

**Print**

**Tourism Sponsorship application - Submission #465**

**Date Submitted: 3/31/2019**

**Title of Project\***

Pocket Trail Map

**Grant Cycle\***

Spring 2019

**Funds Requested\***

\$1,559

**Organization Applying\***

Klamath Trails Alliance

**Contact Person\***

Drew Honzel

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**Address**

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**City**

Klamath Falls

**State**

Oregon

**Zip Code**

97601

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

**yes/no\***

no

If yes, please enter name

**Name**

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no\*

no ▼

If yes, please enter name

Name

#### Description of project including activities, date, time and location\*

Klamath Trails Alliance is seeking a sponsorship grant to print an updated Trail Map of area trails around Klamath Falls. The pocket style map features four of our most popular multi-use trail systems; Moore Mountain, Spence Mountain, Brown Mountain and OC&E trail totaling over 180 miles of trails to be explored.

Map details include directions to key trailheads, trail difficulty ratings, elevations, trail network mileages, suggested routes and scenic pictures of users having fun (see enclosed copy of 2018 version). The map is targeted towards tourists, destination mountain bikers and new trail users. Key objectives include improved wayfinding, raising awareness of Klamath's growing trail networks and improving the visitor experience.

Trail Maps will be distributed locally at key retail and lodging partners in addition to the Visitors Welcome Center. Out-of-area distribution will be handled by Discover Klamath. They plan to use the maps to fulfill visitor requests for outdoor activities and to distribute at West Coast outdoor recreation shows such as Vancouver's Outdoor Adventure Show, Sacramento's Outdoor Show, Crater Lake's Ride the Rim event and Chico Velo Wild Flower bike ride.

KTA funded the initial map design in 2017 for \$1,500 . Our grant request of \$1,559 covers reprinting 5,000 copies for distribution in 2020. Note, KTA was awarded a \$1,456 sponsorship grant last year to print 4,000 copies. The maps have been well received and in only 6 months we have distributed over 2,000 maps so we need to replenish for 2020 distribution.

#### Goals\*

Estimating the number of visitors drawn to Klamath directly from our trail map promotion and distribution would be too subjective. We do have a voluntary registration log at Spence Mountain but this is only one venue and we couldn't assume visitors were drawn there just from the trail map. We do know that thousands of out-of-county outdoor minded people will be exposed to our trail systems from Discover Klamath's distribution and hopefully many will want to visit.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

#### Team\*

We have a three-member management team overseeing the project. Mark Goodman, KTA board member and skilled mapmaker. Jill Nelson, owner of Asana Yoga & Sole and Nesting Well Design, providing graphic designer expertise. Drew Honzel, KTA board member and project manager of Spence Mountain.

Describe your organization/project management team. How are these individuals qualified to lead this project?

#### Experience\*

Mark has been producing professional grade trail maps for KTA since 2014; Jill has run a successful graphic design business for many years; Drew has project management experience from his forest products career and in similar projects with KTA.

Describe your team's experience in operating past or similar projects

**County credit\***

We plan to credit Klamath County by adding the following content to the map. "This project was partially funded by the Klamath County transient room tax grant program".

How will you give credit to Klamath County for its support in your event or project?

**Timeline\***

Trail maps will be printed this fall. Out-of-area distribution will be handled by Discover Klamath through visitor requests and regional outdoor shows and cycling events throughout 2020. Some of the shows and events include:

January 2020 – Sacramento ISE Outdoor Show  
 February 2020 – Vancouver Outdoor Adventure and Travel Show  
 March 2020 – Bay Area Travel and Adventure Show  
 May 2020 – Chico Velo Wild Flower Bike Ride  
 September 2020 – Ride the Rim

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

**Target Market\***

We know from the Spence Mountain trail project that destination mountain bikers are willing to travel to pursue their sport. According to the Dean Runyan Study, commissioned by Travel Oregon in 2012, they identified \$400 million spent for bike related travel in Oregon, and Southern Oregon accounted for \$38.5 million; the average length of stay for destination mountain bike travel is 3.4 nights. With this in mind our trail map features the best places to ride in our area. We are also targeting hikers, trail runners and new trail users that want to explore our beautiful backcountry to connect with nature.

Describe your target market/audience

**Measurability\***

As mentioned previously we can't objectively measure out of area visitors from the map alone. There are several marketing initiatives that attract people to our trails such as online mapping tools like MTB Project, Trailforks and Ride Klamath Ride. Even Travel Oregon's website features Spence Mountain and it would be difficult to differentiate the lead that attracted visitors to our area to use our trails. Events utilizing our trail systems also draw out-of-town visitors to our area. The Moore Mountain ½ Marathon and the new Spence Mountain Ultra Trail Run help market area trails.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

**Sponsors\***

Zach's Bikes and Asana Yoga & Sole have strongly supported the effort to produce a unified map of area mountain biking and running trails as their customers continually ask for better maps. Discover Klamath is a key partner and has offered to help with out-of-area distribution. Finally, Mark Goodman, our map maker has offered to update maps for this revision as gift-in-kind estimated at \$500.

List your potential sponsors and partners and how they contribute to the event or project.

**Flexibility\***

The current plan is to print 5,000 maps. Reduced funding can be accommodated with a smaller print run. Note, that the cost per piece goes up as print quantities go down.

If your organization is not awarded full funding, how would you modify your plans?

**Required supporting documents\***

Supporting Documents - Trail Maps.pdf

\*\*\*Proof of federal tax id (if one is issued, do not upload docs for SSN)

\*\*\*Entity's W-9 form (omit SSN) \*\*\*Grant Budget - Use the grant budget

template provided \*\*\*Support letters - All entities are required to obtain support

from 3 businesses/organizations \*\*\*If your grant project involves signage of

any kind, you are required to gather and submit letters from all required local,

regional or state sign authorities involved demonstrating approval to place

signage on their land/property during the timeframe of the grant \*\*\*Marketing

type projects - If producing collateral you must describe your distribution plan,

including budgeted costs \*\*\*If your grant project involves infrastructure

development/construction you must include plan drawings and approval from

permitting authorities if required locally

**Insurance Requirements**

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfilment must be submitted.

**Electronic Signature Agreement\***

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

**Electronic Signature\***

Drew A. Honzel