



**Application for:**

**Evergreen Speedway**  
Organization Name

**FY 2017**  
**City of Monroe**  
**Lodging Tax Funds**

**FINAL DATE FOR SUBMISSION:**  
**Must be received by**  
***Friday, October 21, 2016 - 4:00 PM***

**RETURN TO:**  
***Lodging Tax Advisory Committee***  
***C/O Pamela Baker***  
***City of Monroe***  
***806 W Main St***  
***Monroe, WA 98272***

**THE ADVENTURE  
STARTS HERE!**

City of Monroe  
806 West Main Street, Monroe, WA 98272  
Phone (360) 794-7400 Fax (360) 794-4007  
[www.monroewa.gov](http://www.monroewa.gov)

# 2017 Lodging Tax – Tourism Promotion Application

## 1. Project Information

a. Project/Activity Name: Evergreen Speedway / Red Bull Global Rally Cross  
September 8-9, 2017 \_\_\_\_\_

Amount requested: \$ 5,000 \_\_\_\_\_  
(Amount requested must match Total Costs, column "a." on page 14)

Total Project Amount: \$ 10,000 \_\_\_\_\_  
(Total Project Amount must match Total Costs, column "c." on page 14)

b. Name of Applicant organization: Evergreen Speedway / High Road Promotions

Mailing Address:  
P.O. Box 220  
Monroe, WA 98272

Tax ID Number: #27-3216557 \_\_\_\_\_

Organization Unified Business Identifier (UBI):  
#603026936 \_\_\_\_\_

UBI Expiration Date: March 29, 2017 \_\_\_\_\_

Type of Organization: For-Profit \_\_\_\_\_  
(non-profit, for-profit, municipality, etc.)

c. Contact Name: Traci Hobbs \_\_\_\_\_

Title: Director of Sales & Marketing \_\_\_\_\_

Telephone: 206 355 2840 \_\_\_\_\_ Email: traci@evergreenspeedway.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

Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact, and list the responsible party(s). Describe how the project/activity will enhance tourism and/or result in a positive economic impact. If there is a charge or fee for this activity, please describe.

### **Out of Market Advertising Campaign to Promote Red Bull Global Rallycross Event. September 8-9-10, 2017.**

Red Bull Global Rally Cross will return to Monroe in 2017, for an expanded double header competition on Saturday and Sunday in September. Evergreen Speedway would like to establish a long term relationship with this series, much as we have done with Formula Drift, which is now in its 10<sup>th</sup> year of coming to Monroe. Formula Drift has built up to an attendance of 25,000+, and has a substantial economic impact to Monroe's businesses and tax base.

We want to promote the event to markets with a minimum 3 hour drive in order to encourage overnight hotel visits and tourism to the Sky Valley Area. Wenatchee/Okanagan, Spokane/Coeur d'Alene, Vancouver BC.

RBGRC events offer a unique open pit viewing experience for race fans with the ability to rub elbows with international level drivers and watch mechanics at work. The drivers race on both asphalt and dirt on a specially designed course, which is unique in motorsports.

RBGRC is broadcast in prime time on NBC TV, which showcases Monroe and the Evergreen State Fairgrounds & Speedway, providing exposure to a nationally televised audience.

Tickets range from \$25 to \$65. Expected attendance is 10,000.

## 3. Beneficiaries

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

### Monroe and Sky Valley Area Businesses:

Hotels, Restaurants, Grocery/Convenience, Gas Stations, Retailers, Service Providers, Attractions

Snohomish County: Receives Admission Tax and Ticket Share Revenue

Public Service Outreach: Invitations will be sent to Snohomish County automotive training programs (high school and college level) to reach a youth market and invest in the future motorsports fans.

#### 4. Goals/Monitoring

Describe the goals of the project/activity. Please provide estimates of how any monies received will result in increases in the number of people traveling for business or pleasure on a trip:

- A. Away from the place of residence or business and staying overnight in paid accommodations

The goal is to increase tourism and overnight hotel stays to the Monroe and Sky Valley areas during Red Bull Global Rallycross in September, by advertising in outer markets via Radio and Television. Evergreen Speedway has run electronic media campaigns to promote past marquee races with success, and has a working template and media relationships in place.

Additionally, Drivers and Teams competing in the event will be arriving from all over the world. (Finland, Germany, South America, throughout the U.S. and Canada). And Local Fan attendance will be drawn from throughout Puget Sound.

- B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight

See 4.A above

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

See 4.A above

If so, how will this increase be tracked/monitored?

Snohomish County Tourism tracks economic impact of events throughout the County.

Each Travel Party (2.2 people) expenditures average \$360 per day, average stay is 2.1 nights as estimated by the Snohomish County Tourism Bureau Annual Report (2015).

Feedback from hotels and restaurants in the form of a survey.

How will an increase in the sale of goods and services as a result of the project be measured?

Chamber Member Surveys, Evergreen Speedway / RBGRC Fan Survey

What other short or long term economic benefits will occur and how will that be tracked?

Exposure of Evergreen State Fairgrounds and Evergreen Speedway venues to help draw future visitors, or residents and businesses.

Exposure of Monroe as a tourist and shopping destination.

Why do you believe those project/activity outcomes are feasible?

There was tremendous excitement around this event in 2016. Awareness of the event is growing, and continues to grow in other markets across the U.S. Grass roots marketing of this event will kick off early in 2017.

**\*Applicants are 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.**

**5. 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:

Partial funding will affect the number of markets we are able to purchase media.

**6. 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.

\$5,000:

\$4,750 will be invested on Radio and Television advertising in the following markets. Wenatchee/Okanagan (25%), Spokane/Coeur d'Alene (35%), Vancouver BC (40%). Stations will be required to provide additional promotional value by way of ticket and hotel giveaways and on line contests. All advertising will mention the City of Monroe and feature a logo. \$250 for Radio commercial production.

**7. Project Budget. Include in-kind contributions.**

<b>Income:</b> 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.			
<b>Funding Source</b> <i>(list all revenue sources anticipated for 2017, not including requested Lodging Tax Funds)</i>	<b>Amount</b>	<b>Confirmed?</b> <b>Yes/No</b>	<b>Date Available</b>
<b>Snohomish County TPA Fund</b>	\$ ?	N	8/17
<b>Evergreen Speedway</b>	\$ 5,000	Y	8/17
	\$		
	\$		
	\$		
	\$		
	\$		

	\$		
<b>Expenses:</b> Based on full funding, please list project costs. <b>PLEASE NOTE:</b> Certain expenses may not be reimbursable, at the sole discretion of the City of Monroe. You will only be repaid at the City of Monroe authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Pam Baker at 360-363-4524 <a href="mailto:pamb@monroewa.gov">pamb@monroewa.gov</a> .			
	a. Lodging Tax Funds	b. Other Funds Include in-kind dollars	c. Total
<b>Personnel</b> (salaries & benefits)	\$	\$	\$
<b>Administration</b> (rent, utilities, postage, supplies, janitorial services, minor equipment etc.) Note: Insurance is not an eligible cost	\$	\$	\$
<b>Marketing/Sales</b> (Including trade shows, sales calls, related travel, etc.)	\$ 4,750	\$ 5,000	\$ 10,000
<b>Contract Services</b> (Contract personnel for accounting, marketing, web design, etc.)	\$	\$	\$
<b>Other</b> (Describe below)	\$ 250*	\$	\$
<b>TOTAL COSTS</b> (Amount in column "a." must match "Amount Requested" and amount in column "c" must equal "Total Project Amount" on Page 10)	\$	\$	\$
<b>Description for Other</b>	*Voice over production for commercial		
	Any funding provided by the Snohomish County TPA Fund would be used to promote additional markets. (ie Portland/Vancouver, Boise)		

### 8. Other Funds

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

Evergreen Speedway / High Road Promotions has allocated \$5,000 from their 2017 advertising budget to reach outer markets.

Red Bull Global Rally Cross invests in marketing and advertising to promote in the greater Puget Sound area. They received a grant from the Snohomish County TPA in 2016. They will be applying for a grant in 2017 as well, although that is not guaranteed, and a lower amount is anticipated.

## 9. 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, and local lodging and restaurants. You may attach up to three letters of support from these organizations.

This event will be promoted through a group effort of Monroe Chamber of Commerce, Sky Valley Chamber of Commerce, Evergreen State Fairgrounds and Evergreen Speedway.

Each Partner will provide Cross Promotional Support:

Website listing/feature  
Database E-mail blasts  
Posters  
Banners, Signage  
PA Announcements  
Static displays.

Chamber Members can participate, and special weekend packages can be made available for purchase.

## 10. 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) on the basis of race, creed, color, religion, sex, age, national origin, marital status, sexual orientation, citizenship status, disability or veteran status.
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.

**Primary Signature:**

  
\_\_\_\_\_

Traci Hobbs / Director of Sales & Marketing – Evergreen Speedway

10/20/16

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Printed Name & Title of Chief Administrator/Authorizing Official

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Date