

TOURISM GRANT APPLICATION

Organization Applying: Klamath Ice Sports Inc.

Contact Person: Suzette K. Machado

Phone Number: 541.850.5758

Email Address: funontheice@klamathicesports.org

Mailing Address: 5075 Fox Sparrow Drive, KF, OR 97601

Web Site Address: www.klamathicesports.org

Title of Project: SKATE, PLAY, AND STAY IN THE KLAMATH BASIN!

Brief Description of Project: This project will help us reach out to the
residents of Northern California, Willamette Valley, Rogue Valley, Central
Oregon, and the greater Portland area to come to Klamath County and
skate and play at the Bill Collier Community Ice Arena and stay over for
one of our many events. This project runs from November 7, 2014 through
the end of March 2015.

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 *S. Machado*

Date 9/26/14

Signature of Board Chair *S. Machado*

Date 9/26/14

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. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal? To have funds to increase our marketing to guests from outside of the Klamath Basin so that we can increase the number of ice arena visits, strengthen our financial health, and the health of our community through overnight stays. Our ice arena enhances the cultural, athletic, and artistic offerings of the Klamath Basin during the fall and wintertime and we both want and need increased participation in all of our activities. This proposal will encourage and attract visitors during the tourism 'shoulder season'.
2. What are the project activities?
We offer both skating and non-skating related activities that are family friendly and serve ages 3 through 93! We have special sessions every weekend during the skating season, from themed general skating sessions to specialized figure skating and hockey clinics, to private ice rentals for corporate team building and family reunions, to hockey games for both youth and adults, to curling instructor seminars, our Thirteenth Annual Figure Skating Spectacular - Ice Dreams, and more.
3. When will the project occur? How long will it last?
The ice arena opens on Friday, November 7, 2014 and will close at the end of March 2015 for a total of twenty weeks of activities.

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

Our target market is the state of Oregon (minus Klamath County) to include the greater Portland area, Ashland, Medford, Grants Pass, Roseburg, Eugene, Bend, and Sisters and Northern California to include Mt. Shasta, Redding, Sacramento, Davis, Santa Rosa, and Lake Tahoe/Truckee. All of these drives are within approximately 300 miles of Klamath Falls and are a relatively easy 5 1/2 hour drive; many of these cities are full of recreational enthusiasts.

Project Goals:

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

Our out of town guests have risen from 900 in 2012/13 to 2,330 in 2013/14 and our room nights at the Running Y have risen from 131 to 214. We hope to see a 10% increase in guests and room nights in 2014/15; 2,563 guests and 235 room nights. We have a new software program and have added an 'out of area' prompt that will show during each of our sessions and staff will take a head count (show of hands). For ticketed special events we will use zip codes to count out of area guests.

6. 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 count the number of extra days?

1. We are launching a new website in the fall with a page just for 'visitors' - this page will have links to other area attractions.
2. We have started conversations with Discover Klamath to begin revamping our marketing strategic plan and will ask for their suggestions.
3. We will meet with the new marketing director for the Running Y and initiate a dialog for co-marketing.
4. We will continue to offer multi-events per weekend - not just one specific two hour session to encourage our guests to stay over and do more.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Counting the extra days is easy for our ice arena sessions but difficult for other attractions unless our guests actively engage in a dialog with us about what they should do and where they should go outside of our own venue.

Klamath Ice Sports Inc. is a community based, grass roots, charitable not-for-profit organization dedicated to providing valuable outdoor late fall through wintertime recreational and cultural activities to visitors to and residents of the Klamath Basin. KIS is run by dedicated volunteers who put in over 3,650 volunteer hours last year and a small paid staff. We offer a wide variety of skating and non-skating activities to include lessons, leagues, a multitude of public skating sessions, parties, curling, broomball, and more. We are all passionate about health and fitness and building and maintaining a strong and vibrant 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 is your organization uniquely qualified to carry out this project?

KIS and the BCCIA will celebrate our 13th anniversary in January of 2015! Our tourist base has increased steadily since our opening in January of 2002. We average 22,500 guests visits each season in addition to the guests who visit us during our 'off season' just to see the facility. In 2012 we changed our out-of-area marketing plan to include all of our events, not just our annual figure skating spectacular. The SKATE, PLAY, & STAY in the KLAMATH BASIN afforded us an opportunity to utilize our tourism dollars throughout our entire season rather than for just our ice show and that strategy seems to have worked! We are the only full-sized, not-for-profit ice arena in the state of Oregon.

MARKETING PLANS

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

1. Develop and launch a new website with a page specifically dedicated to our 'visitors'. Launch at the end of October 2014. This page will have links to Discover Klamath, The Running Y (our lodging partner), The Ross Ragland Theater, and other local community attractions.
2. Upon a successful grant award, we will meet with Jim Chadderdon of Discover Klamath, to further strategize a marketing plan. Our current plan, as outlined below in numbers four and higher, could change based upon Jim's advice.
3. We will be meeting with Maili Morrison, the lead marketing person for the new owners of the Running Y on October 18, 2014. The previous new owners' focus was to market the resort and its amenities during their busy season (summer and fall - not winter). It is our hope that the new owners will place an importance on co-marketing the resort during late fall and throughout winter!
4. Our new calendar of events will go live at the end of October - it is chock full of activities for people to choose from.
5. We are increasing our social media marketing strategies through help from Constant Contact.
6. We will be 'crowd sourcing' - the first 500 out-of-area guests who present themselves to the Skate Shack window and make a Facebook post will receive \$1.00 off the price of their admission (we will also do this for our in area guests as everyone has friends and family members in other areas).
7. We will be advertising in the movie theaters in the Bend area and the Redding areas for 15 weeks.
8. We will advertise on the radio (Jefferson Public Radio) with two separate campaigns: one campaign to join us at the Running Y during the holidays and one just for the Figure Skating Spectacular.
9. We will be placing one ad in the fall Southern Oregon Magazine and two in the winter edition. The fall ad will focus on all of the activities we offer and the winter ads will do the same plus focus on the figure skating spectacular.
10. Posters for our special events will be sent to neighboring figure skating clubs and hockey associations.
11. Email blasts will be send to the clubs and associations.
12. Public service announcements will be utilized in our target markets as well.

13. One-half page advertisement in the RRT Playbill.

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)

Head count and ticket sales.

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

Our season will commence at the beginning of November when the tourism grant decisions will be made. Whereas we begin planning for the upcoming season at the end of the previous season, our overall marketing budget is quite limited. A successful bid for a tourism grant would more than triple our budget and will allow us to dramatically increase our marketing which should definitely serve to increase the number of guests to not only our arena but to other businesses and venues in our area.

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.

KIS averages over 3,650 volunteer hours each year. The Executive Director, Figure Skating and Hockey Director, Publicity Director, and webmaster positions are completely volunteer. In addition we have a number of volunteers who serve as coaches, special event helpers, and so forth. We are fueled by passionate volunteers!

DISCOVER
KLAMATH

OREGON UNEXPECTED

September 18, 2014

Ms. Suzette Machado
Klamath Ice Sports
5075 Fox Sparrow Drive
Klamath Falls, Oregon 97601

Dear Suzette,

With enthusiasm, *Discover Klamath Visitor and Convention Bureau* supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow Klamath Ice Sports to increase its marketing efforts and thereby bring more people to our area to enjoy your venue.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. We feel the Klamath Ice Sports Arena can expand its out of area awareness and usage with additional focused promotional efforts.

Our organization's tagline is: "*Oregon Unexpected*". We find travelers seek unexpected travel adventures – not predictable experiences most areas offer – and that your venue and the events it offers delivers on the Oregon Unexpected promise. After all, who would expect to find such a treasure as the Klamath Ice Sports arena in Klamath Falls?

You've done a wonderful job building the venue into a community gem. And while we're sure there are further in-county efforts that would result in additional penetration of the local market, you've expressed interest in stepping-up your out-of-county marketing to attract teams and events in hockey, broomball, curling, figure skating, ice skating, and special events.

As you've noted, you could use support in strategizing, designing, developing, and implementing an impactful out-of-area marketing program and would welcome an opportunity to work with Discover Klamath.

If you are a Grant Recipient, we look forward to working with you, your team, and, the Klamath Ice Sports organization to strengthen its out of area promotional efforts.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director

THE JELD-WEN
FOUNDATION

Address: 3250 Lakeport Blvd., Klamath Falls, Oregon 97601

Phone: (541) 880-2185 Fax (541) 885-7454

www.jeld-wenfoundation.org

September 25, 2014

Mr. Jim Chadderdon
Executive Director Discover Klamath
205 Riverside, Suite B
Klamath Falls, OR 97601

Dear Jim and Committee:

Please give the tourism grant application and proposal from the Bill Collier Ice Rink your strongest consideration. The rink is doing some great things to promote tourism and economic development in the basin. The annual skating show with remarkable talents from across the entire nation, the ice skating leagues bringing people from all over the state and the new sensation with curling programs are just some of the program elements that the rink engages in that makes it a good candidate for support from this grant making process.

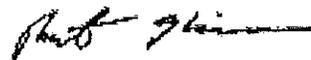
There is a real renaissance of effort in the Klamath Basin right now to invigorate and improve on all of what Klamath has to offer and the Bill Collier Ice Arena is one of the dozen or so world class facilities that make Klamath very special and totally unique in rural Oregon. The Running Y with all of its residents and the lodge visitors are two significant components of the ice rink user package that provides a significant boost to tourism and a broadened use of the Basin.

Marketing and promotional budgets are difficult components for small non-profits like the rink to bear and properly execute and that is why your support would be so important to them.

Thanks for all you and the committee are doing to promote greater awareness and increased visitation/participation by tourists in the area. The JELD-WEN Foundation will continue to provide resources for constructing and maintaining these remarkable community resources like the Collier Ice arena.

Best regards,

JELD-WEN Foundation



Robert Kingzett
Executive Director



September 20, 2014

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

RE: Klamath Ice Sports

Dear Committee Members:

I am writing this letter of support for the Klamath Ice Sports request and all they do to promote a unique experience, attract tourism and better our community. Their professionalism and dedication year after year to offer a unique experience to both adults and children's activities that pursue athleticism and good health is a tremendous asset to our community. These activities produce well over a hundred room nights per year along at Running Y Ranch.

We understand any effort and support we provide can only be magnified by the funds of a Klamath County Tourism Grant to the festival.

I personally appreciate your consideration in providing the funds needed to help further this already extraordinary program.

Sincerely,

Patrick Fetsch / General Manager
P: 541-850-5500 / C: 541-880-8840
patrickf@runningy.com / www.runningy.com

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

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	0	10,000	10,000		
Other Sources	4,200	0	4,200		KIS
Total Revenue	4,200	10,000	14,200	-	
CASH EXPENSES					
Advertising					
Print	950	1,400	2,350		H&N \$250; So OR Mag \$700 x 3
Web					
Other Internet	500	500	1,000		"Crowd Sourcing: on FB
Other	750	2,000	2,750		Radio (NPR + KLAD/KKRB)
Total Advertising	2,200	3,900	6,100	-	
Printing	500	500	1,000		
Postage	0	0	0		
Misc/Other (Explanation Req'd):					
Other:	1,500	2,400	3,900		30 sec commercials: KF+Bend+Redding
Other:		3,200	3,200		Disc Kamath - under advisement!
Other:					
Other:					
Total Miscellaneous/Other	1,500	5,600	7,100	-	
Total Expenses	4,200	10,000	14,200	-	
Net Income<Expense>	0	0	0	-	

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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request					
Cash Revenues -					
Source:	13,000	260,193	273,193		Admissions/Fundraising
Source:	9,750	275,410	285,160		Grants
Source:					
Total Cash Revenues	22,750	535,603	558,353	-	
In-Kind Revenues:					
Source:	5,000	31,500	36,500		Volunteer Labor
Source:	750	0	750		H & N Print Ads
Source:					
Total In-Kind Revenues	5,750	31,500	37,250	-	
Total Revenue	28,500	567,103	595,603	-	
EXPENSES					
Cash Expenses -					
Personnel costs	0	63,917	63,917		
Marketing costs	4,200	10,000	14,200		
Rentals	0	4,551	4,551		Hockey Changing Rooms
Supplies	0	6,848	6,848		
Other:	0	67,716	67,716	-	Ins/Utilities/Prof Fees
Other:	0	21,000	21,000		Repair & Maintenance
Other:	0	41,111	41,111		Program & Fundraising
Other:	9,750	275,410	285,160		Grants
Total Cash Expenses	13,950	490,553	504,503	-	
In-Kind Expenses					
Labor	5,000	31,500	36,500		
Marketing costs	750	0	750		H & N Print Ads
Other:					
Total In-Kind Expenses	5,750	31,500	37,250	-	
Total Expenses	19,700	522,053	541,753	-	
Net Income<Expense>	8,800	45,050	53,850	-	

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
- Value all volunteer labor at \$10.00 per hour for In-kind revenues and expenses.



Klamath Ice Sports

October 16, 2014

To: Jason Link and the Klamath County Tourism Grant Committee Executive Team

Re: Klamath Ice Sports Inc. (KIS) Fall 2014 Grant Application – Answers to Committee Questions

1. NPR Advertising: KIS will dedicate and purchase \$2,000 of 45 second radio spots with Jefferson Public Radio (JPR).
 - a. These spots will invite listeners to "...Come, Skate, Play and Stay, in the Klamath Basin this winter and experience the outdoor recreational opportunities available at the Bill Collier Community Ice Arena, located seven miles northwest of Klamath Falls at the entrance to the Running Y Resort..."
 - b. Advertising will take place from November 19th through January 30th; at least half of the radio spots will also include information about our 13th Annual Figure Skating Spectacular.
 - c. Spots will air during the Rhythm and News weekend morning edition and weekday news programming and during the Classics and News programming.
 - d. Colleen Pyke is working up the proposed schedule and emailing it to me tomorrow (October 17th).
2. Local Radio Advertising: KIS is dedicating \$750 of its own budget (i.e. matching funds) towards advertising on KLAD, KKRK, and KFEG radio stations. It is of note that whereas our plan for these advertising dollars are to increase awareness of our activities locally, all three of these radio stations transmit outside of the Klamath Basin as well – to include Mt. Shasta, Lakeview, portions of Ashland, South Weed, and more.
3. 30 Second Commercials: KIS is dedicating \$1,500 of its own budget (i.e. matching funds) towards advertising at Pelican Cinemas with a 30 second commercial. KIS will also dedicate and purchase \$2,400 towards running the same 30 second commercial in cinemas in Bend and Redding.
4. Discover Klamath (DK) Partnership: I have spoken again with Jim Chadderdon at Discover Klamath and he has agreed to be our key out-of-county marketing partner for KIS. Pending a successful grant award, KIS would dedicate \$3,200 of its total award to Discover Klamath to use towards some or all of the following:
 - a. Television in Northern California, Southern Oregon, and Central Oregon
 - i. Dedicated 30 second spots promoting our venue and events and offering lodging packages
 - ii. Tagged Discover Klamath Spots – Discover Klamath will run its regular winter branding spots and tag our events with seven second tags that have a call to action of visiting our website.
 - b. Trip Advisor/Crater Lake
 - i. Discover Klamath controls the majority of the content on all the Crater Lake National Park Trip Advisor related content. Our venue is a perfect accompaniment to a winter trip to Crater Lake and many who visit during the winter months will be seeking information on Trip Advisor.
 1. DK will list our events on their Calendar of Events
 2. DK will use one (or more) of its ad spaces to place a KIS banner ad.
 - c. Discover Klamath Website
 - i. Editorial and Advertising Opportunities –

1. We will work with DK to ascertain how best to maximize KIS' exposure on the DK website.
- d. Discover Klamath Winter Adventure Guide
 - i. November Issue (print and digital) – KIS will provide a story of our upcoming events and activities.
- e. Discover Klamath e-Newsletter
 - i. KIS will work with DK to ensure that our upcoming events and activities are included in this publication.
- f. Discover Klamath Tradeshows
 - i. During the first quarter of 2015 – our local tourism group will be attending many consumer recreation shows. KIS will work with DK to make sure we are well represented at these shows with both brochures and promotional items.
- g. Discover Klamath Public Relations
 - i. KIS would work with DK and its professional public relations agent to help maximize KIS' exposure outside of the Basin.
- h. Discover Klamath Co-Ops
 - i. KIS would work with DK to leverage and utilize KIS' branded materials in these cooperative promotions with Travel Oregon and others.
5. Marketing Budget: Our marketing budget has not changed from its originally submitted application. Upon our successful application I will happily furnish breakdowns for the Discover Klamath expenditure portion (estimated at \$3,200 total); DK is unable to offer cost breakdowns until we know how much we have to spend.

Thank you for your consideration and we look forward to your final review. If you have any additional questions meanwhile, please don't hesitate to contact me.

Sincerely,

Suzette K. Machado

Suzette K. Machado
Treasurer, Klamath Ice Sports

Board of Directors
5075 Fox Sparrow Drive Klamath Falls, Oregon 97601 (541) 850-5758
www.klamathicesports.org funontheice@klamathicesports.org