



PNW SPORTS

SNOHOMISH COUNTY

SPORTS COMMISSION



Proposal

Tourism Promotion Area (TPA)

2024 Sports DMO Funding

Snohomish County Sports Commission

October 2023

Amateur Athletics Commission of Snohomish County dba Snohomish County Sports Commission is submitting a 2024 Sports Destination Management Organization Budget Proposal. This 2024 budget will fund the marketing, wages and benefits, and operations of the Destination Management Organization.

The Tourism Promotion Area (TPA) funding request is \$619,690.

The proposal includes the project summary, scope of work, and key performance indicators. A list of sports events from 2024 and beyond that the sports team has actively engaged with to bring new sports events to Snohomish County.

The organization is requesting the number of full-time employees (FTE) to increase from three (3) to four (4) people. Four FTE provides the organization with the ability to return to normal staffing levels. In 2020, the Snohomish County Sports Commission staffing level was four FTEs.

In 2019, the room nights booked definite was 27,998. Due to the Covid Pandemic, the sports events business has been in a rebuilding “mode” in 2021 and in 2022. In 2023, the sports event organizers are actively seeking destinations to host their sports events in 2024 and beyond.

2023 Year Summary

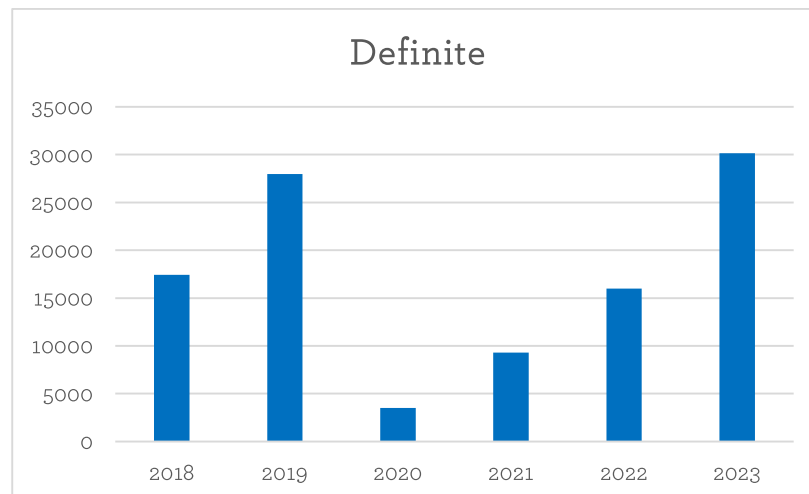
From January to August 2023, the sports staff has accomplished the following:

- Booked 68 sports events (22 new sports and 46 annual events)
- Generated 30,156 in room nights booked definite
- Generated \$26.4 million in economic impact
- Received 80 sports leads from 2023 sports conferences

In addition, the sports staff has tentative sports events business for future years:

- 12 potential sports events in 2024 - 2027
- Potential to generate 12,419 room nights

ROOM NIGHTS BOOKED DEFINITE



With a staffing level of four people, the Snohomish County Sports Commission may continue to research and solicit new sports events, maintain annual sports events, and promote Snohomish County as a premier destination for sports.

With four staff members, the organization shall:

- Submit bid proposals to host new regional, national, and international sports events.
- Be strategic in identifying and prioritizing sports event opportunities that bring more visitors to Snohomish County year-round.
- Be strategic in researching new sports events several years in advance.
- Be successful in building relationships with local sports organizations who have an interest in hosting sports events.
- Be strategic in marketing and promoting the sports facilities, sports, and places to play, stay and eat to potential sports event organizers.
- Be successful in maintaining and growing the annual sports events by providing outstanding event assistance to the sports event owners and securing those events for future years.
- Continue to enhance public relations with the local, regional, and national media outlets.

Benefits of a destination management organization for sports tourism include:

- Increased awareness of Snohomish County as a premier destination for sports.
- Increased room nights and economic impact because of year-round sports events booked.
- Increased media exposure of Snohomish County.

The seven sports tradeshows/conferences that the sports team has attended in 2023 have been successful. Sports Event Organizers are interested in hosting their sports events in the Pacific Northwest Region.

The success of this year's sports conferences is increasing our return on investment. These conferences are bringing the opportunity to host 80 future sports events from 2024 and beyond. The ability to build relationships with these sports event owners will help us to bring new sports events to Snohomish County. These sports events will bring more sports visitors to Snohomish County. Here is the return on investment at the seven sports conferences.

Sports ETA Symposium: Met with 24 event owners, maximum number of appointments – 60; opportunity to host 16 future sports events.

EsportsTravel Summit: Met with 18 event owners, maximum number of appointments – 22; opportunity to host 11 future sports events.

EsportsNext Conference: Met with 15 Esports organizers, opportunity to host 5 future sports events.

Connect Sports: Met with 27 event owners, maximum number of appointments – 44; opportunity to host 20 future sports events.

S.P.O.R.T.S.-The Relationship Conference: Met with 19 event owners, maximum number of appointments - 40; opportunity to host 12 future sports events.

TEAMS '23: Meeting with 39 event owners, maximum number of appointments – 40; TBD the number of opportunities to host future sports events.

PROJECT SUMMARY

Mission Statement:

Snohomish County Sports Commission works to enhance Snohomish County's economy, image as a premier sports destination, and way of life for its residents by attracting diverse regional, national and international athletic events, assisting existing athletic events, supporting development of new athletic events and facilities, and marketing recreational and leisure activities to athletic event organizers and participants.

Vision Statement:

Become the premier destination in the region for sports enriching the community and increasing economic vitality through sports.

This proposal seeks funding from the Snohomish County Sports Commission as a sports destination marketing organization to recruit, retain, and facilitate sports events to Snohomish County. This will maximize the county's competitiveness in the state, regional, national, and international sports scene. Recognizing that sports events bring valuable tourism dollars to the county and promote a positive image of our community, the SCSC provides the leadership and experience to develop, market, and promote the county as a premier sports destination.

SCOPE OF WORK

Objectives

The Snohomish County Sports Commission shall be responsible for advertising and publicizing with the goal of making Snohomish County a premier destination for sport. The Snohomish County shall market Snohomish County as a premier destination (state, regional, national, and international) for amateur, collegiate, and professional sports events and tournaments.

Goals

- Increase definite room nights by 10% over the year before.
- Develop digital marketing plan that will increase awareness of sports commission on local, state and national level and better serve sports event organizers and industry partners.
- Develop and implement plans to increase local awareness of sports commission's role in sports.
- Increase the use of sports facilities in Snohomish County

Community Benefits

- Attract overnight visitors to the Snohomish County
- Increase sports tourism in the Snohomish County
- Promote a positive image of Snohomish County through sports
- Provides quality of life opportunities for its residents

Measurable Key Performance Indicators

In evaluating the annual sports tourism performance, the sports commission staff will report and analyze the following Key Performance Indicators (KPIs), including but not limited to:

- Definite Room Nights booked (booking pace)
 - Year over year increase
 - Note: Room nights booked may be for 2024 or future year

- Hotel Revenue Generation
 - Year over year increase
- Total Visitors including out of town visitors
 - Year over year increase
- Economic Impact
 - Year over year increase, baseline for 2024
- Marketing/Media
 - Social Media Engagement – quarter over quarter increase, year over year increase
 - Press Releases Distributed – Media articles and press releases published
 - Digital Marketing Engagement – quarter over quarter increase, year over year increase

Promotion and Marketing Plan

Major sporting events generate significant media attention which promotes positive images of a community regionally and nationally. Media coverage generates advertising equivalencies not affordable through traditional means. Hosting sports events promotes the county as a community with an active healthy lifestyle. The positivity of sports events promotes the county as a desirable community for business and resident relocation and an economic driver for the county.

SPORTS EVENTS

2024 Definite Events:

Events	Estimated Room Nights	Estimated Economic Impact
2024 USA Softball 14U-18U Class B Western Nationals	3,291	\$1,853,516
2024 Candyland Invitational	169	\$165,090
2024 Spartan Race Trifecta	4,698	\$2,515,731
2024 WTA Basketball Season	965	\$1,081,803
2024 Snohomish Women’s Run	250	\$221,430
2024 Evergreen Half Marathon	50	\$81,188
2024 Milltown Marathon	100	\$118,920
2024 Snohomish River Run	100	\$213,225
TOTAL	14,408	\$6,250,813

2024 Tentative Events (working on):

Events	Estimated Room Nights	Estimated Economic Impact
2026 IIHF U18 World Juniors Championships	4,084	\$3,114,478
2024 NSA BPA Annual Convention	460	\$161,142
2025 NSA BPA Annual Convention	460	\$161,142
2026 NSA BPA Annual Convention	460	\$161,142
2024 WIAA State Girls Soccer Championship	107	\$324,826
2024 WIAA State Girls Soccer Championship	107	\$331,235
2024 WIAA State Girls Soccer Championship	107	\$337,794
2024 WIAA State Girls Soccer Championship	107	\$344,468
2024 BLAST Premier Fall Final	2,167	\$2,008,803
2024 BLAST Rainbow 6 Major May	1,998	\$1,893,764
2024 BLAST Rainbow 6 Major November	1,998	\$1,893,764

2024 National Beard & Moustache Championship	822	\$419,707
2024 Harvey Cup	697	\$561,626
2024 Perfect Game Baseball Tournaments	741	\$1,981,665
2024 Lake Stevens Spring Sprint Regatta	247	\$201,080
2024 Cascade Cup	189	\$191,573
2024 NSA Washington Fastpitch Tournaments	320	\$785,358
2024 Ice Fest Skating Competition	200	\$259,180
2024 Everett 3on3 Basketball Tournament	336	\$414,461
2024 Kayak Point Open Disc Golf Tournament	115	\$143,940
2024 Shoreline Track & Field Invitational	329	\$432,928
2024 Lake Tye Triathlon	39	\$58,912
2043 Lake Stevens Triathlon	39	\$71,425
2024 Hole in the Wall Cross Country Invitational	1,366	\$1,220,237
2024 Snohomish United Bigfoot Soccer Tournament	5,897	\$4,386,998
2024 Kla Ha Ya Adult Soccer Tournament	50	\$198,470
2024 Sunbreak Invitational	754	\$405,585
2024 Lake Stevens Pickleball Classic	268	\$153,512
TOTAL	24,064	\$23,007,155

Active List of Events Being Recruited for 2024 and beyond:

Event	Dates	Room Nights	Econ Impact
USA Water Polo Open Water	July/August 2024	50	\$85,290
Prospect Wire Baseball	August 2024	249	\$160,383
TSG Esports Regional	August 2024	75	\$81,998
USA Taekwondo Western Regionals	May 2025/2026	900	\$1,509,300
American Pickleball Tour	2025	141	\$106,083
Prep Network Football Camp	2025	TBD	TBD
USA Ultimate DI Championships	May 2025	565	\$302,125
USA Ultimate TCT West Regional	August 2025	298	\$167,335
American Junior Golf Association Regional	2025	74	\$57,614
CESI Esports Regional	2025	200	\$329,715
World Food Championship Events	2025	10	\$24,601
Perfect Game Fastpitch Tournament	2025	100	\$73,810
USA Gymnastics Trampoline & Tumbling Elite Challenge	May 2025	250	\$590,550
USA Gymnastics U.S. Classic & Hopes Championships	July/August 2025, 2026, 2027, 2028	720	\$1,353,300
U.S. Futsal State Championship	2025	TBD	TBD
RCX Sports - Flag Football	2025	TBD	TBD
MARS Kickball Regionals	2025	TBD	TBD
WWA Wakeboard Nationals	2026	TBD	TBD
United Futsal	2025	TBD	TBD
Women Major League Kickball	2025	TBD	TBD

Lead List of Events Currently Researching for Bid For 2025 and Beyond:

Sport	Organizations
Archery	USA Archery National Archery in the Schools Program National Field Archery Association
Axe Throwing	World Axe Throwing League International Axe Throwing Federation
Badminton	USA Badminton Bellevue Badminton Club
Baseball/ Softball	Perfect Game USA Softball Ripken Baseball USSSA Softball Prospect Wire Baseball National Softball Association Senior Softball Association
Cheer & Dance	Maximum Cheer and Dance Full Out Combat Cheer World Breakdance
Cycling	USA BMX Washington State Bicycling Association USA Cycling Sports Strategies (Mountain Biking)
Esports	Collegiate Esports International BLAST Esports TSG Esports Unified Esports
Figure Skating	U.S. Figure Skating Seattle Skating Club Everett Figure Skating Club
Football	AAU Football RCX Sports – Flag Football United Flag Football League USA Football US Australian Football League
Gymnastics	USA Gymnastics USA Gymnastics Region 2 USA Gymnastics Washington Local Gymnastics Clubs interested in hosting State & Regional Competitions

Hockey	USA Hockey MYHockey Tournaments RCX Sports – Street Hockey
Kickball	Main Attraction Recreational Sports Women’s Major League Kickball
Lacrosse	LAX USA USA Lacrosse Local Lacrosse Clubs interested in hosting lacrosse tournaments
Other Sports	Professional Disc Golf Association Spikeball Teqball USA Team Handball Boomerang USA Boccia Robotics USA Ultimate DISC NW (Ultimate Frisbee)
Paintball	NXL Paintball
Pickleball	USA Pickleball American Pickleball Tour Professional Pickleball Association Major League Pickleball
Running	XTERRA Global LLC Spartan Race
Soccer	U.S. Futsal United Futsal US Club Soccer
Table Tennis	American Youth Table Tennis USA Table Tennis Major League Table Tennis
Taekwondo	USA Taekwondo Northwest Blackbelt Academy
Volleyball	USA Volleyball Puget Sound Region Volleyball
Wakeboard	World Wake Association

Water Polo USA Water Polo
Northwest Water Polo Club

Wrestling Washington State Wrestling Association
USA Wrestling
Local Wrestling Clubs interested in hosting
wrestling tournaments

REVENUES

2024 Revenue Source is the Tourism Promotion Area (TPA) Grant Fund. We are requesting 100% funding from the TPA Grant. The total funding request is \$619,690.

Snohomish County Sports Commission has started a hotel rebate program. The revenue received for this hotel rebate program has been minimal. The sports team works diligently to promote the hotels for the sports events.

The sports events that are held in Snohomish County are participant-based sports events. These participant-based sports events do not sell tickets to spectators. Snohomish County Sports Commission does not own and operate any sports events where the DMO can generate revenue from ticket sales.

EXPENSES

STAFF (wages & benefits)

Snohomish County Sports Commission budget request is to increase the number of full-time employees (FTE) from three (3) to four (4). Four FTE provides the Snohomish County Sports Commission with the ability to return to normal staffing levels. In 2020, the Snohomish County Sports Commission staffing level was four FTEs.

SPORTS DEVELOPMENT COORDINATOR

The sports development coordinator's responsibilities include, but not limited to:

- Support promotional efforts to promote Snohomish County as a premier destination to a wide range of sports groups.
- Build relationships with sports event organizers.
- Research new sports events and sports bid opportunities.
- Build relationships with local facilities and sports organizations.
- Assist with writing proposals and partnership agreements for regional, national, and international sports events.
- Tradeshow preparation includes attending tradeshows and follow up with sports event organizers.

Wages and benefits include salaries, medical, dental, & vision insurance, and 401K to full-time employees.

MARKETING

Advertising:

- **Sports Destination Management** has the largest circulation in the market-to-market sports industry with a circulation of over 18,000 comprised of sports event planners, organizers, national governing bodies, and sanctioning organizations. These decision makers serve roles ranging from C-level Executives to Vice Presidents, Directors, & General Managers of market-to-market sports organizations.
- **SportsEvents Magazine** is delivered to an audience of qualified sports event planners, league managers, directors, sports governing bodies, sanctioning organizations, sports organizations and associations, coach's association, and others. The distribution is to 18,000 verified and audited recipients.
- **PUSH Sports** provides the sports tourism industry with a consistent source of unbiased information, tools for navigating the industry lifestyle and best practices that produce results. The audience is sports tourism industry professionals, sports event rights holders, national governing bodies, sports event sponsors, management firms, ad agencies, and endurance event enthusiasts.
- **Sports Planning Guide** connects sports event planners and facilities. The magazine showcases the destination's facilities and attractions. The target audience is sports event rights holders, governing bodies and tournament planners. The distribution is 136,000 print and digital readers and 5,000 E-Newsletter subscribers.

Tradeshows:

- **The Express Conference – Sports**, January 2024, Tempe, AR
 - Annual sports conference to conduct meeting with Sports Event Owners. An opportunity to meet with 30 Sports Event Owners.
 - 1 FTE will attend – Executive Director
- **Sports ETA Symposium** – April 2024, Portland, OR
 - Annual Sports Events & Tourism Association Conference to conduct meetings with Sports Event Owners and attend educational sessions.
 - 4 FTEs will attend – Executive Director, Sports Events Coordinator, Sports Marketing Specialist, Sports Development Coordinator
- **EsportsTravel Summit** – May 2024, Raleigh, NC
 - Annual esports conference hosted by Northstar Meetings to conduct meetings with esports event owners and attend educational sessions.
 - 1 FTE will attend – Executive Director
- **Compete Sports Diversity** – June 2024, To Be Determined
 - Annual conference hosted by Compete Sports Diversity to conduct meetings with the DEI Community. Compete Sports Diversity helps to promote the LGBTQ+ inclusion and representation in sports. BiPoc and Women sports events organizers are represented as well. This conference provides us the opportunity to research and bring new sports events to Snohomish County.
 - 1 FTE will attend – Executive Director or Sports Events Coordinator
- **Destination International Convention** – July 2023, Tampa, FL
 - Annual conference for DMOs to attend for industry education.
 - 1 FTE will attend – Executive Director
- **EsportsNext Conference** – August 2023, TBD
 - Annual esports conference hosted by Esports Trade Association to conduct meetings with esports event owners and attend educational sessions.
 - 1 FTE will attend – Executive Director

- **Connect Sports** – August 2024, Milwaukee, WI
 - Annual sports tourism conference to conduct meetings with Sports Event Owners and attend educational sessions.
 - 1 FTE will attend – Sports Development Manager
- **TEAMS 23** – September 2024, Anaheim, CA
 - The annual sports conference hosted by Northstar Meetings to conduct meetings with esports event owners and attend educational sessions.
 - 1 FTE will attend – Sports Development Coordinator
- **ACES Conference** – October 2024, Huntsville, AL
 - Annual conference with Olympic National Governing Bodies Executive Directors/CEOs to conduct meetings with individuals.
 - 1 FTE will attend – Executive Director
- **Colorado Springs Sales Mission** – February 2024/October 2024
 - Meetings with Olympic National Governing Bodies event directors.
 - 1 FTE will conduct sports mission at two different times of the year – Executive Director will attend one sports mission, Sports Development Coordinator will attend one sports mission
- **Indianapolis Sales Mission** – May 2024
 - Meetings with Olympic National Governing Bodies event directors.
 - 1 FTE will conduct sales mission – Executive Director

Development:

Maintain memberships and subscriptions in professional and sports business associations including but not limited to:

- Association of Chief Executives for Sport (ACES)
- Compete Sports Diversity
- Destinations International
- Economic Alliance Snohomish County
- Esports Trade Association
- Huddle Up Group
- Playeasy
- Sports Events & Tourism Association

Event Visits:

Potential sports events the sports commission staff will attend to learn more about the event and to promote Snohomish County. Here is a short list including, but not limited to:

- USA Gymnastics U.S. Classic – July 2024
- USA Gymnastics Level 9 Western Regionals – May 2024
- USA Ultimate Pro TCT Western Regionals – August 2024
- USA Taekwondo Western Regionals – May 2024
- CESI Esports Regional – To Be Determined
- U.S. Futsal Northwest Regional Championship – March 2024
- RCX Sports – Flag Football & Street Hockey – To Be Determined
- Prospect Wire Baseball Tournament – To Be Determined
- American Junior Golf Association – To Be Determined
- American Pickleball Tour – To Be Determined

2024 YEAR GOALS:

Increase definite room nights by 10% over the year before

- Promote Snohomish County, Washington as a premier sports destination at selected tradeshow, conferences, and sales missions through interaction with new and existing sports event organizers.
- Conduct face-to-face meetings and conference calls with new and existing sports event organizers focused on the retention of current events and the expansion into new markets.
- Coordinate and conduct meetings with city partners, chambers, facility managers, business community, and accommodations with a primary focus on the retention of sports tourism business in the destination.
- Coordinate and conduct sales missions with National Governing Bodies (NGB) in Colorado Springs and Indianapolis to host events in the destination.
- Identify and target new sports tourism business during non-peak months in Snohomish County.
- Expand the development of emerging markets in our destination.
- Facilitate tours to sports event organizers of the venues, hotels, attractions, and community for the opportunity to host a future sports event.
- Identify, coordinate, and respond to qualified Request for Proposals generated by event organizers in cooperation and partnership with our venue owners.

Develop digital marketing plan that will increase awareness of sports commission on local, state, and national level and better serve sports events organizers and industry partners

- Develop a digital marketing platform to promote and encourage the growth of organized sports in Snohomish County. Digital marketing platform includes, but is not limited to, content marketing, social media, and graphic design.
- Maintain current relationships and develop new relationships with local, state, regional and national sports organizations to promote Snohomish County.
- Continue to enhance media outreach by identifying key publications, sports writers, and industry contacts, locally, regionally, and nationally.
- Develop and distribute news releases to media contacts and writers; maintain a file of story ideas for writers.
- Respond to writer requests. Disseminate information about sports activities and venues to specific audiences.
- Develop and distribute event webpages to sports partners' websites or sports events websites.
- Develop a social media plan for all social media platforms (Instagram, Facebook, LinkedIn) to reach participation-based sports markets on a personal level.
- Maintain website, www.snocosports.org and promote Snohomish County sports and facilities.
- Continue creation of video(s) to promote Snohomish County venues, sports, and Snohomish County as a sports destination.

Develop and implement plan to increase local awareness of sports commission's role in sports tourism

- Meet with municipal parks & recreation directors in Snohomish County biannually to update them on Sports Commission projects and information on sports tourism.
- Provide county departments with information regarding Sports Commission capabilities and encourage them to promote the Sports Commission as the clearinghouse for all sports tourism activity in Snohomish County.
- Meet with sports organizations, leagues, and grassroots youth sports on a quarterly basis to serve as a resource and to create development plans to host state, regional, national and/or international events.
- Provide resources for sports organizations to promote growth, safety, and benefits to participation in sports (i.e. camps, clinics, and educational workshops).
- Work with the Tourism Promotion Area (TPA) Advisory Board and Snohomish County DMO on bringing sports events to Snohomish County.

Snohomish County Sports Commission Staff

- Tammy Dunn, Executive Director
- Nathan Caferro, Sports Events Coordinator
- Rachel Lane, Sports Marketing Specialist

Snohomish County Sports Commission Board of Directors

- Teresa Bitner, Embassy Suites by Hilton Seattle North/Lynnwood
- Robert Cannon, Boys & Girls Club of Snohomish County
- Jennifer Caveny, Home2 Suites Marysville
- Cindy Compoc, Puget Sound Volleyball Region (Secretary/Treasurer)
- Kynlyn Jackson, City of Lynnwood Parks, Recreation & Cultural Arts (Vice Chair)
- Frank Foster, Central Washington University (Ex-Officio)
- Dave Hall, City of Marysville Parks & Recreation & Cultural (Chair)
- Alex McGinty, Rehabilitation Strategies Northwest
- Jill Meis, City of Lake Stevens Planning & Community Development, (Past Chair)
- Shannon O'Kelley, Integrated Rehabilitation Group
- Garett Studer, Everett Community College Athletics
- Rocky Verbeck, Marysville School District Athletics