



Local Sports Destination Enhancement Grant Application

GRANT APPLICATION COVER PAGE

Requested Amount: \$ 12,000

Organization Name: High Springs BMX, Inc.

Authorized Contact Name and Phone Number: Laura Pringle 352-474-8105

Board President Name and Contact Number: John Pringle 352-474-8105

Project / Activity Name: FY2025 Special Events

Project / Activity Dates: Monthly January 2025-September 2025

Mailing Address: PO Box 789

City: High Springs

State: FL

Zip Code: 32618

Email Address: hsbmx@yahoo.com

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Please attach the following:

- Grant Application Cover Page
- Addenda Question and Answers; initialed

Required Budget Documents

- A statement of revenues and expenses for the most recently completed fiscal year.
- A complete copy of your filed most recently filed IRS Form 990
- Detailed project / event budget for applicants whose primary organizational purpose or mission is not to attract audience members and for governmental and educational institutions. (Note: funding request amounts will be based on that figure rather than the organizational budget.)

Required Organizational Documents

- Authorized Signatory** – Provide proof of persons authorized to sign contracts by submitting a Florida Department of State, Division of Corporations registration copy, board resolution or other evidentiary document.
- Board of Directors** – Provide a list indicating officers and all directors’ contact information including business and home addresses and telephone numbers.
- Current **State of Florida Solicitation License** from the Florida Department of Agriculture.

Application Documents

- Up to 5 letters of support.

Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports.

Attendance (40 points)

1. Attendance Ratio Score Calculation (see chart below). (34 points)

Funding request divided by attendance = Ratio Score

4.0 and below = 34 points | 4.1 – 9.9 = 30 points | 10-14.9 = 25 points | 15 and higher = 20 points

Examples:

Funding Request Attendance Ratio Points

\$10,000	20,000	.5	34 points
\$50,000	50,000	1	34 points
\$35,000	6,000	5.8	30 points
\$25,000	2,000	12.5	25 points
\$10,000	500	20	20 points
\$5,000	100	50	20 points
\$12,000	3,150	3.8	34

Calculate
Your Ratio
Here →

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2. Detailed explanation of how attendance estimates were determined. (2 points – 250 words)

High Springs BMX uses a mix of past attendance, trends within the sport, registration reports, and in person surveys from our prior events to determine past attendance and project future attendance. We collaborate with the sanctioning body, USABMX, to identify participation trends at the local, state, and national level. USABMX has industry standard benchmarks to estimate attendance ratios of spectators to participants that we use to check against our manual counts.

During our regular weekly events as well as the monthly special events, we have a report of all registered racers including city and state. We use the USABMX modeling to estimate the total number of attendees based on rider count. This is similar to state of Florida visitor and sports statistics but industry specific but tends to be more conservative. We also do spot counts for attendance of spectators to verify our events are tracking against the set metrics. Since High Springs BMX has been hosting many of these special events for years, we have records of the historical attendance as well as participants from outside of the county.

For 2024, our event attendance increased 25%, more than estimated. The sport continues to grow, even with increased travel costs. For the purposes of this grant, we used a conservative estimate that the 2025 events would be the same size as 2024.

3. Attendance over previous two years with evaluation report of how is attendance is tracked and verified based on ticket sales, research, surveys, etc. (4 points – 300 words)

High Springs uses a mix of registration reports, in person surveys, spot counts and vehicle counts in our research to determine attendance.

Registration Reports: To participate in the race, every rider must register to compete. This provides an accurate list of participants, including their home city and state. This provides an accurate count of the total number of participants including out of county participants. It also allows us to confirm survey response rates against actual race attendees as well as spectators.

SURVEYS: High Springs BMX has conducted surveys of a sample of the monthly special event races and every state and regional event we have hosted since 2010. These formal surveys focus on number of attendees and spectators as well as hotel nights and rates so we can report on our economic impact. Through the surveys, we have developed a reliable percentage for the number of hotel rooms generated and the average number of spectators generated by each participant. This data is also compared with the national sanctioning body and their attendance/spectator data on a national level to reduce the chance of outliers.

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SPOT COUNTS: We conduct spot audience headcounts during peak attendance times at our events. These quick counts gives us an additional check point to validate our attendance counts and help ensure we are not duplicating surveys and overcounting spectators.

Year	# of participants	Est # of spectators	Total Attendees	Est # of out of area attendees
2016	365	900	1265	300
2017	350	875	1225	310
2018	390	920	1310	345
2019	450	1000	1450	360
2021	600	1300	1900	515
2022	800	1200	1800	590
2023	1,020	1,530	2,550	700
2024	1,300	1,850	3,150	850

Merit and Support (30 points)

1. History of the organization and its contribution to sporting activities in Alachua County. (10 points – 400 words)

Locally, High Springs BMX operates BMX practice and races. Located just off 441 near downtown High Springs, the premiere **facility celebrated its 20-year anniversary starting 2024**. The track is completely run by volunteers, parents and riders who create a supportive, family atmosphere that celebrates all riders' achievements. High Springs BMX hosts large state qualifying races and national level races that attract visitors from across the nation as well as international competitors. Our regular programming attracts riders and families from Alachua, Marion, Levy, Gilcrest, and Union counties, learning new skills and having fun on their bicycles. The special event races supported in part by the Visit Gainesville grant helps us bring in additional visitors from other parts of Florida as well as Georgia and Alabama. The track is sanctioned by the national body of BMX racing, USABMX.

In its short history, High Springs BMX has quickly become a favorite destination for large events, allowing our local racers the chance to compete at a high level without traveling out of town.

- State Championship Qualifiers (2007, 2009, 2012, 2014, 2015, 2016, 2017, 2018, 2020, 2021, 2023)

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- USABMX Southeast Regional Gold Cup Finals (2022)
- National Events - USABMX Sunshine State Nationals 2017 & NBL Gator National in 2009

Charity and Public Outreach

Every year we host several races that are fundraisers for charity. Not only does this fit our mission of building character through sport, but it also allows us to give back to the community. Those events include:

- **Race for Life** – a fundraiser for the Leukemia and Lymphoma Society
- **Warnicke Scholarship Race** – a race the raise fund for BMX racers college scholarships
- **Toys for Tots Race** – race entry fees are toys which are donated to the local chapter of Marine’s Toys for Tots
- **Egg Hunt** – an annual egg hunt open to the public
- **Back to School Race** – a race where the kids earn school supplies. This event is open to anyone when using a free one-day membership
- **High Springs Christmas Parade** – a favorite among our riders! They act as ambassadors for the sport showing their skills along the parade route as well as helping build the parade float and passing out treats to kids along the route.

2. Significance of the sporting event in the community and the quality of the proposed project. (10 points– 400 words)

What is a BMX race like? From the moment the starting gate drops, you and up to 7 other BMX bicycle riders blast at a full sprint down the starting hill and towards the first jump. Side by side everyone is trying to get an edge and get out front. Over jumps, bumps and around banked turns you race while your family and friends cheer you on to “pedal!”. As you turn the last corner and start the last section toward the finish line, your legs are tired, but the cheering crowd helps you get a few extra pedals in and across the finish line where you celebrate victory! BMX bicycle racing will give you a rush of adrenaline that only seeing and experiencing it can deliver.



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In addition to our large races signature events that attract thousands to our area, High Springs hosts a series of special events monthly. These events are sanctioned by our sanctioning body, USABMX. These events are designed to attract attendees beyond our local rider base and help bring more visitors to our track and Alachua County. These special races attract competitors from North and Central Florida, Georgia, and Alabama to compete as well as be open to the community for non-members to experience and even try the sport!

Each event is themed to correspond to key dates on the series race calendar, holidays, or school break. For the upcoming year the events are as follows:

Toys for Tots Race	December 8
December Dash	December 12, 15
New Year's Race	January 5
I Love BMX Series	February 6-27
Spring Break Series	March 16-23
Egg Hunt & Race	April 19
Mother's Day Race	May 10
Summer Sizzler Series	Tentative Dates: May 10, June 7, June 21, July 12, July 26, August 9, August 16, September 6, September 20



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3. Community support, grants, collaborations and/or in-kind contributions. (5 points – 300 words)

While our larger events have historically received grants from the Gainesville Sports Commission, our monthly special events are entirely self-supported. We leverage the revenues from race registration and concession to cover the costs of awards, facilities rentals, and utilities. Our all-volunteer run organization donates over 10,000 hours of time each year to support these events and maintain the facility.

We will be collaborating with USABMX for the email blasts and printing for flyers. These will be done at no charge for High Springs BMX as a benefit of the sanctioning body. The estimated value of this collaboration is \$300-500.

For 2024, we have been awarded a Florida state qualifier to be held April 11-13, 2024. We have applied for grant funding through the Gainesville Sports Commission. No funding has been determined as of the date of this grant proposal.

4. Up to 5 letters of support. (5 points – Attach.)

Please see attachment A, Letters of Support

Excellent: 25-30 points: Organizational timeline and contributions clearly demonstrate growth, sustainability, and expansion with specific examples. Projects are well-defined, achievable, unique, and reflect excellence. Clear evidence the organization follows best practices in multi-sourced funding strategies with examples of diversified and broad-based community support.

Good: 20-24 points: Organizational timeline and contributions are defined. Projects are defined and achievable. Funding strategies provide examples of outside support.

Fair: 15-19 points: Little evidence of contributions, sustainability, or growth. Programs are not well-defined or achievable. Outside funding sources are lacking and there is little evidence of broader community support.

Marketing and Advertising Plan (30 points)

1. Describe the organization's marketing plan, including out-of-county marketing, and how the proposed event will be promoted to tourists. (15 points—500 words.)

High Springs BMX will use the tourist development funds to advertise and attract out of county participants to compete in the event and out of county visitors to attend as spectators. Because we, and Alachua County is centrally located, we can attract visitors from across north and central Florida as well as Georgia and Alabama all with minimal drive time. For existing racers, nearby tracks and riding communities include Jacksonville, St. Augustine, Daytona, Orlando and Tampa/Sarasota all within 2.5 hours drive. For BMX

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racers, that is a nominal drive and we regularly see visitors from those areas on weekend and well as weeknight races. They represent both day and overnight visitors. **Our summer series has been especially successful in attracting overnight/multi-night visitors who attend our events and also visit nearby attractions, like the springs, UF and Paines Prairie.**

Two markets will be targeted for the marketing: race participants and spectators. **The primary marketing focus will be race participants from across Florida, Georgia, and Alabama.** This will increase participation. We will utilize the USABMX nationwide database to send marketing emails to the membership in our target geography. At the state qualifiers held November through May, we will hand out flyers advertising our special events. We leverage social media affinity groups and other tracks to help promote the events at no cost while ensuring the most likely attendees are aware of the events. We will also use social media paid advertisements on Facebook and Instagram targeted to keywords such as USABMX, BMX racer, BMX racing, and Florida BMX within Florida, Georgia, Alabama, Tennessee and the Carolinas. We also run second campaign targeted to north and central Florida based racers who are a short drive from our facility.

A secondary campaign will focus on northern and central Florida to attract spectators. These are people not already affiliated with BMX racing who will visit to watch and experience BMX racing. We will use internet advertising with Fun for US Kids to generate interest in families in Alachua, Bradford, Union, Gilcrest, Columbia, Levy, Marion, Clay, Putnum, St Johns, Flager, and Volusia counties. They use a mix of web pages and weekly emails to their large subscriber lists. This kid activities page matches nicely with the primary audience of new riders, kids 10 and under. Additional social media ads will target families with kids 17 and under, especially if they follow biking or outdoor activities. This campaign will showcase the sport to entice spectators to visit and watch the race, thus bringing them into the area as visitors.

Family Events Calendar

The Fun 4 Clay Kids Calendar is the most comprehensive online family calendar in Clay county and Bradford county. Please let us know if you are aware of an event that is not listed! Listings are FREE! [Submit an Event](#)

PLEASE NOTE: Events and programs are subject to last minute cancellations and changes. Before attending, please contact the business or event host to confirm that the event/program is still taking place, and to register or RSVP if required.



High Springs BMX Saturday Nights |
Gates open at 6:30pm. Registration and practice until 7:30pm

Racing under the lights! Summer Racing Fun on select nights. Race 6 in the series to earn a limited edition High Springs BMX hoodie just in time for fall! \$3 to race - including ribbon award. (\$10 on Aug 10th). SPECTATORS ARE FREE. Must be a USABMX member to race. Never tried BMX - use our FREE one-day membership! [Click to learn more](#)

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2. Provide a detailed description with budget breakdown of how 25% of requested grant funding will be spent to attract tourists. (10 points – 400 words)

High Springs BMX will use the tourist development funds to advertise and attract out of county and out of state participants to compete in the event and out of county visitors to attend as spectators.

EMAIL CAMPAIGN: High Springs BMX will also utilize USABMX’s member database for a direct email campaign to the 4,500 members with email addresses on record in Florida and Georgia (at a minimum). This email will advertise the event dates, schedule specifics and links to our website.

SOCIAL MEDIA for potential racers and their families (participants), online event ads on Facebook and Instagram will target current USABMX members in Florida and Georgia using keywords such as USABMX, BMX racer, BMX racing and Florida BMX. There will be multiple ads created and will run starting at 60 days before the event and ending 7 days before the start of the event. Total projected reach 45,000.

PRINTED EVENT FLYERS/POSTERS: Event flyers and larger event posters will be made and distributed to BMX tracks across the southeast.

SOCIAL MEDIA for visitors and spectators, a second set of Facebook and Instagram ads would focus on residents of nearby counties as well as towns outside the 50-mile radius of Alachua County to drive spectator attendance and additional hotel stays. This campaign will start 30 days before the event and run until the event weekend starts. Projected Reach 75,000.

INTERNET ADVERTISING: High Springs BMX will advertise with Fun 4 US Kids, specifically, Fun4 GatorKids, Fun4OcalaKids, Fun4NatureCoastKids and Fun4ClayKids. The campaign will use top of calendar banner page ads, Facebook promotion and email newsletter ads to their members. The ad/promo includes a full month of promotion. The design and event will change to promote each upcoming special event and will run for at least 2 weeks before the event.

Marketing & Advertising			\$
			4,450.00
	<i>Meta Ads (targeted to USABMX members in Florida & Georgia)</i>	\$ 1,200	
	<i>Meta Ads (targeted to out of county spectators)</i>	\$ 1,000	
	<i>Email campaign to USABMX members in Florida</i>	\$ 0	
	<i>Fun for kids</i>	\$ 2,250	
	<i>Flyers and Posters</i>	\$ 0	

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3. Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports. (5 points – Attach.)

See Attachment B, Supporting Documents

Excellent: 25-30 points: Well-defined marketing plan to attract and grow attendance. Includes strategic use of multiple platforms (social, radio, web, etc.). Articulates understanding of target markets and the demographic profile of attendees. Includes plans for editorial press coverage. Clearly defines a return on investment for marketing and advertising expenditures.

Good: 20-24 points: Marketing plan to attract and grow attendance. Includes multiple platforms (social, radio, web, etc.).

Fair: 15-19 points: Undefined marketing plan to attract and grow attendance.



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Please initial next to each item below, signifying that you have read and understand the conditions of the Local Sports Destination Enhancement Grant program.

LB

I attest that all information in the application is accurate and that the events and activities to be considered for funding are in compliance with the Alachua County Code of Ordinances and grant program criteria.

LB

I attest that if awarded, the funding provided by way of this program or agreement will not be used in aid of a program or event whose purpose is to promote the religion of the provider, be significantly sectarian in nature, involve religious indoctrination, require participation in religious ritual, or encourage the preference of a religion.

LB

The Applicant will comply with all federal, state, and local laws, ordinances, and regulations, including these grant/program requirements. Failure to comply may subject the applicant to loss of funding or removal of participation in this or a future County tourism development tax funded grant/program.

LB

I understand that all printed and/or digital collateral and advertisements must include the Visit Gainesville, Alachua County, FL logo as one of the event sponsors and on any and all advertising/marketing materials, the event website (with link to VisitGainesville.com), programs, and any newsletters or email notifications promoting the event.

LB

I understand that the event will credit Visit Gainesville, Alachua County, FL at the level equal to the award amount. For example, if the award is \$15,000.00 and that is a gold level sponsor, Visit Gainesville Alachua County is to be listed as a gold sponsor.

LB

Tickets for the appropriate level sponsorship must be provided to Visit Gainesville, Alachua County, FL for promotional activities.

LB

I understand that all reporting requirements must be satisfied to receive reimbursement funding.

LB

I understand that the event must be ADA accessible.

LB

I understand that a statement on letterhead that the applicant is a governmental entity or a copy of the Organization's Active Status from Sunbiz.org must be attached to be eligible for funding.

LB

I certify that my event is within the boundaries of Alachua County.

LB

I acknowledge that this application and grant documents submitted to the County, become public records subject to the provisions of Chapter 199, F.S., Florida Public Records Law.

LB

I understand that I should complete and submit the Sponsorship packet at least 2 months prior to the event date.

Rance Pringle
Signature of authorizing official (Board Chair)

11/17/2024
Signature of Contact Person