TOURISM GRANT APPLICATION

Klamath County Finance 541-883-4202
Klamath County Government Center
305 Main Street
Klamath Falls Or. 97601

Organization Applying:	Klamath and Western Railroad Inc.
Contact Person:	Russ Wood
Phone Number:	541-281-7102
Email Address:	russ@hobby-tronics.com
Mailing Address:	P.O. 927 Chiloquin OR 97624
Web Site Address:	knwrr.org
Title of Project:	KNWRR full color brochure

Brief Description of Project:

This will be a continuation of a project we started in 2012. In 2012 we distributed approximately 15,000 full color brochures and our out of county direction was to send packets of 50 each to all of the chamber of commerce locations in Oregon, northern California, Washington, and Idaho. This proved to be very successful as verified by our guest book registrations over the next two years. This request is for $2,000 and is of a similar nature as in 2012 but with a different target audience. Amount will cover production of the brochure and for postage and handling.

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 Russell Wood Date 9/29/14

Signature of Board Chair R. S. Darrid Date 9-26-2014

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The purpose of this project is to continue to introduce new out of county tourists and visitors to our miniature railroad. In the past we have directed our out of county efforts towards the many chambers in the surrounding states. This new effort will be more focused. There are many miniature railroads similar to ours and most give the public train rides much like we do. They also have areas where they have literature from other clubs or attractions. Folks that like these miniature train rides fall into two categories. The first is the locals that bring the kids and grand kids for a ride. The second group is really miniature train fans, and they add a visit to a train attraction to whatever road trip they are on. This is the target of this campaign, the miniature train ride fans. We wish to do the same type of 50 packet packs and send them to all of the west coast train clubs that give rides to the public.

2. What are the project activities?

KNWRR provides free public train rides on our 1/8th model scale railroad every Saturday from Memorial Day through Labor Day. The club also conducts special events during our "shoulder" season, such as the Pumpkin Express and schedules as many as the weather will allow private tours and birthday trains. We run a diner which sells a variety of snack foods and souvenirs. For 2014 we added a gift shop that has become very popular.

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

KNWRR runs trains throughout the year weather permitting. Our regular season is Saturdays from Memorial Day through Labor Day. The distribution of the brochure will start immediately and be ongoing until stocks are depleted.

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

Our target market has always been families with children, rail fans, hobby enthusiasts and all those who love trains. In the past our strategies have included self-created brochures, large street signs, on-line Chiloquin News and on-line Herald and News Calendar, and word of mouth. This works for getting the locals to attend but to get the out of towners we have used the brochure as our primary vehicle. This has worked well for us. It has introduced us to many who really weren't our initial target audience but we did get them to come and see what we were about. We would now like to focus on our real target as stated above.

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?

In 2014 we welcomed over 7000 visitors during our regular season, Memorial Day through Labor Day (25% from out of the county). In addition, 1000 visitors turned out for the Pumpkin Express. We count and determine the number of visitors vs. locals by utilizing a guest book and one-on-one conversations.

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?

We plan on encouraging our visitors to stay longer by referring in the brochure to Klamath County attractions such as Collier Park, Crater Lake, Fish Hatchery, Fort Klamath, and the Klamath Refuge. Local maps, the 30 Mile Club publication and other brochures and flyers highlighting these and other activities are offered in our new gift shop when requested. We suggest that visitors stay over or return at another time of year to attend the Klamath Cruise, the Kinetic Sculpture Race, Blues Festival, Winter Wings Festival and of course OIT Basketball.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

We are a 501-C3 nonprofit organization or club of 40 members who maintain track, equipment and infrastructure in order to provide a safe and enjoyable ride on our 1/8th scale model railroad through the forest.

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?

We were established in 1982 and have been successfully operating the Klamath & Western RR for over 30 years. Since the individuals and families that come to ride the railroad are from all over the country and the world, we engage in conversations with them as they wait in line and try to determine from where they have come, where they are going and how they heard about us. This has proved to be a very successful strategy. We also maintain a guest book where we glean our statistics from. Our location is unique in that we are located in a prime Southern Oregon pine forest that is a wonderful experience to travel through at 5 mph!

MARKETING PLANS

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

We will continue to market our operation with distribution of this brochure, advertisement in the on-line Chiloquin News, the Herald and News On-line Calendar, and the 30-mile club regional newspaper, placement of large roadside signs on Highway 97, the major north south route for visitors out of county, and on Highway 62, the main route to Crater Lake. Our website at KNWRR.org offers additional information. We have a Facebook page that has been up and running since the start of the 2012 season. This approach covers the locals and gets the word out. Our out of county campaign will be directed to the west coast train clubs that give train rides to the public. There around 75 or so clubs that will be our target and we will provide them with packets of 50 brochures and a small brochure holder. We used this approach with Chambers in the past and it worked well for us.

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)

Club members tally the number of riders on every train and we maintain a guest book. We use our on train statistics and those from the guest book to give us a representative sampling of where our riders are from. I.E. if we give 500 rides and there are 50 folks that sign the guest book, not everybody does, and 15% of them are from out of town we can surmise that possibly 15% of our 500 riders are from out of town. Since we have a 17 week long season of regular riders and an extended season of special events we are pretty confident in our sampling. Using our 7,000 rider count as a basis it is estimated that approximately 1,050 were from out of county for 2014. In conferring with our local business neighbors that number seems to coincide with their numbers in regards to guests here for either Train Mountain or the Klamath and Western. They are well aware of when either we or Train Mountain is having an event. In addition we talk to as many of our visitors as possible while they are standing in line waiting for a ride, or while getting food at our diner or chatting with them while they shop in our new gift shop.

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

KNWRR club members are constantly looking for ways to promote our railroad in the off season. With the additional distribution of 15,000 more full-color brochures to people wanting to enjoy a ride on a miniature train, the seed will be planted and we look forward to welcoming them as guests for seasons to come.

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.

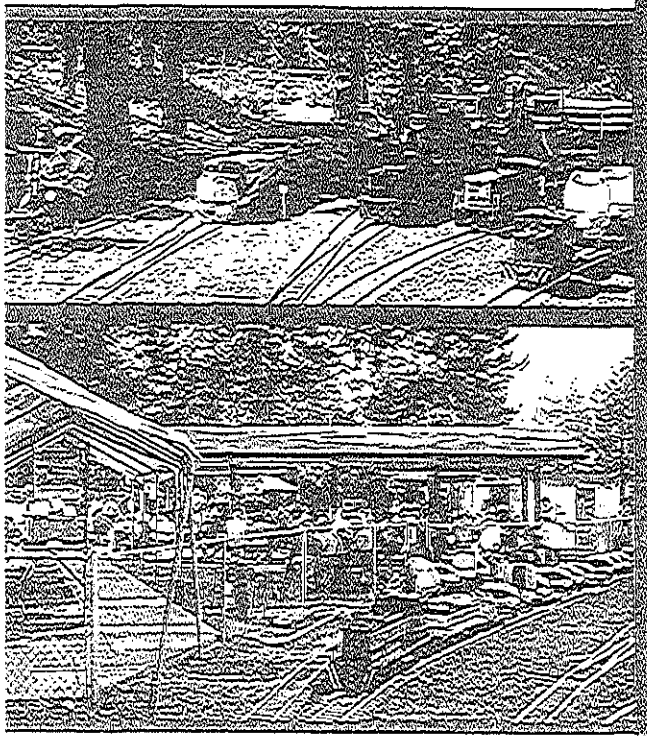
All work on the Klamath and Western is done by volunteers. We average 100 volunteer hours for each of the 17 regular scheduled run days we operate and additionally hundreds of hours every year in maintaining the engines, rolling stock, tuning of the track and of the constant maintaining of the right-of-way as well as our station grounds. This comes to an estimated total of more than 3,000 volunteer hours annually. All of the work done on the brochure was done by a club member with web and graphic design experience. Photos used for the brochure were submitted by members and interested community members. We have also had the help of the Boy Scouts and other community groups in maintaining our forested area.

Schedule

(10 AM to 3 PM unless otherwise stated)

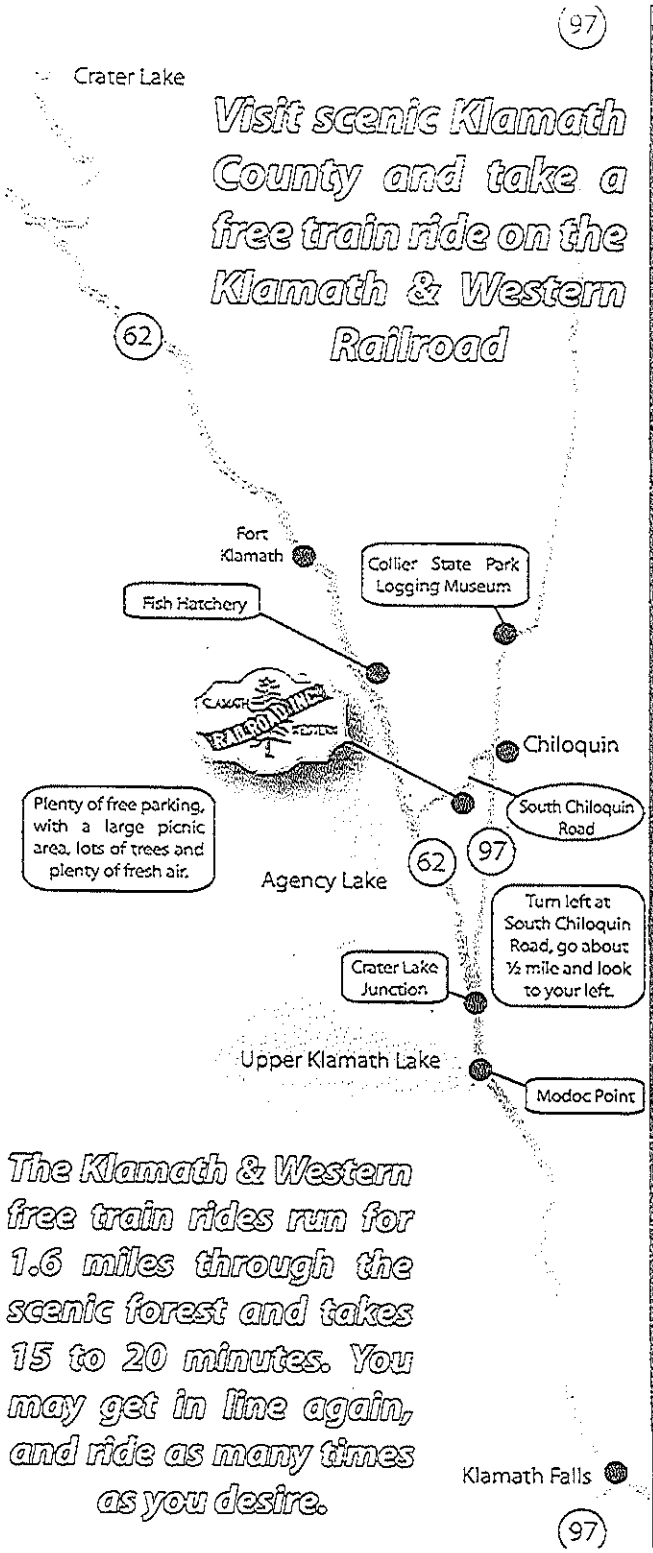
- Free public train rides every Saturday from Memorial Day weekend until Labor Day weekend.
- Free public train rides Saturday and Sunday on Memorial Day and Labor day weekends.
- **Halloween Pumpkin Run** - Our annual train rides to the pumpkin patch.*
- **Holiday Express** - Our annual train rides to see Santa. Held Saturdays and Sundays the two weekends prior to Christmas.*
- Special Events, such as Birthday Parties, can be arranged by calling 541-783-3177.
- Food, refreshments, a picnic area, and souvenirs are available along with plenty of fresh air. Lots of fun for kids of all ages, especially the young at heart.

* Call or check our website for exact dates each year.



Donations are greatly appreciated

© 2012 Klamath & Western Railroad, Inc.

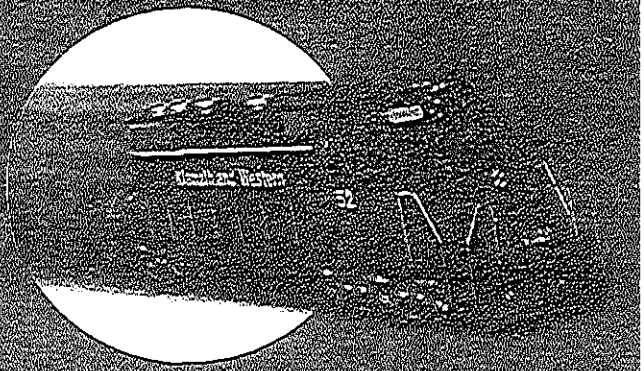


Visit scenic Klamath County and take a free train ride on the Klamath & Western Railroad

The Klamath & Western free train rides run for 1.6 miles through the scenic forest and takes 15 to 20 minutes. You may get in line again, and ride as many times as you desire.

KLAMATH RAILROAD INC WESTERN

Klamath and Western Railroad, Inc.
36951 South Chiloquin Road
Chiloquin, Oregon 97624
541-783-3177
Email: trainbuffs@msn.com
http://www.knwrr.org/



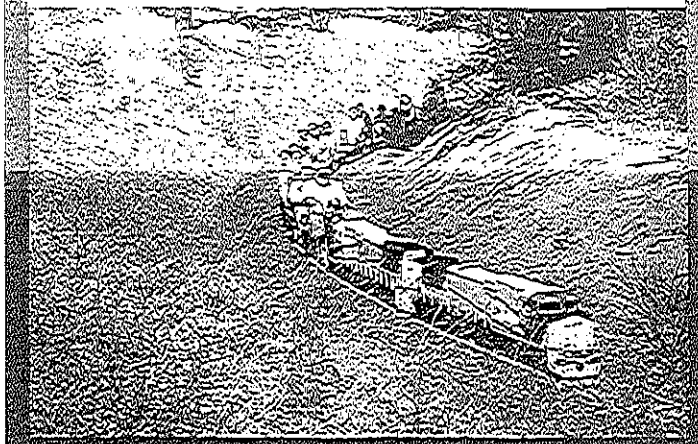
Free public train rides on Saturdays from Memorial Day weekend until Labor Day weekend.

10:00 AM to 3:00 PM

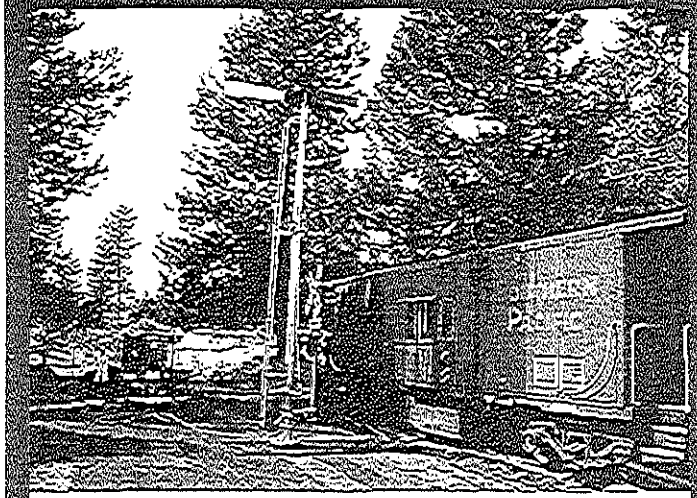
Just off Hwy 97 - 26 miles north of Klamath Falls

Public Train Rides

Bring your family for a free scenic train ride through the forest, and don't forget your camera!

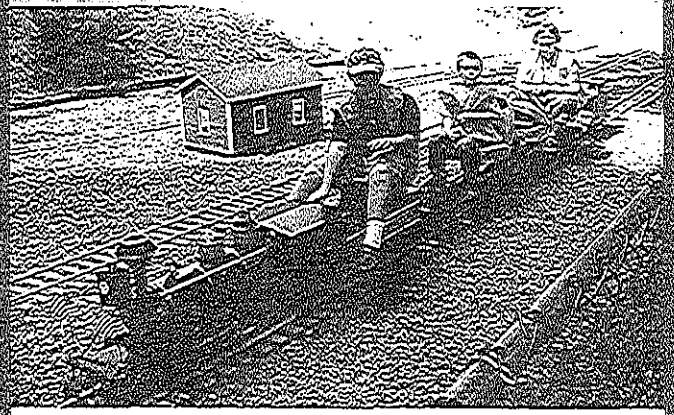


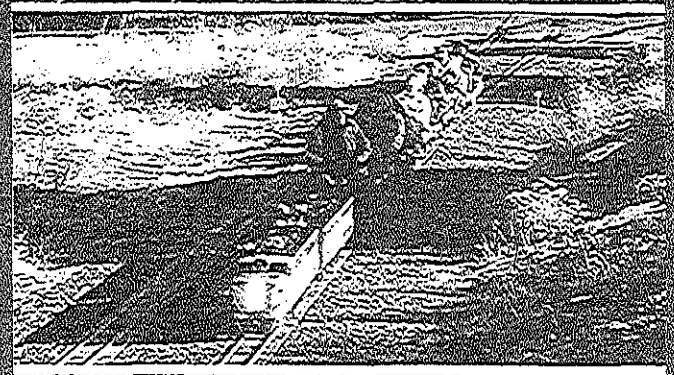
Come and see the antique railroad items on display.

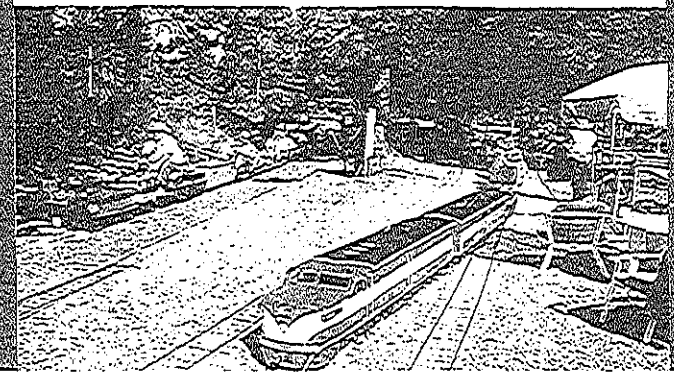


Delicious Food and Beverages at the K&W Diner

Bring your own lunch or let our friendly K&W Diner people grill up something yummy for you!



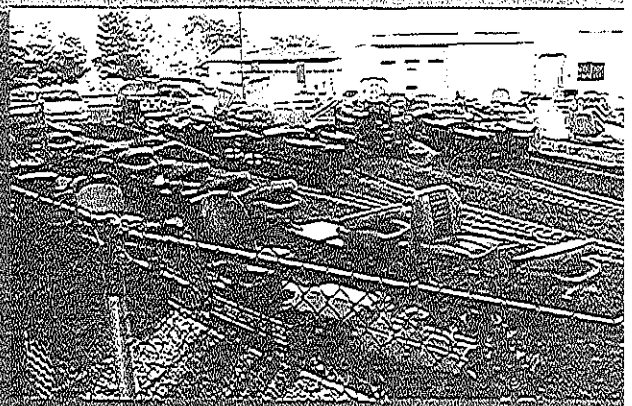




Klamath and Western Railroad at Chiloquin, Oregon

(Formerly the Over the Hill Live Steamers)

Klamath and Western Railroad, Inc. is a registered 501(c public benefit organization. Contributions may be deductible. Although the public train rides are free, donations and support are greatly appreciated.



Klamath and Western Railroad ("K&W") is operated volunteer members, and new members are alw welcome! Do you like playing with trains? Would you lik volunteer time and energy to a great cause and have fu the same time? If so, we are looking for you. Call, ema stop by and ask about membership information.

Membership in K&W is open and has no requireme other than the love of trains. Most club members own equipment of their own. After training by other members, they become the engineers and conductors give the public train rides using club equipment.

HISTORY

The original owner of the Klamath & Western Railr property was Ed StJohn, who had a dream of buildin major model railroad in Chiloquin. Eds project, wh began over 30 years ago, was aided by a couple of l people who were joined by a few members of the Medi Live Steamers. A club called the "Over the Hill Steamers" was eventually formed.

Later, the real property and track was acquired from StJohn by Train Mountain. The name was changed, the new Klamath & Western Railroad was incorporated a 501(C)3 public benefit organization. K&W now leases land and trackage rights upon which it operates from T Mountain, and is thus able to provide public train ride

American Flat Railroad
P.O. Box 1
Fiddletown, CA 95629

Balboa Park Visitors Center
1549 El Prado
San Diego CA 92101

Billy Jones Railroad
PO Box 234
Los Gatos, CA 95031

Bitter Creek Western
2110 S. Halcyon Road
Arroyo Grande, CA 93420

California City Live Steamers
P.O. Box 2259
California City, CA 93505

Carolwood Pacific Railroad
5202 Zoo Drive
Los Angeles, CA 90027

Chula Vista Live Steamers
4548 Sweetwater Rd
Bonita, CA 91902

Nortwestern Pacifc Railroad
P. O. Box 667
Santa Rosa, CA 95402-0667

El Dorado Express
7550 E. Spring St,
Long Beach, California 90815

Folsum Valley Railroad
50 Natoma Street
Folsom, California 95630

GVRR
P.O. Box 80256
Goleta, CA 93118-0256

Golden Gate Live Steamers
10349 Glencoe Drive
Cupertino, California 95014

Griffith Park & Southern Railroad
4400 Crystal Springs Drive
Los Angeles, CA 90027

Irvine Park Railroad
1 Irvine Park Road
Orange, CA 92869

Joshua Tree Southern Railroad
8901 Willow Lane
Joshua Tree, CA 92252

Los Angeles Live Steamers
Railroad Museum
P.O. Box 2156
Toluca Lake, CA 91610-0156

Mendocino County Railrway
Society
P.O. Box 1141
Fort Bragg, CA 95437

North Coast Live Steamers
P.O. Box 2055
Fort Bragg, CA 95437-2055

North Valley Live Steamers
3435 Myers Street
Oroville, CA 95966-6578

Orange County Model Engineers,
Inc.
P O Box 3216
Costa Mesa, CA 92628

Orland Newville & Pacific
Railroad
P.O. Box 667
Orland CA, 95963

Pixieland Amusement Park
2740 E. Olivera Rd.
Concord CA 94519

Redwood Empire Live Steamers
Youth Community Park
Santa Rosa, CA 95403

Redwood Vally Railroad
Lomas Cantadas
Orinda, CA 94563

Riverside Live Steamers
P.O. Box 5512
Riverside, CA 92517

Root of Motive Power
430 East Commercial Street
Willits, CA 95490

Sacramento Valley Live Steamers
P.O. Box 273
Rancho Cordova, CA 95741

Sage Brush Shortline
1755 South American Street
Ridgecrest, CA 93555

Santa Ana Zoo Train
1801 East Chestnut Avenue
Santa Ana, CA 92701

Sonoma Train Town
20264 Broadway
Sonoma, CA 95476

South Coast Railroad
300 North Los Carneros Road
Goleta, California 93117-1502

Southern California Live Steamers
2100 Washington Ave.
Torrance, CA 90510

Swanton Pacific Railroad
California Polytechnic State
University
San Luis Obispo, Ca 93407

Travel Town Transportation
Museum
5200 Zoo Dr.
Los Angeles, CA 90027

Ventura County Live Steamers
c/o Greg & Beverly Martinez
207 Blanchard Ave
Santa Paula, CA. 93060

Carson City Railroad Association
P.O. Box 2245
Carson City, Nevada 89706

Las Vegas Railroad Society
P.O. Box 33518
Las Vegas, NV 89133-3518

Nevada State Railroad Museum
601 Yucca Street
Boulder City, Nevada 89005

Centerville & Western Nevada Railroad
1016 Irma Lane
Gardnerville, NV 89410

EASTERN CASCADES MODEL RAILROAD CLUB
21520 MODOC LANE
BEND, OREGON 97702

Lakeview Farms
32055 NW North Ave
North Plains, OR 97133

Pacific Northwest Live Steamers
31803 S Shady Dell Rd
Molalla, Or 97038

Phoenix and Holly Railroad
2512 North Holly
Canby, Oregon 97013

Southern Oregon Live Steamers
P.O. Box 1443
Medford, Oregon 97501-1927

Sweetbrier Train Park
43431 Hwy 226
Scio, Oregon 97374

Willow Creek Railroad
3995 Brooklake Road NE
Brooks, Oregon 97303

MIDWAY SHORTLINE RAILROAD
1210 North Homestead Drive
Midway, UT 84049

South Weber Railroad
475 East Petersen Parkway
South Weber, Utah 84405

S & S Shortline Railroad
575 North 1525 West
Farmington, UT 84025

Utah Live Steamers
475 South Main St.
Spanish Fork, Utah 84660

Great Nowhere Railroad
3621 Ottmar Road
Moses Lake, WA 99837

Great Northern & Cascade Railway
Passenger Depot
101 N 5th St
Skykomish, WA 98288

Inland Empire Live Steamers
815 West Greta
Spokane, WA 99208

Kitsap Live Steamers
PO Box 1765
Port Orchard, WA 98366

Wenatchee Valley Museum and Cultural Center
127 South Mission Street
Wenatchee, WA 98801

Western Washigton Live Steamers
1160 Agate Road
Shelton, WA 98584

Scottsdale Live Steamers
7339 East Indian Bend Road
Scottsdale, AZ 85259

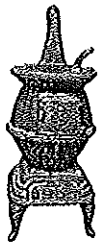
Maricopa Live Steamers
5547 W. Melinda Lane
Glendale, AZ 85308

In the past we have had many of their members stay here at the campground. They are always friendly and a joy to have, and we look forward to having some of them back next season.

Thank you

Vivian Neal
manager

541-783-2738



The Potbelly Cafe

212 1st Avenue, Chiloquin, OREGON 97624 -- Phone: (541) 783-0988

Klamath County Tourism Grant Committee 9/30/2014

This note is to express my support for the Klamath and Western Railroad at Train Mountain. Their members are good regular customers and when they have events at their facility we do a good business. They have been very supportive of my new business and send in lots of folks to my restaurant.

Dana Ward

Dana Ward
Owner, Pot Belly Café
Chiloquin, Oregon

October 5' 2014

Dear Klamath County Tourism Grant Committee,

We here at Kircher's Hardware in Chiloquin, Oregon have always been very supportive and appreciative of our friends at Klamath and Western Railroad Inc.

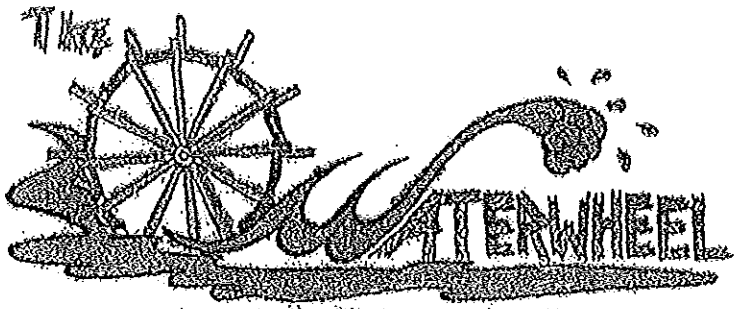
They bring a creative and ambitious bunch of people into our community, all with one thing in common, trains. They support our local businesses and bring tourism into our town and the surrounding towns in our area.

We hope you will take advantage of the train rides they offer with your children or grandchildren; you can then see all the fine work they have done. Train Mountain is one of the great places to visit in our county.

Please support Klamath and Western Railroad with your grant funds; they are a very deserving and a great addition to our community and county.

Sincerely,
Harry and Melinda Childers
Harry and Melinda Childers
Kircher's Hardware
Chiloquin, Oregon

The WATERWHEEL CAMPGROUND
WILLIAMSON RIVER - CHILOQUIN, OREGON



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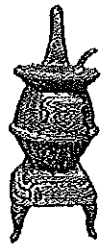

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