

RESOLUTION NO. 5502 EXHIBIT A
2020 Lodging Tax Grants

2/20/2020

Motion number 1 of 2: Committee Member Faltenberger motioned to recommend to City Council to approve the listed funding requests. Committee Member Fraser seconded the motion. Motion passes unanimously.

Event: Veterans Day Parade

**Approved Amount
\$5,000.00**

Amount Requested: \$5,000.00

- 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 7, 2020.
- Previous parades with 25,000 people in attendance and 6,000 parade participants.
- Puts heads in beds from parade participants and band competition.

Event: Petpalooza

**Approved Amount
\$6,000.00**

Amount Requested: \$6,000.00

- Anticipated attendance 16,500
- Event is on May 16, 2020.
- Funds are for advertising event via social media and pet related publications.
- This beloved Auburn annual event puts heads in beds.

Event: Valley Cities Geocaching Adventure/GeoTour

**Approved Amount
\$1,000.00**

Amount Requested: \$1,000.00

- Anticipated attendance is 600. The GeoTour includes Kent and Auburn.
- Event is on May 22 -30 2020.
- Funds will be used for costs of materials for the event and food for the launch of the event.
- Niche event in which geocachers tend to travel to collect coins.

Event: Hops & Crops Music & Beer Festival

**Approved Amount
\$3,000.00**

Amount Requested: \$3,000.00

- Anticipated attendance: 700-900
- This event, which is in its eleventh year, will be held on September 12, 2020.
- Funds will be used towards marketing to potential overnight guests via Facebook ads.
- This Auburn annual event has a loyal following, and attendance has increased 50% in the last four years.

2/20/2020

Motion number 2 of 2: Committee Member Fraser motioned to recommend to City Council to approve the listed funding requests. Committee Member Faltenberger seconded the motion. Motion passes unanimously.

Event: 2020 Auburn Symphony Orchestra Season

Amount Requested: \$5,000.00

Approved Amount \$3,500.00

- Anticipated 2020/2021 attendance is 3,000
- ASO plans to expand to 13 events in 20/21
- Funds will be used to expand the digital marketing to outside of 50 miles
- The goal is to expand the number of hotel nights sold in Auburn
- ExploreAuburn.com will be added to promote all local hotels

Event: Barkfest & Rover Romp

Amount Requested: \$2,500.00

Approved Amount \$1,500.00

- Anticipated attendance: 500
- Funds will be used to expand the digital marketing to outside of 50 miles
- ExploreAuburn.com will be added to all print posters and ads

2020 Total Grants Recommended by the LTAC: \$20,000.00

2020 Budget Allocated to Community Grants: \$20,000.00