

May 20, 2026 - DRAFT
FY 2026-2027 - NMTA Budget Change Menu
Questions, Assumptions and Change

Key Questions

1. How much should NMTA have in Reserves? Currently \$1,755,455
2. How do ticket prices impact show attendance?
3. How does the membership rate impact total membership?
4. Can differential pricing (higher rate for West Hall exhibitors) be used to:
 - a. Fund labor increases or additional advertising?
 - b. Balance demand for space in all display areas.
 - c. Improve exhibitor attitude in East, North and Concourse display areas?
 - d. Retain and attract new East Hall exhibitors?
5. Grow Boating has \$88k unspent. What should the SBS Grow Boating surcharge be?
 - a. Grow Boating SBS surcharge is \$55k (25-cents/sf on all Lumen space)
 - b. Some or all of the \$55k could be used to pay for new SBS labor expenses
6. What will demand for boat show space be in 2027?
7. Are there are there other revenue opportunities for NMTA?
8. Is there anything NMTA should stop doing?

Key Assumptions

1. CPI-U Seattle is 4.9% and will drive many larger NMTA and Boat Show expenses
2. Budget Draft #1 includes a 7.0% rate increase on SBS space rental.
3. Seattle Boat Show at Lumen will sell 215,000 sf at \$11.05 (6.8% increase). 224,522 sf sold at SBS26
4. Seattle Boat Show at Bell harbor will sell 35,000 sf at \$5.95 (7.0% increase). 35,933 sold at SBS26
5. Grow Boating is funded same as SBS26 -- 25-cents/SF at Lumen Field.
6. NMTA Health Trust will maintain 2% PAF (Participation Access Fee) and of \$287,500 Association revenue
7. NMTA will continue with 8 full time employees
8. NMTA has renewed its office lease at Mariners Square through May 2029.
9. Seattle Boat Show lease with FGI in place through February 2029.
10. NMTA could go to market for SBS Advertising contracts in 2027
11. Continue Grow Boating programs for 2026/2027, w/ summer PR, Grants and SBS Discover Boating
12. Continue with two paid lobbyists and sportfishing advisor: Roman Daniels-Brown, Jay Balasbas, Pat Pattillo
13. NMTA will maintain existing Reserve Spending Policy

Budget Change Menu	Revenue Change	Expense Change	Note
Hold NMTA Membership Dues at \$585, end \$50 application fee	-\$3,250		In Draft Budget #1
SBS27 attendance will be same as SBS26 33,458 with no ticket price increase	\$0		In Draft Budget #1
Increase SBS27 Lumen space rental rate/SF by 6.8% to \$11.05/sf (215,000sf x .70)	\$150,500		In Draft Budget #1
Increase SBS25 Bell Harbor space rental rate/SF by 7.0% to \$5.95/sf (35,000sf x .39)	\$13,650		In Draft Budget #1
Lumen NFL Security Protocol		\$90,000	In Draft Budget #1
Increase SBS27 Advertising Budget		\$25,000	In Draft Budget #1
Increase SBS27 Adv. Budget using West Hall differential pricing (110,000 x .50 = \$55,000)	\$55,000	\$55,000	
Reduce Grow Boating Surcharge from 25-cents to 15-cents (215,000 x .10 = \$21,500)	\$21,500		

End Sunday Seattle Boat Show Move-In	-\$25,000
Change to less expensive audit firm	-\$7,000
Increase SBS27 Adult Ticket Price from \$20 to \$25	\$46,555
Increase AB&YS27 Guest Ticket Price from \$6 to \$8	\$1,000
Lumen Field 10% Parking Commission - increase SBS parking price from \$20 to \$25	\$3,000
Plan for same or slightly lower Health Trust Participation Fee	-\$10,000
Increase Budgeted Space Rental from 210,000 sf to 215,000 sf	\$50,000
Reduce Grow Boating amount. 15-cents to GB, 10-cents to SBS Budget	\$21,000
Charge for SBS Staging	???
Lisa Samuelson replacement	???