



Operational Landscape of a USA BMX Racing Facility

Relationship between USA BMX and the Local Advocacy Group

Starting a BMX track facility

- USA BMX always works with a Local Advocacy Group to create a local club and BMX racing facility and program. This helps to ensure success through passion and dedication to the sport.
- USA BMX utilizes a three step approach for guiding a Local Advocacy Group through working with a municipality or local government.
 - Research and Support:
 - Fact finding regarding local parks, officials and community needs. When reaching out to officials during research, the advocacy group should be educating those officials on the benefits of a BMX racing facility in their community and garnering support of a potential project.
 - Approval of project:
 - The Local Advocacy Group should work with the officials that support the concept to propose a BMX racing facility project and through the proper channels gain the approval to have a BMX Track included in a park master plan or similar concept.
 - The Local Advocacy Group should be transparent that they are asking the municipality for funding but understand that funds may not be available immediately or even for a few years, however funding does not need to be secured to approve the project or add it to a master plan.
 - Funding of project:
 - After the racing facility project is approved the issue of funding should be addressed. Approval of the project will allow the Local Advocacy Group to begin fundraising efforts through multiple avenues of donations, partnerships, sponsorships, DMO's and municipalities.

Facility Planning and Building

- USA BMX offers full design, architectural and track building services.
- Depth and cost of services varies depending on the requirements of the facility location and all local building and environmental codes.

continued



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Facility Operations

- Event Insurance and 24/7 Liability and Attractive Nuisance coverage is provided by USA BMX to each club
- Training
 - We train the Local Advocacy Group on all operational procedures, track maintenance, rules, regulations, reporting, programs, coaching and best practices.
- Marketing support
 - Centralized integrated database driven customizable website is provided at no cost to each club
 - Admatch credit as well as paid advertising for the BMX Racing League program is provided
 - Marketing best practices and examples are provided via a special online Track Operator Dashboard
- Business model and operations support
 - Proprietary event management, scoring and membership software provided
 - Business model with best practices and recommended pricing structure provided
- Membership services
 - Fully staffed membership department is available for all membership, point and race series related questions
- Points and race series services
 - Members are able to race at any USA BMX club in the country and race programming will be the same, allowing for points and information to be integrated back to the local racing club.
 - Multiple levels of race series are tracked and managed including.
 - BMX Racing League
 - Local programs
 - District series
 - State series
 - Regional series
 - National series
- 24/7 support and access to our team of Track Directors.
 - Each club will be able to call our support team at any time with any question or concern and our staff with over 200 combined years of experience will be available to answer.



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Relationship between the Municipality and the Local Advocacy Group (Club)

Facility use agreements

- There are multiple versions of facility use agreements. The type of agreement used will be determined by what works best for each individual municipality and club. Below are the most common agreement types between municipalities and local advocacy groups.
- Types of facility use agreements
 - Club operated facility use types
 - Land Lease:
 - Municipality owns the park or property, leases land in park to the Local Club (typically for \$1/yr)
 - Local Club is responsible for planning and building the facility, the municipality may or may not assist with funding and improvements
 - Maintenance of the facility is the responsibility of the Club
 - Operational expenses are the responsibility of the Club
 - All revenue generated by the club, belongs to the Club
 - Facility License Agreement:
 - Municipality owns the park, funds the entire project and owns the facility.
 - The municipality licenses/leases the facility to the local club for management and track (dirt surface) maintenance.
 - The municipality is responsible for lawn care, major maintenance and regular facility maintenance and utilities.
 - Municipality can work together with the club to fund future capital improvements.
 - All revenue generated by the club, belongs to the Club.
 - All operational expenses are the responsibility of the Club
 - The Club should have the ability to be the official BMX racing program of the Recreation Department.

Continued



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- Types of facility use agreements (continued)
 - Municipality operated facility use types
 - Recreation Department Managed:
 - Municipality owns the facility and the recreation department manages the facility through department employees who are responsible for programming and maintenance.
 - It is recommended that the recreation department hire a person familiar with BMX racing to manage the facility.
 - Parents are encouraged to volunteer to assist with the operation of events
 - All revenue generated belongs to the recreation department.
 - All operational expenses are the responsibility of the recreation department.
 - Recreation Department Partnership:
 - Municipality owns the facility and the recreation department manages the facility through a partnership with the Local Advocacy Group (Club)
 - Revenue generated is applied to operational expenses and all proceeds are split between the recreation department and the Club.
 - The Club is responsible for regular track (dirt surface) maintenance.
 - The recreation department is responsible for all lawn care and facility maintenance and capital improvements.
 - Revenue retained by the Club is recommended to used for:
 - Additional promotions outside of the regular recreation department
 - Special events for rider appreciation
 - Compensation/Salary (if applicable) to Club staff.