

**KLAMATH COUNTY LARGE GRANT PROGRAM  
TOURISM GRANT APPLICATION**

1

Title of Project: 2015 Babe Ruth World Series Marketing

Funds Requested: \$50,000

Organization Applying: Babe Ruth World Series Committee/Kiger Association

Contact Person: Keith Stotts, Host President

Phone Number: 541: 891-7980

Email Address: keithstotts@aol.com

Mailing Address: PO Box 7935, Klamath Falls, OR 97602-0935

Web Site Address: kigerstadium.com

Brief Description of Project including date, time and location:

**On August 8-15, 2015 the Babe Ruth World Series Committee and Kiger Association will host the 2015 Babe Ruth World Series in Klamath Falls' Kiger Stadium — America's oldest wooden baseball stadium. This family-friendly series will attract about 60,000 players, coaches and fans to the 10-day event that goes from 8 a.m. to 11 p.m. most days. In order to ensure success, Babe Ruth World Series Committee/Kiger Association leaders will conduct extensive Marketing outside of the Klamath Basin to attract thousands of visitors and persuade them to stay in Klamath Falls and Klamath County before, during and after the tournament for tourism purposes. Funds (50%) will also be used for Sponsorship of the event.**

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant \_\_\_\_\_ Date Feb. 28, 2015  
Keith Stotts, Host President, 2015 Babe Ruth World Series

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Board Chair \_\_\_\_\_ Date \_\_\_\_\_

## PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities, including a timeline. Note: Projects must be completed within 24 months of contract signature.

**On August 8-15, 2015 the Babe Ruth World Series Committee and Kiger Association will host the 2015 Babe Ruth World Series in Klamath Falls' Kiger Stadium — America's oldest wooden baseball stadium. This 10-day family-friendly series will attract about 60,000 players, coaches and fans to the event. Few, if any, events in the State of Oregon attract the quantity of outside visitors to the state that the World Series will generate.**

### **Tens of Thousands Heads in Beds**

**With the exception of approximately 180-200 players, tens of thousands of visiting coaches and fans will put their heads in beds before, during, and after the Word Series. Further spending on food, fuel, and other items will result in an economic pot of gold at the end of the rainbow for Klamath County. Such an income bonanza will be directly attributable to Klamath County's grant initiative that invests in and enhances the lives of our citizens through tourism. The economic impact also parallels the results of other Babe Ruth World Series host towns across the nation.**

### **Heads in Beds, Food, Souvenirs, and Fuel Estimates\***

**\*Estimates are conservative and exclude travel outside Klamath Falls**

**1,200 Motel Rooms X 12 Nights = 14,400 X \$100 Average Room Cost = \$1,440,000**

**60,000 Meals X \$15 Per Person = \$900,000 + 15% Tips = 1,035,000**

**25,000 Souvenirs X \$16 Per Souvenir = 400,000**

**\$30 a Gallon for Fuel x 25,000 Vehicles = \$750,000**

**Pelican Charter Bus Transportation To/From Portland: \$21,000**

**Total: 3,646,000\***

**50% Marketing and 50% Sponsorship**

**Babe Ruth World Series Committee/Kiger Association leaders will use 50% of the Klamath County grant funds for Marketing and 50% (\$25,000) for Sponsorship of the event.**

**Klamath County grant funding demonstrates leadership by county leaders and leverages financial support from individuals, corporations, and foundations in the region for the World Series and other events. The grant also substantially elevates our community's marketing efforts, public relations image, and improves our chance to successfully host the 2018 Babe Ruth World Series.**

**World Series Event Calendar**

Date	Activity	
Jan. 21, 2014	Babe Ruth World Series Committee/Kiger Association executives begin looking at options to promote Kiger Stadium as "America's Oldest Wooden Baseball Stadium."	X
Feb. 12, 2014	Babe Ruth World Series Committee/Kiger Association meets to discuss planning options.	X
April 11, 2014	World Series and Kiger Stadium planning proceeds.	X
May 2014	Solicitations for national and local sponsorships begin.	X
May 27, 2014	Babe Ruth World Series Committee/Kiger Association meets with Robert Faherty, Vice President of Babe Ruth League International, in Klamath Falls to discuss World Series and sign contract.	X
June-Dec. 2014	Continue with sponsorship solicitations and host families. Continue logistical planning. Meet formally every other week. Work with the Oregon Department of Transportation to add to or modify its roadway directional signage to <b>Kiger Stadium — "America's Oldest Wooden Baseball Stadium."</b>	X
Jan.-Mar. 2015	Continue logistical planning. Meet formally every other week. Start initial marketing promotions — 1. Prepare and print fliers to hand out to Kiger Stadium attendees, as well as place in lodging guest rooms, that welcome individuals to Klamath Falls and Klamath County and features motels, restaurants, gas stations, downtown, and tourist attractions. 2. Prepare and print vinyl decals and distribute to Klamath County and Babe Ruth players and coaches throughout Oregon.	

	3. Prepare and produce banners and other signage welcoming visitors to Kiger Stadium and the 2015 Babe Ruth World Series. 4. Prepare and produce commemorative Kiger Stadium patches and limited editions of other memorabilia that players and fans will use to promote Kiger Stadium, Klamath Falls, and Klamath County outside the county.	
April-May 2015	Start finalizing logistics and host families. Meet formally every other week. Increase marketing promotions. Start program layout with copy and sponsors.	
June-July 2015	All marketing promotions in full swing. Final preparations made. Tourism packets prepared and ready to give to guests.	
Aug. 8-15, 2015	2015 Senior Babe Ruth World Series in Kiger Stadium. Activities include an opening ceremony and barbecue, parade, visits to tourism sites, championship game, and closing ceremony.	
Aug. 20, 2015	Evaluation on all aspects of World Series operations.	

- a. What are the primary goals and objectives of the project?

**The goal of the Babe Ruth World Series Committee/Kiger Association is to successfully host the 2015 Senior Babe Ruth World Series in Klamath Falls' Kiger Stadium during 10 action-packed family-friendly days on August 8-15. Kiger Stadium and Klamath Falls will then be in an excellent position to host the 2018 Senior Babe Ruth World Series, as well as other regional and national youth tournaments in future years. Each World Series will attract 60,000-plus players, coaches, and fans requiring overnight stays before, during and after the tournament.**

### **Objectives**

**Babe Ruth World Series Committee/Kiger Association objectives include the following:**

- **Significantly enhance the marketing and promotion of Kiger Stadium — American's Oldest Wooden Baseball Stadium — outside of Klamath County.**
- **Significantly expand tourism in Klamath County through**

the number of out-of-county players, coaches, and fans who come to Klamath Falls to participate in or watch baseball for at least 10 days

- Showcase the friendly and heartwarming people of Klamath County — enhancing the public image of the county and city
- Feature the outstanding tourist attractions of the area, including Crater Lake National Park and Lava Beds National Monument
- Underscore Klamath County as a location for successful business development and commerce, as well as an industrious workforce.

The Babe Ruth World Series is a special event that will attract 60,000-plus people from around the nation to Klamath Falls for 10 days of baseball, plus pre- and post-days to tour the region. The Kiger Association hosted the Oregon State Babe Ruth Championships in 2014 and will host the Babe Ruth Regional Championships in 2015. Keith Stotts directed those successful events.

The 2015 Senior Babe Ruth World Series will be hosted by the Babe Ruth World Series Committee/Kiger Association, again under the leadership of Stotts. We anticipate being awarded the 2018 Senior Babe Ruth World Series.

The Babe Ruth World Series Committee/Kiger Association plans on Marketing Kiger Stadium — America's Oldest Wooden Baseball Stadium — to other baseball organizations, including the following:

- Special tournaments and games for teams in Oregon (outside Klamath County), the Northwest (Washington, Northern California, Nevada, Idaho, Utah, Wyoming, Montana) and Canada
- Special college baseball games for teams in the PAC 12, as well as teams in NCAA Division II and the NAIA
- Special high school tournaments, including regional and state championships

Most baseball players would love the opportunity to play in America's Oldest Wood Baseball Stadium and receive a commemorative patch of such participation to sew on their uniform. The Babe Ruth World Series Committee/Kiger Association is marketing Kiger Stadium as a family-friendly American cultural and baseball experience to players, coaches and fans. We are securing local, state and national sponsorships to support our efforts.

### **Super-Sized Economic Impact**

The scope of the event is such that Klamath Falls expects an economic impact of more than \$4 million from the 10-day event, as well as pre and post series tourism. The Babe Ruth World Series places Klamath Falls on the map for hosting a major national event, particularly in baseball circles where there is a tradition of following teams from one competition venue to another simply for the love of baseball.

The return on economic investment is significant for Klamath Falls, Klamath County and the State of Oregon. Additionally, the return on social investment will be huge since players and coaches have an opportunity to play in America's Oldest Wooden Baseball Stadium and meet other individuals from throughout the United States. Win or lose, players and coaches will quickly spread the word of their historical opportunity — creating the desire by other players across the nation to have such an iconic and culturally-nostalgic experience.

The exposure of Klamath County and Klamath Falls to the targeted audience and ancillary audiences through Marketing will place our region in a positive light, thus enhancing the image of our people and places.

#### 2. How will you use the grant funds?

**Of the \$50,000 in grant funds requested, \$25,000 will be used for Marketing the Babe Ruth World Series outside of Klamath Falls and Klamath County. The other \$25,000 will be used for Sponsorship of the national event.**

### **Marketing**

**Fliers/Posters/Radio Advertising: \$18,000**

**Social Media & Web Site: \$7,000**

**Total: \$25,000**

**Some funds will be spent with Discover Klamath and the Klamath County Chamber of Commerce to leverage tourism marketing dollars. At least \$8,000 from gifts-in-kind will be added to the \$25,000 amount.**

### **Event Sponsorship**

**Total: \$25,000**

### **Grant Total**

**\$50,000**

3. For an infrastructure project, describe how on-going maintenance will be sustained and paid-for.

**Not applicable**

### **PROJECT GOALS**

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

**Approximately 47,000 of the 60,000 (78%) coaches, players, parents, and fans participating in the Babe Ruth World Series are projected to permanently reside outside of Klamath County and Oregon. Participants will come from all over the country.**

### **Tracking Visitors**

**The tracking of individuals will be conducted by one-on-one surveys, stadium audience surveys, and through stays at area lodging establishments.**

Visitors to Klamath Falls and other Oregon sites will be spending money for food, lodging, transportation, souvenirs, and other items that are projected to have an economic impact of more than \$4 million in Klamath Falls alone. The Kiger Association estimates that hosting the 2014 Oregon Babe Ruth Championships last summer generated more than \$1.5 million locally.

The World Series is anticipated to drive year-round, destination-oriented travel from Oregon's key domestic and international markets by aligning and optimizing local opportunities. The Babe Ruth World Series Committee/Kiger Association, in consultation with the Babe Ruth League International, estimates that nearly all of the out-of-town and out-of-state visitors will visit tourism sites in Southern Oregon with some venturing to the Willamette Valley and Portland during their stay.

Solid Marketing to the World Series audience is also expected to generate return visits to Klamath County and Oregon during other times of the year. We believe that if guests like what they see and appreciate our hospitality, they will return to Oregon and tell their friends of their positive experience.

5. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

Solid Marketing and promotion in liaison with Discover Klamath and the Klamath County Chamber of Commerce, as well as Marketing through social media and the World Wide Web, will be used to generate the excitement of guests to explore the many wonderful attributes of Klamath County before, during, and after the Babe Ruth World Series. Marketing and promotions will be through mass mediums and targeted to individuals outside of Klamath County.

We will encourage early arrival and late departure as an opportunity to visit the world renowned Crater Lake National Park, as well as other unique places in and around Klamath County — Lava Beds National Monument, Collier State Logging Museum, Klamath County Museums, Ella Redkey Pool, Ross Ragland Theater, and Running Y's Arnold Palmer designed golf course. We will feature these "don't miss" opportunities in promotional materials.



Destination-based products that are in concert with Oregon's natural environment and that support the stewardship of the state's resources will be produced and include commemorative patches, balls, caps, tee-shirts, and posters of historic Kiger Stadium — America's oldest wooden baseball stadium. Oregon-made products will be featured in Klamath Falls, Klamath County, Southern Oregon, and at Kiger Stadium. Visitors will also be able to take advantage of participating in activities that include rafting, canoeing, water skiing, swimming, rock climbing, hiking, camping, fishing, and zip lining.

### **QUALIFICATIONS OF APPLICANT**

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

**The Babe Ruth World Series Committee is headed by Host President Keith Stotts, Chief Executive Officer Brian Haines, and Chief Operations Officer Lisa Dykstra.**

**The committee was formed in 2014 upon the invitation of the Babe Ruth League International to Keith Stotts for Klamath Falls to host the 2015 Babe Ruth World Series.**

**Keith Stotts is the Owner and President of K&D Auto Body in Klamath Falls, a company he established in the early 1980s to repair and paint damaged automobile bodies. The company is a leader in the region for such repairs and also has a renowned reputation for working on antique cars for shows.**

**Stotts is a well-known leader in the community who has been involved in community activities since moving to Klamath Falls from Montana. He has been extremely active in youth baseball, has been a registered leader for the Boy Scouts of America (Cub Scouts and Boy Scouts) for 11 years, and his son recently attained the rank of Eagle. The Vice President of Benefit for the Basin, Stotts is also active in Girl Scouts of America, the Mazama High School Swimming Team, his church, and many other Klamath organizations.**

**An outgoing leader with the reputation for executing projects with success, Stotts is the ideal person to be the Host President for the 2015 Babe Ruth World**

**Series. He has strong connections in youth baseball throughout the Northwest and is a recognized leader for the Babe Ruth League International.**

**The Kiger Association has been in existence since 1991 to support and care for Kiger Stadium —America's Oldest Wood Baseball Stadium. The Association is operated by a Board of Directors and is staffed by volunteers with a longtime and keen interest in baseball and the stadium. The only staff member paid is a part-time grounds keeper. Most of the grounds and maintenance work at the stadium is done by volunteers committing thousands of hours of work annually.**

**Mr. Haines, an Eagle Scout, is a manager at Parr Lumber and has been active in youth baseball in Klamath Falls for many years.**

**Ms. Dykstra is Office Coordinator at Collier Memorial State Park Management Unit of the Oregon State Parks. She has been a volunteer coach for many years and her stepson played in the 2014 Babe Ruth World Series. Her husband, Wade, a former college baseball player and longtime volunteer baseball coach, is a lead volunteer for the 2015 World Series.**

**Both Stotts and Haines were responsible for directing the successful 2014 Oregon Babe Ruth Championships in Klamath Falls that generated more than \$1.5 million locally.**

**Dr. Michael Slinker is assisting the Babe Ruth World Series Committee with grant writing, publications, donor solicitation, and sponsorships. Dr. Slinker has received more than 30 national and international awards in marketing, communication, special events, and fundraising.**

**An executive team of 40 volunteers is assisting Mr. Stotts, Mr. Haines, and Ms. Dykstra with logistics, housing for players, transportation, parade arrangements, ticket sales, accounting, etc.**

**The Babe Ruth World Series Committee/Kiger Association is working with Discover Klamath, the Klamath County Chamber of Commerce, the Southern**

**Oregon Visitors Association, the City of Klamath Falls, and the Klamath County professionals to best market the World Series.**

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

**Individuals from Klamath Falls' Babe Ruth World Series Committee/Kiger Association have successfully conducted baseball tournaments for decades. Team members were responsible for the 2014 Babe Ruth Oregon Championship and will host the 2015 Babe Ruth Regional Championship. A number of leaders have organized large events for Klamath County and beyond.**

**The 2015 Babe Ruth World Series project has full support from Discover Klamath, Klamath Chamber of Commerce, Southern Oregon Visitors Association, the City of Klamath Falls, Klamath County Board of Supervisors, 173rd F-15 Fighter Wing of the Oregon National Guard in Klamath Falls, Crater Lake National Park, Train Mountain (the largest miniature railroad in the world), Klamath County Museums, Klamath Falls Downtown Business Association, Collier Memorial State Park, and citizens throughout the area. The Herald and News newspaper in Klamath Falls has already printed numerous articles and photographs regarding the World Series and expects to print many more.**

## **PROJECT PLAN**

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

**Klamath County will receive recognition as a "World Series Hall of Fame" sponsor for its support of the Babe Ruth World Series in promotional materials, news stories, signage, and public address announcements. Such recognition will enhance the reputation of the county and its leaders as being at the forefront of economic development, tourism, civic interaction, and community development.**

### Babe Ruth World Series Sponsorships

Sponsorship Recognition	Sponsorship Amount
Hall of Fame Donor	\$50,000 and up
All-Star Donor	\$30,000 – \$49,999
Grand Slam Donor	\$20,000 – \$29,999
Home Run Donor	\$10,000 – \$19,999
Triple Donor	\$5,000 – \$9,999
Double Donor	\$2,000 – \$4,999
Single Donor	\$1,000 – \$1,999
Head Coach Donor	\$500 – \$999
Assistant Coach Donor	\$250 – \$499
Pitching Coach Donor	\$100 – \$249
Team Donor	Less than \$100

9. Who is the target market? What is your strategy for reaching the target market? If yours is an infrastructure project, you still need a marketing component.

**The target market encompasses coaches, players, parents, and fans of baseball, particularly Babe Ruth baseball, who live outside of Klamath County. Marketing and promotional material will be focused on this target audience in partnership with Discover Klamath, the Klamath County Chamber of Commerce, the Southern Oregon Visitors Association, the City of Klamath Falls, and Klamath County. Print and broadcast material, as well as Marketing through social media and the World Wide Web, will be used to generate the excitement of guests to explore the many wonderful attributes of Klamath County before, during, and after the Babe Ruth World Series. All Marketing and promotions will be through mass mediums and targeted to individuals outside of Klamath County.**

10. Describe specifically how you will market the project to your target audience?

**Specifically, attracting visitors to Klamath County to attend the 2015 Babe Ruth World Series will be partnership with Discover Klamath, the Klamath County Chamber of Commerce, the Southern Oregon Visitors Association, the City of Klamath Falls, and Klamath County. Funds will be used as shown below.**

	<b>Committed</b>	<b>Pending</b>	<b>Total</b>	<b>Actual</b>	<b>Explanations</b>
<b>CASH INCOME</b>					
Klamath County Large Grant Request #1		50,000			
Union Pacific Railroad	25,000		25,000	25,000	National Support
Other National Sponsors		25,000			
Local Sponsor Sources		60,000			Local businesses
<b>Total Revenue</b>	<b>25,000</b>	<b>135,000</b>	<b>25,000</b>	<b>25,000</b>	
<b>CASH EXPENSES: MARKETING</b>					
Advertising Print		1250	1250		Oregon Newspapers
Radio Advertising		2,500	2,500		Oregon Radio Stations
Discover Klamath: Print & Social Media		5,850	5,850		Partner Enterprises
Web		2,000	2,000		Web information
Printing Publications & Posters		10,000	10,000		Printing
Postage		100	100		Mailing Materials
Misc/Other -					
Other: Patches & Caps		1500	1500		Marketing Materials
Other: Vinyl Decals		800	800		Marketing Materials
Other: Banners		1,000	1,000		Marketing Materials
<b>Marketing Total</b>		<b>25,000</b>	<b>25,000</b>		
	<b>Committed</b>	<b>Pending</b>	<b>Total</b>	<b>Actual</b>	<b>Explanations</b>
<b>CASH EXPENSES: SPONSORSHIP</b>					
Labor		10,000	10,000		
Miscellaneous		15,000	15,000		
<b>Sponsorship Total</b>		<b>25,000</b>	<b>25,000</b>		
<b>Marketing Expenses</b>		25,000	25,000		
<b>Sponsorship Expenses</b>		25,000	25,000		
<b>TOTAL EXPENSES</b>		<b>50,000</b>	<b>50,000</b>		

11. How will you measure the success of the project? (Be specific.)

**The success of the 2015 Babe Ruth World Series will be determined by the following:**

- **By the number of out-of-town guests who come early to the tournament or stay after the tournament to visit Klamath County and Southern Oregon attractions.**
- **By tracking the number of out-of-town guests staying at motels and attending the tournament.**
- **Ticket sales and a survey of ticket buyers purchasing tickets.**
- **Through the number of fliers distributed to Babe Ruth teams outside of Klamath County.**
- **Through the number of radio announcements outside of Klamath County regarding the tournament.**
- **By the Oregon Department of Transportation promoting Kiger Stadium on roadway signage.**
- **By the number of iron-on images seen on tee-shirts by players coaches, and fans.**  
**By the number of vinyl decals seen on automobiles.**
- **By the number of patches seen on clothing items by players, coaches and fans.**
- **By the number of out-of-town guests who return to Klamath County in 2018 for the National Babe Ruth World Series at Kiger Stadium and/or the 2016 Northwest Regional Babe Ruth Tournament.**

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

**The World Series will utilize a minimum of 150 volunteers at 20 hours per volunteer. Radio stations have indicated that they will provide a minimum of one free ad for each purchased ad, in addition to a discount on the ad rate. Motels are providing free rooms for Babe Ruth officials.**

Entity	Amount	Valuation
Volunteers	150 @ 20 hours each	\$10 per hour = <b>\$30,000</b>
Radio Advertising		<b>1 Paid/1 Free + Discount</b>
Motels	10 Room for Officials	11 nights @ \$110 = <b>\$12,100</b>
Printing Companies	Free or Discounted Printing	<b>\$5,000</b>

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

Organization	Sponsor or Partner	Contribution
Discover Klamath	Partner/Sponsor	Marketing & Promotion
Klamath County Chamber of Commerce	Partner/Sponsor	Marketing & Promotion
Southern Oregon Visitors Association	Partner/Sponsor	Marketing & Promotion
Klamath County	Sponsor/Partner	Funding
City of Klamath Falls	Sponsor/Partner	Funding
Training Mountain	Partner	Marketing & Promotion
Pacific Power	Sponsor	Funding & Marketing
Basin Transit Services	Sponsor	Funding & Marketing
Elks Club	Sponsor	Funding
Alfac Insurance	Sponsor	Funding
Lithia Motor Company	Sponsor	Funding
173rd F-15 Fighter Wing of the Oregon National Guard	Partner	Promotion
Crater Lake National Park	Partner	Promotion
State Farm Insurance	Sponsor	Funding
Klamath County Museums	Partner	Promotion
Klamath Falls Downtown Business Association	Sponsor	Funding
Collier Memorial State Park	Partner	Promotion
Musco Lighting	Sponsor	Funding
Area Motels	Sponsors	Funding
American Legion	Sponsor	Funding
Pepsi	Sponsor	Funding
Financial Institutions	Sponsors	Funding
Waste Management	Sponsor	Funding
Ed Staub and Sons Petroleum	Sponsor	Funding
Ameri-Gas	Sponsor	Funding
Pilot stations and restaurants	Sponsor	Funding

Oregon Institute of Technology	Sponsor	Funding
Klamath Community College	Sponsor	Funding
Bell Hardware	Sponsor	Funding
JELD-WEN	Sponsor	Funding
Home Depot	Sponsor	Funding
Area Fuel Stations	Sponsor	Funding
Grover's Electrical and Plumbing	Sponsor	Funding
Diamond Home Center	Sponsor	Funding
Parr Lumber	Sponsor	Funding
Sky Lakes Medical Center	Sponsor	Funding
Les Schwab Tire Center	Sponsor	Funding
Local Radio Stations	Partner/Sponsor	Marketing and Promotion
KOBI TV	Partner/Sponsor	Marketing and Promotion
KTLV TV	Partner/Sponsor	Marketing and Promotion
Fox 26 TV	Partner/Sponsor	Marketing and Promotion
Big 5 Sports	Sponsor	Funding
Sports Authority	Sponsor	Funding
Smith-Bates Printing	Sponsor	Funding

14. If this is a regular recurring event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

**Marketing will continue following the 2015 Babe Ruth World Series in order to attract players, coaches and fans for scheduled future events and to encourage them to visit Klamath County again. Kiger Stadium will be the site of the 2018 National Babe Ruth World Series and potentially the 2016 Northwest Regional Babe Ruth Tournament.**





# Oregon

Kate Brown, Governor

## Department of Transportation

District 11 Office

Jarod E. Johnson

Assistant District Manager

2557 Altamont Drive

Klamath Falls, OR, 97603-5701

Phone: (541) 883-5782

Fax: (541) 883-5589

February 27, 2015

Klamath County One-Time Large Grant Committee  
Klamath County  
305 Main Street  
Klamath Falls, OR 97601

Attn: Klamath County One-Time Large Grant Committee,

Please be advised that District 11 Headquarters (Klamath Falls) of the Oregon Department of Transportation is working with the Babe Ruth World Series Committee/Kiger Association to determine what Kiger Stadium road signage may be permitted on Oregon Highways at the following locations:

- Historical Signage designating **Kiger Stadium —Oldest Wooden Stadium in the United States** on South Sixth Street (East and West).
- Directional signage to Kiger Stadium
- Other issues involving signage

We are pleased to be of assistance with the signage project and to partner with the Babe Ruth World Series Committee/Kiger Association as Klamath Falls and Klamath County host the 2015 Babe Ruth World Series to maximize the safety of the people traveling the highways during this event. We understand that the World Series is expected to attract many visitors to our community from out of state.

Respectfully,



Jarod E. Johnson

February 27, 2015

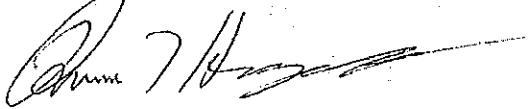
Dear Sir/Madam

Re: 2015 Babe Ruth World Series

It is with pleasure that the Klamath County Fairgrounds board members, management and staff submit a letter of support for the 2015 Babe Ruth World Series, Klamath Falls, Oregon. This event promises to be an important one as it will host out-of-town team members, staff, family and friends who will stay, shop and eat at our local businesses. What better way to showcase our small community!

Further, the Klamath County Fairgrounds supports the Kiger Stadium and the Babe Ruth League, Inc. Sportsmanship Code as it embodies the development and growth of our youth in today's world, kids who will in turn become citizens in our communities. We also are committed to assisting, in any way possible, local and out-of-town events that in turn provide economic support for Klamath Falls and our neighboring communities.

Sincerely,



Richard T. Hoggarth  
Manager  
Klamath County Fairgrounds  
3531 South Sixth Street  
Klamath Falls, OR 97603  
(541) 883-3796

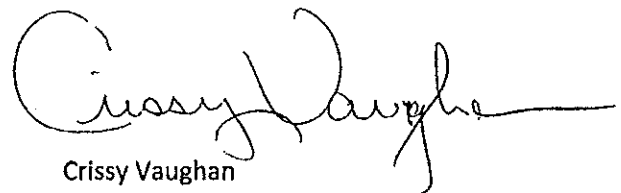


February 27, 2015

Dear Mr. Keith Stotts

I wanted to write you a letter of support for the Babe Ruth World Series. I feel that holding the World Series here in Klamath will benefit not only the community but the players involved.

Sincerely



Crissy Vaughan



6/12/2014

Victoria Haley  
Director of Marketing & Sales  
2500 S. 6<sup>th</sup> St.  
Klamath Falls, OR 97601  
541-882-1111

Klamath County Tourism Grant

**RE: Letter of Support for Kiger Association Grant Application**

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group to announce our support and sponsorship of the 2015 Senior Babe Ruth World Series on August 4-13, 2015.

We look forward to the great opportunity that this event will bring to this community. It will not only provide a great economic boost, but will also be a great chance to showcase our community to out of town guests.

We will also be using our many media platform, and front desk staff to promote the event to current and prospective guests.

I expect that this event will generate over \$1 million in hotel rooms throughout the community, and near \$200 thousand to our five hotels alone. With this in mind we are proud to announce that we will be donating \$10,000 to the Kiger Association for the 2015 Senior Babe Ruth World Series.

Thank you for your consideration and support of this fantastic opportunity for our community.

Sincerely,

*Victoria Haley*

Victoria Haley  
Director of Sales & Marketing  
Klamath Falls Hotel Group

DISCOVER  
KLAMATH  
OREGON UNEXPECTED

June 11, 2014

To: Whom It May Concern

Fr: Jim Chadderdon

Re: Kiger Stadium / 2015 Babe Ruth World Series – Grant Application

Dear Travel Oregon Grant Committee,

It is with enthusiasm Discover Klamath provides support to the Kiger Stadium Association, who has lobbied for several years and was recently awarded the contract to host the **2015 Babe Ruth World Series** in Klamath Falls, Oregon.

Klamath has a long and rich history with baseball. In fact, Kiger Stadium is the oldest all wood stadium in the USA. It was last home to the Babe Ruth World Series in 1968.

Today, it is home to the Klamath Falls GEMS, a minor league team in the West Coast league.

The tourism and economic impact of this event cannot be overstated. Since the commissioner of Babe Ruth Baseball was in town a week ago to announce and sign the contract, some 1200 hotel rooms are in the process of being reserved/booked by the baseball league, teams, and spectators alike. This week-long tournament will bring teams, families, baseball scouts, baseball enthusiasts, and tourists to Klamath Falls to watch an historic series in an historic stadium.

Discover Klamath VCB is proud to be both a marketing and financial partner in this 2015 event. We believe the tournament will be a good regional draw since it's not often the Babe Ruth World Series is played on the West Coast, let alone in Oregon. There is likely to be media coverage associated with this event.

Providing the Kiger Stadium Association with these Grant dollars will provide additional marketing resources to raise Oregon's profile and interest in visiting Southern Oregon during the summer of 2015.

Sincerely,



Jim Chadderdon  
Executive Director

Discover Klamath Visitor and Convention Bureau



June 9, 2014

Letter of Support: Travel Oregon Matching Grant Application  
Project: Kiger Stadium 2015 Babe Ruth World Series

Thank you for the opportunity to provide this letter of support for Kiger Stadium's application for a Travel Oregon Matching Grant.

As the host site for the 2015 Babe Ruth World Series (16-18 year olds), Kiger Stadium looks forward to welcoming 60,000 players, coaches, and fans from throughout the nation. Kiger is a unique attraction, being the oldest wooden baseball stadium in America.

Matching grant funds are sought to create print and electronic marketing materials to promote the event to a broad audience. Visitor information packets will include tourism opportunities, tour experiences, attractions, scenic drives, and the many activities available in the Klamath region.

The mission of the Southern Oregon Visitors Association is to increase and lengthen visitor stays by marketing the region as a destination, and by encouraging cooperative efforts. An event of this magnitude will have a demonstrable, significant effect on the regional economy and will introduce the destination to many more potential visitors.

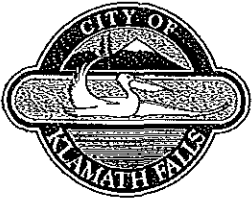
Thank you for your consideration.

Sincerely,

Carolyn S. Hill

TRAVEL SOUTHERN OREGON - CEO  
CRATER LAKE NATIONAL PARK TRUST - EXEC DIR  
SOUTHERN OREGON WINERY ASSOCIATION - EXEC DIR





**CITY OF KLAMATH FALLS, OREGON**  
500 KLAMATH AVENUE - P.O. BOX 237  
KLAMATH FALLS, OREGON 97601



Sister City  
ROTORUA, NEW ZEALAND

June 12, 2014

Travel Oregon  
Matching Grants Program  
250 Church Street, SE, Suite 100  
Salem, OR 97301

Dear Travel Oregon,

This letter affirms that the City of Klamath Falls fully supports the Kiger Association in hosting the 2015 Senior Babe Ruth World Series on August 4-13, 2015 in our beloved City-owned Kiger Stadium, "America's Oldest Wooden Baseball Stadium."

We look forward to the multitude of players, coaches and fans from around the nation that will make Klamath Falls their temporary home during the World Series. We are also appreciative that Travel Oregon and Klamath County are assisting the Kiger Association in putting on one of the largest national events in Oregon.

Respectfully,

Nathan Cherpieski  
City Manager

# KLAMATH COUNTY FAIRGROUNDS

3531 SOUTH SIXTH STREET  
KLAMATH FALLS, OREGON 97603  
Telephone (541) 883-3796 • Fax (541) 883-3798

May 8, 2014

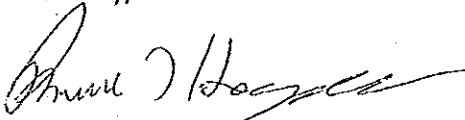
Dear Sir/Madam

Re: 2015 Babe Ruth World Series Tourism Grant Application

It is with pleasure that the Klamath County Fairgrounds board members, management and staff submit a letter of support for the opportunity to bring the 2015 Babe Ruth World Series to Klamath Falls, Oregon through the Kiger Association. This event promises to be an important one as it will host out-of-town team members, staff, family and friends who will stay, shop and eat at our local businesses. What better way to showcase our small community!

Further, the Klamath County Fairgrounds supports the Kiger Stadium and the Babe Ruth League, Inc. Sportsmanship Code as it embodies the development and growth of our youth in today's world, kids who will in turn become citizens in our communities. We also are committed to assisting, in any way possible, local and out-of-town events that in turn provide economic support for Klamath Falls and our neighboring communities.

Sincerely,



Richard T. Hoggarth

Manager

(541) 883-3796



RE: Kiger Stadium Tourism Grant  
Support for World Series 2015


Grant Committee Members,

Please accept this letter of support on behalf of the Kiger Stadium tourism grant application. Klamath Basin Equipment (KBE) fully supports Kiger Stadium and would like to see more events and greater community involvement with the stadium. For many years now KBE has had a working relationship with the stadium and its staff. We have had several sales of equipment to Kiger including tractors, mowers, and ATVs for maintaining the grounds. KBE in turn advertises regularly at Kiger Stadium, provides donations for various events, and thoroughly enjoys the activities at the facility.

The games and tournaments hosted by Kiger Stadium are a valuable part of Klamath County's sports culture as well as a great source of tourism income for the area. Events can bring in hundreds of players, families, and fans into the community increasing revenues for a large number of local businesses. Kiger Stadium is an asset in the community providing a unique baseball experience for people visiting as well as always taking great care of Klamath County's players and fans.

Klamath Basin Equipment has been a locally owned and operated business in this area for more than 25 years. We have seen generations of baseball players enjoy the exciting experience of playing "under the lights" as well as the thrill of watching West Coast League games. Kiger Stadium is full of history and memories and should continue to infuse the passion of baseball into our youth and to provide a great source of entertainment for our community as a whole. Please feel free to contact us if you need any further information regarding Klamath Basin Equipment's experience with Kiger Stadium and support of their work.

Best Regards,



Archie Linman  
President