

APPLICATION OVERVIEW

APPLICATIONS ARE DUE AND MUST BE RECEIVED NO LATER THAN WEDNESDAY MAY 4, 2022 5 PM. Incomplete and/or late applications will not be considered/prioritized for funding cycle. Applications may not be amended or changed after the deadline for submission. The proposal and all documents filed with the City are public records.

Please submit your completed application along with the required documentation ***electronically*** to:

tcarter@seatacwa.gov

APPLICATION CHECKLIST

- Completed and signed the cover sheet with this packet
- Completed application (attach additional sheets if necessary)
- A copy of your agency's current non-profit corporate registration with Washington Secretary of State
- Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATIONS ARE DUE NO LATER THAN WEDNESDAY MAY 4, 2022 5 PM.
LATE APPLICATIONS WILL NOT BE CONSIDERED DURING FUNDING CYCLE.
Applications must be submitted at least 180 days prior to your event to be considered for funding.

APPLICATION TIMELINE

The City of SeaTac's Lodging Tax Advisory Committee (LTAC); referred to as the Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. The Committee may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, the Committee will forward its recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in November 2022 and confirmed upon final budget adoption.

Applications must be submitted at least 180 days prior to your event to be considered for funding.

2023/2024 Application for City of SeaTac Lodging Tax Funding



APPLICATIONS ARE DUE NO LATER THAN WEDNESDAY MAY 4, 2022 5 PM

Total Amount Requested: \$399,000 Name of Event/Program/Activity SeaTac BMX

ORGANIZATION/AGENCY INFORMATION

SeaTac BMX Organization/Agency Name 87-3484962 Federal Tax ID Number

Jackie Montgomery Contact Name Board of Directors - Secretary Title

24121 236th Ave SE Mailing Address Maple Valley, WA 98038 City State Zip

310-773-1173 Phone jacquelinemontgomery@gmail.com Email Address

North SeaTac BMX Park Event Location (2023 race season dates tbd) Event Date(s)

seatacbmx.com Website

Check all service categories that apply to this application:
 Tourism Promotion/Marketing
 Operation of a Special Event/Festival designed to attract tourists
 Operation and/or Capital Expenditures of a Tourism-Related Facility owned by a Municipality or a Public Facilities District

Check which one of the following applies to your agency:
(Note: **For Profit organizations are currently not eligible for any lodging tax funding**)
 Non-Profit (Attach copy of current non-profit registration with Washington Secretary of State)
 Public Agency
 Other

APPLICANT CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting tourism economic impact results in a format determined by the City. I also understand that:

Tourism Promotion Activities or Tourism-Related Facilities:

This is an application for funding and if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac. If changes to the event occur during the Committee and Council approval process, a final updated application must be submitted.

Events/Festivals:

The applicant has, or can obtain, general liability insurance in the amount commensurate with the exposure of the event/festival.

The City of SeaTac will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a completed and signed Request for Reimbursement/After Event Report (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.



Signature

May 26, 2022

Date

Jackie Montgomery, Secretary

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE

1. Describe your tourism-related activity/program or event:

SeaTac BMX (SBMX) provides exciting outdoor recreation opportunities for bike enthusiasts of all ages and gender identifications. As a 501(c)3 nonprofit, SBMX provides regularly scheduled weekly programming, as well as youth mentorship camps, professional level coaching clinics, and special events.

2. Describe why tourists will travel to SeaTac to attend your event/activity/facility:

SeaTac BMX is in the process of building an elite, national level BMX training facility and race track. Our goal is to be the top track in Washington state, the top track in the Pacific Northwest, and one of the best in the Nation. As we achieve our capital improvement and facility goals, we will be awarded the honor of hosting high profile, higher attendance, state, Northwest regional and national qualification and/or championship races. We expect travel from the I-5 corridor for our local races, and far ranging travel for our qualification and championship races contributing to the local SeaTac travel-based economy.

3. Provide an estimate of the number of participants who will attend the event/activity in each of the following categories. Please use the Calculation Methodology as defined below:

As a direct result of your proposed tourism-related service, provided:	Estimated in Application	Actual	Calculation Methodology (See below)
Overall attendance at your event/activity/facility	22,000		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Number of people who traveled more than 50 miles for your event/activity	11,000 <small>I-5 location makes SBMX a destination track.</small>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Of the people who traveled more than 50 miles, the number of people who traveled from another country or state	1,100 <small>A scheduled Regional or National Race would increase this number.</small>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Of the people who traveled more than 50 miles, the number of people who stayed overnight in SeaTac	7,700 <small>Estimation at 70%</small>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac	231 <small>Estimation at 3%. Covid Era etiquette and travel habits has reduced "staying with friends."</small>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Of the people that stayed overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac	7,469 <small>Estimation 97% of destination riders would pay for local accommodation.</small>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE
Number of paid lodging room nights in SeaTac resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	1,778 <small>USABMX estimates each racer brings an average of 3.2 people. 7,469 people paying for overnight stay / 4.2 = 1,778 rooms assuming two queens / 4pp room</small>		<input type="checkbox"/> DC <input type="checkbox"/> IC <input type="checkbox"/> RS <input type="checkbox"/> IS <input type="checkbox"/> SE

Glossary for Calculation Methodology Options:

- ❖ **Direct Count: (DC)** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event/program.
- ❖ **Indirect Count: (IC)** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ❖ **Representative Survey: (RS)** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event/program users and includes margin of error and confidence level.
- ❖ **Informal Survey: (IS)** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ❖ **Structured Estimate: (SE)** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ❖ **Other:** (please describe)

4. Is there a host hotel for your event/program? Yes No

If yes, list the host hotel(s):

USA BMX as a national organization has a host hotel program for regional championship and national races. In the future when we host one of these events they work with local hotels for travel packages and promotional programs. More information can be found here: <https://www.teamtravelsource-miscsports.com/usa-bmx>

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If a host hotel(s) was/were used last year/previously, please provide an estimate/report of how many rooms were booked last year/previously at each hotel and provide totals.

We have no reference data as we did not operate the track last year, but for example, our estimation of one State Qualifier Event race would equate to 450 racers, just under 2000 attendees, and roughly 242 hotel rooms estimating 50% of ridership from outside 50 mile radius.

5. Describe the prior success (number of attendees, media exposure, etc.) of your event/activity/facility in attracting tourists:

We have no reference data from previous operations at North SeaTac Park. However, referencing economic impact statement from Port Angeles (Lincoln Park BMX), they state attendees from a State qualifier to be 2,300, and a regional qualifier or State Championship to be 4,300. We feel with our national level facility build, proximity to SeaTac Airport, population density, and the I-5 corridor, that we could potentially meet or exceed the numbers from Port Angeles.

6. Describe your target tourist audience (location, demographics, etc.):

Our tourist audience is primarily comprised of families that prioritize outdoor recreation and have the desire to travel to ride, race, and participate with the incredible BMX community. Many of our tourist audience are "chasing USA BMX points" which they can use to earn awards at a State, Regional or National Level, incentivizing the travel component. Racer ages range from 2 years old on "strider bikes" to 70+ years of age on "cruiser bikes." It's common that multiple generations of one family race on the same day, and families travel to races to ride together. BMX is non-gender defined at the novice level, and has strong ridership in male and female categories at more advanced levels. From a socio-economic perspective, the ridership is diverse given the dichotomy between BMX's humble roots and price accessibility and the crossover from affluent sports like ski/snowboard and mountain biking.

7. Describe how you will promote your event/activity/facility to attract overnight tourists:

***Note: State reporting requests overnight (note day) tourist promotional information**

We have a multi-tiered communication platform for attracting overnight tourists. There are race calendars set and promoted by our national governing body, USA BMX, a state, regional, and national points tour chase, and our own direct communication via social media platforms which most "engaged and informed" participants use to identify race schedules and travel plans. We will also use some more traditional methods of marketing to reach "new" riders.

8. How do you intend to use the Lodging Tax funds if selected as a funding recipient? (Please be as descriptive as possible with the strategy, plan and reasons for your application.)

Via our public/private partnership with the City of SeaTac, we share a mutual interest in making North SeaTac park a safe, welcoming, and beautiful place to recreate. If we are successful with that endeavor, then the BMX facility at North SeaTac park will become a priority destination for BMX racing families, and the "can't miss" location on the race schedule for those driving or flying in to spend their time and money in SeaTac.

We intend to use the Lodging Tax funds to specifically address sanitation, safety, and beautification. We feel that our request shares the mutual interest we have with the city and will directly lead to higher attendance from out of town visitors.

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of SeaTac. What will the City of SeaTac /Tourism and lodging industry get in return for funding (e.g. logos, links print material, radio, TV etc.)?:

We plan to think outside the box with creative integration and marketing partnership plans. As an example, the first program we have implemented to start June 2022 is a partnership between SeaTac BMX, New Belgium Brewing Company, Fat Tire Beer, and the SeaTac Airport Hilton and Doubletree hotel locations. We plan to use our extended network in Action Sports to form mutually beneficial partnerships, and promote partner hotels through our network, in person and online. Specifics of deliverables are unique to each opportunity.

10. Are you applying for Lodging Tax Funding from another community/ies? Yes No

If yes, list the other jurisdiction(s), amount(s) requested and status.

11. What will you or your organization do differently this year that will improve upon last year's/previous event(s)/activities?

We respect the long legacy of BMX racing in SeaTac Washington, and with that said, we will improve on almost every aspect. Starting with building a national level facility, and enhancing everything from the race day experience, to the programming, to the supportive elements like food trucks, and family fun in addition to the racing itself.

12. What is the overall budget for your event/activity/facility?

- If you are applying for marketing program funding, please indicate that program's overall budget only. Breaking into fiscal quarters is not necessary.**
- Please provide an itemized list identifying each type of expenditure to be reimbursed. Separate documents/pages are permitted if more space is needed.**

The capital improvement budget is \$721,000.
Cash contributions raised via fundraising campaign to date is \$334,173.
Racing surface budget specifically is \$322,000.
Sanitary, safety, beautification budget requested by Lodging Tax Fund is \$399,000.

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Year 1	Activities	Amount
Q1	Portable restroom trailer with hand washing station (\$6,000/month for 7 months)	\$ 42,000
Q2	Two Medical Tents for major races.	\$ 10,000
Q3	Capital Improvements - "track infield landscape surrounding local olympic medalist flagpole." This includes synthetic grass covering roughly 3,500 sq ft at \$14/sq ft	\$ 50,000
Q4	Capital Improvements - "track outfield (inside perimeter fence) landscape for park beautification including irrigation."	\$ 100,000
Year 2	Activities	Amount
Q1	Portable restroom trailer with hand washing station (\$6,000/month for 7 months)	\$ 42,000
Q2	Four Medical Tents, for major races.	\$ 20,000
Q3	Capital Improvements - "creation of legacy / history monument of BMX in SeaTac" Featuring our World Champions, Olympic Medalist, National Champions, and community contributions.	\$ 50,000
Q4	Capital Improvements - first straight asphalt covering roughly 15,000 sq ft at \$4/sqft Enhanced site safety fence - approx \$25,000	\$ 85,000

13. What percent of your total budget are you requesting from Lodging Tax Fund? 55 %

14. Please identify your top 5 sources of revenues anticipated for your 2023/24 event/program, not including requested City of SeaTac LTAC funds. (Please do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Corporate Contributions	34,000	Yes	Available Now
GoFundMe	52,373	Yes	Available Now
Golf Tournament Fundraiser	60,000	Yes	Available Now
Private Donor Match	75,000	Yes	Available Now
Private Donations	112,800	Yes	Available Now

15. What will you cut from your proposal or do differently if full funding for your request is not available or not recommended?

We feel that our request, which encompasses sanitation, safety, and beautification is essential to entice higher attendance from out of town visitors. In the event our funding request was not approved, we would attempt to raise the money privately, which may or may not be possible, and would most certainly delay our effort to enhance this great public space for locals and visitors alike.

16. Funding History

Was this event/program previously funded with lodging tax funds in the past four years?

_____ YES X NO

17. If yes, how much funding did you receive in:

2019 _____ 2020 _____ 2021 _____ 2022 _____

18. Number of total years you have received City of SeaTac lodging tax funds: None

Please note that BMX has existed in North SeaTac Park since 1981. However the nonprofit SEATAC BMX is a new Washington nonprofit organization founded in November of 2021.

19. If you received a 2021/22 Lodging Tax Funding, please explain below how awarded funds were used. If you were not a 2021/22 funding recipient, please skip this question.

20. How did you hear about the City of SeaTac Lodging Tax Funding Program?

It was recommended to us by the City of SeaTac.

21. Please list the risks and challenges to your success and how you plan to mitigate these? Examples include: space, staff, money, time, marketing etc.

The board of SeaTac BMX initiated an ambitious journey to create a community asset, give back to local families, and encourage visitors to stay-and play-in SeaTac, Washington. We have greenlighted the basic capital improvement project to rebuild the racing surface via an ambitious fundraising effort. The remaining challenges are to access public or private funds to finish the supportive elements of the park, i.e. beautification projects, and fund programming. Staffing is always a challenge since we rely heavily on volunteers, but BMX has a high engagement from the family aspect, so we're optimistic that the staffing challenge will be one we can meet. Traditional forms of print, radio, and TV marketing will be a financial burden, so we will maximize the opportunities available to us through a robust social media strategy and execution plan. Risks to acknowledge are primarily theft and vandalism. We will plan to mitigate this by working with the City Parks dept. to secure at night.

State Law Excerpts and Notes

(RCW 67.28.1816)

Use of Lodging Tax Fund

Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization for:

- a. Tourism marketing;
- b. Marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- d. No longer permitted*: Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

*Note that, as of July 1, 2013, capital expenditures for tourism-related **facilities owned by nonprofit organizations are no longer permitted** expenditures of lodging tax funds.

Lodging Tax Advisory Committee

(ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.

Note that, the State Auditor's Office is interpreting the law to mean that all users of funds, including municipalities, are considered applicants and must follow relevant application procedures. So, cities and counties should submit applications for their own projects to the LTAC.

Note that, a city or county does not have to fund the full list as recommended by the LTAC and can choose to make awards in the recommended amounts to all, some, or none of the candidates on the list.

Applicant Reporting Requirements

In a municipality with a population of five thousand or more, applicants applying for use of revenues must submit their applications and estimates to the local lodging tax advisory committee of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

- i. Away from their place of residence or business and staying overnight in paid accommodations;
- ii. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

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iii. From another country or state outside of their place of residence or their business.

(c)(i) All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip.

Note that, local governments, as part of their contract with recipients, should require that the final report be provided immediately after the event or activity. Local governments will then, in turn, report this information annually to JLARC using their [on-line reporting system](#).

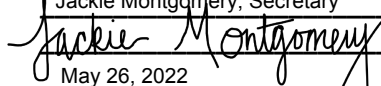
RCW 67.28.080 - Definitions.

1. "Acquisition" includes, but is not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purpose or purposes under this chapter.
2. "Municipality" means any county, city or town of the state of Washington.
3. "Operation" includes, but is not limited to, operation, management, and marketing.
4. "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
5. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
6. "Tourism promotion" means activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists.
7. "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

Please see:

2020HMACAfterEventReport&ReimbursementApplication
20200410HMACLodgingTaxFundingProgramProcedures
2020HMACFundingApplicant Scoring Sheet

APPLICANT REPRESENTATIVE NAME
APPLICANT REPRESENTATIVE SIGNATURE
DATE OF SIGNATURE

Jackie Montgomery, Secretary

May 26, 2022

CITY OF SEATAC PRESENTATIVE NAME
CITY OF SEATAC REPRESENTATIVE SIGNATURE
DATE OF SIGNATURE

APPROVED AS TO FORM BY (NAME)
APPROVED AS TO FORM BY (SIGNATURE)
DATE OF SIGNATURE

End of Application