

## **RESOLUTION NO. 5350 EXHIBIT A**

### **2018 Lodging Tax Grants**

Motion: Committee Member Faltenburger moved to recommend giving a \$7,500.00 grant to the Tough Mudder, Inc., \$3,500.00 to the City of Auburn Parks, Arts and Recreation for the City of Auburn Petpalooza, \$2,000.00 to the Seattle Parrot Expo, and \$3,500.00 to the City of Auburn Parks, Arts and Recreation for the 2018 City of Auburn Veterans Parade and Observance. Committee Member Sohal seconded the motion. Motion passed unanimously.

#### **Event: Veterans Day Parade**

Amount Requested: \$3,500.00

**Approved Amount  
\$3,500.00**

- Funds for digital marketing on social media throughout the state focusing on Veterans, supporters of Veterans, active military, the military base cities outside of a 50+ mile radius.
- Event to be held November 10, 2018.
- Previous parades with 25,000 people in attendance and 6,000 parade participants.
- Puts heads in beds with from parade participants and band competition.

#### **Event: Petpalooza**

Amount Requested: \$5,000.00

**Approved Amount  
\$3,500.00**

- 2017 Attendance: 9,000 attendance
- Event is on May 19, 2018.
- Funds are for advertising event
- This beloved Auburn annual event puts heads in beds.

#### **Event: Tough Mudder**

Amount Requested: \$7,500.00

**Approved Amount  
\$7,500.00**

- Two Day Event, it is a team oriented obstacle course challenge
- 2017 Attendance 9,172
- Event is on September 22 & 23, 2018
- 55% of out of market attendees stayed in hotels for the event at 1.6 average length of stay.
- Will use funds for Digital Advertising for national promotional advertising on Facebook, Google AdWords and Bing advertising, and Google Display Network digital advertising and video promotional campaigns.

#### **Event: Seattle Parrot Expo**

Amount Requested: \$2,000.00

**Approved Amount  
\$2,000.00**

- Free to the Public, three day event on October 12, 13, 14, 2018
- 2017 Attendance 1,200 during the two day event
- The event is organized to open communication about parrots in the wild, as pets via a 25 bird aviary; educational games, children's story time, and free-flying parrots.
- Will use funds for event promotion, directional signage, and ad in the Auburn Reporter.

**2018 Total Grants Recommended by the LTAC: \$16,500.00**