+50miles) ▪ Wenatchee, WA (+13 miles) ▪ Bellingham, WA (+16 miles) ▪ Yakima, WA (+25 miles) ▪ Moses Lake, WA (+25 miles) ▪ Cle Elum (+20 miles) ▪ Oak Harbor (+16 miles)
<p>Seattle's Child Dedicated E-blast - \$550.00</p> <ul style="list-style-type: none"> • Released November 1



AGENDA BILL APPROVAL FORM

Agenda Subject:

Petpalooza LTAC Grant Application

Meeting Date:

March 19, 2025

Department:

Community Development

Attachments:

Petpalooza and Dog Trot
Application Packet

Budget Impact:

\$10,000

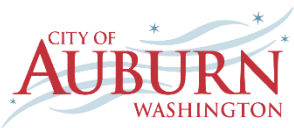
Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff: Jason Krum



2025 Lodging Tax Grant Fund Application

See application due dates in Section 3 for 2025 submittal deadlines

Complete application materials may be submitted:

By email to jfrancis@auburnwa.gov

-OR-

By mail to:

City of Auburn, Attn: Jenn Francis,
25 West Main Street, Auburn, WA 98001

Lodging Tax Advisory Committee

Mayor Nancy Backus, Chair

Represent Business Authorized to Collect

Andy Cho, Garner Hotel Auburn
Aman Ghag, Holiday Inn Express, Auburn
Vacant

Represent Business Authorized to Receive

Susan Roberts, Gosanko Chocolate
Bob Fraser, Emerald Downs
Elizabeth Butchko, Outlet Collection

City Staff Support

Jenn Francis, Economic Development Manager
jfrancis@auburnwa.gov
(253) 215-8774

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1. LODGING TAX FUNDING GUIDELINES

Background

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

Objectives for Hotel/Motel Tax Funds:

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

Allocation Guidelines:

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

2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

WHAT ARE “LODGING TAX FUNDS?”

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

HOW CAN THOSE FUNDS BE USED?

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

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

WHERE CAN THE FUNDS BE USED?

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

WHO CAN APPLY FOR FUNDS?

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

WHO DECIDES WHICH APPLICATIONS GET FUNDED?

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

3. SCHEDULE

Below are the anticipated important dates for the 2025 grant application process.

- Applications will typically be due no later than 5:00pm the Friday
- Applications will be included with the regular LTAC agenda packet emailed to the committee and available online at least one week prior to the LTAC meeting.
- LTAC will meet to discuss applications and to make funding recommendations at the next regularly scheduled meeting.
- Any LTAC recommended funding requests will be scheduled for City Council final decision at the first scheduled meeting approximately two weeks after the LTAC recommendation.

2025 Grant Application Process Timelines			
	1st Application Cycle	2nd Application Cycle	3rd Application Cycle
Applications due no later than:	5:00PM, Friday, March 7, 2025	5:00PM, Friday, June 13, 2025	5:00PM, Friday, October 31, 2025
Public LTAC meeting:	10:00AM, Wednesday, March 19, 2025	10:00AM, Wednesday, July 9, 2025	10:00AM, Wednesday, November 12, 2025
City Council decision:	7:00PM, Monday, April 21, 2025	7:00PM, Monday, July 21, 2025	7:00PM, Monday, December 1, 2025

4. REPORTING REQUIREMENTS

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

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

5. SUBMITTAL CHECKLIST

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

1. 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.

6. INSURANCE REQUIREMENTS (IF FUNDED)

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

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

7. APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name:

Amount of Lodging Tax Funding Requested: \$

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

Total Project Cost: \$

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

b. Applicant Organization

Name of Applicant Organization:

Mailing Address:

Tax ID Number:

Organization Unified Business Identifier (UBI):

UBI Expiration Date:

Type of Organization:

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

c. Contact:

Name:

Title:

Telephone:

Email:

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):
- b. Event Location:
- c. If there is a charge or fee for this activity, please describe how much and why.
- 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).

3. Beneficiaries

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

4. Tourism Benefit

- a. Estimate how the funds will increase the amount of people traveling to Auburn to stay overnight in paid accommodations.
- b. Estimate how the funds will increase the amount of people traveling to Auburn from more than 50 miles from their residences.
- c. Estimate how the funds will increase the amount of people traveling to Auburn from outside their state or country.

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.

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:

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.

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 for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		

*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	\$	\$	\$
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$
Travel	\$	\$	\$
Contract Services	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$

Description for Direct Sales Activities, Contract Services, Travel and Others	
In-Kind Contributions	

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

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

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.

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

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. You may attach up to three letters of support from these organizations.

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

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

3.3.25

Date

Printed Name & Title of Chief Administrator/Authorizing Official

2024 Funding Report Summary

We received an \$8,000.00 Explore Auburn Lodging Tourism Grant to support our 2024 event. Receiving the grant was an extremely important facet of success of the event. We utilized the grant money to add extra marketing efforts to the festival, allowing us to target pet lovers and their friends and family. Due to the additional tourism funding, we were also able to target communities outside the 50-mile radius of Auburn including Centralia, Yakima, and Bellingham. Our marketing pieces utilizing tourism funding boasted pet-friendly lodging options and linked to the Explore Auburn website. We had 19 vendors from 50+ miles away and 15 indicated they used local lodging accommodations. 10 of our vendors were from Oregon. We also had vendors from Pe Ell, Oak Harbor, Port Angeles and several more cities 50+ miles from Auburn. We had 42 Dog Trot participants who travelled 50+ miles to participate from cities like Yakima, Ellensburg, Shelton, Coupeville and Vancouver. We had participants from Florida, Pennsylvania and Utah. We also had numerous participants with Olympia addresses. Of the total 590 Dog Trot participants, 410 (69%) were from outside of Auburn. The information below details how we specifically utilized the funds. If you'd like to view samples of the promotional pieces, please let me know.

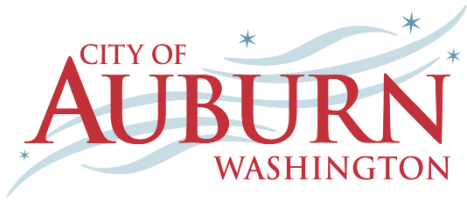
<p>CityDog Seattle - \$3,100.00</p> <ul style="list-style-type: none"> • E-newsletter banner for January, February, March, April and May • Dedicated E-mail for April and May • Featured event package with upgraded calendar listing (Jan-May) • Homepage pop-up for March, April and May • CityDog Magazine Back Cover (Northwest Edition - digital); Jan-May • Lead banner on Seattle site and CityDog calendar page • AI generated editorial snippets embedded in relevant content <ul style="list-style-type: none"> ○ <i>Ads featured Explore Auburn logo and digital ads linked to exploreauburn.com</i>
<p>CityDog Portland - \$500.00</p> <ul style="list-style-type: none"> • Homepage pop-up for April and May • AI generated editorial snippets embedded in relevant content <i>digital ads featured Explore Auburn logo and linked to exploreauburn.com</i>
<p>CityDog Vancouver, B.C. - \$500.00</p> <ul style="list-style-type: none"> • Homepage pop-up for April and May • AI generated editorial snippets embedded in relevant content <i>digital ads featured Explore Auburn logo and linked to exploreauburn.com</i>
<p>Radio Advertising (the new HANK 101.5 – REAL COUNTRY) - \$2,000.00</p> <ul style="list-style-type: none"> • 30x :30 second commercials M-F, 6a-7p • 16x :30 second commercials Sat/Sun, 9a-7p • 20x :30 second commercials M-Sun, 6a-11p • ROS banner ads on cranktheHANKseattle.com • Inclusion in 25x Crank it with HANK name mentions
<p>Radio Advertising (95.7 The Jet via iHeartMedia) - \$700.00</p> <ul style="list-style-type: none"> • 32x :15 second commercials M-F, 6a-12a (voiced by Bender)

Facebook & Instagram - \$1,200.00

- Boosted to the following areas:
 - Centralia, WA (+40 miles)
 - Vancouver, WA (+25 miles)
 - Ritzville, WA (+50miles)
 - Wenatchee, WA (+13 miles)
 - Bellingham, WA (+16 miles)
 - Yakima, WA (+25 miles)
 - Moses Lake, WA (+25 miles)
 - Cle Elum (+20 miles)
 - Oak Harbor (+16 miles)

ads noted to check exploreauburn.com for event details

- Boosted Dog Trot (\$500.00) post March 27-March 31
- Boosted a general festival (\$700.00) post May 2-15



AGENDA BILL APPROVAL FORM

Agenda Subject:

Flight Club (Parrot Expo) LTAC Grant Application

Meeting Date:

March 19, 2025

Department:

Community Development

Attachments:

Fight Club Parrot Expo
Application Packet

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:

7. APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: WORLD PARROT EXPO

Amount of Lodging Tax Funding Requested: \$10,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$50,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: FLIGHT CLUB FOUNDATION

Mailing Address: 31425 52ND AVE S.
AUBURN, WA 98001

Tax ID Number: 35-2462010

Organization Unified Business Identifier (UBI): 603-251-326

UBI Expiration Date: 12-31-2025

Type of Organization: 501 c (3) licensed parrot humane society +
(Non-profit, For-profit, Municipality, Private business, etc.) nonprofit organization.


c. Contact:

Name: DEBBIE (DEBRA) GOODRICH

Title: PRESIDENT AND CEO

Telephone: 253-931-4452

Email: debbie@parrotambassadors.com; flightclubfoundation@gmail.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): SEPT 27+ 28, 2025
- b. Event Location: EMERALD DOWNS, AUBURN, WA.
- c. If there is a charge or fee for this activity, please describe how much and why.
ADMISSION/PARKING 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).

World Parrot Expo is a continuation of our growing annual fundraising effort previously funded by LTAC called Seattle Parrot Expo. The growth in attendance of exhibitors and attendees called for a move to Emerald Downs. In addition our scope of attendees attending from all over the world called for a name change. We saw 2,000 people at Seattle Parrot Expo in 2022-2024. The global market and professionals flying in will have Auburn as the "parrot destination" of the world.

3. Beneficiaries

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

HOTELS, AIR BNB, TAXI'S, TRANSPORTATION, MUKESHOOT INDIAN TRIBAL SUPPORT book approximately 50 people for 3 night stays guaranteed RESTAURANTS IN SURROUNDING area benefit as locals driving to and from the event daily will enjoy All that Auburn offers.

4. Tourism Benefit

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

If we are granted the full \$10,000 request, not only can we advertise on the billboards of the I-5 Corridor, we can also advertise in the Seattle Times for Auburn being the destination location.

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

Advertisement does not have a direct relationship to exact attendance however, the more advertising we do for the event, the more who typically attend especially as this event is target as a "Free, Family event for all".

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

We advertise on the national scale as well. The LTAC relieves our funding at the local level for our funds to advertise nationally and internationally. We already committed to national advertising \$1200.

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.

PROJECT GOALS:

- 1) HAVE CITY OF AUBURN BECOME A DESTINATION LOCATION TO BRING INTERNATIONAL DIGNITARIES TO OUR EVENT,
- 2) BECOME A GLOBAL EVENT THAT DRAWS INCREASING INTEREST IN FUNDING PARROT RESEARCH INCLUDING BUT NOT LIMITED TO PROPERLY ADDRESSING THE CURRENT CLIMATE CRISIS.
- 3) INCREASE ^{ATTENDEES} ATTENDEES, ESPECIALLY MARGINALIZED COMMUNITIES WHO CANNOT AFFORD TO GO TO ZOOS TO SEE THE DIVERSE ANIMALS OF THE WORLD.

MEASURES:

WEBSITE CLICKS / ATTENDEE REG.
CLICK COUNT AT DOOR.
ROOM BOOKINGS.
FACEBOOK / SOCIAL MEDIA VIEWS.

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:

if partial funding is received, it lowers our ability to advertise. We would have to choose between the corridor billboards or Seattle Times, not both. If no funding, potentially no corridor ads.

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.

The funds will be 100% utilized for billboard on I-5 ads:
\$5,000 earmarked from 2023/2024.

Then earmark cost ad in Seattle Times NW. \$5,000.
The more funding given, the bigger ads including Auburn we can do.

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 for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
PAT PALMER GRANT	\$40,000	yes	APRIL 30 2025
EXHIBITOR/SPONSOR SALES	\$5-10,000	NO	N/A
FCF STORE SALES	\$3000	NO	N/A
PHOTO BOOTH SALES	\$3000	NO	N/A
AUCTION/RAFFLE SALES	\$2000	NO	N/A

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	PROGRAM FUNDS (OUTREACH)	\$ 30,000 ANNUAL
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 0.00	\$33,000K \$10,000	\$20,000 RENTAL OF DOWN S, EQUIP, ETC
Marketing/Promotion	\$10,000	\$ 0.00 \$2,000	\$18,000
Direct Sales Activities	\$ 22,000 0.00	\$ 0.00 \$22,000	\$ 30,000 SALES 0.00
Minor Equipment	\$ 0.00	\$ 500	\$500.00 TRUCK
Travel	\$ 0.00	\$5,000.00	\$5000.00 RENTAL SPEAKERS
Contract Services	\$ 0.00	\$ 0.00	\$ 0.00
Other Describe below	\$ 0.00	\$ 0.00	\$ 0.00
TOTAL COST	\$	\$	\$ 99,500

56000

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

o PAT PALMER FOUNDATION ADIMAT + BEPTILE STHW (PACQUERS)
 * PACIFIC NORTHWEST EXHIBIT (Sponsor + Local: 10K PERSON EVENT IN PUYALLUP + OR) \$600 SPONSOR
 * BEPTIL \$250 SPONSOR ANNUALLY.

11. Coordination and Collaboration

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

1) APPLICATION FOR WFA GRANT
 2) APPLICATION FOR AA FUND.
 3) APPLICATION FOR
 We professionally produce our own outreach program with parents providing 1/3 of total nonprofit budget.

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.
 \$5,000.00

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.
 **Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

Description for Direct Sales Activities, Contract Services, Travel and Others		In-Kind Contributions
AUCTION - 3000.00		PAT PALMER FOUNDATION - \$210,000
RATTLE - 1000.00		
STOLE - 3000.00		
PHOTO - 3000.00		
GAMES - 500.00		
SPONSORS - 5000.00		
EXHIBITS - 4000.00		
ATTENDEES REGISTERED - 2000.00		
ADVERTISERS - \$500.00		
GRANT - \$410,000.00		

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: _____

J. Hood

2-28-25

Date

Printed Name & Title of Chief Administrator/Authorizing Official

FLIGHT CLUB FOUNDATION - INCOME AND EXPENSES

Row Labels	Sum of Net Income After Fees	Sum of Net Expenses
▣ Assets - Current	\$ 1,755.37	
01.04.1140 Operations (Assets - Current) - Accounts Receivable	\$ 480.00	
05.15.1140 Store (Assets - Current) - AR	\$ 1,275.37	
01.02.1111 Operations (Assets - Current) - Checking		
▣ Expenses	\$ 247.54	\$ (4,700.90)
01.71.5110 Operations (Expenses) - Affiliations		\$ (65.00)
01.75.5600 Operations (Expenses) - Office Supplies		\$ (64.61)
01.80.5200 Operations (Expenses) - Salaries	\$ 247.54	\$ (3,678.67)
06.35.5110 Events (Expenses) - Expenses		\$ (22.61)
01.85.5700 Operations (Expenses) - Vehicle Expense		\$ (124.38)
07.50.5110 Expo (Expenses) - Advertising		\$ (745.63)
▣ Liabilities - Current		\$ (2,575.52)
01.36.2120 Operations (Liabilities - Current) - IT		\$ (473.76)
01.45.2120 Operations (Liabilities - Current) - Shipping		\$ (171.55)
02.30.2120 Ambassadors (Liabilities - Current) - Trip Expenses		\$ (73.54)
03.40.2120 Parrott Program (Liabilities - Current) - Medical		\$ (162.32)
05.20.2120 Store (Liabilities - Current) - AP		\$ (1,694.35)
▣ Nonprofit Equity		\$ (220.00)
01.50.3110 Operations (Nonprofit Equity) - Permits & Licensing		\$ (20.00)
01.55.3110 Operations (Nonprofit Equity) - Trademark		\$ (200.00)
▣ Revenue	\$ 3,200.40	
01.60.4700 Operations (Revenue) - Donations - Unrestricted	\$ 148.51	
02.20.4700 Ambassadors (Revenue) - Show	\$ 800.00	
03.50.4700 Parrott Program (Revenue) - Donations - Restricted	\$ 50.00	
04.15.4700 Memberships (Revenue) - Membership Dues	\$ 147.95	
06.40.4600 Events (Revenue) - Donations - Unrestricted	\$ 23.95	
07.12.4600 Expo (Revenue) - Exhibitor Registration	\$ 195.53	
07.35.4600 Expo (Revenue) - Photo	\$ 1,834.46	
▣ TBD	\$ 750.00	\$ (314.15)
00.00.1000 (TBD) - Unreconciled	\$ 750.00	\$ (314.15)
▣ #N/A		
(blank)		
Grand Total	\$ 5,953.31	\$ (7,810.57)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 13 2014

FLIGHT CLUB FOUNDATION
31425 52ND AVE S
AUBURN, WA 98001

Employer Identification Number:
35-2462010
DLN:
17053094356043
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 21, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947

**ARTICLES OF ORGANIZATION
Flight Club Foundation
Established December 21, 2012**

The Following articles of Organization are for a non profit corporation in the commonwealth of Washington State. This corporation hereby adopts the following Articles:

Article 1: Name

The name of the Non Profit Corporation is the Flight Club Foundation.

Article 2: Principal Address and Mailing Address

2.01. The complete street address of the initial designated principal office is:

31425 52nd Ave S.
Auburn, WA 98001

2.02. The complete mailing address is:

PO Box 1793
Stanwood, WA 98292

Article 3: Registered Agent

3.01. Name of initial registered agent is: **Debra L. Goodrich**

3.02. Street Address of the registered agent is:

31425 52nd Ave S.
Auburn, WA 98001

Article 4: Statement of Acceptance by Registered Agent

I, Debra Goodrich, hereby acknowledge that the undersigned non profit corporation accepts the appointment as the Initial Registered Agent of Flight Club Foundation, the Non Profit Corporation named in these Articles of Organization.

Signature: _____

Article 5: Duration

The duration of the Non Profit Organization shall be perpetual.

Article 6: Management

The Non Profit Organization is managed through the three initial founders of the organization herein named Debra L. Goodrich, President, Jackie Cottrell, Vice-President and Kathleen Morrison, Comptroller/Treasurer. The Board conducts research and information to relay to the Founders. The Founders, with the Final Decision being the President, executing all administrative duties of the Foundation. The "Specialties" of Board members outline the types of tasks that fall under their leadership role of those positions.

Article 7: Board Members

The Board of Directors shall constitute a minimum of three (3) members and not to exceed (10) of the Non Profit Corporation. The member names, titles and addresses are as follows:

- (1)Debbie Goodrich, President and Founding Member.
31425 52nd Ave S. Auburn, WA 98001
- (2)Jackie Cottrell, Vice-President and Founding Member.
18906 98th Ave NW. Stanwood, WA 98292
- (3)Kathleen Morrison, Comptroller and Founding Member.
16285 Airport Way S. Apt #102 Seattle, WA 98108
- (4)Tom Cusworth, Board Member
Specialty: Director of Acquisitions.
238th PI SW. Edmonds, WA 98026
- (5)Reta Bray, Board Member
Specialty: Event Manager and Parrot Nutrition Advisor.
214th PI SW. Edmonds, WA 98026
- (6)Jarrod J. Scott, PhD. Board Member
Specialty: Scientific/Research Advisor.
Bigelow Laboratory for Ocean Sciences.
60 Biegelow Dr. East Boothbay, ME 04544
- (7)Geoffery S. Combs, MBA, CPA. Board Member
Specialty: Tax Advisor.
38255 Ridge Rd. Agate, CO 80101-9729
- (8)Brandon Butler, MA Advertising. Board Member
Specialty: Marketing Advisor.
7357 34th Ave SW. Seattle, WA 98126
- (9)Renee Landin, Board Member
Specialty: Volunteer coordinator
4005 S. Bell St. Tacoma, WA 98148

Article 8: Membership

This Foundation will consist of two formats of membership.

Active Membership members participate with their birds at weekly meetings held at the Lake City Community Center, AKA "Flight Club". Admittance to Active Membership is by invitation-only. Active Membership is limited to no more than 15 members. The Candidate for Admittance must first visit without their bird and discuss with current Active Members in detail their history, birds' history and be willing to answer any questions. Then, a consensus by the Active Membership to a Yea or Nea for Admittance. President determines final decision. Once the decision is reached, the Candidate will be notified by phone, email or other communication by the President. A monthly fee will be requested should the Candidate participate.

Regular Membership members participate by volunteering for Flight Club Foundation events, or may visit the birds as they fly at our weekly meetings. They are not permitted to bring any animal into the meeting space of Lake City Community Center. They also do not participate in any administrative or executive functions. Their fee shall be annual.

Both Memberships shall have access to any promotional opportunities gained by the Foundation. They shall receive the either quarterly or 6 month based bulletin. They shall have access to Foundation-only media sites, amongst other opportunities.

Access to open social media outlets does not require membership fees.

Article 9: Initial Contribution

The total amount of cash and a description of agreed upon value of property other than cash contributed will be donated to another organization of likeness in business at the time and approved by the three founding members after receiving input from the Board and the membership. The final decision is that of the President.

Article 10: Purpose

The purpose for which this Foundation is organized is to conduct any and all lawful business for which Non Profit Corporations can be organized pursuant to RCW 24.03. This includes but is not limited to: conducting educational workshops, seminars, conferences, expos, or lectures regarding the plight of parrots and their integral relationship to mankind. In addition to granting awards to other businesses of like format, education, research, conservation or other like needs.

Article 11: Liability

Pursuant to RCW 24.03, any and all debts, obligations or other liabilities of Flight Club Foundation are solely the responsibility of the corporation named in these Articles of Organization. Any volunteer, officer or member of Flight Club Foundation will not be held personally liable for such debts of liabilities solely by reason of their title.

Article 12: Dissolution Plan

Should the Founding Members, Board of Directors as described in the Bylaws of the Flight Club Foundation decide to dissolve the foundation, the following plan will be in effect:

- (a) All three Founding Members must agree dissolution is necessary.
- (b) The Board must be notified electronically, in writing and in person before funds are dissolved or liquidated. All current Board members at time of decision must sign a document the decision is final and liquidation is to proceed.
- (c) The Membership, Active and Regular, must be notified in writing either electronically or by mail before funds are dissolved or liquidated.
- (d) All indebtedness in any form is to be addressed with remaining funds.
- (e) The President shall elect the final award based on input from the Board and the Members of the Foundation. All awards are to be sent to a named recipient of like business via grant as research, education, conservation, adoption, rescue or other like non profit group in business at the time. Decision of the President is Final.

Article 13: Organizer

I, Debra L. Goodrich, residing at 31425 52nd Ave S., Auburn, WA 98001 execute these Articles of Organization dated this 11th day of January, 2013.

Organizer Signature

Correspondence:

Debbie Goodrich
President
Flight Club Foundation
31425 52nd Ave S.
Auburn, WA 98001
ph: 253-951-4452
email: info@flight-club-foundation.org
www.flight-club-foundation.org

FLIGHT CLUB FOUNDATION



501 c(3) nonprofit organization helping parrots and people alike as a licensed humane society for parrots.

T 253-951-4452 F 253-333-0090
flightclubfoundation@gmail.com

EIN #35-2462010.

RE: Documentation prepared per Bank Requirements.

Meeting Minutes attended via Zoom on December 17th 2024 7pm
Taken by: Lisa Lease Position: Secretary
Official Notes of Flight Club Foundation for the Approval of the Board for 2025.
We are voting for approval of the following positions:

On the Executive Board:

Debbie Goodrich-(Tie Breaker Vote) President and CEO
Ellen Lane- Co-President
Gail Ackerman-Vice President
Kathy Morrison-Treasurer
Yvonne Yeager-Comptroller
Lisa Lease-Secretary

On the Voting Board:

Renee Landin-Volunteer Director
Ron Jellum-Director of Logistics
Ali Morland-Ombudsman
Adrianna Clark-Events-Director
Dr. Ev Volutra PhD-Director of Parrot Nutrition and Conservation
Brianna Howd-Social Media Director.
Dr. Bridget Ferguson DVM-Veterinary

Advisory Board

Dr. George Olah PhD-Scientific Advisor
Bob Dawson-Sanctuary/Rescue Advisor

All voted in favor. Approved and Passed
All Executive members listed and are approved for the 2025 year.
Meeting adjourned by Debbie Goodrich.

Typed by:

Lisa Lease Secretary on February 1st 2025 from notes taken on December 17th 2024

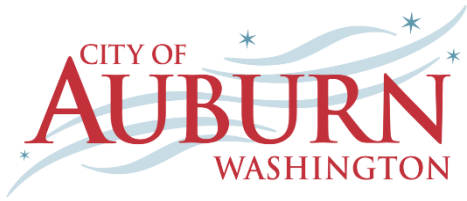
Approved By:

President and CEO

Date:

2/3/2025

flightclubfoundation.org



AGENDA BILL APPROVAL FORM

Agenda Subject:

Downtown Auburn Cooperative LTAC Grant Application

Meeting Date:

March 19, 2025

Department:

Community Development

Attachments:

Downtown Auburn Cooperative
Application Packet

Budget Impact:

\$87,000

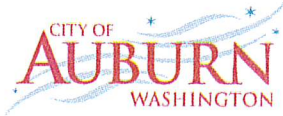
Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff:



2025 Lodging Tax Grant Fund Application

See application due dates in Section 3 for 2025 submittal deadlines

Complete application materials may be submitted:

By email to jfrancis@auburnwa.gov

-OR-

By mail to:

City of Auburn, Attn: Jenn Francis,
25 West Main Street, Auburn, WA 98001

Lodging Tax Advisory Committee

Mayor Nancy Backus, Chair

Represent Business Authorized to Collect

Andy Cho, Garner Hotel Auburn
Aman Ghag, Holiday Inn Express, Auburn
Vacant

Represent Business Authorized to Receive

Susan Roberts, Gosanko Chocolate
Bob Fraser, Emerald Downs
Elizabeth Butchko, Outlet Collection

City Staff Support

Jenn Francis, Economic Development Manager

jfrancis@auburnwa.gov

(253) 215-8774

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1. LODGING TAX FUNDING GUIDELINES

Background

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

Objectives for Hotel/Motel Tax Funds:

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

Allocation Guidelines:

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

2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

WHAT ARE “LODGING TAX FUNDS?”

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

HOW CAN THOSE FUNDS BE USED?

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

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

WHERE CAN THE FUNDS BE USED?

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

WHO CAN APPLY FOR FUNDS?

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

WHO DECIDES WHICH APPLICATIONS GET FUNDED?

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

3. SCHEDULE

Below are the anticipated important dates for the 2025 grant application process.

- Applications will typically be due no later than 5:00pm the Friday
- Applications will be included with the regular LTAC agenda packet emailed to the committee and available online at least one week prior to the LTAC meeting.
- LTAC will meet to discuss applications and to make funding recommendations at the next regularly scheduled meeting.
- Any LTAC recommended funding requests will be scheduled for City Council final decision at the first scheduled meeting approximately two weeks after the LTAC recommendation.

2025 Grant Application Process Timelines			
	1st Application Cycle	2nd Application Cycle	3rd Application Cycle
<i>Applications due no later than:</i>	5:00PM, Friday, March 7, 2025	5:00PM, Friday, June 13, 2025	5:00PM, Friday, October 31, 2025
<i>Public LTAC meeting:</i>	10:00AM, Wednesday, March 19, 2025	10:00AM, Wednesday, July 9, 2025	10:00AM, Wednesday, November 12, 2025
<i>City Council decision:</i>	7:00PM, Monday, April 21, 2025	7:00PM, Monday, July 21, 2025	7:00PM, Monday, December 1, 2025

4. REPORTING REQUIREMENTS

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

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

5. SUBMITTAL CHECKLIST

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

1. 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.

6. INSURANCE REQUIREMENTS (IF FUNDED)

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

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

7. APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: Downtown Auburn Cooperative

Amount of Lodging Tax Funding Requested: \$ 87,000.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 87,000.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Downtown Auburn Cooperative

Mailing Address: 262 E Main ST
Auburn, WA 98002

Tax ID Number: 91-1659537

Organization Unified Business Identifier (UBI):

UBI Expiration Date:

Type of Organization: non profit

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

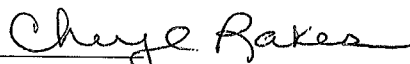
c. Contact:

Name: Cheryl Rakes

Title: Executive Director

Telephone: 2533686839

Email: info@downtownauburncooperative.org

Signature: Cheryl Rakes 

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

2. Project Description

- a. Event Date(s): Annual 2005
- b. Event Location: located in the BIA of the City of Auburn
- c. If there is a charge or fee for this activity, please describe how much and why.
N/A
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Please see Marketing Plan in this packet

We are a Mainstreet Member and the RWC says Mainstreets can apply for LTAC dollar.

3. Beneficiaries

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

All the Businesses in the BIA area, downtown auburn. It would open up to moe retail shopping, dining, entertainment downtown.

4. Tourism Benefit

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

We get a lot of people travel through downtown when they are on their way to a concert and recreation and we need to capture that market. See our Marketing plan attached

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

It would increase LTAC dollars and being able to do a lot more advertising locally and farther away for people for events, shopping and playing in Auburn.
Again see Marketing Plan

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

people come from outside the state to see concerts at the Amphitheater or big events and that would increase LTAC dollars. They often stop through downtown to eat, get there drink on before a concert so it brings in money to the local economy. We have to advertise more and farther away that we are the Gateway city

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.

Yes I believe it will. We will have more money for advertising outside the area and work with the hotels on on some package deals that they could have a great stay in Auburn. The short term would be that everyone can benefit from this concept, the hotels, retail, restaurants, recreation, and get repeat businesses because they fall in the love with the Pacific Northwest. It could be tracked by package deals, hotel stays, increase in revenue downtown.

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:

It would keep us from hiring a second person which we really need ASAP. We wouldn't be able to do as much advertising because that is where we really lack funds. Now is the time for us to get going on things to make downtown a destination. If partial funding we would just have to do what we have been doing and trying to make it work. I just know we can't do it with one person and the one we have isn't making much more than min wage.

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.

Personnel (salaries & benefits) \$ 50,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.) \$10,000.00
Marketing/Promotion \$25,000.00
Minor Equipment (computer, (desk ect for 2nd person)
Travel \$1000

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 for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
City of Auburn BIA for January	\$ 5,428.81	Yes	03/15/2025
City of Auburn BIA invoice for February	\$ 17,677.78	Yes	03/15/2025
City of Auburn Contract	\$ 12,500.00	Yes	03/15/2025
City of Auburn ^{2nd payment} contract	\$ 12,500.00	yes	9/1/25
City of Auburn BIA ^{march-Dec}	\$ 43,893.41	no	12/31/25

*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)	\$ 50,000.00	\$	\$ 50,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 10,000.00	\$	\$ 10,000.00
Marketing/Promotion	\$ 25,000.00	\$	\$ 25,000.00
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$ 1,000.00	\$	\$ 1,000.00
Travel	\$ 1,000.00	\$	\$ 1,000.00
Contract Services	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$ 87,000.00	\$	\$ 87,000.00

Description for Direct Sales Activities, Contract Services, Travel and Others	
In-Kind Contributions	

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

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

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 do receive some from the City of Auburn and BIA. We also have a membership we have started that if your businesses is outside of the BIA you can join the Downtown Auburn Cooperative for a fee.

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. You may attach up to three letters of support from these organizations.

We partner with the City of Auburn on Events
We do with our restaurants and businesses

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: Cheryl Rakes Cheryl Rakes 03/06/2025
Date

Cheryl Rakes Executive Director

Printed Name & Title of Chief Administrator/Authorizing Official



March 5, 2025

To Whom It May Concern:

I am writing to say that our Executive Director Cheryl Rakes at 262 E Main ST, Auburn, WA 98002 is authorized to sign the application for LTAC. Her phone number is (253) 368-6838.

Thank You,

Chantal Banks

A handwritten signature in cursive script that reads 'Chantal Banks'.

Vice President

Downtown Auburn Cooperative

601 592 483

SECRETARY
of STATE



FILED
STATE OF WASHINGTON
DEC 19 1994
RALPH MUNRO
SECRETARY OF STATE

Corporations Division
Office of the Secretary of State
505 E. Union, 2nd Floor
P.O. Box 40234
Olympia, WA 98504-0234
Information: (206) 753-7115

**NONPROFIT CORPORATION
ARTICLES OF INCORPORATION**

The undersigned, for the purpose of forming a corporation under the nonprofit laws of the State of Washington, RCW 24.03, hereby adopts the following Articles of Incorporation:

ARTICLE I

The name of the corporation shall be: Auburn Downtown Association

ARTICLE II

The term of existence shall be: (check only one box) perpetual _____ (number of) years

ARTICLE III

The purposes for which the corporation is organized are as follows:

The corporation is organized and shall be operated exclusively for charitable, and educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, to protect and enhance Auburn's historically and culturally significant downtown area.

ARTICLE IV

The name of the Registered Agent of the corporation is: Stacey L. Smythe

The street address of the Registered Office, which is also the address of the Registered Agent is as follows:

Number and Street 10 "B" Street N.E.
City Auburn, WA Zip Code 98002

The post office box number, which may be used in conjunction with the Registered Agent address, located in the same city, is:

PO Box # _____ City _____, WA Zip Code _____

ARTICLE V

There shall be 11 director(s) serving as the initial Board of Directors. Their names and addresses are as follows (attach additional pages if necessary):

Name	Address	City	State	Zip Code
Don Gardner	3601 Lemon Tree Lane	Auburn	WA	98092
Karen Judd	19705 SE 211 th Place	Maple Valley	WA	98038
Alan Keimig				

ARTICLE VI

In the event of dissolution of the corporation, the net assets are to be distributed as follows:

Upon dissolution of the corporation, after winding up the affairs of the corporation, and paying the debts and obligations, the remaining assets shall be distributed to a nonprofit fund, foundation, or corporation which has established its tax exempt status under 501(c)(3) of the I.R.S.

ARTICLE VII



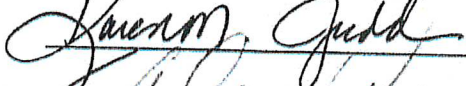
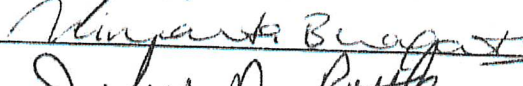

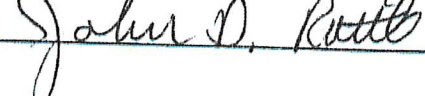
The name and address of each incorporator is as follows (attach additional pages if necessary):

Name	Address	City	State	Zip Code
Don Gardner	3601 Lemon Tree Lane	Auburn	WA	98092
Karen Judd	19705 SE 211 th Place	Maple Valley	WA	98038
Alan Keimig				

IN WITNESS WHEREOF each incorporator has affixed his/her signature on this 15th day of

December, 1994.

Witnesses

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Stacey L Smythe, hereby consent to serve as Registered Agent in the state of Washington for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to accept Service of Process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the Office of the Secretary of State in the event of my resignation or of any change in the Registered Office address of the corporation for which I am agent.

12-16-94
(Date)

Stacey L Smythe
* (Signature of agent designated in Article IV)

* Must be signed to meet filing requirements

Additional Board of Directors

Pat Cavanaugh
Regan Dugger
Kathy Heim
Phyllis Heppenstall
Darrell Majors
Kerri Olsen
Audrey Pitre
Stacey Smythe

26 East Main Street, Auburn, WA 98002
320 Auburn Way South, Auburn, WA 98002
102 West Main Street, Auburn, WA 98001
901 West Main Street, Auburn, WA 98001
140 East Main Street, Auburn, WA 98002
222 East Main Street, Auburn, WA 98002
112 East Main Street, Auburn, WA 98002
29 First Street SE, Auburn, WA 98002

Downtown Auburn Cooperative Marketing Plan for 2025

1. Identify Your Target Audience

Understanding our potential guests is crucial. Common segments include:

- **Business Travelers:** Need amenities like meeting rooms, high-speed internet, and shuttle services.
- **Leisure Travelers:** Look for relaxation amenities such as pools, spas, and recreational activities.
- **Families:** Require larger rooms, child-friendly amenities, and family-oriented services.
- **Event Attendees:** Need meeting rooms, catering services, and event facilities

2. Highlight Local Attractions

Promote nearby attractions to make Auburn hotels more appealing and add a package that would include something downtown:

- **Emerald Downs:** A popular horse racing track.
- **The Outlet Collection Seattle:** A large shopping complex.
- **Flaming Geyser State Park:** Ideal for outdoor activities.
- **Muckleshoot Casino:** Offers gaming, entertainment, and dining
- **Post Mark for the Arts**
- **Breweries and Wine Establishment**
- **Stores that are a Makers Market**
- **Events that the City or Downtown Auburn Cooperative put on downtown**
- **Work with schools to find out when big sports or dance events are happening that bring people out of town to offer hotel packages.**

3. Leverage Digital Marketing

- **Content Marketing:** Optimize the DAC website for search engines and create engaging content about Auburn and our hotels in Auburn
- **Social media:** Use platforms like Instagram, Facebook, TikTok and Twitter to share updates, promotions, and local events.
- **Email Campaigns:** Send newsletters with special offers, local event information, and hotel news

4. Offer Special Packages and Promotions

Work with Hotels to offer packages for different kind of Travelers

- **Weekend Getaways:** Include local tours, dining vouchers, and spa treatments.

- **Family Packages:** Offer discounts on adjoining rooms, free meals for kids, and tickets to local attractions.
- **Sports Events and Dance Events**
- **Business Packages:** Provide meeting room access, free Wi-Fi, and shuttle services to local business hubs

5. Collaborate with Local Businesses

Partner with local attractions, restaurants, and event organizers to create bundled offers and cross-promotions. This can help you reach a wider audience and provide added value to our travelers. We need to highlight our historic buildings in Auburn. Maybe give tours to guests that stay in Auburn.

6. Encourage Guest Reviews and Testimonials

Positive reviews can significantly influence potential guests. Encourage satisfied customers to leave reviews on platforms like our social media, google.

7. Host Events and Activities

Organize events such as beer & wine fest, wine tastings, cooking classes, Oktoberfest, or local tours to attract guests and create memorable experiences

By implementing these strategies, we can effectively attract more guests to our hotels in Auburn, WA.

This will make Auburn a destination city and we will promote it as such and build on the Downtown Area.



#destinationdowntownauburn
 #downtownauburncooperative
 #buylocalstaylocal



Washington State
MAIN STREET
PROGRAM

To: Downtown Auburn Cooperative
Attn: Cheryl Rakes
Date: January 3, 2023
Re: Washington Main Street Affiliate application

Ms. Rakes,

On behalf of the Washington State Main Street Program, I'm pleased to officially welcome the Downtown Auburn Cooperative to the Washington State Main Street Program (WSMSP) network as an Affiliate, effective January 1, 2023.

The purpose of WSMSP's Affiliate designation is to provide access to resources and networking opportunities for entities that have an interest in revitalizing their downtown or neighborhood commercial district. WSMSP is a program of the Department of Archaeology & Historic Preservation, managed under contract by the Washington Trust for Historic Preservation. Affiliate designation does not authorize use of the Main Street™ trademark name, which is owned by the National Main Street Center.

As an Affiliate, Auburn can take advantage of services and benefits through the WSMSP in order to grow in your capacity and expertise in asset-based revitalization. Your organization is responsible for sending at least one representative to the annual RevitalizeWA Conference, completing an annual report showcasing a success story or best practice example, and most importantly for learning about the Main Street Approach™ which is a time-tested framework for community-driven, comprehensive downtown revival.

To welcome Auburn and develop a shared vision of what WSMSP support might best align with 2023 goals, I'll be following up on this acceptance letter to plan a virtual celebration which can be used to share this news with your core team as well as broader stakeholders.

Congratulations! I look forward to continuing to work with your community to achieve your goals for a thriving downtown district. Please feel free to contact me with any questions.

Blue skies,

Jonelle McCoy
Main Street Specialist
Washington Trust for Historic Preservation
jmccoy@preservwa.org
O 206-624-9449 | C 509-202-4299

January 2024 thru February 2025

Website Visits

6,289 plus (301 last 30 days)

Social Views 10, 597 plus (1,089 last 30 days)

Facebook

Age and gender

Men **23.80%**

Women **76.20%**

Top cities

Auburn, WA

25.4%

Kent, WA

2.5%

Seattle, WA

2.5%

Federal Way, WA

2.3%

Bonney Lake, WA

1.9%

Tacoma, WA

1.7%

Birmingham, AL

1.3%

Auburn, AL

1.2%

Covington, WA

1.1%

Pacific, WA

1%

Top countries

United States

102.5%

Nigeria

0.2%

Bangladesh

0.1%

Canada

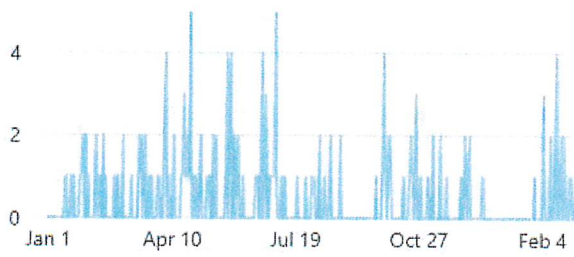
0.1%

Germany

- 0.1%
- Kenya
- 0.1%
- Puerto Rico
- 0.1%
- United Kingdom
- 0.1%
- Vietnam
- 0.1%

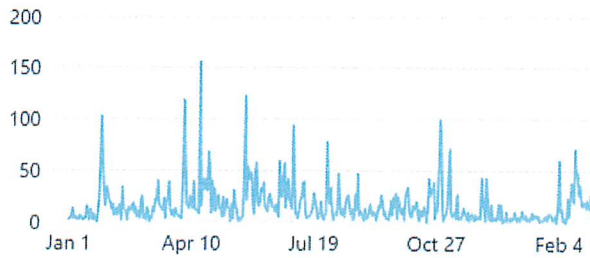
Follows

191 ↓ 35.9%



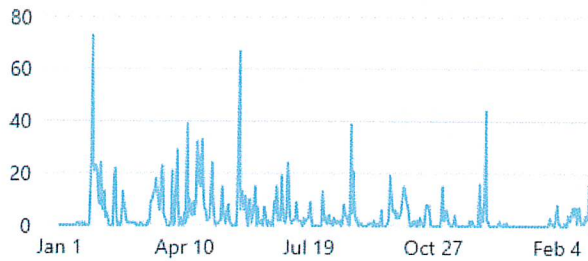
Visits

7.2K ↑ 32.4%



Content interactions 📌

1.9K ↓ 46.1%



Potential Views

Estimated audience size

249,200,000 - 293,200,000

Age & gender

Women Men

Women 54.2

Men 45.8

0%5%10%15%20%

	18-24	25-34	35-44	45-54	55-64	65+
Women	3.1	7.9	10.4	9.5	10.4	12.9
Men	3.9	9	10	8.2	7.4	7.3

Women

54.2%

Men

45.8%

Top cities

New York, New York
2.9%
Houston, Texas
1.3%
Los Angeles, California
1.2%
Chicago, Illinois
1%
Phoenix, Arizona
0.7%
San Antonio, Texas
0.7%
Philadelphia, Pennsylvania
0.6%
Dallas, Texas
0.6%
Atlanta, Georgia
0.4%
Denver, Colorado
0.4%

Top countries

United States
100%

Compare your performance against businesses in the Non-Profits & Religious Organizations category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content

22

Higher than others

Higher than others

How often your business published versus others in this category

Published content

25th percentile
50th percentile
75th percentile
Your business

	25th percentile	50th percentile	75th percentile	Your businesses
Published content	2	7	17	22

Over the last 28 days, **you typically published more posts and stories** compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

Facebook followers

3.2K

Higher than others

Higher than others

Typically: 1.3K

Follows

19

Higher than others

Higher than others

Typically: 8

Content interactions

80

Similar to others

Similar to others

Typically: 149

Number of Facebook post from Jan 1st, 2024- Oct 31st, 2024

Post 162

Likes 578

Love 153

Wow 7

Care 13

Angry 9

Comments 42

Share 23

Content Overview from Jan 1st, 2024- March 3rd, 2025

Views

54.6 K

Reach 49.3 K

3 second view 2.2 K

1 min views 51

Content interaction 1.9 K

We do have accounts on TikTok and Instagram that we are going to start using more when we can get another person hired.

Newsletter sent out once a month. This is a average

Open Rate

32.9%

Click rate

0.88

Bounce rate

4.70% (usually from businesses that have moved out of the BIA)

Unsubscribe

2.1%

Auburn BIA

Printed On: 1/3/2025

Map Created by City of Auburn eGIS

Information shown is for general reference purposes only and does not necessarily represent exact geographic or cartographic data as mapped. The City of Auburn makes no warranty as to its accuracy.

Legend

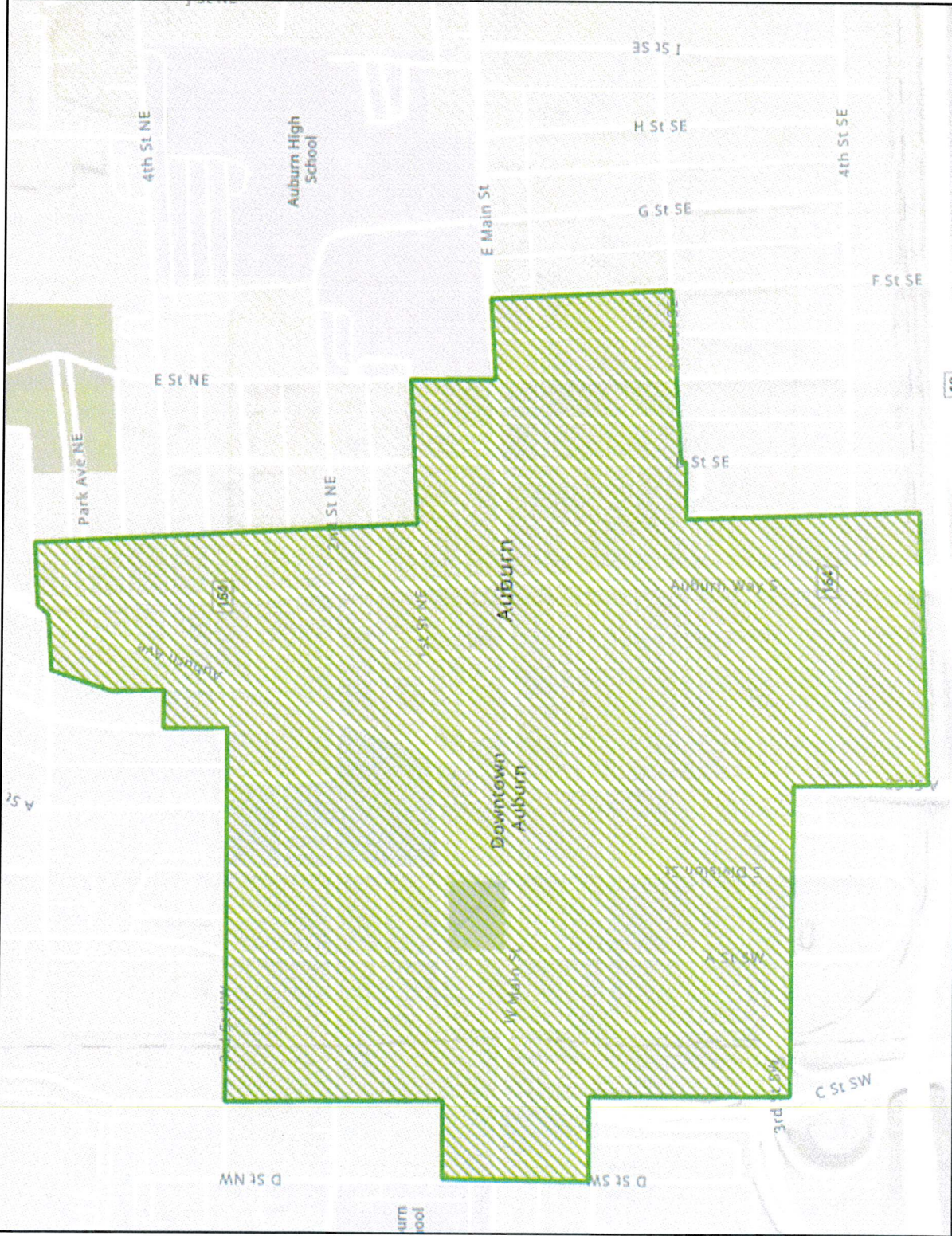
SupportingLayers



BIA

Hillshade

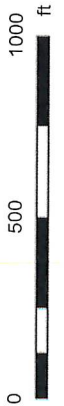
World Hillshade



Notes



1: 9028



WGS84 Web Mercator (Auxiliary Sphere)

Downtown Auburn Cooperative
2025 Budget

Income	In	Anticipated	Out	Net
Memberships, Individual & business	\$500			\$500
Sponsorship	\$5,000			\$5,000
Gift Card Donations	\$1000			\$1,000
City of Auburn Contract		\$25,000		\$25,000
Business Improvement area (BIA)		\$50,000		\$50,000
B&O Tax incentive program	\$5000			
If you get it.				
Total Income	\$6,500	\$80,000	0	\$81,400
Expenses	In		Out	Net
Organization				
Cell Phone			\$1900	(1,900)
Facebook-included with Advert			0	0
Website fees Go Daddy			\$648	(\$648)
Mainstreet Program				
Mainstreet Dues			\$400	(\$400)
Mainstreet Conference			\$3,500	(\$3,500)
Mainstreet Local Conference			\$2,300	(\$2,300)
Office and Operations				
Executive Director			\$40,896	(\$40,896)
Payroll taxes			\$2,938	(\$2,938)
Computer Maintenance & Backup			\$250	(\$250)
Postage/mailing service			\$100	(\$100)
Printing/Copying/Supplies			\$1000	(1,000)
Rent			\$10,800	(\$10,800)
Signs/business cards			\$750	(\$750)
Utilities/internet			\$1700	(\$1700)
Legal				
Accounting/Bookkeeping			\$1500	(\$1500)
Annual report Secretary of the State			\$50	(\$50)
Bank Fees			\$25	\$(25)
City Business License			\$0	\$0
CPA			\$500	\$(500)
Dues			\$200	(\$200)
Insurance-Liability, D and O			\$3000	(\$3000)
Legal Fees			\$500	(\$500)

Donations			\$2000	(\$500)
Snacks/Meeting			\$600	(\$600)
Gifts				
Total Expenses	\$0		\$75557	(\$75,557)
Events				
Advertising			\$2000	(\$2000)
Event Fixtures			\$1000	(\$1000)
Beer Wine/vendor	\$7000		\$10,000	(\$3000)
Easter Pictures	\$500		\$450	0
Girls Night Out	\$1500		\$700	\$900
Makers Craft pop up (3 days)	\$850		\$900	0
Petpalooza	\$2200		\$1000	\$1200
National Night Out	\$500		\$450	0
Pub Crawls (3)	\$2000		\$700	\$750
Santa Pictures	\$6900		\$2000	\$4700
Total Planned Events	\$21,450		\$19,200	\$9,239
Net Activity for the year	In	Anticipated	Out	
	\$21450	\$80,000	\$94,757	\$6693/Net

This budget is if we made the community level with Mainstreet and can do the B&O Tax incentive.

Downtown Auburn Cooperative

Profit and Loss

January - February, 2025

	TOTAL
Income	
Event Income	1,633.28
Total Income	\$1,633.28
GROSS PROFIT	\$1,633.28
Expenses	
Advertising & Marketing	
Advertising promotional	546.63
Total Advertising & Marketing	546.63
Dues & Subscriptions	163.41
Event Expenses	
Event Expense	307.32
Event Permit	50.00
Total Event Expenses	357.32
LCB	120.00
Legal & Professional Services	243.28
Office Expenses	
Office Expense	218.81
Office Fixture	60.00
Office Supplies	265.44
Total Office Expenses	544.25
Payroll Tax Expenses	735.12
Payroll Wage Expenses	8,333.34
Snack/Meeting	44.10
Telephone & Utilities	
Cell Phone	524.44
Electricity	173.36
Telephone	221.34
Total Telephone & Utilities	919.14
Total Expenses	\$12,006.59
NET OPERATING INCOME	\$ -10,373.31
Other Income	
Interest Income	18.48
Total Other Income	\$18.48
NET OTHER INCOME	\$18.48
NET INCOME	\$ -10,354.83

ARTICLES OF AMENDMENT
TO
ARTICLES OF INCORPORATION
OF
DOWNTOWN AUBURN COOPERATIVE

Pursuant to the provisions of RCW 24.03A of the Washington Nonprofit Corporation Act, the undersigned adopts the following Articles of Amendment to the Articles of Incorporation:

1. The name of record of the corporation is: Downtown Auburn Cooperative.
2. The Articles of Incorporation are hereby amended in their entirety as set forth in the attached Exhibit A, which is incorporated herein by this reference.
3. At a meeting held on ^{Dec} ~~January~~ 13, 2023, the Board of Directors of the corporation adopted a resolution approving the amendments to the Articles of Incorporation as set forth above. A quorum was present at the meeting and a majority of the Directors then in office adopted the resolution. The corporation has no members.
4. These Articles of Amendment shall be effective on filing with the Washington Secretary of State.

The undersigned is an officer of the corporation and is acting in an authorized capacity.

DATED: Dec 13, 2023.

Downtown Auburn Cooperative

By: Kristina Driessen
[Kristina Driessen], President

EXHIBIT A
AMENDED
ARTICLES OF INCORPORATION
OF
DOWNTOWN AUBURN COOPERATIVE

The undersigned, in order to form a nonprofit corporation under Chapter 24.03A of the Revised Code of Washington, hereby signs and verifies the following Articles of Incorporation.

Article I: Name

The name of the corporation shall be the Downtown Auburn Cooperative (hereinafter referred to as the "Corporation").

Article II: Duration

The Corporation shall have perpetual existence.

Article III: Registered Office and Agent

The address of the registered office of the Corporation shall be 262 E Main St, Auburn, WA 98002. The name of the registered agent of the Corporation at such address shall be Executive Director.

Article IV: Purposes and Powers

Section 1. Purposes. The Corporation is organized exclusively for charitable, religious, scientific, literary, and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Code"), including but not limited to the following:

- A. The Corporation purpose of the Corporation is to promote and enhance the vitality of Historic Downtown Auburn through programs and events that celebrate our unique culture while providing a forum for members to share knowledge, common experiences and problems.
- B. The Corporation shall publish community information regarding its activities and other data relevant to downtown revitalization. Such publications and resources may include the following:
 - a. an organization brochure;
 - b. special event flyers, pamphlets, posters, social media or brochures;
 - c. the regular newsletter of the Corporation.
- C. To aid, support, and assist by gifts, contributions or otherwise, other corporations, community chests, funds, and foundations organized and operated exclusively for

charitable, scientific, or educational purposes, no part of the net earnings of which inures to the benefit of any private shareholder or individual, and no substantial part of the activities of which is carrying on propaganda, or otherwise attempting to influence legislation.

- D. To do any and all lawful activities which may be necessary, useful, or desirable for the furtherance, accomplishment, fostering, or attainment of the foregoing purposes, either directly or indirectly and either alone or in conjunction or cooperation with others, whether such others be persons or organizations of any kind or nature, such as corporations, firms, associations, trusts, institutions, foundations, or governmental bureaus, departments, or agencies.

Section 2. Powers. In general, and subject to such limitations and conditions as are or may be prescribed by law, or in the Corporation's Articles of Incorporation or bylaws, the Corporation shall have all powers which now or hereafter are conferred by law upon a corporation organized for the purposes set forth above, or are necessary or incidental to the powers so conferred, or are conducive to the attainment of the Corporation's purposes.

Article V: Limitations

All of the purposes and powers of the Corporation shall be exercised exclusively for charitable, scientific, and educational purposes in such manner that the Corporation shall qualify as an exempt organization under Section 501(c)(3) of the Code or any successor provision, and that contributions to the Corporation shall be deductible under Section 170(c)(2) of the Code or any successor provision.

No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, except as otherwise permitted to an organization described in Section 501(c)(3) of the Code or any successor provision. The Corporation shall not participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of (or in opposition to) any candidate for public office.

Notwithstanding any other provisions of these Articles of Incorporation, the Corporation shall not carry on any activities not permitted to be carried on (a) by a corporation exempt from federal and state income taxes under Section 501(c)(3) of the Code or any successor provision, or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Code or any successor provision.

No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable, to its members, directors, officers, or other private persons, except that the Corporation is authorized or empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of its purposes.

Upon the winding up and dissolution of the Corporation, the assets of the Corporation remaining after payment of, or provision for payment of, all debts and

liabilities of the Corporation, shall be distributed to an organization or organizations, as determined by the board of directors, recognized as exempt under Section 501(c)(3) of the Code or any successor provision, and used exclusively to accomplish the purposes for which this Corporation is organized.

Article VI: Directors

The powers and duties, number, qualifications, terms of office, manner of election, time, and criteria for removal of directors shall be as set forth in the bylaws of the Corporation.

Article VII: Director Liability Limitations

A director shall have no liability to the Corporation for monetary damages for conduct as a director, except for acts or omissions that involve intentional misconduct by the director, or a knowing violation of law by a director, where the director votes or assents to a distribution which is unlawful or violates the requirements of these Articles of Incorporation, or for any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. If the Washington Nonprofit Corporation Act is hereafter amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director shall be eliminated or limited to the full extent permitted by the Washington Nonprofit Corporation Act, as so amended. Any repeal or modification of this Article shall not adversely affect any right or protection of a director of the Corporation existing at the time of such repeal or modification for or with respect to an act or omission of such director occurring prior to such repeal or modification.

Article VIII: Indemnification

Section 1. Right to Indemnification. Each person who was, or is threatened to be made a party to or is otherwise involved (including, without limitation, as a witness) in any actual or threatened action, suit or proceeding, whether civil, criminal, administrative, or investigative, by reason of the fact that he or she is or was a director or officer of the Corporation or, while a director or officer, he or she is or was serving at the request of the Corporation as a director, trustee, officer, employee, or agent of another corporation or of a partnership, joint venture, trust or other enterprise, including service with respect to employee benefit plans, whether the basis of such proceeding is alleged action in an official capacity as a director, trustee, officer, employee or, agent or in any other capacity while serving as a director, trustee, officer, employee, or agent, shall be indemnified and held harmless by the Corporation, to the full extent permitted by applicable law as then in effect, against all expense, liability, and loss (including attorney's fees, judgements, fines, ERISA excise taxes or penalties, and amounts to be paid in settlement) actually and reasonably incurred or suffered by such person in connection therewith, and such indemnification shall continue as to a person who has ceased to be a director, trustee, officer, employee, or agent and shall inure to the benefit of his or her heirs, executors, and administrators; provided, however, that except as

provided in Section 2 of this Article with respect to proceedings seeking solely to enforce rights to indemnification, the Corporation shall indemnify any such person seeking indemnification in connection with a proceeding (or part thereof) initiated by such person only if such proceeding (or part thereof) was authorized by the board of directors of the Corporation. The right to indemnification conferred in this Section 1 shall be a contract right and shall include the right to be paid by the Corporation the expenses incurred in defending any such proceeding in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of a proceeding shall be made only upon delivery to the Corporation of an undertaking, by or on behalf of such director or officer, to repay all amounts so advanced if it shall ultimately be determined that such director or officer is not entitled to be indemnified under this Section 1 or otherwise.

Section 2. Right of Claimant to Bring Suit. If a claim for which indemnification is required under Section 1 of this Article is not paid in full by the Corporation within 60 days after a written claim has been received by the Corporation, except in the case of a claim for expenses incurred in defending a proceeding in advance of its final disposition, in which case the applicable period shall be 20 days, the claimant may at any time thereafter bring suit against the Corporation to recover the unpaid amount of the claim and, to the extent successful in whole or in part, the claimant shall be entitled to be paid also the expense of prosecuting such claim. The claimant shall be presumed to be entitled to indemnification under this Article upon submission of a written claim (and, in an action brought to enforce a claim for expenses incurred in defending any proceeding in advance of its final disposition, where the required undertaking has been tendered to the Corporation), and thereafter the Corporation shall have the burden of proof to overcome the presumption that the claimant is not so entitled. Neither the failure of the Corporation (including its board of directors, independent legal counsel, or its members, if any) to have made a determination prior to the commencement of such action that indemnification of or reimbursement or advancement of expenses of the claimant is proper in the circumstances nor an actual determination by the Corporation (including its board of directors, independent legal counsel, or its members, if any) that the claimant is not entitled to indemnification or to the reimbursement or advancement of expenses shall be a defense to the action or create a presumption that the claimant is not so entitled.

Section 3. Non-exclusivity of Rights. The right to indemnification and the payment of expenses incurred in defending a proceeding in advance of its final disposition conferred in this Article shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, provision of the Articles of Incorporation, bylaws, agreement, vote of members, if any, or disinterested directors or otherwise.

Section 4. Insurance, Contracts and Funding. The Corporation may maintain insurance at its expense to protect itself and any director, trustee, officer, employee, or agent of the Corporation or another corporation, partnership, joint venture, trust, or other enterprise against any expense, liability, or loss, whether or not the Corporation would have the power to indemnify such persons against such expense, liability, or loss under

the Washington Business Corporation Act, as applied to nonprofit corporations. The Corporation may, without further membership action, enter into contracts with any director or officer of the Corporation in furtherance of the provisions of this Article and may create a trust fund, grant a security interest, or use other means (including, without limitation, a letter of credit) to ensure the payment of such amounts as may be necessary to effect indemnification as provided in this Article.

Section 5. Indemnification of Employees and Agents of the Corporation. The Corporation may, by action of its board of directors from time to time, provide indemnification and pay expenses in advance of the final disposition of a proceeding to employees and agents of the Corporation with the same scope and effect as the provisions of this Article with respect to the indemnification and advancement of expenses of directors and officers of the Corporation or pursuant to rights granted pursuant to, or provided by, the Washington Business Corporation Act, as applied to nonprofit corporations, or otherwise.

Article IX: Bylaws

Subject to the provisions of these Articles of Incorporation, the bylaws, and Washington law, the authority to make, alter, amend, or repeal bylaws is vested in the board of directors. The board of directors may exercise its authority under this Article at any regular or special meeting of the board of directors.

IN WITNESS WHEREOF, I have hereunto set my hand this 13 day of Dec, 2022.

Downtown Auburn Cooperative

By: Kristina Driessen
Kristina Driessen], President



**Downtown
Auburn**
cooperative

Board Meeting

January 21, 2025 - 10:00am; DAC Office

Present Executive Board Members:

Name: Cheryl Rakes - Executive Director

Name: Stephanie Cox - President

Name: Chantal Banks - Co-Vice President

Name: Jordan Yada - Treasurer

Name: Kelly Murray - Secretary

Absent from Meeting:

Name: Stacy Bonaparte: Co-Vice President

Present Members and Guests:

Name: Shari - Board Member

Name: Kristina Driessen - Board Member

Name: Auburn Area Chamber of Commerce - Kacie Bray and 2 other staff

Name: John Rottle - Board Member

Name: Emerson - Board Member

Name: Diane - Board Member

Name: Vance - Board Member

Name: Giovanni DiQuattro - Rainbow Cafe'

The **General Board** meeting of the Downtown Auburn Cooperative meetings was called to order at **10:00**, and was called to order by **Stephanie**.

Old Business

I. Review of the Agenda

- A.** *The Agenda for the meeting was distributed, it was approved by **Kristina Driessen** and Seconded by **Jordan Yada** It was voted on and unanimously approved.*

II. Approval of the previous minutes

- A. *The Minutes for the meeting was distributed, it was approved by _____ and seconded by _____ it was unanimously approved.*

III. Treasurer's report

- A. *Checking: \$16,290.53*
B. *Savings: \$62,158.91*

IV. New Member introduction

New Business

Item one: Chamber of Commerce/Tourism board

Description: *Kacie Bray gave updates on the Chamber of Commerce and Tourism board's events. She presented and handed out a packet of information on past events they have participated in, while showing the board their outreach success and efforts. We all agree that their activities, outreach, and ingenuity has been a great way to create a large name for themselves.*

Their social media presence was also presented and a great example for other organizations to see. They also handed out new posters they have created online and are planning to sell.

Item two: Main Street Conference updates

Description: *The Main Street Conference is a great training opportunity for board of directors. All members are invited to attend at their own cost, but Cheryl and one board member will be covered by the DAC to attend.*

LTAC Grant

The board voted and approved for Executive Director Cheryl Rakes to submit a Auburn Lodging tax funding request and make funding request for the Downtown Auburn Cooperative.,

The main street conference is April 7th - 9th in Philadelphia. Stephanie was invited to join Cheryl but due to the new location of her dance theatre and moving, Stephanie decided it might be too much at this time. The invite was then passed on to Chantal, who accepted.

Item three: Quarter one goals

I. January

- A. *Complete presentation for city*
 1. *Kristina will be presenting at council meeting last monday in January*
B. *Finalize 2025 event schedule*

- C. Prepare agenda, meeting, project plan template
- D. Develop a budget, plan for PL presentation at each meeting
- E. Tax filing plan
- F. Establish a point person for St. Patty's Day Pub Crawl & Clean Sweep
 - 1. Diane and Kelly will work together on contacts, graphics, handing out flyers, and connecting with other committees.
- G. Send a monthly newsletter

II. February

- A. LTAC application
- B. Point person have completed St. Patty's Day project plan
- C. Point person for clean sweep established - reach out to AHS horticulture
 - 1. Kristina will be a point person
- D. Website update - Tickets for St. Patty's day on sale?
- E. Send a monthly newsletter
- F. Draft Q2 goals - address at least 1 deficit as identified by Main Street Association

III. March

- A. Finalize and Execute the St. Patty's day Pub Crawl
- B. Clean sweep project plan fully completed
- C. Petpalooza point person established
- D. Send a monthly newsletter

Item four: Committee Updates

Design Committee:

Discussion: Kristina presented the committee meeting notes from their meeting on 1/9 at 11am. They came up with an in-depth SWOT analysis to look at the committee expectations, plans, and future. She went into budget information for various projects, while we all talked.

Outcome: The next meeting for the committee is 2/11/25.

Economic Vitality Committee:

Discussion: Jordan presented an in-depth email with a summary of what they discussed and recap from their January meeting. A SWOT analysis was conducted and they have created a great approach when moving forward.

Jordan presented a pamphlet example for the DAC flyer and adding a QR code and information about the regular scheduled M&M's.

Outcome: Creating a set schedule of mix and mingles so we can move forward with a QR code on pamphlets that will directly take them to a DAC calendar.

Promotion Committee:

Discussion: Vance presented the meeting from the promotion committee. Promotion committee will be meeting twice a month until we all get more comfortable with duties for event planning. Discussed social media platforms and getting all login information from Cheryl to start working on promoting upcoming events.

Promotions committee will be dividing up duties dependent on each individual's strengths and familiarity with the different platforms. Diane and Stacy will be less involved in social media, while other members will be focusing on graphics and promoting online.

Organization Committee:

Discussion: Stephanie gave an update regarding the committee meeting and the big discussion of our committee job duties. We all agree that all committees should communicate with one another to avoid overlapping and repeating assignments.

Went over the new project plan template to help organize the heads of each event.

Item five: Member News, General Discussion

Talked about shared drive and putting down dates when members are out of town, as well as checking it regularly for meeting dates and deadlines.

Sixth Item: Annual meeting date on February 21, 2025

This will be an open meeting during our regular meeting.

VI. Agenda and Time of Next Meeting

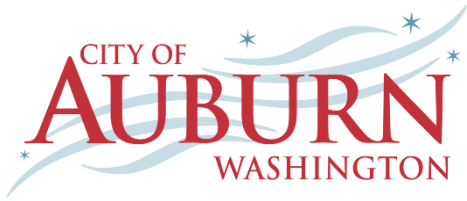
The next General meeting will be held Tuesday, February 21, 2025.

The meeting was adjourned at 11:00 by Jordan

The minutes submitted _____

Board of Directors
Downtown Auburn Cooperative

Name	Phone number	address	Position
Cheryl Rakes	253 670 0903	262 E Main ST	Executive Director
Stephanie Cox	253 217-2652	238 E Main St	President
Cantel Banks	253 368-6836	2 E Main ST	Co Vice President
Stacy Bonaparfe	206 234-6031	262 E Main ST	Co Vice President
Jordan Yada	206 584-0803	1001 D ST NE	Treasurer
Kelly Murray	253 948-5187	1015 24 th ST NE	Secretary
Kristina Driessen	206 227-6996	16 A ST SE	Board Member
Vance Olsen	253-2498492	335 E Main ST	Board Member
Billy Jack Newman	253-951-6911	131 E Main ST	Board Member
Shari Nirschl	480-242-7274	226 E Main ST	Board Member
Diane Marunda	206-816-4241	201 Auburn WAy N ste B	Board Member
Emerson Folker	253 329-8539	1 E Main ST ste 200	Board Member



AGENDA BILL APPROVAL FORM

Agenda Subject:

Emerald Downs (Indian Relay Race) LTAC Grant Application

Meeting Date:

March 19, 2025

Department:

Community Development

Attachments:

Emerald Downs Indian Relay
Races Application Packet

Budget Impact:

\$8,000

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff: Jason Krum

7. APPLICATION FOR LTAC GRANT FUNDING

1. Project Information

a. Project

Project Name: Indian Relay Races

Amount of Lodging Tax Funding Requested: \$ 8000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 127,500
(Total Project Amount must match Project Budget column c "Total Project Cost")

b. Applicant Organization

Name of Applicant Organization: Emerald Downs Racinos LLC

Mailing Address: PO Box 617 Auburn WA 98071

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 Ziesler

Title: President

Telephone: 253-288-7004

Email: Phil Z@emeralddowns.com

Signature: Phil Ziesler

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 13-15 2025
- b. Event Location: Emerald Downs Racetrack
- c. If there is a charge or fee for this activity, please describe how much and why.

\$10 - that's our daily admission (kids are \$5)

- 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 best Indian Relay teams compete for over \$100,000 in the annual Muchlshout Gold Cup. The Relay races take place between the Thoroughbred racing

3. Beneficiaries

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

Hotels - Restaurants - Retail

4. Tourism Benefit

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

All the teams are from eastern WA, Idaho, Montana, and Canada

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

The event has grown every year.

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

All the teams, their friends and families plus entertainers and event staff/judges are from out of town and will be staying at least 4 nights in Auburn

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.

All money received from this grant will go directly to Auburn hotels. It's been established that hotels are sold out during this event. We also will track attendance.

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 effect.

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.

All will be used for hotel rooms. Emerald Downs purchases around 170 room nights for judges and staff from Montana.

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 for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed Yes/No	Date Available
Prizes Purses + Travel	\$ 120,000	Yes	self funded
	\$		
	\$		
	\$		
	\$		

*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	\$ 0	\$ 250 0	\$ 250 0
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$
Travel	\$ 800 0	\$ 15,00 0	\$ 23,00 0
Contract Services	\$	\$	\$
Other Describe below Prizes for teams	\$ 0	\$ 100,00 0	\$ 100,00 0
TOTAL COST	\$ 8,00 0	\$ 117,50 0	\$ 125,50 0

Description for Direct Sales Activities, Contract Services, Travel and Others	N/A
In-Kind Contributions	None

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

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

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.

7,500 the past two years

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

None

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. You may attach up to three letters of support from these organizations.

None

Marketing Plan - Muckleshoot Gold Cup Indian Relay June 13-15 2025

Relay is a well established event at Emerald Downs and one of the biggest and richest relay races in the country.

Teams are invited by invitation only. Each team brings an average of 30 people to Auburn.

The event is promoted through our web site, Facebook Page and other social media. We run Facebook ads in Washington, Idaho, Montana, and British Columbia. .

We send email blasts to everyone on our list (approx 20,000)

The event is also promoted on all race days preceding the event.

We offer free admission to all Tribal members as this is a cultural event.

We bring in a drum group from eastern Washington and have local Pow Wow dancers and performances.