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SEP 30 2011

BY
KLAMATH COUNTY FINANCE

TOURISM GRANT APPLICATION

Organization Applying: Citizens for Safe Schools _____
Address: PO Box 243 _____
City, State, Zip Klamath Falls Oregon 97601 _____
Contact Person: Debbie Vought _____
Phone Number: 541-882-3198 _____
Tax ID # or SSN: 93-1292596 _____
Email Address: dvought@citizensforsafeschools.org _____
Web Site Address: citizensforsafeschools.org _____
Title of Project: Klamath County Run for Kids Half Marathon _____

Brief Description of Project: Citizens for Safe Schools is actively preparing to put together our third *Klamath County Run for Kids Half Marathon and 5K Run/ Walk* in July 2012. The event combines a half marathon for the serious recreational or competitive runner, a 5K for the more casual runner, a kids' dash, and a fun, supportive atmosphere for spectators. The runs start and end in Steen Sports Park, showcasing the attractive park to both those visiting Klamath County for the first time and locals. Visitors pick up their registration packets the day before the race, a Saturday, at The Ledge store downtown. This gives visitors an opportunity to explore Downtown Klamath Falls prior to exploring the Sports Park. Additionally, community partners are invited to set up booths on race day, giving agencies an opportunity to increase awareness of all the proactive efforts in the basin to help promote health, particularly in our youth.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant *D. Vought* Date 9-28-11
Signature of Board Chair *Edwin Hall* Date 9/29/11

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		7200			
Cash Match -					
Source: Atrio Health Plans	2500				
Source: PremierWest		1500			
Source: Kla-MoYa Casino		500			
Total Cash Match	2500	2000	-	-	
Other Funding Sources:					
Source: Entry Fees		4000			
Source:					
Source:					
Total Other Funding Sources	-	4000	-	-	
Total Projected Revenue	2500	13800	-	-	
EXPENSES					
Advertising					
Print (Competitor Magazine)	2700				
Web (competitor.com)	420				
Other Internet					
Other TV (Southern Oregon/Bend)	3500				
Total Advertising	6620				
Printing (8 1/2 x 11 4/4 full bleed 80lb gloss book letter fold qty 3000 from Koko Graphix)	580				
Postage					
Misc/Other (Explaination Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	7200				
Net Projected Income<Expense>	6600				

Do not include any items listed on Page 3 of the application as not eligible
Be as specific as possible; provide explanation to help clarify budget items
Use the "Actual" column when preparing your final report; submit this form with the final report
Use additional space or lines if necessary to provide complete information

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

We know Klamath County could become a premiere stop on the recreational road race circuit as awareness of our annual half marathon and 5K increases regionally. The race encourages visitors to come enjoy the Klamath Basin. In the last two years, the percentage of runners from outside of Klamath County has approached 20% and we expect that number to increase in year three. These visitors will be impressed by the area's commitment to the healthy development of adults and young people as well as the natural beauty.

The Klamath County Run for Kids also serves as a vehicle for raising awareness of positive youth development while engaging community volunteers.

2. What are the project activities?

The project includes a half marathon road race, a 5K run/walk, and, new in 2012, a kids dash. All events start and end in Klamath County's Steen Sports Park on July 22nd. Additionally, the event features a small expo on Saturday July 21st at The Ledge outdoor store in Downtown Klamath Falls as a way to bring visiting runners downtown, and into town, early.

3. When will the project occur? How long will it last?

The vast majority of the serious marketing for the 2012 event will be rolled out in January 2012; however we have already announced the race date in a few venues. The event itself is July 22nd.

Our marketing strategy will be concentrated in February, March, April and May. Traditionally after the first of the year, runner's start planning their summer racing calendar. We will concentrate our advertising in the late winter/early spring encouraging runners to "plan" on running with us.

4. Who is the target market? What is your strategy for reaching the target market?

We are targeting runners throughout Oregon and northern California, emphasizing Southern Oregon and Deschutes County. Both have large, active running communities. The average age of distance runners is between 39-45 years old and their household income, according to a recent survey, is about \$75,000 annually*. These are visitors with disposable income to spend in our hotels, restaurants and fuel stations. Recreational runners are generally in the 18 to 31 year old demographic and are well over the national average in level of education. This race attracts both distance and recreational runners due to the inclusion of both a half marathon and 5K. (*source: USARunning.org)

In order to reach our target market we need a multi-media approach utilizing specific Northwest Regional running publications as well as Southern Oregon centric television advertising. To even more effectively leverage our dollars, we will submit our information to several free race website listing services across the state and will distribute race entry forms at the popular Pear Blossom road race in Medford, the region's largest, best attended race.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

We expect to attract around 120 visitors to Klamath County for race weekend. We can easily track visitors versus locals because we ask for people's address on our race forms. We anticipate easily attracting 40 or so runners from outside the area, plus their families and spectators.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

The timing of our race purposely demands visitors stay overnight in Klamath County. Race time is 8 am Sunday morning, with runners needing to arrive closer to 7:15 to warm up/ check in. This means all out of town runners need to stay overnight Saturday night in Klamath County to avoid any chance of missing the race. Runners also overwhelmingly prefer to pick up their race packets prior to race morning so that they can comfortably get their numbers pinned onto their clothing, ensuring a smooth race morning. We encourage runners to pick up their race packets at 'The Ledge' outdoor store downtown on Saturday afternoon, making it even more likely they will arrive in Klamath County before Sunday's event.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

'Citizens for Safe Schools' is a 501c3 non-profit organization working to reduce violence and substance abuse through positive youth development. Our primary strategy for achieving our mission is one to one mentoring for at risk youth while helping educators implement violence and bully prevention programs. We have been recognized for organizational excellence in many forms over the years and have most recently been selected by Oregon's Governor as the 2012 Volunteer Program of the Year for southern Oregon. We also work with like-minded community partners to best leverage our resources for maximum impact. Examples of these partnerships are the Southern Oregon Meth Project and the Stop the Hurt Campaign.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

This will be the third time we've put on this race. This project has brought on increasing number of tourists to Klamath County each year.

We had a 62.6% increase in runners signed up in 2011 (with tourism grant) versus 2010 (no tourism grant in 2010).

We had a 1.6% increase in out of town runners signed up in 2011 versus 2010 (15% of participants were from out of town in 2010 without the tourism grant, while 16.6% of runners were from out of town in 2011 with the tourism grant).

Additionally, Citizens for Safe Schools is no stranger to putting on large scale events. CFSS organized the "Celebrating American Character" parade in 2002. The parade drew ten thousand participants to the streets of Klamath Falls, including a large contingent from outside the area.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

Our strategy is three fold: use a popular Pacific Northwest publication, advertise on television in Southern Oregon/Northern California/Bend, and utilize free web race listings/ social networking. Our strategy also includes the potential for local partnerships.

We plan to secure a package with Competitor Magazine/Competitor.com. Competitor magazine is regional, covering the Northwest. They have a distribution of 35,000 and have an average of 400,000 page views on their website. The median age of their readers/users is 38 and the median household income is \$117,871. These are people with the disposable income and geographic proximity to easily make a weekend trip to the Klamath Basin.

Television advertising will be the second part of our 'marketing beyond the basin' strategy. We have a long time relationship with KOB! television and because we are a non-profit, we will receive a three to one match for each dollar spent on advertising. The reach of KOB! is perfect for our purposes, viewers all over Southern Oregon/The Rogue Valley/Northern California will be aware of this exciting reason to visit Klamath. We will also advertise in the Bend market; Bend enjoys a strong, active running community.

Finally, to best leverage our advertising dollars, we will have a complimentary and strategic presence in the realm of social media. Facebook, race specific websites, and tourism related websites will aid in spreading the awareness about the Klamath County Run for Kids.

Finally, we will be open and thoughtful about the opportunity for pairing with other local entities to create synergy and again, best leverage the advertising dollars.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

We measure our success by the number of participants (runners) signed up.

We did not apply for tourism grant funding for our inaugural race in 2010. After being awarded a tourism grant for our 2011 race, we increased our number of runners by 62.6 %. We feel this is a significant increase in interest, revealing the effectiveness of our marketing and the impact of tourism grant dollars.

11. If your project is already underway explain how this grant will increase your likelihood of success.

Marketing for our event will begin in January of 2012. The ability to utilize impactful regional advertising will significantly increase the likelihood we are able to draw runners from around the region to the Klamath Basin. Runners are a loyal bunch, and once they decide they like a particular race, you are almost sure to get them back. The beauty of this event is that we will attract new runners each year, while continuing to bring those participants from outside the area who have fallen in love with the event. Both groups are good for Klamath County.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

Atrio Health Plans already expressed an early interest in sponsoring this event for the third time in 2012.

Additionally, we were sponsored by Premier West Bank, Fred Meyer, Turn Thom Tire Factory, Charter Communications, American Sanitation and Indulgence Salon in 2011. We plan to ask these same sponsors to contribute in 2012.

We have developed a committed team of volunteers who play a huge role in the run. A team of approximately 30 local volunteers make this project a reality.

The Linkville Lopers, a popular Klamath running group, provide technical assistance for the race. Steen Sports Park assists with race day logistics.



Where Character Counts and Mentoring Matters.

Citizens For Safe Schools | P.O. Box 243 | Klamath Falls, OR 97601 | (541) 882-3198

www.citizensforsafeschools.org

To Whom it Concerns

My name's Amber Bradley and I'm writing you on behalf of the Run for Kids races put on by Citizens for Safe Schools. I'm a local runner here in Klamath Falls and this event is by far one of my favorites every year.

I have attended both the 2010 and 2011 races. It's exciting to have one here locally that is so well organized! As long as I am a runner, I will be at the start line every year. The racing community loves this event because of how smoothly it's ran and the volunteers are amazing.

I feel as though this is the type of event that could grow tourism in Klamath County. As a member of the running community, I believe runners will travel for races and stay in the host counties where those races occur.

I wholeheartedly support an effort to continue to grow this event and view it as worthwhile experience for visitors to Klamath County.

Please don't hesitate to call for further inquiry.

Warmly,

Amber Bradley
1917 Siskiyou St
Klamath Falls, OR 97601
541-591-1151
amberlbradley@yahoo.com

Email we received after the race from a visitor/participant:

Hi Kelley!

I just wanted you to know that the run today was awesome! I can't believe this is your first, it was so well coordinated and such a relaxed atmosphere... great volunteers! I had so much fun and I love Klamath Falls. I want to come back! If you can pass the word, I would like to join the Linkville Lopers because I want to keep running in that area. Take care and I love the cause, the town I live in could use a good mentoring program.

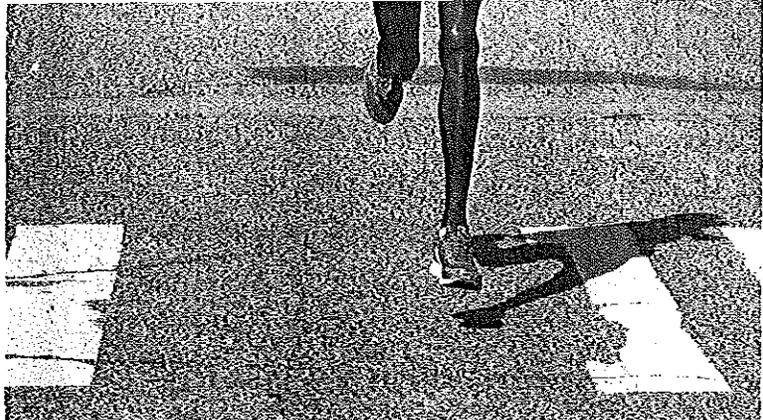
Thanks so much, You're awesome!

Carrie Driskell

PO Box 383

Butte Falls, Oregon

97522



JEFF FERGUSON

Info: www.stpatsdash.com, www.shamrockrunportland.com

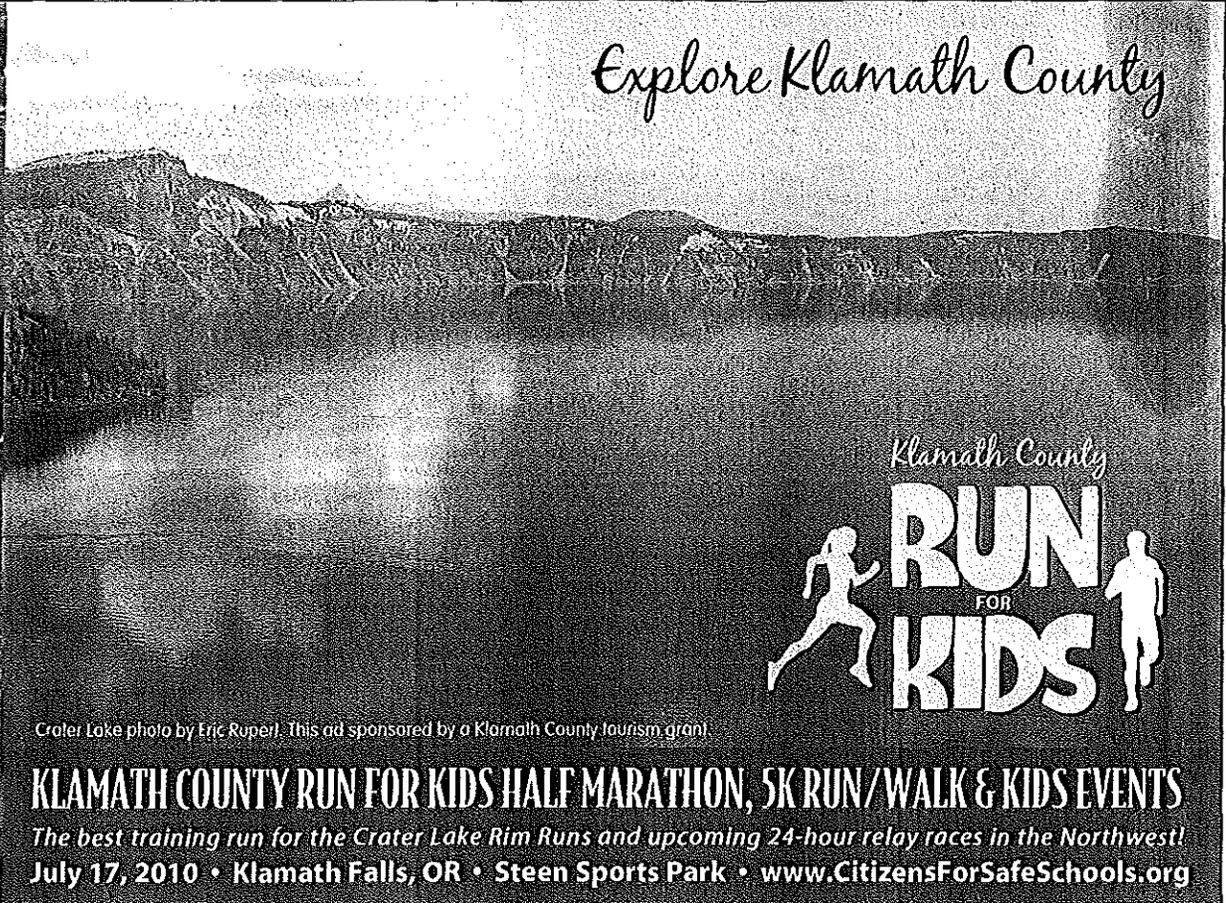
Northwest's Largest Running Race Slated for May 1

The Lilac Bloomsday Run is scheduled for May 1, 2011 in Spokane, WA. Now in its 35th running, the 12K race is one of the largest in the United States. In its inaugural year, more than 1,000 runners took to the course. Olympian Frank Shorter was the first to cross the finish line. The race continued to grow each year, and in 1996 reached an all-time high of 61,298 participants. This is one Northwest staple you have to see to believe.

Info: www.bloomsday.org

Peter Kirui pulls away from the men's field en route to victory at the 2010 Lilac Bloomsday Run.

Explore Klamath County



Crater Lake photo by Eric Ruperl. This ad sponsored by a Klamath County tourism grant.

KLAMATH COUNTY RUN FOR KIDS HALF MARATHON, 5K RUN/WALK & KIDS EVENTS

The best training run for the Crater Lake Rim Runs and upcoming 24-hour relay races in the Northwest!
July 17, 2010 • Klamath Falls, OR • Steen Sports Park • www.CitizensForSafeSchools.org