

**KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS**



Date Issued: September 1, 2011

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: 2:00 p.m., September 30, 2011

RECEIVED
SEP 23 2011

BY
KLAMATH COUNTY FINANCE

TOURISM GRANT APPLICATION

Organization Applying: Klamath Ice Sports Inc.
Address: 5075 Fox Sparrow Drive
City, State, Zip Klamath Falls, OR 97601
Contact Person: Suzette Machado
Phone Number: (541) 850 - 5758 ext. 7
Tax ID # or SSN: 93-1279736
Email Address: funontheice@klamathicesports.org
Web Site Address: www.klamathicesports.org
Title of Project: Tenth Annual Figure Skating Spectacular

Brief Description of Project: Our Tenth Annual Figure Skating Spectacular is an ice show featuring professional and amateur skaters from Alaska, Nevada, Colorado, Idaho, Michigan, Northern California, and Oregon (Portland, Salem and Klamath Falls). Stephanie Grosscup, a professional skater, choreographer, and skating coach from Colorado, will choreograph the opening and closing numbers of our ice show as well as teach skating seminars for beginner to advanced skaters. Stephanie will be heading to Germany shortly to choreograph a holiday ice show. The show and related events span a Thursday through Sunday in February and serve as one of the major annual fundraisers for Klamath Ice Sports and the Bill Collier Community Ice Arena.

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 *S Machado* Date September 23, 2011
Signature of Board Chair *S Machado* Date September 23, 2011

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$10,000	\$10,000		Determination Pending
Cash Match - Source: Klamath Ice Sports Inc	\$1,000		\$1,000		
Source:					
Source:					
Total Cash Match	\$1,000 -	-	\$1,000 -	-	
Other Funding Sources: Source: Private Donors	\$2,000		\$2,000		
Source:					
Source:					
Total Other Funding Sources	\$2,000 -	-	\$2,000 -	-	
Total Projected Revenue	\$3,000 -	\$10,000 -	\$13,000 -	-	
EXPENSES					
Advertising					
Print		\$7,200	\$7,200		
Web		\$1,800	\$1,800		
Other Internet					
Other - Radio		\$1,500	\$1,500		
Total Advertising	-	\$10,500 -	\$10,500 -	-	
Printing		\$2,300	\$2,300		
Postage		\$200	\$200		
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	-	\$13,000 -	\$13,000 -	-	
Net Projected Income<Expense>	-	0 -	0 -	-	

*The above budget just reflects income/expenses based upon our marketing plan as advised below; thus the goal is to break even with this particular budget.

NOTES

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?
To provide an annual ice skating show that will enhance the cultural, athletic, and artistic offerings of the Klamath Basin and simultaneously encourage and promote participation in the beauty and art of figure skating. This proposal will encourage and attract visitors to the Klamath Basin to come during our tourism 'shoulder season'; it is expected that repeat visits both during and outside of the 'shoulder season' will occur as a result of these visitors having had a positive experience during our ice show festivities.
2. What are the project activities? Skaters arrive - Thursday evening
Welcome Dinner - Friday evening
Show Rehearsal - Saturday morning
Private Lessons and Book Signing - Saturday afternoon
Ice Show - Saturday evening
Meet and Greet - Saturday evening
Beginning, intermediate, advanced Skating Seminars - Sunday morning and afternoon
3. When will the project occur? How long will it last?
Thursday, February 2, 2012 through Monday, February 6, 2012
4. Who is the target market? What is your strategy for reaching the target market?
Our target market will be Oregon (Ashland, Bend, Eugene, Grants Pass, Lakeview, Medford and Portland), Idaho (Boise), and Northern California (Mt. Shasta and Redding). We will be purchasing newspaper and web advertisements in those areas as well as submitting public service announcements, sending e-mail blasts to area figure skating clubs, creating radio spots and sending web links to their tourism and chamber of commerce offices. A widespread poster campaign will be initiated as well as personal invitations to area figure skating clubs.

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 a minimum of 150 of visitors to Klamath County. The majority of our ticket sales are via our secure online website and geographic data is collected at that time (city/state/zip).

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

Our event is planned over a weekend during the winter months when people generally allow for extra travel time. We are encouraging early arrival and late departure by adding additional functions such as opportunities to meet the skaters before and after the show, offering private lessons and special skating seminars, and by securing lodging packages at the Running Y.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

KIS is a community based, grass roots, 501 (c) (3) organization dedicated to providing valuable outdoor wintertime exercise and recreational and cultural activities to visitors to and residents of the Klamath Basin. KIS is run by dedicated volunteers and a small paid staff and offers a wide variety of skating and non-skating activities (to include lessons, hockey leagues, a multitude of public skating sessions, birthday parties, curling, broomball, and more). We are all passionate about health and fitness and building and maintaining a strong community, which includes encouraging and promoting guest visits from outside the Klamath Basin.

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? KIS will be celebrating its tenth anniversary next January!

KIS persevered and the Bill Collier Community Ice Arena opened in January 2002. Since that time the ice arena has averaged 18,500 skater visits per season and we estimate that a minimum of 15% of these skaters are attracted to our ice arena from outside of the Klamath Basin to attend our annual winter ice show, high school hockey tournament over Martin Luther King weekend, and for regular skating activities during winter and spring break. Tourism is expected to increase during our five month skating season with the addition of our curling program as there are no other curling programs in our state outside of Portland and the closest curling program south of us are west of Sacramento, California. Curlers love to travel and socialize both on and off the ice.

MARKETING PLANS

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

1. Publicity posters are being created now and will be finalized by the end of October. Posters will be mailed to figure skating clubs in our target market for dissemination; volunteers will then distribute remaining posters to specific businesses in our target market (libraries, athletic facilities, school districts when permitted, tourism and the chambers of commerce and so forth). There will be a November and a January release date.
2. Show details will be updated on our KIS website as they become available. 49.76% of our web 'visits' are from visitors outside of the Klamath Basin so our website serves as a very valuable outreach tool.
3. E-mail blasts will go out to figure skating clubs in the target market area on a monthly basis (there are ice arenas in Ashland, Bend, Eugene, Medford, and Boise).
4. Newspaper ads will be created and purchased in the nine target markets as well as in our own Herald and News. The goal is to advertise seven times in each of the ten newspapers over a two to three week period.
5. Radio spots will be created and aired in Klamath Falls and throughout Southern Oregon and Northern California via JPR as well as our local stations.
6. Public Service Announcements in each of the target markets will begin after January 1st and continue through ice show week.
7. Web links will be sent to tourism and chambers of commerce in our target market.

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

Ultimately our success will be measured by filling the arena with skaters who appreciate the superior quality of our ice surface and who enjoy the warmth of our local hospitality along with spectators who enjoy the beauty, grace and athleticism of figure skating. Ticket sales provide an accurate head count for the number of guests in attendance. Direct feedback from the skaters and the guests in attendance provide us with our Klamath County 'report card', i.e. how we are doing in terms of welcoming guests from out of town, how our services are received (such as quality of lodging, restaurants, etc...), what we can improve upon and so forth.

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

This show is an annual event and planning for subsequent shows begin as soon as the previous show ends. Our goal is to continue to invite more skilled skaters (both professional and amateur) each year; to accomplish this goal we must sell more tickets to offset the cost of bringing in these skaters, paying for their transportation and show fees, etc... To sell more tickets we must be able to afford to market this unique event on a more broad scale. If our application for this Tourism Grant is successful we will be able to greatly expand our outreach to guests from outside of the Klamath Basin; without this grant our outreach will be primarily to our own local community and the communities from which the skaters reside.

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.

The Executive Director of the Bill Collier Community Ice Arena is a completely volunteer position, as are the positions of Skating, Publicity and Hockey Directors. Members of the youth and adult hockey leagues serve as parking lot attendants and usher guests to and from the reserved seats. Members of the Klamath County Sheriff Reserves serve as traffic safety officers for this event as well.

Both the Running Y Resort and SkyWest Airlines provide in-kind lodging and air transportation for the professional figure skaters as well as for some of the amateur skaters. In the past show sponsors have included businesses such as Pacific Power, Winema Electric, and Sky Lakes Medical Center. Current show sponsors are being solicited as this grant is being completed.

Our letters of support for this grant are attached.



Where Character Counts and Mentoring Matters.

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

www.citizensforsafeschools.org

September 16, 2011

To Whom it Concern:

Citizens for Safe Schools is a positive youth development agency committed to connecting youth with responsible adult mentors and providing resources to promote character education in area schools. Additionally, it is in the stated mission of Citizens for Safe Schools to work with like-minded community partners on programs and/or projects which promote the health and all over wellness of Klamath County youth. With that aspect of our mission in mind, Citizens for Safe Schools has been pleased to partner with Klamath Ice Sports many times over the years.

Citizens for Safe Schools works with approximately 85 at-risk (at promise as we like to say!) youth each year and has 85 volunteer mentors. A key strategy for encouraging bonding between youth and the adult volunteers is for them to take in new experiences together. The dopamine produced by novelty is a powerful force for bonding! We know an event like "The 10th Annual Figure Skating Spectacular" would provide a valuable opportunity for our matches (mentors and mentees) to become more attached to each other. And attachment between youth and a responsible adult is what precipitates the benefits for students in our program.

We wholeheartedly support an effort to bring the Klamath Ice Sports Tenth Annual figure Skating Spectacular to Klamath County and view it as worthwhile experience for the youth of Klamath County.

Please don't hesitate to call for further inquiry.

Warmly,

Debbie Vought

Debbie Vought
Executive Director



Lucile O'Neill Education Center
1336 Avalon, Klamath Falls, OR 97603-4423
(541) 883-4700 • (541) 850-2766 FAX

Dedicated to students, families, and community working together to realize individual dignity and potential

Dr. Paul Hillyer
Superintendent

September 21, 2011

Letter of Endorsement

On behalf of the Klamath Falls City Schools, I am pleased to provide this letter of endorsement for Klamath Ice Sports (KIS) and the Bill Collier Community Ice Arena in their application for a Klamath County Tourism Grant.

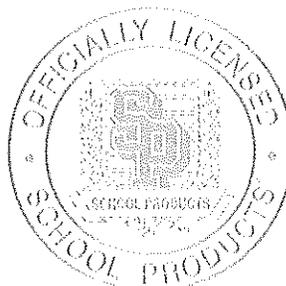
KIS has been a great partner with the City Schools in providing after school activities for our students. Figure skating and ice hockey are featured activities that KIS has generously provided free of charge to our students while also providing them free transportation to the Bill Collier Community Ice Arena.

As a major attraction of our community the ice arena is something we need to promote as much as we can. Certainly the Tenth Annual Figure Skating Spectacular held at the ice arena deserves to be publicized and promoted to the fullest extent possible. A Klamath County Tourism Grant would be a tremendous boost in helping market this event to attract as many people as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "William M. Feusahrens".

Dr. William M. Feusahrens
Director of Personnel



"Helping Oregon Schools"



Bend Service Center
908 NE 4th Street Ste 101
Bend, OR 97701
541-389-8146

Eastern Oregon Contact
P.O. Box 1346
Hermiston, OR 97838
541-667-9696
866-392-0655

Eugene Service Center
1577 Pearl Street Ste 300
Eugene, OR 97401
541-485-5911
800-522-8772

Klamath Falls Service Center
707 Cypress Avenue
Klamath Falls, OR 97601
541-884-0989
800-460-2976

Medford Service Center
2001 N Keene Way Drive
Medford, OR 97504
541-773-8423
800-433-9268

North Bend Service Center
1611 Virginia Avenue
Box 610, Ste 216
North Bend, OR 97459
541-756-4626

Portland Service Center
9620 SW Barbur Boulevard
Portland, OR 97219
503-977-6800
800-338-5248

Roseburg Service Center
2556 W Harvard Ste 1
Roseburg, OR 97471
541-672-2401

Salem Service Center
1922 McGilchrist Street SE
Salem, OR 97302
503-581-2451
800-875-2451

Klamath County Tourism Grant Program
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

September 19, 2011

This letter is in support of the Klamath County Tourism Grant application being submitted by Klamath Ice Sports (KIS) and the Bill Collier Ice Arena (BCCIA). I am pleased to hear that KIS and BCCIA are interested in broadening their audience and engaging the greater community in what they have to offer.

The Girl Scouts of Oregon and Southwest Washington (GSOSW) have recently added both non-profit organizations to our list of program partners. The staff has been enthusiastic, organized and thoughtful in their preparation of a fun and educational program for Girl Scouts. By partnering with GSOSW, KIS and BCCIA are offering program opportunities to Girl Scouts in all of our vast council, with over 19,000 girls and 12,000 adults. The general goal of GSOSW program events is to bring unique opportunities to girls of all ages and all backgrounds, while building girls of courage, confidence and character, who make the world a better place. By learning to ice skate, enjoying a physical activity and trying new things, girls build skills and confidence.

I support the annual figure skating event as a fund-raising opportunity for KIC but also because it will offer skating instruction for a variety of skaters at different levels, similar to what will be offered to Girl Scouts. I am grateful that Klamath County Tourism is offering this grant and I recommend the awarding of this grant to Klamath Ice Sports and the Bill Collier Ice Arena. If I may be of any further assistance, please contact me at 541-773-8423 x305.

Sincerely,

Jennifer Akins
Program Specialist

**Girl Scouting builds girls of courage, confidence, and character,
who make the world a better place.**

Below are the criteria that the Tourism Review Panel follows to score each application:

Selection Criteria Summary

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?
Does it fit with Tourism Marketing Plan?
What is the effect on Klamath County?
Does the applicant have the ability to complete the project?
Is the budget and plan realistic?
What is the potential to succeed?
Is the management and administration capable?

Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?

Is the presentation clear, concise and attractive?
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?
How will the applicant document the long-term impact?
Are the indicators measurable and objective?

Shoulder Season – before June and after September
Outlying areas
Length of stay – encourage early arrival and/or late departure

Points are deducted when the previous tourism projects are not completed on time or final evaluation not submitted on time.