



Funding Application 2018 and 2019 Lodging Tax Funds

RECEIVED
AUG 30 2018

BY:

Deadline

June 15, 2018 at 4:00pm for funds to be expended in 2018
August 31, 2018 at 4:00pm for funds to be expended in 2019

Attention

City of Yelm
Dana Spivey, Executive Administrative Assistant
105 Yelm Avenue West
Yelm, WA 98597

Entity Information

City of Yelm	916001534
Organization/Agency Name	Federal Tax ID Number
Chad Bedlington	Public Works Director
Contact Name	Title
105 Yelm Ave W	Yelm WA 98597
Mailing Address	City State Zip
360.458.8412	360.999.0496 chadb@yelmwa.gov
Work Phone	Cell Phone Email Address
<input type="checkbox"/> Tourism Promotion/Marketing Activities	<input type="checkbox"/> Events/Festivals <input checked="" type="checkbox"/> Program/Project

Amount Requested: \$ 50,000

Total Budget: \$ 250,000

LTAC Funding Request Information

City of Yelm - Pump Park 14827 Longmire St SE Oct 15, 2018 Nov 17, 2018

Name of Tourism Activity/Event/Program/Project	Location	Start Date	End Date
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Brief Description:
(450 words or less)

www.yelmwa.gov

Facebook: CityofYelmWA

Website Address

Social Media Account(s)

1. What are the projected number of attendees estimated to travel greater than 50 miles to attend the activity/event and what is your estimate based on:
PLEASE SEE ATTACHED RESPONSES TO QUESTIONS 1 THROUGH 12
2. What are the projected number of attendees estimated to travel from another state or country to attend the activity/event and what is your estimate based on:
3. What are the projected attendees who estimated to stay in paid overnight accommodations?
4. What are the projected attendees who estimated to stay in unpaid overnight accommodations?
5. How do you plan to measure/evaluate the actual attendance and locations visitors traveled from?
6. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related program or project within the City of Yelm, specifically on the lodging and food service sectors.
7. How broad-based will the tourism promotion benefit be geographically and economically?
8. Describe how you will promote overnight stays in Yelm lodging establishments?
9. Describe how you will promote Yelm and other attractions in the Yelm area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

10. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: Which services will not happen? How do you intend to alternatively fund your program?

11. List other organizations that you will partner with for this proposal. Letters of endorsement are welcome to be attached to this application (please do not send separately to City Hall).

12. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Please include any other thoughts that may encourage the Lodging Tax Advisory Committee/Yelm City Council to use lodging tax funds to support this application.

Certification

I hereby state on behalf of _____ (organization/agency name) that we are a:

Nonprofit Government Entity Other

The applicant has, or will obtain, general liability insurance covering no less than \$1,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.

The applicant has on file with the City, or is submitting one copy, of their current articles of incorporation and by-laws.

I understand this is an application for a contract with the City of Yelm, which, if awarded, will only be paid after the service(s) is rendered on a reimbursement basis and a signed Lodging Tax Invoice is submitted with proof of payment documentation.

The applicant has accounting/record-keeping systems which A) show the purposes for which City of Yelm funds have been spent; B) is open to inspection by the City of Yelm or its agents; and C) is maintained for at least 6 years following the end of contract.

I understand that the City of Yelm will conduct public discussions regarding recommendations for funding to any agency making application to the City of Yelm and its Lodging Tax Advisory Committee.

I hereby certify that the information contained in this certification and application for funding with the City of Yelm is a true and accurate statement of activities and financial status of the organization submitting this application.

I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Chad Bedlington, Public Works Director



08/30/2018

Name and Title

Signature

Date

1. What are the projected number of attendees estimated to travel greater than 50 miles to attend the activity/event and what is your estimate based on:

Response: We estimate that the pump park events, held bi-annually, would garner 100-150 spectators and participants from outside the region. This estimate is based on research relating to similar events held at the pump park in Leavenworth, WA.

2. What are the projected number of attendees estimated to travel from another state or country to attend the activity/event and what is your estimate based on:

Response: For sponsored events (for example: Redbull or Monster beverage companies together with local businesses), the most likely attendees coming from out of state would be participants in the competition. It can be estimated that 10 to 15 out of state participants would ride in an event(s).

3. What are the projected attendees who estimated to stay in paid overnight accommodations?

Response: Out of state participants (10 to 15) would require lodgings in our area for the event. It is likely that younger participants would be accompanied by family/friends for these type of competitions resulting in a number increase to 30 to 35 attendees potentially needing lodgings.

4. What are the projected attendees who estimated to stay in unpaid overnight accommodations?

Response: Summer events, as this is proposed, would likely garner a number of folks who may camp in and around Yelm for the event. This value is indeterminate but could be as many as 25-50.

5. How do you plan to measure/evaluate the actual attendance and locations visitors traveled from?

Response: The City would be directly involved in promoting and organizing the event through the Parks Advisory Board working together with the Yelm Chamber of Commerce. Short, non-intrusive, surveys during the event will be conducted to get indicators on the origin of both spectators and participants. Participant applications for the events will include questions regarding their origins to help garner additional statistics and targeted marketing for future events.

In addition, a booth will be setup with a merchandise raffle with proceeds to be donate to a local charity, whereby giving booth attendants an opportunity to talk with spectators and get indications of where folks are from, and how far they were willing to travel for the event.

6. Describe the tourism promotion impact on the economy from your special event, festival, or tourism related program or project within the City of Yelm, specifically on the lodging and food service sectors.

Response: Competitive track racing events such as the ones we would organize and promote would garner a wide range of participants and spectators. Both groups would benefit the community by purchasing food from local restaurants, event vendors, and retailers. There would also be a need to seek housing at the local hotel(s). Additionally, the pump track in Yelm would be only the second in the state of Washington, which would certainly be a regular regional/local draw to bike enthusiasts who will also seek nourishment from local restaurants and retailers.

7. How broad-based will the tourism promotion benefit be geographically and economically?

Response: It would be anticipated that at a minimum promotional benefit would reach residents in adjacent states (ex. Idaho, Oregon, California). The pump track itself would be a regional draw as well, providing regional economic benefits to Yelm, and our neighboring City's in Thurston and Pierce County as folks travel through the region to come to the pump track for recreation and special events.

8. Describe how you will promote overnight stays in Yelm lodging establishments?

Response: When competitions are promoted for the pump track, those promotions would look for sponsorship from area lodging businesses and provide logo identifiers and other advertising elements for the participating business(s) to be recognized on paper promotions, banners, and website and social media advertising outlets. It would also benefit to promote bountiful biking activities that are available in our region and look for folks to take advantage of the extensive cycling opportunities available in the area and promote extended stays.

9. Describe how you will promote Yelm and other attractions in the Yelm area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

Response: As described in the previous lodging question, several promotional opportunities exist for the pump park. For example, having one of the competitions scheduled adjacent to the Seattle-to-Portland bike race would be an excellent draw to folks coming to our area for the cycling event and seeking lodging in Yelm. Folks may also be interested during Spring/Summer months to cycle through the Yelm area and take advantage of the unique, fun, activity of biking in a pump park while also taking advantage of housing in the area. Yelm could be an excellent

central resting point for cyclists and tourists coming through the area with facilities such as this and events centered around it promoting people to stay longer and enjoy the extra amenities.

10. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: Which services will not happen? How do you intend to alternatively fund your program?

Response: Without the assistance of additional funding from LTAC, it is likely the track will be scaled down to only provide activities for local residents. The current design is expanded to be a competitive track and draw local/regional/national vendors to want to promote their product at events at our facility and bring competitors to Yelm. Without funding to provide a full size competitive track, special events as proposed would not be completed, and no marketing of the track would be required.

To complete the project, Yelm would look to volunteers to help offset construction costs of the track and stay within a constrained budget.

11. List other organizations that you will partner with for this proposal. Letters of endorsement are welcome to be attached to this application (please do not send separately to City Hall).

Response: The City is prepared to provide \$150,000 to the cost of constructing the track. We would also partner with the local Home Owners Association (HOA) that currently owns the park land to donate the land needed at little to no cost. It is also planned to dedicate the park in the memory of fallen deputy Daniel McCartney which accompanies a generous donation of \$25,000 to help build the new facility.

12. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Please include any other thoughts that may encourage the Lodging Tax Advisory Committee/Yelm City Council to use lodging tax funds to support this application.

Response: The City sees this pump track project as an excellent opportunity to bring a diverse group of people to recreate and enjoy all that Yelm has to offer. Special events twice a year would draw folks to Yelm from local, regional, and national (and potentially international) areas to participate in the event and come watch a new, high-energy sport not common to our area. Those tourists and participants will stay to eat, drink, and enjoy the City's amenities.

Lodging Tax Budget Form

Lodging Tax Applicant

CITY OF YELM

Specific to your tourism projects, activities and events in City of Yelm, please complete the highlighted portions of this document and list the amount and status of funding for all sources from you have already or intend to receive. If applicable, please include in-kind donations and funds received from admission fees.

Projected Revenue

Source	Amount
Sponsorships	
Admission	
Reserves	
Donations & In-Kind Contributions Donations \$25,000, In-Kind \$25,000	\$50,000
Grants	
Program Service Fees	
Gift Shop	
Vendor Fees	
Fundraising Activities	
Anticipated Lodging Tax Funding	\$50,000
Lodging Tax from other Jurisdiction (please specify)	
All other Sources of Revenue (please specify)	\$150,000
	City General Fund Contribution - Parks
Total Revenue	\$ 250,000

Projected Expenses

	Amount
Personnel (salaries and benefits)	
Administration (utilities, phone, etc.)	
Marketing and Promotion	
Professional and Consultant Fees	
Equipment	
Facility/Event Rental	
Travel (please specify)	
All Other Expenses (please specify)	\$250,000
	Construction
Total Expenses	\$ 250,000
Program Excess (Deficit)	\$ 0

C.B.

Guidelines for Submitting a Complete Application

Checklist

- Application and Lodging Tax Budget Form.** Submit 1 original application and 7 additional copies. The original application will remain on file. It will have an original signature, budget form, the complete IRS 990 Form, and Articles of Incorporation and Bylaws if necessary. Copies of just the application and budget form will be distributed to the Lodging Tax Advisory Committee, the City Clerk receives two copies (for archive and posting), and one copy will be available for the public should they decide to attend the meeting.
- One complete most recently submitted **IRS Form 990**-Return of Organization Exempt From Income Tax is required with the original application and does not need to be copied 7 times. (The 990 Form is to show income / expenditures and the current Board of Directors. If you've filed a postcard version of the 990, please attach supplemental information or your application will be incomplete.)
- Articles of Incorporation and by-laws.** This is necessary **ONLY** if this is your organization's first time applying for City of Yelm lodging tax funds or if previously submitted documentation has changed. One complete set is required with the original application.
- Applicants may bring **additional materials** with you during the Lodging Tax Advisory Committee interview to support your application, including but not limited to: marketing brochures, flyers, newsletters, programs, etc.

Available upon Request

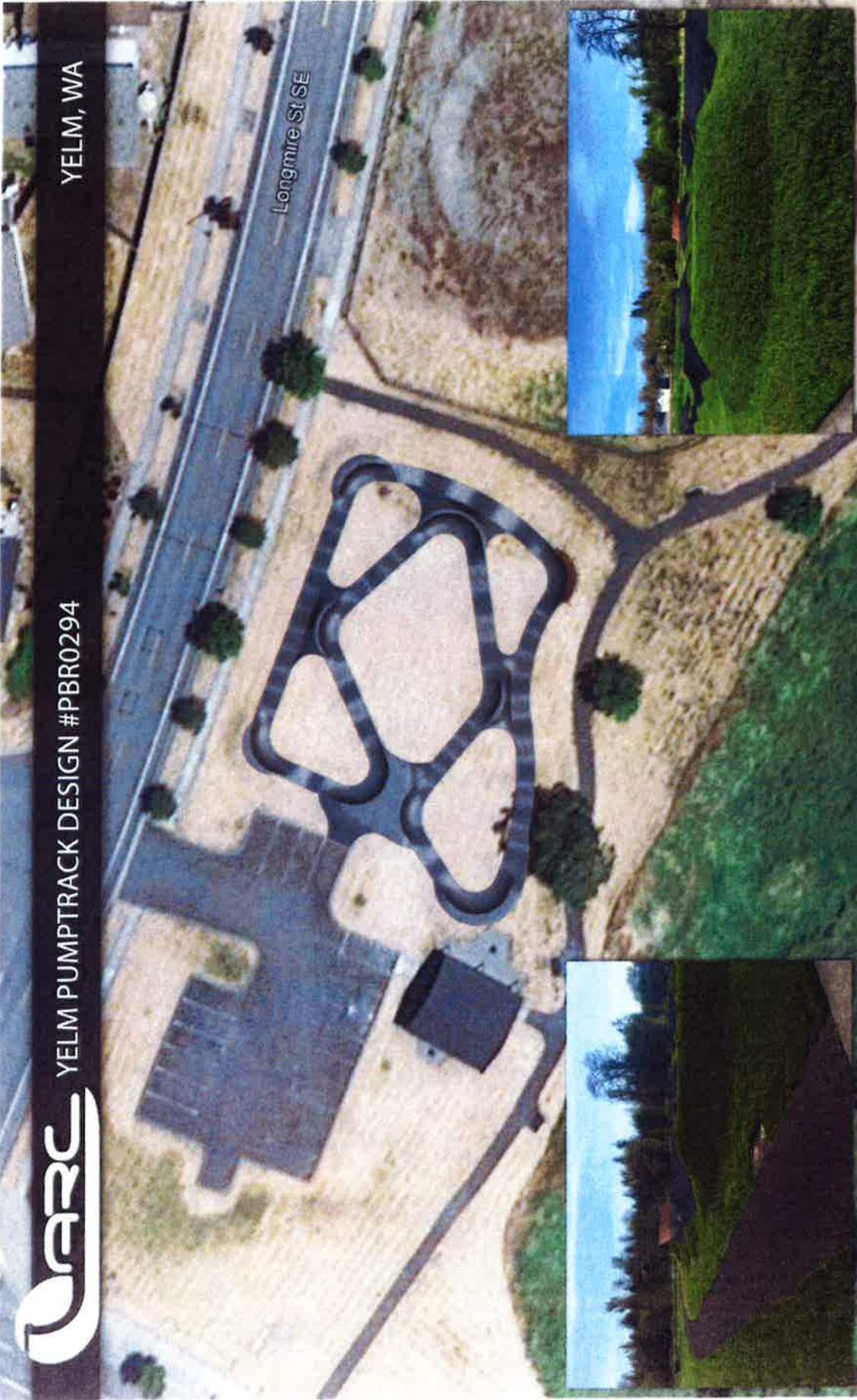
NA

Please Note: The Lodging Tax Advisory Committee (LTAC) encourages applicants to bring any video and electronic advertising to plan to share during the presentation and interview. The City will need one copy on file for record-keeping purposes.



YELM PUMPTRACK DESIGN #PBR0294

YELM, WA



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DRAWN BY JD Fields

DATE 6/5/18

REP. AGENCY

American Ramp Company

REP. NAME

Josh Willis

REP. PHONE

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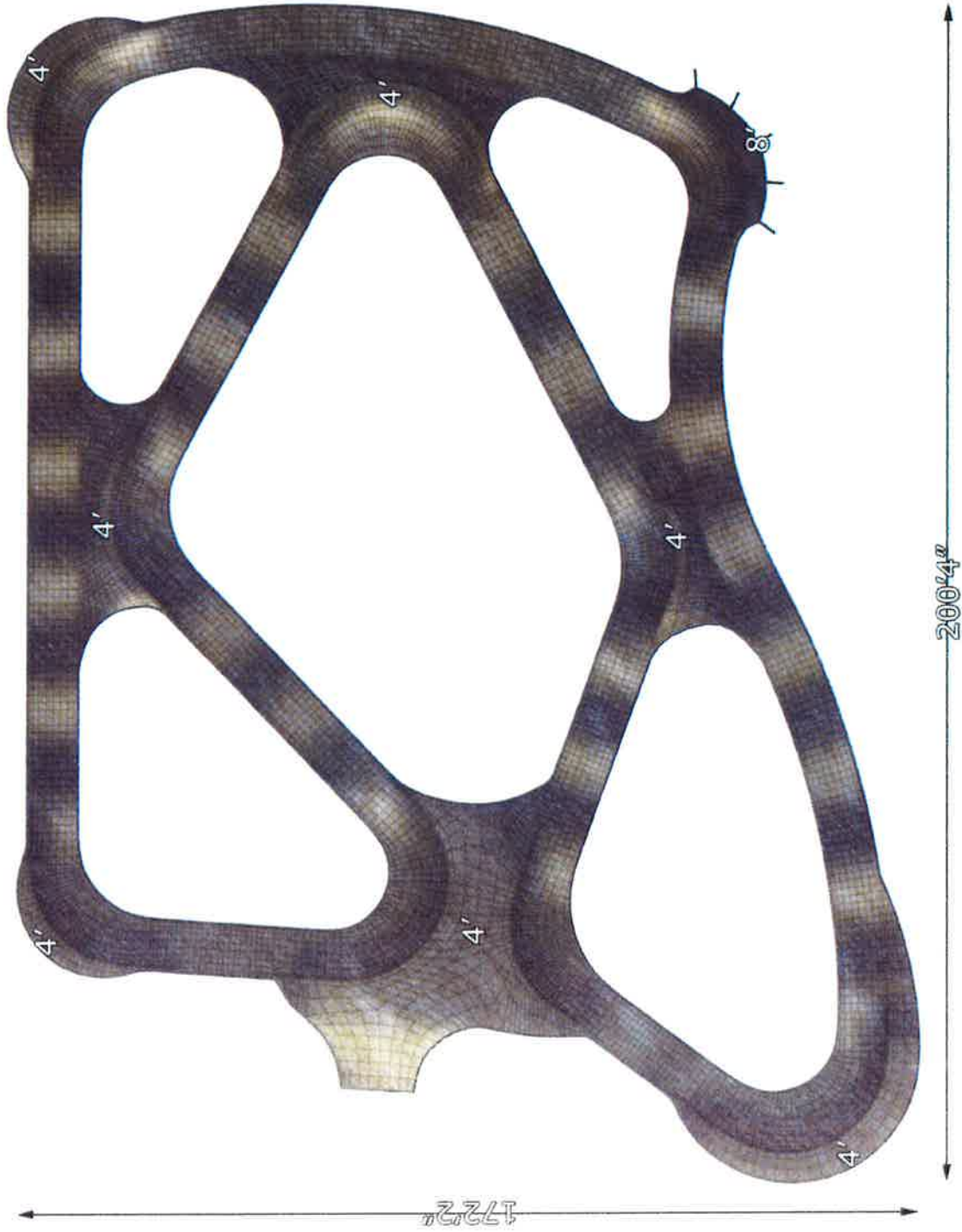
CUSTOMER APPROVAL

DATE

LOCATION

Yelm, WA

DESIGN NO. PBR0294



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Engineer's Estimate: \$200,000.00

INCLUDES:

- All labor, supplies, tools, materials, and equipment required per scope of work
- Earthmoving techniques
- Pour and Finish Asphalt
- All scope of work is limited to the footprint of the asphalt pump track

EXCLUDES:

- Clearing and Grubbing of Site – To be done by owner
- Non-DOT Gravel – To be provided by owner
- Fencing of any kind
- Site testing and inspections: standard proctor/density testing, onsite concrete cylinders, engineering, surveying, or testing services.
- Union wages or taxes
- Utility, mechanical, electrical, plumbing work, relocation or repairs of any kind.
- Any landscaping
- Toxic or hazardous material handling or removal.
- Pedestrian protection, walkways, dust protection, temporary enclosures, protection of work or adjacent items.
- Soil treatment, termite treatment, landscaping, or reseeding.
- Dewatering, silt fence, soil stabilization, erosion control, street cleaning, and traffic control.
- Removal and/or replanting of any trees or shrubs.
- Any work not specifically indicated above.



**Purchase through our competitively bid government NJPA contract.
City of Yelm is already a member (ID #76376).**

**WE LOOK FORWARD TO BUILDING YOU
A GREAT PUMP TRACK!**

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