

MEMORANDUM

TO: Mayor and City Council

FROM: Richard Meyers, City Manager

SUBJECT: BMX TRACK LICENSE AGREEMENT

DATE: June 8, 2022

Background

The City has been approached by members of the newly formed Row River BMX regarding their desire to reconstruct a BMX track on City property in front of the Row River Water Treatment Plant. Previously a BMX facility operated on the site from 1984 to 2014 when operations stopped and the facilities fell into disrepair.

Members of Row River BMX will be at the City Council meeting to request the approval to enter into an agreement with the City to use the property formerly used by the Todd Kephart Memorial BMX Association and later the Cottage Grove BMX Association to develop and operate a new BMX facility.

City staff and the City Attorney have prepared the attached License Agreement to accommodate the request. The agreement will allow the development of the facility on the identified property. The property includes more area than the old agreements to provide for the possible addition of other bike facilities and parking.

Recommendation

After considering the request by Row River BMX to use City property for the development of a BMX track and facilities that the City Council, by motion, authorize the City Manager to enter into a license agreement with Row River BMX to use the property located in front of the Row River Water treatment plant to develop and identified on the map a BMX facility.

Cost

No Cost

Richard Meyers, City Manager

BICYCLE MOTOCROSS TRACK LICENSE AGREEMENT

This Agreement is made and entered into by and between the City of Cottage Grove ("the City") and Row River BMX.

1. License to Use the Bicycle Motocross Track.

Subject to the terms of this Agreement, the City grants to Row River BMX a revocable, and non-transferable license ("License") to use the City's property identified in the legal description attached as Exhibit A, within the area depicted by the red line on the map attached and incorporated as Exhibit B, hereinafter referred to as "BMX Track," to construct and operate a bicycle motocross track.

2. Term and Termination

The term of this Agreement and the License granted hereunder shall be one year from the date that it is executed by both Parties. This Agreement and License shall automatically renew for four subsequent terms. This Agreement may be terminated by either Party upon 30 days' prior written notice. Upon termination of this Agreement, the License shall also terminate.

3. Use of the BMX Track.

- a. Row River BMX shall pay the City \$1 per year for a license to use the BMX Track.
- b. Row River BMX may use the BMX Track only for non-profit recreational purposes to benefit resident of the City of Cottage Grove and surrounding areas and not for the purpose of providing profit or personal gain to Row River BMX or its members.
- c. The City has or will have facilities located on or adjacent to the BMX track. It is understood that Row River BMX's use of the BMX Track under this Agreement shall be at the convenience of these City facilities and their operation. The City retains the right to enter the BMX Track at any time in order to operate and maintain the same facilities at no liability to the City.
- d. Row River BMX agrees that it will comply with all applicable laws, rules, and regulations, including City code, zoning, and land use regulations, in its use of the BMX Track.
- e. Row River BMX may modify the BMX Track or appurtenant facilities; however, in doing so Row River BMX shall:
 1. Submit plans to the City for review and approval;
 2. Make every effort to prevent the removal of trees; and
 3. Be responsible for all costs of modification.
- f. Row River BMX shall be solely responsible for all maintenance, landscaping, repair, and upkeep of the BMX Track.

- g. Row River BMX shall be responsible for removal of all brush and debris from the BMX Track in order to operate its facilities, including parking areas. Row River BMX shall also be responsible for regularly removing debris from that portion of City property located between the BMX Track and the Row River as designated in orange on Exhibit B.
 - h. Row River BMX agrees that its activities in connection with its use of the BMX Track shall be limited to the area designated in red on Exhibit B to this Agreement. Row River BMX and its participants may use the adjacent, graveled parking areas with the understanding that these same areas are generally available for public use.
 - i. Row River BMX shall be solely responsible for providing sanitary facilities, including water, in connection with its use of the BMX Track.
 - j. Row River BMX will not use the BMX Track in a manner that interferes with or impedes the use of the Track or access to any other City property by members of the general public, except that Row River BMX may restrict the general public's access to the BMX Track to the extent necessary for its use of the BMX Track. Row River BMX acknowledges that there is an existing water intake structure, compressor building, roadway access, and boat launch (collectively "facilities") on the southerly and easterly border of the BMX Track and that its activities will not interfere with the free and unrestricted use of said facilities.
 - k. The City and Row River BMX agree to cooperate in maintaining physical barriers to prevent motor vehicle entry into the East Regional Park site adjacent to the BMX Track except as designed and approved for parking.
 - l. The City retains priority over Row River BMX to use the BMX Track at all times and reserves the right to limit Row River BMX's use at any time.
 - m. Upon termination of this Agreement and request of the City, Row River BMX shall remove all improvements, fixtures, and modifications and restore the BMX Track to its original condition.
 - n. Upon termination of this Agreement, the City will invoice Row River BMX for any costs it incurs cleaning, repairing, removing modifications from, or otherwise restoring the BMX Track to its original condition if Row River BMX fails to perform its obligations to do so under this Agreement.
4. Insurance
- a. Row River BMX must obtain and maintain the following insurance policies in amounts in excess of the Oregon Tort Claims Act limits or as specified below, whichever is greater:

General Commercial Liability Insurance - \$2,000,000 per occurrence and \$4,000,000 aggregate

Sexual Abuse and Misconduct Insurance - \$1,000,000

Workers Compensation Insurance – as required by Oregon law

- b. Prior to commencing its use of the BMX Track, Row River BMX must provide the City with a current certificate of insurance for each of the policies listed above. The City must be listed as an additional insured on General Commercial Liability Insurance and Sexual Abuse and Misconduct Insurance policies.
- c. Row River BMX must give the City 30 days' written notice prior to cancelling any of the policies listed above.

5. Indemnification

To the extent permitted by law, Row River BMX shall indemnify, defend, and hold harmless the City, its employees, agents, affiliates, and elected officials from and against all actions, damages, or claims brought against the City arising from Row River BMX's operations pursuant to this License Agreement, except for actions, damages, or claims arising from the City's sole negligence or willful misconduct.

6. Remedies.

Notwithstanding the termination procedures set forth in Section 2 of this License, if Row River BMX defaults on its obligations under this Agreement or otherwise breaches this Agreement, the City may immediately terminate this Agreement, revoke the License granted hereunder, and impose any penalties upon Row River BMX that are permitted by City code or rule. In addition, the City is entitled to any other equitable or legal remedies available. The City's waiver of any breach of this Agreement shall not constitute a waiver of any other subsequent breach of this Agreement.

7. Dispute Resolution.

If any disputes, disagreements, or controversies arise between the Parties pertaining to the interpretation, validity, or enforcement of this Agreement, the Parties shall, upon the request of the City, submit such dispute to binding arbitration under the Oregon Uniform Arbitration Act, ORS 36.600 et seq. Arbitration shall be requested by delivering to the other Party a written request for arbitration. Within five (5) days of receipt of such request, the Parties shall select a mutually agreeable arbitrator and designate mutually agreeable rules of arbitration. If the Parties cannot agree upon an arbitrator within five (5) days, an arbitrator may be appointed by the presiding judge of the Lane County Circuit Court, Lane County, Oregon, upon the request of either Party submitted in accordance with ORS 36.645. If the Parties have not designated mutually agreeable rules of arbitration at such time as the arbitrator is appointed, the arbitrator shall adopt rules for the arbitration. The arbitrator's decision shall be binding upon the Parties.

8. Governing Law.

This Agreement shall be interpreted and construed in accordance with Oregon law.

9. Consent to Jurisdiction.

The Parties hereby consent to the jurisdiction of the Lane County Circuit Court, Lane County, Oregon, over all legal matters pertain to this Agreement, including, but not limited to, its enforcement or interpretation.

10. Severability.

If any part, term, section, or clause of this Agreement is held by a court or arbitrator to be unenforceable, of no effect, or in conflict with any law, the validity of the remainder of this Agreement shall not be affected and the rights and obligations of the Parties shall be interpreted and in force as if the Agreement did not contain the particular part, term, section, or clause held to be unenforceable.

11. Entire Agreement; Modification.

This Agreement constitutes the entire understanding and agreement between the Parties pertaining to the matters contained within. This Agreement may only be modified or amended by a writing signed by both Parties.

12. Notice

When required by this Agreement, notice shall be sent to the Parties in the following manner:

If to the City:

If to Row River BMX:

The City:

Row River BMX:

Signature

Signature

Name and Title

Name and Title

Date

Date

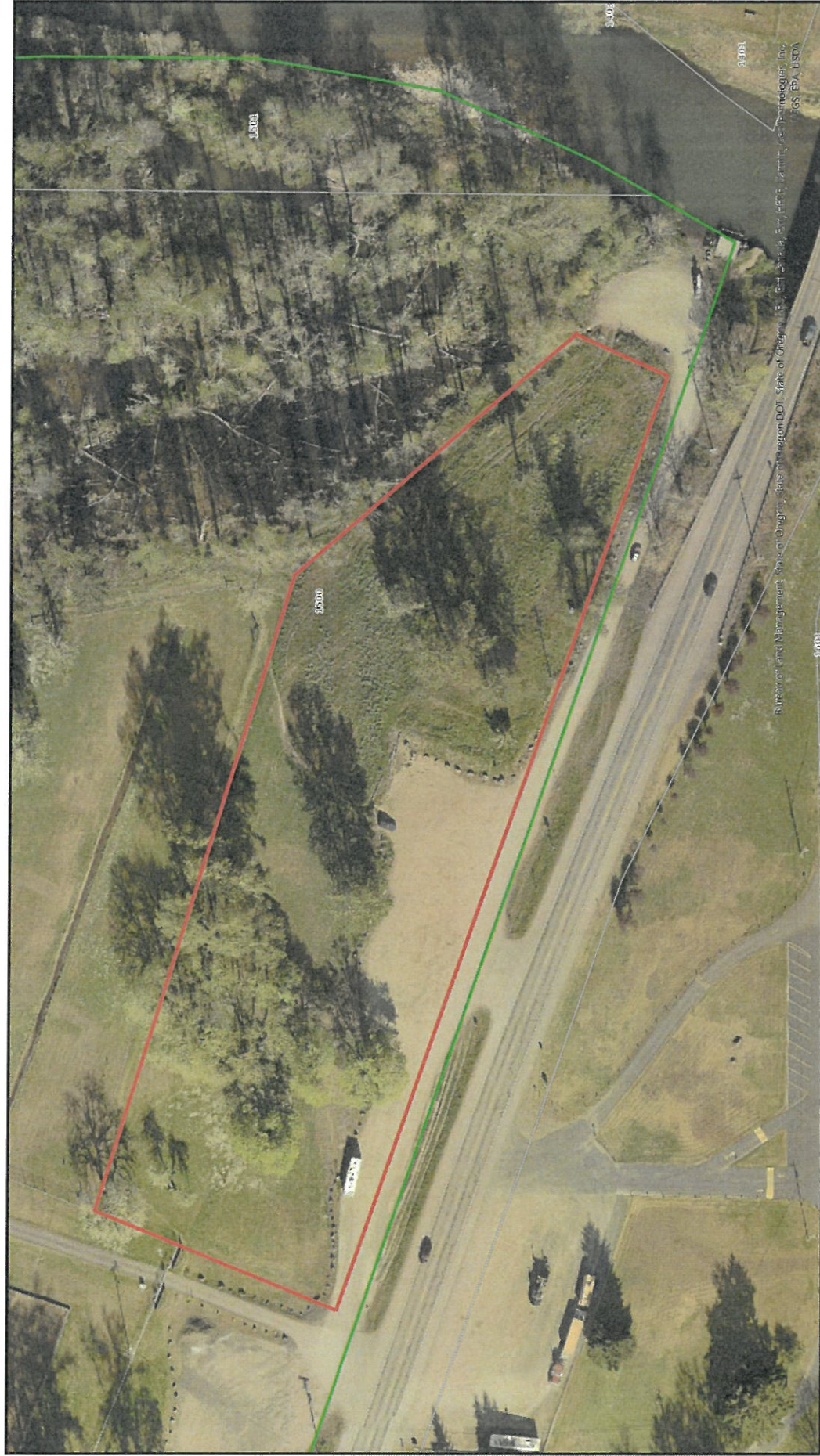
EXHIBIT A

LEGAL DESCRIPTION
OF LEASED LAND

Located in Section 35, Township 20 South, Range 3 West, of the Willamette Meridian, in Cottage Grove, Lane County, Oregon, being a portion of those lands conveyed to the City of Cottage Grove in that Warranty Deed recorded January 30, 1973 on Reel 623R, as Instrument Number 734358, being more particularly described as follows:

Commencing at the intersection of the north margin of Row River Cut-off Road with the west bank of the Row River; thence northwesterly along said north margin 120 feet; thence northeasterly at right angles to said north margin, 95 feet, to the point of beginning; thence southwesterly at right angles to said north margin, 70 feet, to a point lying 25 feet from said north margin, when measured at right angles; thence northwesterly running parallel with said north margin, 760 feet, more or less, to a point on the southerly extension of an existing chain link fence surrounding the water treatment facility, said point lying 20 feet, more or less, southeasterly of the access road to said facility; thence northeasterly along said southerly extension and continuing along said fence line, 202 feet, more or less, to the west end of an existing wire fence; thence southeasterly along said wire fence and the extension thereof, 512 feet; thence southeasterly 282 feet, more or less, returning to the point of beginning.

EXHIBIT B



The information on this map was derived from digital databases on the Lane County website. Lane County does not warrant the accuracy, reliability, or completeness of this map, but it provided "as is". Lane County cannot accept any responsibility for errors, omissions or positional accuracy in the digital data or the underlying information. Users of this map for scientific purposes should be confirmed with the appropriate agency. There are no warranties or implied, accompanying this product. However, notification of any errors will be appreciated.



Cottage Grove Web Map



Lane County, Oregon



To:
City of Cottage Grove, OR

Date: May 13, 2022

From:
Justin Travis, Director of New Track Development
USA BMX

RE: USA BMX Letter of Project Support

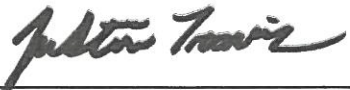
To Whom It May Concern:

USA BMX and the USA BMX Foundation fully support the construction of a USA BMX Track in Cottage Grove, OR. Upon the completion of the BMX track, USA BMX will support the project with full sanction status, local program creation and event scheduling. The USA BMX Foundation will work closely with the local parents group in an effort to implement after school and recreational educational programs.

In an effort to enrich the collaboration between the City of Cottage Grove and any additional stakeholders and USA BMX, USA BMX will guarantee at least one sport tourism economic impact event each year through our State Championship Series (SCR). In addition to the State Championship Series event, USA BMX will give consideration for Regional Events (Gold Cup Qualifiers) through the Gold Cup Application process based on the following criteria.

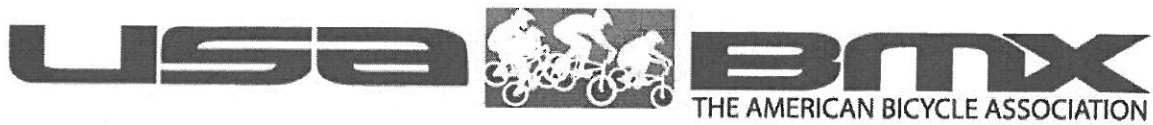
- The first State Championship series event will take place during the second season of operations.
 - If the facility is completed and local events are held in 2022, then the first SCR will be awarded in 2023
- The Cottage Grove USA BMX track must host at least 20 local BMX races for each full season it is open prior to a Gold Cup Event.

The 2023 National RFP is attached as reference.



Justin Travis
USA BMX

05/13/2022
Date:



Economic Impact of USA BMX Events - Fast Facts

The following fast facts are based on minimum averages. The worksheets used to create these facts are attached, along with a post-event report compiled by Visit Tulsa, through the use of their subscription to the Destination International Calculator, from our 2021 Sooner National.*

2021 Sooner National Report Highlights:

- Event length: 3 days
- Overnight Attendees: 3192
- Business Sales Direct: \$1,452,548
- Business Sales Total: \$2,528,516
- Local Taxes (Total): \$83,036

National Events

- Total Amount of Events: 30
- Process to secure event: RFP/Bid process
- Average Participants: 1200
- Average Attendees: 4200
- Average Direct Economic Impact: \$2,000,000*

Gold Cup - Regional Events

- Total Amount of Events: 80
- Process to secure event: Application Process
- Average Participants: 300
- Spectators per Participant: 3.2
- Average Spectators: 960
- Total Attendance: 1260
- Average Daily Spend per person: \$208
- Average Direct Economic Impact: \$262,080*

State Championship Series Events

- Total Amount of Events: 280
- Process to secure event: Awarded through minimum criteria of local races
- Average Participants: 250
- Spectators per Participant: 3.2
- Average Spectators: 800
- Total Attendance: 1050
- Average Daily Spend per person: \$208
- Average Direct Economic Impact: \$218,400*

Local Usage Economic Impact - Racing

- Total Amount of Events: 56
- Average Participants: 50
- Spectators per Participant: 2
- Average Spectators: 100
- Total Attendance: 150
- Average Daily Spend per person: \$25
- Average Direct Economic Impact: \$210,000*

*Please note that our calculator used for our events does not account for all spending as does the Destination International Calculator. It is always our goal to under promise and over deliver rather than the other way around!



Why Communities are Investing in USA BMX Tracks



Our Goal

To Positively Impact your Community Through BMX Racing to Build a Safe and Family Friendly Environment for Kids to Get Active and Lead Healthy Lifestyles

A BRIEF HISTORY



BMX racing has seen unprecedented growth over the past ten years. From a small pocket of California riders in the 1970s, to the Olympic Games today, BMX has evolved into a global sport for hundreds of thousands of racers around the world.

As we approach our 45th year, USA BMX continues to serve as the leader in this meteoric rise. Founded in 1977 in Chandler, Arizona, USA BMX has evolved into the world's largest sanctioning body for BMX racing. Today, the organization has over 70,000 members racing at more than 300 sanctioned tracks across North America. These local races are augmented with a 33 race national series, culminating each year at the largest BMX race on earth, the USA BMX Grand Nationals.



Why Communities are Investing in
USA BMX Tracks

360 DEGREES OF COMMUNITY INTEGRATION



EDUCATION

1. We are the first and only Olympic Sport with accredited* educational programming and curriculum for elementary students

RECREATIONAL PROGRAMS

2. Our weekly and seasonal recreational programs receive the same and many times higher participation rates than traditional stick and ball type sports

SPORTS TOURISM

3. USA BMX has unprecedented Sports Tourism programs that every track and community is able to benefit from.

Sports and Fitness Industry Association - Names BMX Racing as the Fastest Growing Sport.



Top Ten Fastest Growing Sports – 3 Year Participation Rate

Sport/Fitness Activity		3-Year Average Annual Growth
1	Bicycling (BMX)	13.3 %
2	Cardio Tennis	11.3%
3	Triathlon (Non-Traditional/Off Road)	10.5%
4	Skiing (Freeski/Freestyle)	9.7%
5	Pickleball	8.5%
6	Rugby	8.4%
7	Hiking (Day)	7.5%
8	Trail Running	6.7%
9	Cross-Training Style Workouts	6.6%
10	Stand Up Paddling	6.5%



Why Communities are Investing in
USA BMX Tracks

WE ARE IMPACTING KIDS THROUGH EDUCATION

In 1995 the USA BMX Foundation was created to promote active and healthy lifestyles through physical fitness and nutritional education in a safe and positive environment. In addition to these healthy lifestyle initiatives, the Foundation also hosts annual scholarship races across the country and awards more than \$40,000 in college scholarships each March.



In 2013, the Foundation helped us become the first national sanctioning body to develop and implement its own STEM curriculum for an Olympic sport.

In 2018, the Foundation started a program in 4th grade classrooms that taught kids how to build a BMX track. This program engages the students in the classroom, and then introduces them to the sports at an actual track during a field trip that is part of the capstone class.

In 2019 alone, our STEM related programs served more than 225,000 * youth throughout the Continental United States.



TRACK MODELING PROGRAM



"You can only go so far in the classroom with traditional learning methods. Getting students active and engaged is key to unlocking their creativity, which fuels learning. If they are not listening, they are not learning."

- Mike DuVarney, Executive Director



Motivational Speaking

These athletes, both men and women, include current World Champions, Olympic Medalists, Future Olympic Hopefuls, and Retired Legends. While their backgrounds and last names are all different, their messages are all the same – inspiring and impactful.



Why Communities are Investing in USA BMX Tracks



WE HAVE TRADITIONAL RECREATIONAL PROGRAMMING

Data proves there is a market of taxpayers (constituents) who are completely underserved by traditional sports.

We offer programming which meets the requirements to be offered through recreational department partnerships.

BMX Racing League allowing new families to teach riders to progress gradually, riding only with other beginners.



Grimes Park Sports Complex in Desoto, TX is a 75-acre Park with Facilities for Baseball, Soccer and BMX Racing. The 60,000 sq/ft BMX Track Competes with Two Traditional Sports, Baseball (Nine Fields) and Soccer (Nine Fields).

The Data Below Confirms that BMX Racing can Rank at the Top of Performance Statistics for Both Local and Large Events.

Association/Program	Total Program Participation	Complex
DeSoto Soccer Association	1220	Grimes Soccer Complex
DeSoto BMX	883	Grimes BMX
DeSoto Baseball Organization	695	Grimes Baseball Complex
Swim Lesson: Adult and Youth	643	Moseley Pool
DeSoto Youth Football and Cheerleading Association	628	Meadow Creek Football Complex



Why Communities are Investing in USA BMX Tracks

SPORTS TOURISM

OUR ECONOMIC IMPACT CONSISTENTLY OUT-RANKS OTHER EVENTS

BMX Racing expands communities sports tourism impact by offering tangible benefits that are among the highest in the industry.

- Every Track benefits from our sports tourism model.
 - We bring a state championship level event to every track.
 - Regional events are rotated.

Economic Impact Report of Tournaments Provided by DeSoto, TX.

Tournament/Event	Sport	Location	Date(s)	Participants	Number of Teams	Est. Attendance	Est. Economic Impact
BMX Super Nationals	BMX	BMX Complex	May (3Days)	850	N/A	9,000	\$1,102,500
BMX Texas State Championships	BMX	BMX Complex	September (3Days)	450	N/A	6,000	\$735,000
Tara Sawyer Youth Baseball Tournament	Baseball	Grimes baseball Complex	September (2Days)	N/A	80-90	4,500	\$520,625
Who's Number 1 National Football Tournament	Football	Meadow Creek Football Complex	August (3Days)	N/A	50	3,750	\$459,375
Matt Dozier Baseball Tournament	Baseball	Grimes Baseball Complex	September (2Days)	N/A	70-80	3,600	\$441,000
Great American Shootout (Spring)	Basketball	DeSoto Rec Center Gyms	April (3Days)	N/A	40-50	2,850	\$349,125
Great American Shootout (Summer)	Basketball	DeSoto Rec Center Gyms	July (3Days)	N/A	40-50	2,850	\$349,125
Who Wants Smoke Football Tournament	Football	Meadow Creek Football Complex	August (2Days)	N/A	40	2,000	\$245,000



Why Communities are Investing in
USA BMX Tracks

WHAT A BMX RACING FACILITY LOOKS LIKE IN YOUR COMMUNITY

DEVELOPMENT

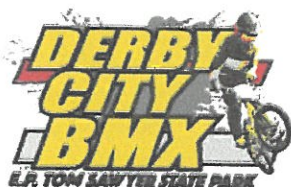
- USA BMX Track will prove to be one of the highest trafficked sporting field assets in your community.
- BMX tracks are typically developed in partnership with a City/County entity and a DMO.
- USA BMX has invested heavily in the sports tourism market and we have developed many valuable relationships with DMO's across the United States.
- We are consistently able to leverage the ROI of our sports tourism success to assist municipalities in the raising of the funds to develop new facilities.

ON-GOING MANAGEMENT

- Facility maintained through a partnership with the local organization.
- Day to Day programing and business managed through a use agreement with the local organization.
- Local organization trained by USA BMX.
- USA BMX full time support staff for local organization.



**Make a USA BMX Track a Reality in your Community,
Approve a Location and the Rest Will Fall into Place.**



THE STORIES THAT CREATED THE FACILITIES



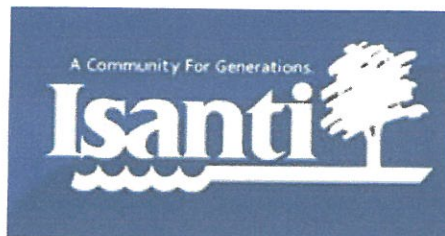
In today's challenging youth landscape, we are looking for multiple avenues to get kids active, and to grow participation in sports. The programs noted above are just a few areas we have invested in to engage our nation's young people. Going forward, we are looking to augment these ongoing efforts with an enhanced New Track Development Program.

The following pages include case studies of some of the most successful New Track Developments in the past few years. Each of these journeys is unique and came about in a different way. Our goal is to work with you to create a similar story in your destination. A story where the community comes together to provide a safe and family friendly environment for kids to get active and lead a healthy lifestyle.

We look forward to partnering with you on this mission critical initiative for our youth.



Why Communities are Investing in
USA BMX Tracks



Rum River BMX / Isanti, Minnesota

SMALL TOWN, BIG IMPACT

The BMX community in Isanti, Minnesota has been "punching above its weight" for years. This is especially true with the indoor Rum River BMX facility. The local BMX community in Isanti is very strong, and leaders there were looking for years on ways to extend the racing season, which meant finding an indoor option to house a BMX track.

The City of Isanti partnered with Rum River BMX to identify a way to build an enclosure to their existing track, which would allow their local programs to run throughout the year. The City helped with the design of the new facility, and with the infrastructure that would accompany the enhanced building that would go on the site. This further strengthened Rum River's programs and their impact on the youth in their community. Track Director Kevin Reiderman talked about the community support they received for the new indoor facility:

"Everyone on the BMX community here wanted to be part of history in getting this facility built. That helped us put together a financially feasible bid for the building that allowed us to move forward with the City. It was a really unique project, and a lot of people had a hand in that. It is truly the 'House that BMX Built'."

Rum River BMX has been one of the top performing tracks in the USA BMX system for years. This is true for not only their local ridership, but also their weekend races, where hundreds of riders come from the surrounding states nearly every weekend. Rum River spends a lot of time and energy engaging with their riders, including a mentoring program from the older kids to the younger kids when they join the track for the first time. This onboarding process (or "buddy system") has been helpful in removing the fears of trying a new sport in a new environment and has helped build camaraderie among the riders.

As most anyone in the know in BMX would tell you, Rum River does it right, and their community has been positively impacted by the unified support of the leaders in Isanti.



Project Cost:
\$4,000,000

Population:
5,900





BMX is a part of the fabric of the Tulsa Community. It started with the hosting of the Grand Nationals and has evolved into an additional National event. Along with that, Tulsa Public Schools has become one of the most active partners in the BMX STEM program. We mutually aspire to make Tulsa the "hub" of the USA BMX wheel. This has staying power in our community and it means that USA BMX will continue to assist Tulsa evolve into the City that will not only attract out of town visitors but also a place that people wish to call home."

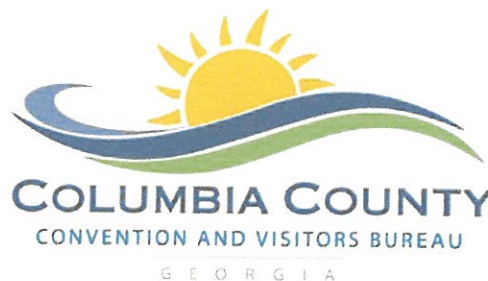
Through this long-standing partnership, Tulsa and USA BMX were able to ask the big picture questions and talk about the vision for an international home for the sport of BMX. Without the background of the Grands and all the community programming that Tulsa has supported over the years, the foundation for this larger headquarters discussion would have never come to fruition. Tulsa's leaders are always asking what they can do to help the sports of BMX. Once the vision for this new facility concept was discussed, Tulsa found a way to make it happen. They said, "Why not us? We are one of your top partners, and your families have spent their Thanksgivings with us for decades. Tulsa is already your home away from home, why not come 'home' to us with this new project?"

Tulsa has figuratively been the "home" of USA BMX through hosting the Grands. In 2019 USA BMX will officially call Tulsa "Home".

Project Budget: \$15,000,000

Population: 603,000





Blanchard Woods BMX / Augusta, Georgia

COLLABORATION FOR POSITIVE CHANGE

Blanchard Woods BMX is a great example of how collaboration can positively impact an entire community. In 2012, community leaders banded together to ask the Columbia County Commission for funding to build a new BMX track in Evans, Georgia (a suburb of Augusta). The area around this track site would be classified as at risk by anyone who had ever been there. This new track was an opportunity to engage a part of the community that was until that time, underserved.

The leaders in Columbia County saw a much bigger opportunity, than merely a new track for local racing. They saw an opportunity to serve the local community and also to attract new visitors to the region. This group reached out to USA BMX to talk about how and what to build to attract local kids to the track, and also draw in national level riders for the larger races. With financial aid from the County, the Blanchard Woods park was master planned to include a BMX track that would accommodate weekly local races and also larger regional and national events.

Since its completion, the track has hosted numerous tourism-driving events, including a USA BMX Gold Cup. The Columbia County Convention & Visitor's Bureau continues to help with event bids and financially support the pursuit of national level races.

"In 2015, Columbia County was proud to host the annual Gold Cup Championship event at Blanchard Woods Park. We could not have been more pleased with the team at USA BMX. From planning, to event execution to post event, John and his staff were truly partners in our success. They took the time to learn and understand our community which allowed us to have an extremely successful race while providing a great experience for our visitors."

Blanchard Woods BMX has set the bar for what a well thought out track can become. This facility and the people that run it, have made a big impact on their local community, both through weekly racing events at the track, and by hosting national events that drive tourism and economic development to the area.

This is a case where a collaborative discussion turned into positive action for the betterment of a community and its families.



Project Cost:
\$300,000

Population:
144,000



ROCKSTAR ENERGY BIKE PARK / Houston, Texas

ENVISIONING A PATHWAY

How many kids in an inner city setting can say they can race on the same track where Olympians and World Champions do? That was the vision for North Houston, where the Greenspoint Foundation and the Harris County Sports Commission have come together to build a world class BMX facility, where local youth can race day in and day out. In essence, these kids can see a pathway from where they stand today, to the Olympic Games.

The vision for North Houston was to take an undeveloped piece of land and turn it into a gathering place for kids and their families. The master plan called for open grass areas with entertainment stages, a trails system for walking and cycling, and the world's largest skateboard park. All of this, to get kids in the area to get up and get active, by walking or riding, anything to get them engaged and involved in healthy sports activities.

As the site evolved over time, and the various areas of the park became reality, there was still some land to the southern end of the property. That was when the leaders in Houston thought about what they could do next to compliment the skate park and all the other great amenities that the kids in the area had already adopted. How about a BMX track? Better yet, how about a world class BMX track?

The wheels were set in motion, with the goal of planning and constructing a facility that could host local, regional, national, and international level events. A facility that could be used for elite athlete training of all ages, that could cultivate the pipeline from local racer to Olympian.

It wasn't long before the international BMX community started hearing rumblings about what was coming out of the ground in Houston. Harris County Sports Authority CEO, Janis Burke talked about the early returns on the community's vision and investment in the BMX facility:

"Our new Bike Park and BMX Track has afforded us the opportunity to not only book some future regional and national competitions, but it opened the door for us to bid on the 2020 World Championships. Although it is a bit unusual for a community to be awarded the Worlds before the venue has been built, when UCI saw the footprint and state-of-the-art facility we were planning to construct, they were impressed. We are an international city and also want our facility to be used as a training site for riders from around the globe. Lastly, and most important, the new track affords the many youth who live in the surrounding area of the park to have an outlet for entering into an Olympic sanctioned sport from a grassroots level. There are not many places where a local kid can get that close to a sport's international stage."

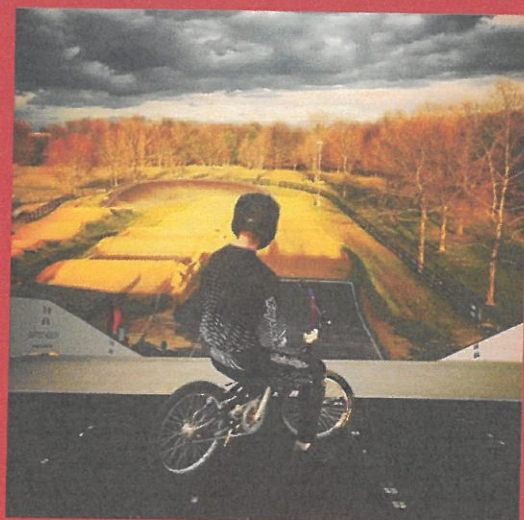
The Sports Authority supports the track with resources to bid on and host the larger BMX events, and they also help market the track locally. The Greenspoint Foundation helped fund the track and committed the land, while the Sports Authority was supporting this new development with political capital at all levels. USA BMX has committed to help with programming the track when it opens in the Summer of 2018.

All in all, a team effort, with the big picture driving a unified vision. Hopefully one day, the pathway will be complete, with a native of North Houston standing on an Olympic podium for all the world to see.

Budget: \$2,700,000

Population: 2,300,000





Justin Travis
New Track Development
American Bicycle Association
BMX Canada

USA BMX
1645 W. Sunrise Blvd.
Gilbert, AZ 85233

Phone: 480-961-1903x146
Fax: 480-961-1842
Email: justin@usabmx.com

Row River BMX Business Plan

May 13, 2022

Cottage Grove, OR

Core Business Team:

Courtney Kelley, Kimberly Green , Colton Kelley,
Joey Green, Brandon Meier, James Piper

Business Overview

Row River BMX

Row River BMX is an Oregon 403c(1) Non-profit entity. It was formed by dedicated members of the Cottage Grove community. The Core committee members have ties to the BMX Industry, the community and the Emerald Valley BMX group. The core committee will be reaching out to these entities for their sponsorship consideration to help support the seed money needed to move forward with the construction and development of the local BMX track. The track has a targeted area of 1.5+ acres at Row River BMX in Cottage Grove, OR.

The budgeted start-up cost to design, layout, build and initially maintain the Row River BMX facility is estimated at \$350,000 to \$400,000. This budget is mostly for the construction and components to make a successful/safe track by (to be determined). Row River BMX group will be reaching out to the local community for additional resources to support the needs of the BMX track, for financial support and for volunteers necessary to start-up and maintain the quality, durability, safety and usage criteria of the track.

A financial plan is being developed for more specific details of the construction as committee members determine how much of the track can be built and funded from donations of supplies, services and time. A budget template has been developed for the purpose of outlining key elements of cost that must be funded by the sponsors and fundraising efforts of the Row River BMX team. Those efforts are underway as we speak and an update on the efforts will be provided in the near future. Budget can not be finalized until site has been secured due to the number of variables that would be effected by location.

Success Factors

Row River BMX is uniquely qualified to succeed due to the following reasons:

- Dedicated support from core committee and local BMX enthusiasts
- Multiple Connections and support from other BMX tracks across the state or Oregon
- Strong community base of volunteers
- A successful track (Cottage Grove BMX) existed for many years up until 2017 through no fault of the the track.
- Strong Desire from both the BMX community and local community for this track to be revived

Row River BMX

II. Company Overview

Below is a snapshot of Row River BMX since its inception:

Date of formation: TBD

Is your business already in operation? No

Legal Structure: Non-Profit Organization

Key partnerships executed: USABMX has given support. In addition, BMX affiliate supporters are in the process of being contacted for their financial support. To be named specifically at a future date.

III. BMX Track User Analysis

Below is a description of who our target users are, and their core needs.

Target Users:

- Age: 1+ this includes strider class on up. Unlimited classes for all levels of experience and ages
- Income: n/a
- Gender: All
- BMX is the perfect sport for kids and families who might not be interested in other organized seasonal team sports because there are different levels and skills that change from event to event. This gives them the opportunity to excel in something.
- BMX is the perfect year round family friendly, community building, outdoor sport. It is a unique community built on camaraderie, respect, and family.

Row River BMX

IV. Marketing Plan

Our marketing plan (included below), details our products and/or services, promotional plans and distribution strategy.

Promotions Plan

Facebook Group: Row River BMX

Email Marketing: rowriverbmx@gmail.com

Flyers: TBD

Networking: TBD

Tiered Donors Recognition: Letter being created - Rough Draft Included

Website: www.rowriverbmx.com

Row River BMX

V. Management Team

Our management team has the experience and expertise to successfully execute on our business plan. There are rostered roles and 'on the day' roles at events that the community is welcome to fill and take part in.

Management Team Members

Name : Colton Kelley

o Title: Core Committee Member - Track Operator

o Background: BMX Bike supporter and Enthusiast, Pro Racer

Name : Brandon Fought

o Title: BMX Core Committee Member -Assistant Track Operator

o Background: Business and Finance

Name : Joey Green

o Title: Core Committee Member - Maintenance & Facilities

o Background: BMX Bike supporter and Enthusiast and general contractor

Name : Courtney Kelley

o Title: BMX Core Committee Member - Secretary/Members registrar

o Background: Bicycle Enthusiast

Name : Kimberly Green

o Title: BMX Core Committee Member - Education Liaison/ Merchandise

o Background: Education & Sales

Name : James Piper

o Title: BMX Core Committee Member - Treasurer

o Background: Community member & web designer

Name : Mike Freel

o Title: BMX Core Committee Member - web design & promotions

o Background: Community member & web designer

Row River BMX

VI. Financial Plan

Revenue Model

Row River BMX plans to generates support via the following:
Proposed Budget:

G/L Acct	BUDGETARY REVENUE		
10.101	Donations *	Start up	\$200,000.00
10.102	Sponsorship	Start up	\$100,000.00
10.103	T-Shirt & Merchandise	Yearly	\$1,000.00
10.104	Raffle Income	Yearly	\$1,000.00
10.105	Tiered Sponsors	Yearly	\$5,000.00
10.106	Concession	Yearly	\$2000.00
10.107	Vendor Booth Income	Yearly	TBD
10.108	Other Income	Yearly	TBD
10.109	Bottle Drop - Blue Bags	Yearly	TBD
	Total Budget Revenue		\$309,000.00

*Donations: BMX sponsors & Supporters

Row River BMX

G/L Acct	BUDGETARY		
10.401	Start-up Contingencies	start up	\$5,000.00
10.402	Marketing Expense	yearly	\$500.00
10.403	Apparel Expense- Sponsors/Volunteers/Other	yearly	\$500.00
10.404	Raffle Supplies	yearly	\$50.00
10.405		yearly	
10.406		yearly	
10.407	Concession Misc. Expense	yearly	\$3000.00
10.408	Rental Expenses	yearly	
10.409	Permit(s) expense	yearly	\$5000.00
10.410	Plaque Award/Expense	yearly	\$5000.00
10.411	Printing & Supplies Expense	yearly	\$1000.00
10.412	Committee Meal Expense	yearly	\$100.00
10.413	Raffle Prize Expense	yearly	\$500.00
10.414	Misc. expense (banquets/events, etc)	yearly	\$1000.00
10.416	Ongoing Maintenance	yearly	\$5,000.00
10.417	Yearly Rent to City of CG	yearly	\$1.00
10.418	Insurance	yearly	\$1000.00
10.419	Electricity	yearly	\$2400.00
10.420	Porta Pots	yearly	TBD
10.501	Constuction of BMX Track	Start-up	\$350000.00
		Expense Budget Target	\$360000.00
		BUDGET SURPLUS	
		(SHORTFALL):	

Row River BMX

VII. Fundraising

Shady Oaks

Name : Hanging Baskets \$10.00/basket to Row River BMX

- Tiered Sponsorship
- Woodard Foundation Grant Request:
- Start-up Funding Request Letter from Local Companies:
- Go Fund Me
- Bohemia Mining Days
- USABMX
- Live Auctions
- Northwest Customs

Row River BMX

VIII. Potential Revenue to the City of Cottage Grove

Unlike many local sports facilities, all USA BMX tracks have the ability to host State, Regional and National level competitions that can bring millions of dollars in direct revenue and taxes to the community in just one large event. Many times the entire cost of a BMX track to the community can be returned in just one event. This return can be compounded if large events are hosted annually.

An example of the economic impact of one national event comes from the post-event report compiled by Visit Tulsa, through the use of their subscription to the Destination International calculator, from our 2019 Sooner National.

Report Highlights:

- Event length: 3 days
- Overnight Attendees: 3068
- Business Sales Direct: \$1,341,829
- Business Sales Total: \$2,329,349
- Local Taxes (Total): \$75,851

Row River BMX

What if we need help? We Are not Alone!

At the beginning USA BMX will provide:

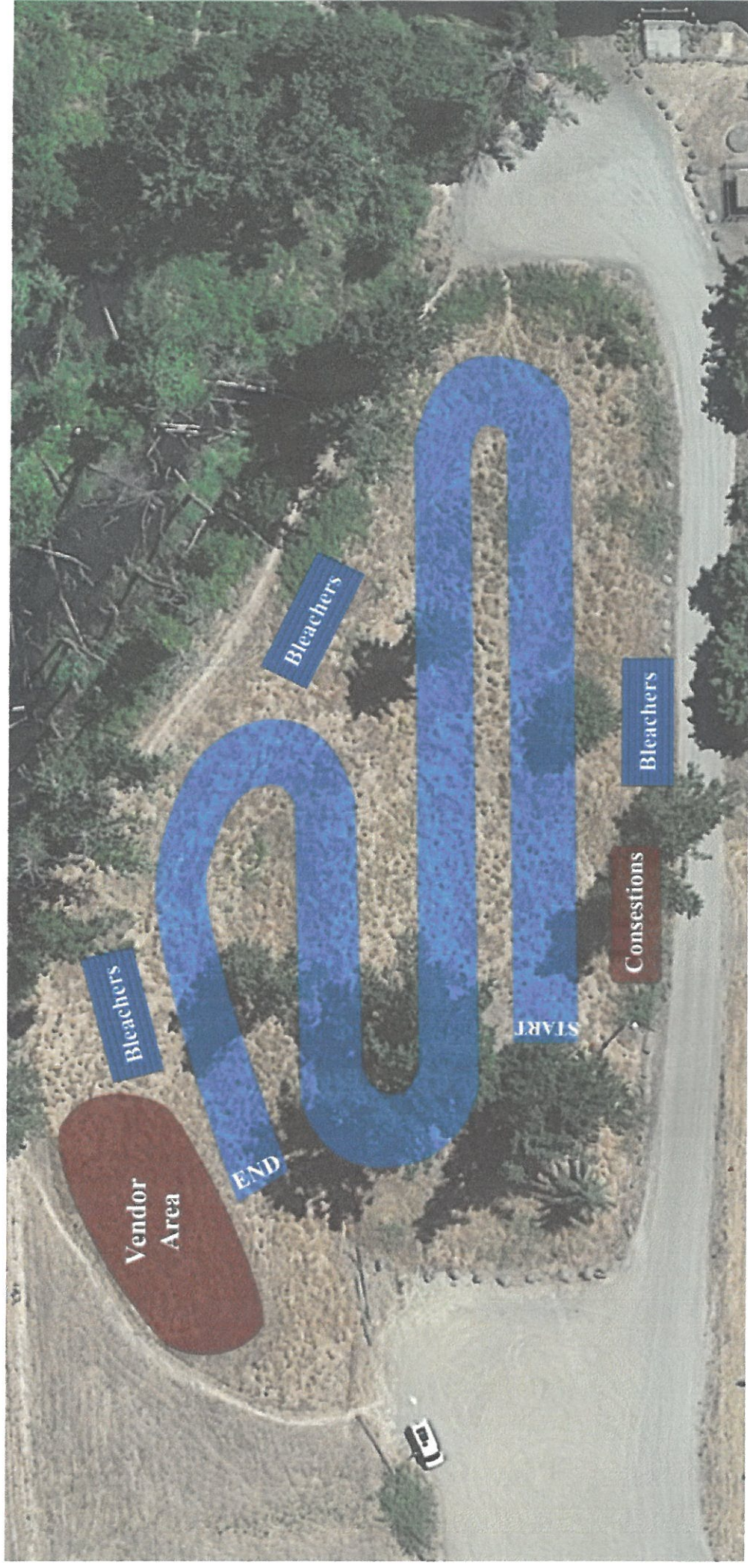
- Guidance
- Professional connections
- Assistance with presentations
- Site visits and in person meetings if needed
- Community Integration packaging
- BMX Racing League
- USA BMX Foundation Educational Programing at your local school district

What about after?

Once the track is built, USA BMX provides:

- Race Program Management Software
- Local, District, Regional and National Points Tracking Integration
- Full service website for your track that is integrated with points and scheduling databases
- Liability Insurance
- Print Marketing materials at no cost to the track
- Digital Marketing materials with guidance for online promotions
- Staff support 7 days a week.

PROPOSAL #1



ORIGINAL TRACK

