

**KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS**



Date Issued: August 31, 2012

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601
(541) 883-4202

Applications Due: 2:00 p.m., September 28, 2012

TOURISM GRANT APPLICATION

Organization Applying: Babe Ruth Association-Kiger Stadium

Address: PO Box 7935

City, State, Zip Klamath Falls, OR. 97602

Contact Person: Keith Stotts

Phone Number: 541.891.7980

Tax ID # or SSN: 51-0186374

Email Address: keithstotts@aol.com

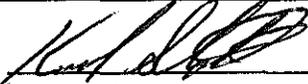
Web Site Address: www.kigerstadium.com

Title of Project: Promotion of Historical Kiger Stadium by hosting the 2013 Babe Ruth Northwest Regional's.

Brief Description of Project: Kiger Stadium has the distinct privilege of once again hosting The Babe Ruth Pacific Northwest Regional's July 24, through July 28, 2013. The PNR will include teams, staff, family and friends that will stay, shop and eat at our local business, as well as visiting our beautiful natural attractions. Most will stay a full seven days.

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  Date 9-26-12

Signature of Board Chair 
CO-CHAIRMAN Date 9-26-12

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	\$7,500				
Cash Match -					
Source: Player Fees	\$10,000				
Source: -WC League	\$9,000				
Source:					
	\$19,000				
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source :Sponsors	\$3,500				
Source: Yard Sales-ongoing	\$2,000				
Source: karaoke contest pending	\$1,000				
Total Other Funding Sources	-	-	-	-	
Bowl-A-Thon	\$6,000				
Total Projected Revenue	\$31,500	-	-	-	
EXPENSES					
Advertising					
Print	\$1,200				
Web	\$1,300				
Other Internet					
Other TV & Radio	\$1,500				
Total Advertising	\$ 4,000	-	-	-	
Printing	\$3,000				
Postage-State packets	\$375.00				Will include visitor information
Misc/Other (ExplanationReq'd):					
Other: Team DVD's	\$377,00				
Other: BBQ, Welcome	\$2,500				BBQ to welcome all participates.
Other: Hospitality Room	\$1,200				Provides healthy snacks Working on donations
Other: Awards for players	\$1,800				
Other: Empire Expense	\$2,200				
Total Miscellaneous/Other	\$11,452	-	-	-	
Total Projected Expenses	\$15,452	-	-	-	
Net Projected Income<Expense>	\$16,048	-	-	-	

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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

Kiger Association will host the annual 2013 Pacific Northwest Regional Babe Ruth Tournament, which includes teams from Canada, Idaho, Washington, Montana and Oregon.

2. What are the project activities?

The regional baseball tournament is the main activity, although we will also host a Barbecue,
Have contests & games for the children and promote activities throughout the region.

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

The tournament is held from July 24 through July 28, 2013 but the players, coaches, and families will arrive early and stay longer. Past attendees have usually stayed an average of seven days.

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

The targeted market is baseball teams from Idaho, Montana, Washington, Canada and Oregon that qualify for the PNA Tournament. Including but not limited to, their coaches, friends and family.

Team registration packets include visitor information listing various restaurants, businesses, motel and attractions.

Tournament and visitor information will be on the website.

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?

Past attendance has been 3,500 though 4,000 visitors.

Team pre- registration form asks for the names & address of participants and how many attending event with the participant. Ticket sales, and vendors also help with the tracking.

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

We will host a Barbeque, the day before the tournament begins, host a breakfast the morning after tournament ends. We will promote the Lava Beds, Crater Lake, and all our beautiful attractions as well as our local businesses.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Kiger Association is a group of dedicated volunteers that give their time and talents to maintaining the 64 year old wooden baseball stadium.

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?

Kiger Association is proud of our past history in hosting twelve Pacific Northwest Regionals. Each tournament has been a success with many visitors returning to hunt, fish, camp or visit our town and out laying areas.

Many visitors has stopped by the stadium to talk of past tournaments and share fond memories of their tournament days

MARKETING PLANS

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

We will send out DVDs, and team packets to each team that qualifies for Pacific Northwest Regional's.

We will promote through our website.

OIT and the West Coast League also promote Kiger in their recruiting & Marketing.

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

We can easily measure our success by comparison to previous PNA Tournaments. We will measure by ticket sales, registration, on-line and mail in survey, tickets for the event barbeque and breakfast.

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

Kiger needs additional funds to print out state packets, and purchase the food for the welcome barbeque and breakfast as well as the hospitality rooms. If we continue to host an event that is top quality we will have the opportunity of hosting other tournaments, multi game series and pool play between the Northwest states. Each event will bring visitors to our area.

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 dedicated volunteers of Kiger and the baseball lovers of Klamath Falls have always provided the help with preparation of food, hospitality rooms, housing players, transportation and the other needs of league play.

Kiger Association along with the West Coast League welcomes out of town organizations to the community and Kiger Stadium.
Visitors are encouraged to visit our area and enjoy our local attractions.