

TOURISM GRANT APPLICATION

Organization Applying: Chemult Community Action Team
Contact Person: Debbie Rhoades
Phone Number: 541-643-9989
Email Address: debbier@steeringwheel.org
Web Site Address: www.chemult.org
Title of Project: Chemult Mountain Days

Brief Description of Project:

In an effort to increase tourism to our area of North Klamath County we (the Chemult Community Action Team) began a yearly summer festival called Chemult Mountain Days this last summer on July 12 – 13, 2013. Our event consisted of vendors, food concessions, children's games and activities, a pie eating contest, a silent auction, a raffle, a small car show and shine, as well as live music and dancing both nights in a family friendly atmosphere.

We had a good local turnout for a community our size at the 1st Annual Chemult Mountain Days, however we believe that if we can increase our advertising into areas such as Bend-Redmond, Eugene, Medford, and Roseburg, as well as Redding in Northern California we could draw in many more visitors.

We are already making plans for next year's 2nd Annual Chemult Mountain Days which will be held on July 11-12, 2014.

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 Debbie Rhoades Date 9-27-13

Signature of Board Chair Markus Harford Date 9-27-13

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		2,000.00		2000	
Other Sources Chemult CAT	700			700	
Total Revenue	-	-	-	2,700	-
CASH EXPENSES					
Advertising					
Print				2,000.00	
Web				700	
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	-	-	-	2,700	-

NOTES

Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
 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

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		2,000		2,000	
Cash Revenues -					
Source: Chemult CAT	2,000			2,000	
Source: <i>Vendors & Carnival proceeds</i>		1,300		1,300	
Source: <i>Local Sponsors</i>		1,200		1,200	
Total Cash Revenues	2,000	4,500	-	6,500	-
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	-	-	-	6,500.00	-
EXPENSES					
Cash Expenses -					
Personnel costs				0	
Marketing costs				2,700	
Rentals				0	
Supplies				650	
Other: PortaPotties/Garbage Pickup	-	-	-	924	-
Other: Live Music				1,800	payment for 3 bands
Other: Postage-Local Mailings				408	Advertising-N. Klamath Co.
Other:				0	
Total Cash Expenses	-	-	-	6,482	-
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	6,482.00	-
Net Income<Expense>	-	-	-	-	

NOTES

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

Payment Information

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

Tourism Grant Budget Forms

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To promote the 2nd Annual Chemult Mountain Days by way of print and internet advertising in the areas of Bend-Redmond, Eugene, Medford, and Roseburg. We would also like to advertise in the Redding, California area.

2. What are the project activities?

Chemult Mountain Days 2014 will include a variety of vendors, food concessions, children's games and activities, a pie eating contest, a silent auction, raffle, a small car show and shine as well as live music and dancing with a family-friendly atmosphere. For the 2014 event we will be adding a small carnival from Davis Amusements. (This carnival will not cost us as they instead give us 10% of their total proceeds.)

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

The 2014 event is for two days – Friday, July 11th from 3 pm to 10 pm and Saturday, July 12th from 10 am to 10 pm.

4. Who is the target market for attending the project?

Chemult Mountain Days is an event that will appeal to all ages and Chemult is an area with many outdoor recreation opportunities so the two specific target audiences that we want to gear our advertising towards are families who would enjoy a country fair type event and outdoor enthusiasts. We are hoping if visitors come to Northern Klamath County and experience how beautiful and relaxing it is they will come back.

Project Goals:

5. How many out of county visitors do you expect to attract to the project?

We would like to see at least 300 people from outside the county.

How will you count the number of out of county visitors versus the number of locals?

A guest book will be located at the visitor's information booth at the event. As an incentive to draw visitors to the visitor's booth we plan to have a free drawing that they can sign up for that will also include their name and address on the ticket. We plan to ask local motels and RV parks for a listing stating the number of guests who came for Chemult Mountain Days and what cities, states, or countries they were from.

6. How are you planning on extending the out of county visitor's length of stay?

By noting in our advertising our close proximity to Crater Lake (35 miles) and Miller Lake (12 miles), we hope to encourage visitors to come and stay not only for Chemult Mountain Days but to stay and enjoy these other recreational opportunities. In our advertisements we will direct people to our website for more information on things to do in our area while they are here for the event.

We will encourage our local motels and RV parks to have special weekend and weekly rates that would encourage visitors to come and stay awhile and enjoy not only the Chemult Mountain Days but these other outdoor activities. If possible we will promote some other local activities for the week prior to or the week immediately after Chemult Mountain Days.

We will also be asking our local restaurants to provide special prices during our event and possibly join with the motels and do special lodging/meal packages for this weekend.

How will you encourage early arrival and late departure?

By encouraging the local motels and RV parks to provide special weekend and weekly rates.

How will you count the number of extra days?

By asking the local motels and RV parks to let us know how many guests came for Chemult Mountain Days and total length of time they stayed.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Chemult Community Action Team is a non-profit 501c3 organization that began in 1996 to promote the economic and social wellbeing of the community of Chemult and the surrounding area. We sponsor or co-sponsor community focused events throughout the year. Chemult Mountain Days was our first attempt, as the current Chemult Community Action Team, to have a summer event that would draw in tourists and improve the local economy, as well as simply be a fun event for the people in our area. We were pleased with the results of our first Chemult Mountain Days and want to increase the advertising exposure for our event. We are also looking for ways that we can come alongside the Chemult Sled Dog Races and the Chemult Mountain Trail Riders (Snowmobilers) to encourage more visitors to come out and participate in activities during the winter season.

8. Describe your experience in operating past or similar projects.

The 1st Annual Chemult Mountain Days 2013 was our first attempt at an event like this. We did promote the event on our community website, www.chemult.org and on Facebook at <https://www.facebook.com/ChemultMountainDays>.

We took advantage of our location right on Hwy 97N by advertising the event with a banner at both ends of town which was effective in getting tourists to stop.

We also put the event on various online newspaper and television events calendars in Klamath Falls, Roseburg, Bend, and Medford. The Herald and News wrote a couple of stories regarding the event. Our only print advertising out of Klamath County was done in the Newberry Eagle newspaper out of La Pine. The Eagle sponsored a free color ad for Chemult Mountain Days in return for us placing their logo in our event program and putting up a banner advertising their paper at the event.

One important practical lesson we learned that will make 2014's Chemult Mountain Days much better was that we needed to bring the entire event to one central location rather than having it spread out through town as we did. We are currently in the process of getting our community park ready to be the location for next year's event.

Have these projects been successful in bringing tourists to Klamath County?

Our main goal this last summer at our 1st Chemult Mountain Days was to get community involvement and enthusiasm going regarding this project. We succeeded in that. When some members of the community saw that we were serious about this they got involved and have join our Community Action Team. If we receive this grant it will enable us to reach out with advertising to other areas of Oregon and Northern California making us more successful in bringing in tourists.

How are you uniquely qualified to carry out this project?

While our Community Action Team doesn't have years of experience yet in doing this type of event we are community members who care about our community. We want to see Chemult become more stable economically and socially. In other words we want it to become a place that people enjoy both living in and visiting.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

We will partner with Discover Klamath to find the best advertising options within our budget. We plan on advertising at websites such as www.southernoregon.org and www.traveloregon.org as well as at www.discoverklamath.org.

For the two Sundays prior to the event we will be placing advertisements in the following newspapers: Bend Bulletin, Eugene's Register Guard, Roseburg's News Review, Medford's Mail Tribune, La Pine's Newberry Eagle, and Redding's Record Searchlight. All these advertisements will include our website at www.chemult.org and Facebook page, at <https://www.facebook.com/ChemultMountainDays> to encourage potential visitors to go there for more information on the event. Our website includes a listing of our local restaurants and lodging as well as information on recreational opportunities.

We will place posters in Douglas and Deschutes counties. We also have some contacts on the Oregon coast who will put up posters for us advertising Chemult Mountain Days there.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

- a. We will be doing a free drawing and they will be putting their name and address on their ticket.
- b. We will have a guest book at the visitor's information booth as they enter the event.
- c. We will do a survey of the number of out of county visitors from local motels and RV parks. We believe these three things will be our best way to measure out of county visitors.

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

If we receive this award we will be able to greatly increase the number of geographical areas we can advertise in as well as improve the quality of the advertising. The more we get the word out about the event the more visitors we will have.

12. Describe any in-kind, barter, volunteer labor or discounted services 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.

All labor for the Chemult Mountain Days is done by local volunteers.

The 20'x40' canopy and stage used for the live music and dancing is loaned for our use by our local church.

We expect that the Newberry Eagle newspaper will do the same trade as at the last event in which they advertised our event for free in return for us promoting their newspaper with a banner at our event.

La Pine Septic gave us a discount for our sanitation needs at the 1st Chemult Mountain Days and we are confident they will again.

We received an \$800.00 grant from Midstate Electric Coop and we will be applying for that same grant for next year's event.

South Chemult Pumice and the Chemult Community Club each donated \$200.00 for last year's event and we are confident they will do the same for next year's event.

Other local businesses, such as KJ's Cafe and Pilot Travel Center donated items for raffle prizes as well as items for the silent auction and we are confident they will do the same for next year's event. The Dawson House Lodge and Double D Mountain Market donated space for the event and the owners and employees of both businesses were greatly involved in volunteering with the event.

Following are letters of support from Chemult community members

Sept. 27th, 2013,

To Whom it may concern,
I own Double D Mountain
Market & Dawson Horse Lodge
in Chemult, OR and I fully
support Chemult Mountain
Day. It brought people
to our community and those
of us who live here had a
positive experience, I did
not hear 1 negative comment
from the people in our town.
Colleen C Rely

September 27, 2013

To Whom It May Concern:

As the Fire Chief in Chemult, I support Chemult Mountain Days because it not only brings the community together but it also serves to bring tourism to our little community. Bringing tourism to Chemult brings life back to the businesses.

Sincerely,

Troy Schaffner

A handwritten signature in black ink, appearing to read "Troy Schaffner". The signature is written in a cursive style with a prominent initial "T" and a long, sweeping underline.

LANTERN TRAILER PARK
P.O. BOX 170
109139 HWY 97 N
CHEMULT, OR 97731
541-365-2299

To Whom it May Concern:

I am in total support of the Chemult Mountain Day annual event. This last summer was the first event and I was impressed with the effort and support by the local people of Chemult. It was nice to see the combined effort of all to make this a fun successful event that will enhance a destination point here in our small struggling community.

The Chemult Community Action Team (CCAT) worked very hard on this project and I hope to see this event grow into a popular annual event.

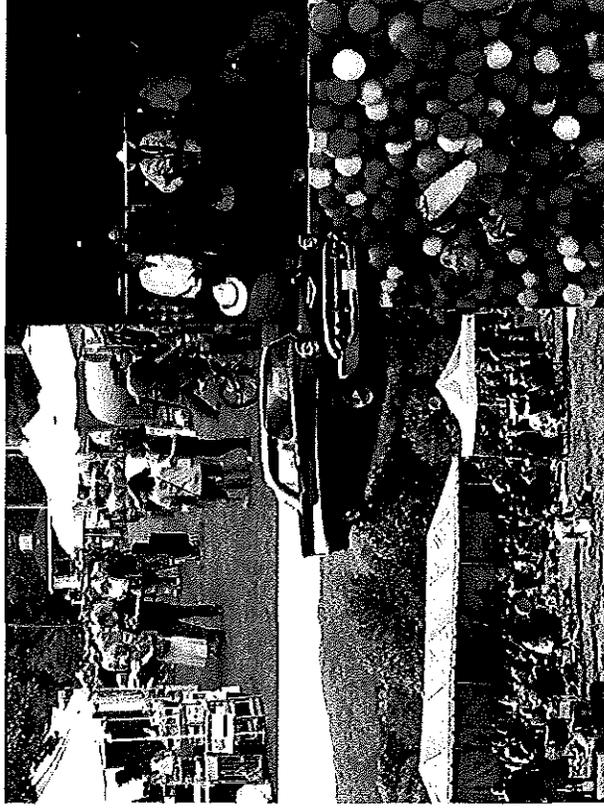
Karen A Wilson

A handwritten signature in cursive script, appearing to read "Karen A. Wilson", written in black ink.

Chemult Mountain Days
is brought to you by the

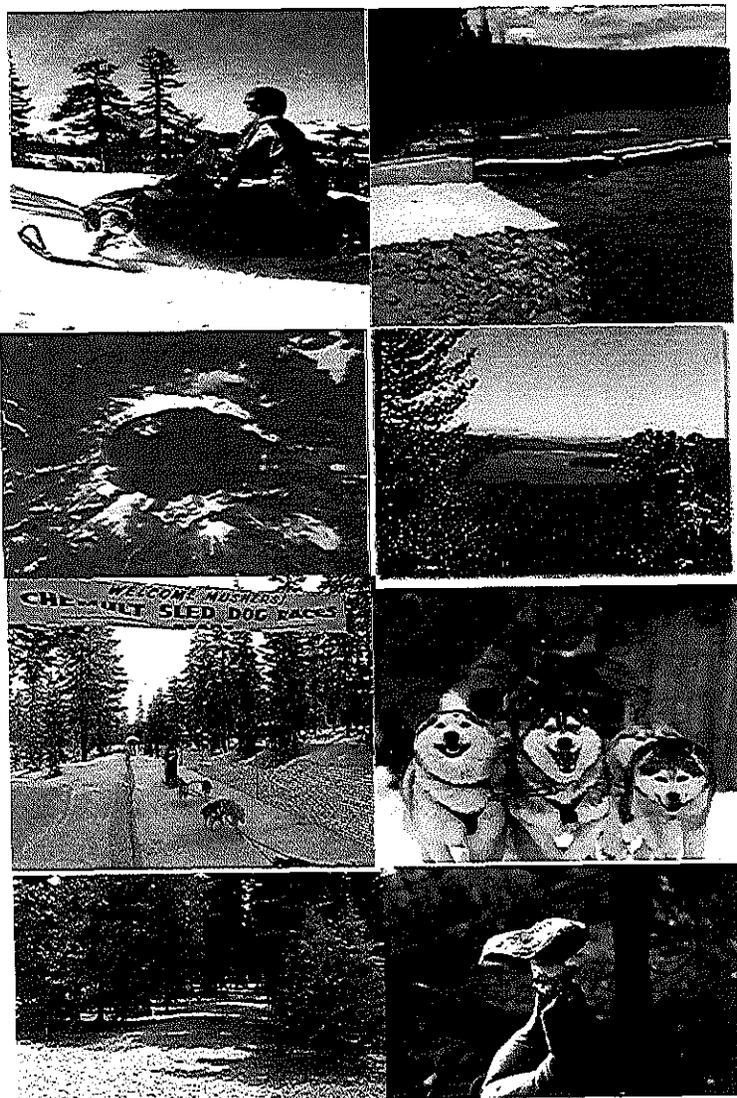


JULY 12-13



SCHEDULE OF EVENTS

Welcome to Chemult Mountain Days. We hope you enjoy all the activities, food, and music. The event is small this year, however next year we hope to bring in a small carnival in addition to the activities we have this year. Our goal is to bring in more tourism to the area as well as to provide a fun event for the residents of Chemult and the surrounding area.



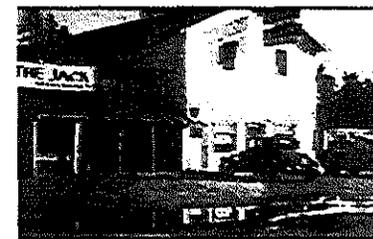
The area of Chemult offers beautiful scenery and year around recreational activities including hunting, fishing, swimming, canoeing, backpacking, camping, mountain biking, cross country skiing, sled dog racing, and snowmobiling.

Beautiful and quiet Miller Lake is just 12 miles northwest of Chemult. The Forest Service operates Digit Point Campground with campsites along the shore of Miller Lake.

Diamond Lake is just 28 miles to the southwest. The Forest Service operates four campgrounds at Diamond Lake. They are Diamond Lake Campground, with 240 campsites along the east side of the lake; Broken Arrow Campground, with 148 sites at the lake's south end; Thielsen View Campground, with 58 sites along the west shore, and the South Shore Area, with 5 sites.

Crater Lake National Park is just 35 miles southwest. There are two campgrounds within the park. Mazama Campground has 200 campsites and Lost Creek Campground with 16 campsites.

The Dawson House Lodge
Chemult, Oregon
1929



The community of Chemult was originally established in 1924 as a station on the Southern Pacific Cascade Line and was originally named "Knott" during construction of the rail line. The station's name was changed to Chemult when the line was opened to traffic in 1926. A post office was established the same year. The name Chemult comes from a Klamath chief who was one of the 26 who signed the Klamath Lake Treaty of October 14, 1864.

Chemult Mountain Days Schedule

Friday:

3 pm—Opening ceremony

3:30 pm-7 pm—Games & vendors are located to the south of the Main Stage on both sides of the highway. The Kids Zone hours are 3:30 to 6 pm.

7 pm-10 pm—Live Music and dancing with “The Substitutes” at the Main Stage

Saturday:

10 am-6 pm—Games & vendors are located to the south of the Main Stage on both sides of the highway. The Kids Zone hours are 10 am to 12 pm, 1 pm to 3 pm, and 4 pm to 6 pm.

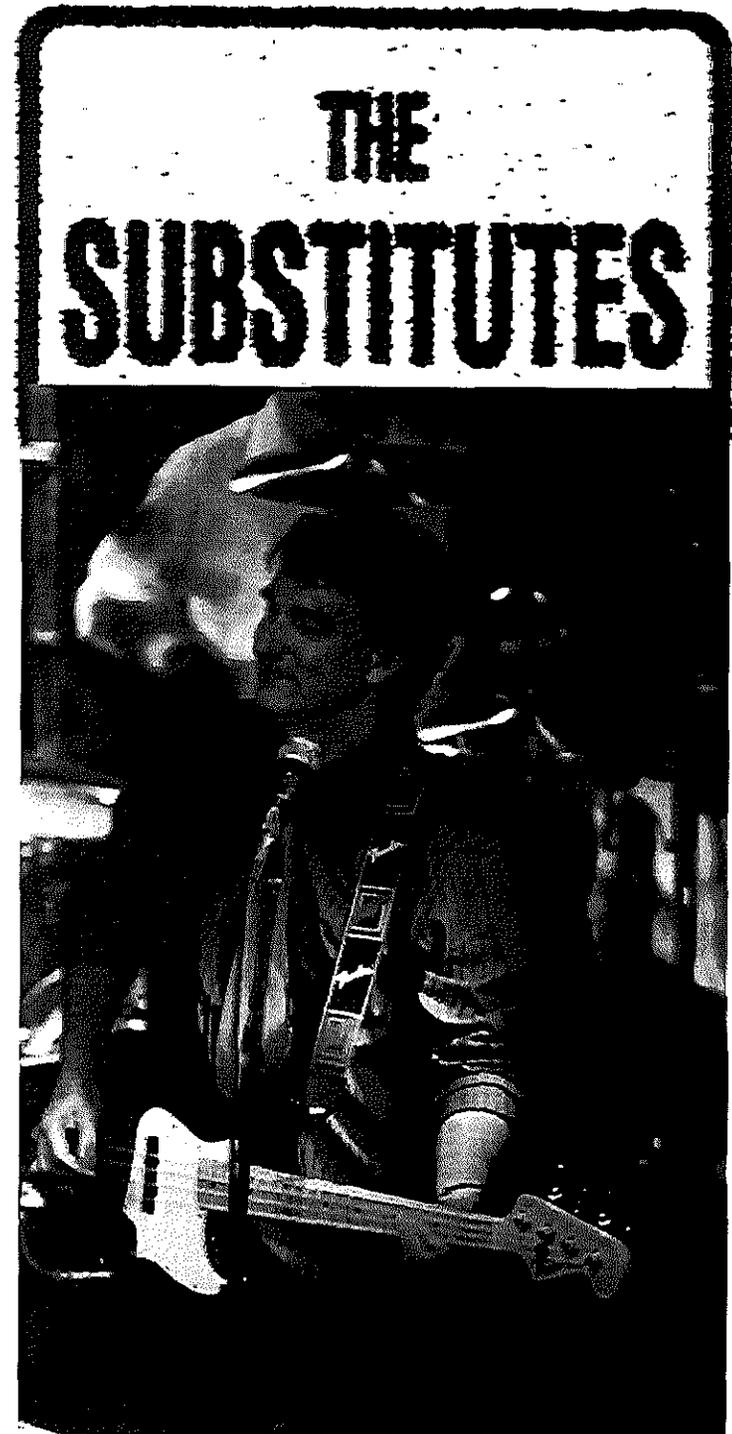
10 am-6 pm—Car Show at the Fire Dept. on West side of the highway and north of the Main Stage a couple blocks.

12:30 pm—Pie eating contest at Main Stage.

2 pm—Live music with Cowboy Cadillac at the Main Stage

6 pm—Raffle drawing and Silent Auction at Main Stage

7 pm-10 pm—Live Music and dancing with No Turning Back Band at the Main Stage



On the main stage Friday, July 12 @ 7:00



No Turning Back
 Saturday
 July 13th
 Dance
 7pm

Playing music our fans like to hear

Pop Country Band
 Entertainment with a Groove

Across from Pilot in Chemult, Or.
 Venues, Food, Games and much more

ntbband.com

The Chemult Community Action Team would like to thank the following co-sponsors of Chemult Mountain Days. Please let these sponsors know you appreciate them too.



MIDSTATE ELECTRIC



**Double "D"
 Mountain Market**

Deli, Grocery, Hardware, Camping
 Hunting, Fishing supplies and licenses

(541) 365-2216 Store
 (541) 365-2218 Fax

109329 Hwy 97 N.
 PO Box 184
 Chemult, OR 97731

Colleen & Corby Riley



The Newberry Eagle is La Pine's monthly newspaper. It is available for free at over 100 locations along Hwy 97 - from as far north as Redmond, and south to Klamath Falls, Oregon, as well as in Lake County.

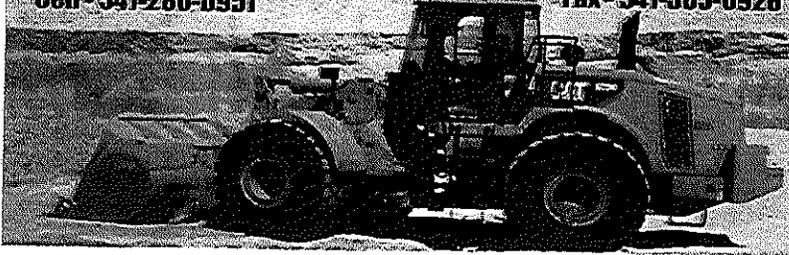
Crescent Lake Community
Action Team

Crescent Lake, Oregon

South Chemult Pumice

Pat Schaffner
Cell - 541-280-0951

Office - 541-365-0925
Fax - 541-365-0926



**CHEMULT AUTO
PARTS AND TOWING**



Dawson House Lodge
"A Piece of Oregon History"

1 block from Amtrak Free WiFi and HBO

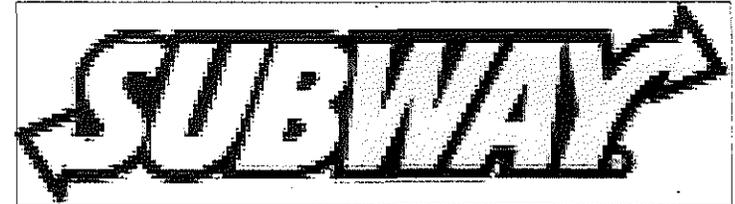
See our rooms at www.dawsonhouse.net
dawsonhouselodging.com/central.html

1 mile from Snow Park - 25 miles from Crater

109455 Hwy 97 N 1-888-281-8375
PO Box 189 541-365-2232
Chemult, OR 97731 Fax: 541-365-4495



Pilot Travel Center
Chemult



**Chemult
Community Club**

SIGNS

www.allwayssigns.com (541) 433-2044
 PO Box 181 Crescent, OR 97733 FAX (541) 433-2146

La Pine Septic Service

(541) 536-2517
 24 hour emergency service • 7 days a week

Septic Pumping, Inspections,
 Installation & Repair

Portable Toilet Rentals

Licensed, Bonded & Insured
 CCB #156878 • DEQ #36839

Loree's Chalet & Chemult Motel

109256 HWY 97 N
 PO BOX 117
 CHEMULT, OR. 97731

541.365.2228(MOTEL)
 541.365.4496(RESTAURANT)
 541.365.4481(FAX)
 CHMLTMOTEL@HOTMAIL.COM

SUNDAY, JULY 14

AT 10:30 AM

CHEMULT BIBLE FELLOWSHIP IS
 SPONSORING A VERY SPECIAL
 CHEMULT MOUNTAIN DAYS
 CHURCH SERVICE FEATURING

**FIREPOWER
 LIVE.**



October 15, 2013

Jason Link - Chief Financial Officer
Klamath County Finance & Budget Office
305 Main Street
Klamath Falls, OR 97601

Answers to questions regarding the Chemult Community Action Team's Klamath County Tourism Grant Application:

1. We have received one quote so far from our inquiries to newspapers regarding cost and that is from the Bend Bulletin. I have enclosed the quote with this letter. We will continue to pursue the information from the other papers.
2. Our budget breakdown is as follows:
Bend Bulletin - \$354.00 – actual

The following are estimates:

Register-Guard - \$450.00

News Review - \$400.00

Mall Tribune - \$400.00

Record Searchlight - \$450.00

Newberry Eagle – They will be providing color ads in two issues for free in exchange for us placing a banner advertising their paper at the event, placing their logo in our event program, and announcing their sponsorship by way of the PA system periodically during the event.

The remainder of \$646.00 will be used for internet advertising and we will be consulting with Discover Klamath to find the best way to use this.

Thank you,
Debbie Rhoades
Chemult Community Action Team

2014 Advertising Proposal

**Chemult Community Action Center –
Chemult Mountain Days**

\$354 TOTAL!

... is all you pay for **6 FULL-COLOR,**
10 INCH ADS to run within a **8 WEEK PERIOD**

<p>All our Fine Leather is FINALLY ON SALE! From now until March 31 take up to 30% OFF!</p>  <p>Blabety's Fine Furniture 3737 NW 22nd Ave., Bend - 531-523-3333</p>	<p>All our Lamps are LIT UP WITH SAVINGS! From now until March 31 take up to 50% OFF! Lamp, lamp, lamp, lamp, or shade... into a beautiful new home!</p>  <p>Blabety's Fine Furniture 3737 NW 22nd Ave., Bend - 531-523-3333</p>	<p>All our accent tables ON SALE NOW! From now until March 31 take up to 40% OFF!</p>  <p>Blabety's Fine Furniture 3737 NW 22nd Ave., Bend - 531-523-3333</p>
<p>All our Outdoor Furniture IS MARKED DOWN! From now until March 31 take up to 30% OFF! Get your patio ready before the summer heat!</p>  <p>Blabety's Fine Furniture 3737 NW 22nd Ave., Bend - 531-523-3333</p>	<p>All our Fine Leather is FINALLY ON SALE! From now until March 31 take up to 30% OFF!</p>  <p>Blabety's Fine Furniture 3737 NW 22nd Ave., Bend - 531-523-3333</p>	<p>Office Furniture sold ... PRICES THAT WORK! From now until March 31 take up to 50% OFF! all desks, chairs, lamps, and accessories!</p>  <p>Blabety's Fine Furniture 3737 NW 22nd Ave., Bend - 531-523-3333</p>

That works out to only **\$59 PER AD**, a discount of more than **85% OFF** The Bulletin's entry level contract rate.
\$59 to reach 67,000 print readers.

Larger Ad Sizes

15" Ad Space (1/8 Page):

3 Columns x 5" (5.27" wide x 5" tall)

- Black & White = \$420 per day
- Full Color = \$605 per day

30" Ad Space (1/4 page):

3 Columns x 10" (5.27" wide x 5" tall)

- Black & White = \$840 per day
- Full Color = \$1,100 per day

Pricing is based on a 2014 Contract. Quote may vary depending on ad size, dates & frequency pick ups. An actual quote can be provided 30 days prior to any ads being scheduled.