



**CITY OF POULSBO
2017 LODGING TAX GRANT APPLICATION**

Applicant/Organization Information

Public Other Non Profit Private

Name - Liquid Velo

Address - 8809 27th Ave NW

City, State, Zip - Seattle, WA 98117

Email - info@sccastarbucksycling.com

Organization Purpose or Mission: Liquid Velo is solely dedicated to amateur athletics, specifically bicycle racing. We are incorporated as Liquid Velo and are licensed with USA Cycling under our trade name, SCCA / Starbucks Cycling, Team ID #10910. SCCA (Seattle Cancer Care Alliance) and Starbucks Coffee Company are our major sponsors. The team is composed of 75 women and men that like to race bicycles. While our primary focus is road cycling, many of our members are very active in track, cyclo-cross and mountain bike racing. To learn more about the team philosophy please head over to our website to get more history of our team. <http://sccastarbucksycling.com/team/>

Contact Person

Name

Bradlee Haley

Title

Race Director

Phone

206-200-0343

Email

Bhaley0343@gmail.com

Geographic area served by this project - Kitsap County, King County, Pierce County and Portland OR.
Number of people served by this project: 1,000+-. Social media reach this year was over 13,000.

Date of project (Start to finish): 6/10/2017

2017 Project Funding

Request from the City of Poulsbo: \$ 5,000 _____

Organization Match: \$ 5,000 _____

Total Project Cost: \$ 10,000 (2016 project cost \$11,000)

Title and Brief Description of Project:

Poulsbo Twilight Criterium – A five corner [Criterium](#) with a slight up-hill, fast finish and plenty of locations for family and friends to hang out and watch the action. Come spend a sunny afternoon in one or all of the beer gardens, sponsored by Slippery Pig Brewery, Valhöll Brewing and Tizley’s EuroPub, walk around the ships and watch the racers zip by on this fast and exciting course.

[2016 Poulsbo Twilight Criterium Promo video](#)

[2016 Poulsbo Twilight Criterium pre event video](#)

[2016 Poulsbo Twilight Criterium Post event video](#)

[2016 Poulsbo Twilight Criterium Flyer](#)

[Kitsap Sun article about event](#)

[Kitsap Herald Page 1 article](#)

[Kitsap Herald Page 2 article](#)

[Poulsbo Twilight Criterium images](#)

[SCCA/Starbucks Cycling promo video](#)

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
USA Cycling Registered racers	\$8750 (based on 2017 projected entries)
Sponsors	TBD

List any other sources of funding you have applied for:

Source	Amount	Status

Specifically how will this grant be used? What kinds of advertising will be used? How will you distribute the information? How do you document your successes and results?

The grant will be used to help offset the expenses of putting on an event of this size and reach. The community will be out in force to watch and the entire downtown corridor will be taken over for 9 hours. Expenses, estimated at \$10,800, include insurance, permitting, infrastructure, security, officials, advertising and prizes. In addition to promoting athletics and providing community entertainment, there will be opportunities for participants to donate to cancer care charitable organizations during a *Lap Against Cancer*.

The types of advertising we used for 2016 event included several social media channels, Twitter, [Facebook](#), [event website](#) as well local websites and online event calendars. We had banners created that travelled with the race team as well as a couple that were set up in the downtown corridor. We will look to do very similar approaches for 2017 and will look to the local businesses to partner with to increase their attendance.



We document our entries for the event and results with our sanctioning body, USA Cycling. We also maintain our own records and tables for our team budget.

Identify the specific tourism audience/market located more than 50 miles from Poulsbo that your organization will target with these funds.

The majority of our audience is from the King, Snohomish, and Pierce Counties. We also had several teams come up from the Portland area to race the event. That team won the Pro 1/2 event. The USA cycling community is made up of a wide variety of members that we would be targeting with the goal of introducing more folks to the Poulsbo community.

Below is a USA Cycling Member report published in 2013

USA Cycling Member Report: Examples for Poulsbo Twilight Criterium 6/11/2016

Member survey and Analysis Prepared for USA Cycling By University of Oklahoma Daniel J. Larson Ph.D.

Median Household (HH) Income and HH detail

- 62% - \$75-\$99,000
- 48% - \$100-\$124,000
- 32% - \$125-\$149,000
- 64% of members 35+ years old
- 47% have no family members that ride or race bicycles
- 74% work full time
- 65% own homes
- 66% College grads

Distance traveled to events

- Avg travel distance 50 miles 32% of members
- WA avg 73 miles with a max of 291 miles

Avg Annual Event Related Spending \$2,016 avg

- Other \$25
- Rent Car \$68
- Bike shop \$71
- Air Travel \$183
- Food \$361
- Lodging \$386
- Gas \$460
- Entries \$463

Bicycle spending a year \$4,572 avg

- Nutrition \$398
- Accessories \$1,020

How will this project be financed in the future?

Our main priority is to collaborate with a title sponsor that will assist us financially for the years to come. If we are not able to accomplish that then we will continue to seek individual sponsors that want to be a part of this event. We are looking to continue this event for several years and have no intention of stopping it; matter of fact we would like to look at getting an additional race event later in the summer.

State law RCW 67.28.1816(2) requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

	<i>Projected</i>	<i>Actual</i>	<i>Methodology (Indirect count? Direct count? Did the hotels supply counts?)</i>	
Overall Attendance	700-1000 (2016) 1000-1500 (2017)	500-700 (2016) TBD (2017)	Based on 2016 feedback from racers and spectators 2017 will have much higher attendance with the support of the local businesses.	2016 actual # includes, racers, families, course workers and local spectators
Attendees who traveled 50 miles or more to attend:				
Total:		163 (2016) Race entry count (not including friends and family) 160 traveled 50 miles or more	2 racers were from Poulsbo and 1 from Bainbridge. The other attendees were from WA ranging from as far as Bellingham, Dupont and Walla, Walla.	I can provide all of the exact City locations of all race entries if requested
Of total, attendees who traveled from another state or country:		6 (2016) 5 OR - 1 TX		
Attendees who stayed overnight:				
Paid accommodations:				
1. Is there any other information you wish to add:				
Unpaid accommodations:				
Details of the Event Facebook Page: Week of event: Page Visits 581 Weekly Total Reach: 12,803 People Engaged: 1,227				
Paid lodging nights:				

Application Certification

I attest and affirm I am an authorized agent of the organization/agency applying for funding and the information I have provided in this application is true, complete and accurate. I understand and agree to the following:

- The Lodging Tax Funds, for which the organization/agency is applying, can only be used in accordance with the purposes outlined in RCW 67.28.
- If awarded, the applicant organization/agency will enter into a Tourism Promotion Services Agreement with the City.
- If awarded, the City of Poulsbo will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, or paid for if provided by a third party, and a signed City of Poulsbo payment form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- The agency will be required to submit a mid-year and end-of-the-year report documenting economic impact results in a format determined by the City.

Signatures	
	Date

