KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATION

Steen
SPORTS PARK

2nd ANNUAL BASIN BREW & Q

7/09/16

TRADITIONAL TOURISM GRANT APPLICATION

Title of Project: 2nd Annual Basin Brew & Q

Funds Requested: $15,000

Organization Applying: Klamath Freedom Foundation/Celebration

Contact Person: Doug Brown • Margot Durand

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Brief Description of Project including date, time and location: The 2nd Annual Klamath Basin Brew & Q will be held Saturday, July 9, 2015 from 11 AM to 10 PM at Steen Sports Park. This family friendly event will attract a large number of local attendees and will also draw a large crown from out-of-town. It is being grown each year with the ultimate result of extending to a weekend-long event, similar to Bend Brewfest, which attracts over 40,000 visitors to Central Oregon in the summer. We anticipate that as a result of this event, return visits in the future will grow exponentially and there will be a huge positive impact on local lodging, dining, and activities for the weekend. This project is a joint partnership between Klamath Freedom Foundation/Celebration and Steen Sports Park.

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 Margot Durand Date 9/30/15

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date 9/30/15

PROJECT DESCRIPTION

- Provide a detailed description of the project and activities.

This project proposal is to market a one-day brew festival entitled, "Basin Brew & Q", that occurs annually and that we expect will grow each year in size and reputation. The festival is a partnership of the Klamath Freedom Foundation/Celebration (event production organization), Steen Sports Park (to provide a suitable family friendly site), and Discover Klamath (who will assist with marketing).

The following is a list of activities for the festival:

- Brew Festival
- BBQ Competition
- Bands
- Vendors
- Concessions
- Kidsland

The festival will showcase beer from 20 breweries--already confirmed—from all over the Pacific Northwest.

The adjoining BBQ Competition is open to anyone who wants to show off his or her grilling skills. From professional chefs to home-cooking fanatics, everyone is invited to participate. The winner is to be voted on by the public for this winner-take-all, crowd-pleasing event.

Local and regional bands and musicians who have already signed on to play for the crowds will play on an adjoining stage area to add atmosphere to the event.

We will use the grant money in association with Discover Klamath to market the event both locally and regionally. We are requesting $15,000 from the County Tourism Grant Fund solely for the purpose of marketing to out-of-county visitors. The receipt of these funds will allow us to advertise via TV, web, radio, and print exclusively to non-local parties. Our primary focus this year for the entire event marketing is in expanded out-of-county locations, including Northern California (Particularly Sacramento, Chico, Yreka areas), Eugene, Bend, and Clackamas areas.

PROJECT GOALS

- How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

Based on projections from Discover Klamath, we expect to attract a large number of out-of-town visitors from The Rogue Valley, Northern California, and other parts of South & Central Oregon. We anticipate this year's event to draw over 500 visitors from out of town. We will track these numbers through online ticket sales (must input address to mail ticket) as well as through direct asks and surveys at the event.

We expect these numbers will continue to grow. Our event is modeled from the Central Point Battle of the Bones and the Bend BrewFest. Battle of the Bones started in 2009 with 250 people. In a mere 5 years, they now draw well over 6,000 to 9,000 attendees for their BBQ and brew festival. Bend BrewFest started in 2003 and attracts over 40,000 people to the now 4-day event. The coordinator for Battles of the Bones will be partnering with us to market and network our brew fest at their event. In return, we will be asking our local BBQ'ers to participate in their event. We will have a booth at the Battle of the Bones and will be passing literature to their BBQ participants to invite them to our competition.

Our partnership with Columbia Distributing, one of the nation's largest malt beverage, wine and non-alcoholic distributors, offers an outlet to attract visitors from all over the West. This organization creates a poster and markets the event independently to over 100 locations in the region that they work with. We already have a close working relationship with the Northwest Regional Manager Sam Hargas, Klamath Falls General Manager Jim Lipe, and regional events coordinator Job Harmon.

As proven by other brew festival attendance, beer fanatics travel to these events to support their local breweries. We expect to draw crowds from the following areas to support their local brewers:

- Lost Coast Brewery, Eureka, CA
- Sierra Nevada, Chico, CA
- Cascade Lakes, Redmond, OR
- Worthy Brewing, Bend, OR
- Old 99, Roseburg, OR
- Woodchuck Hard Cider, Middlebury Vermont
- Deschutes Brewery, Bend OR
- Hop Valley, Eugene OR
- Lagunitas Brewing, Petaluma CA
- Columbia Distributing is current working to bring 8 more breweries from around the country

- <u>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 track the number of extra days?</u>

The Festival will occur on Saturday 7/9/15. It is a one-day long festival. Future plans are to create a weekend-long gathering. The event coincides with Kingsley Field Drill Weekend happening the same weekend in Klamath County. Our advertising specifically caters to out-of-county visitors and includes local features and deals that encourages longer stays.

We are working with hotels to create lodging packages for an extended stay for this year. We are the only Brew festival in Oregon that weekend, aside from a small-single brewery focus in Bend, OR. Once our attendees are here, they will see that Klamath is a hub for all of the amazing features right outside our town. In the future the focus will be to create a long weekend, 3-day brew and barbeque festival and we will work with local businesses and attractions to extend stays and provide a prime time to enjoy our area. Klamath is a destination area and we will share information about Crater Lake and other local attractions to help extend the stays of the visitors.

We are working on an 'Adventure Weekend' package to give away at the event that is marketed solely to out-of-county visitors. It will contain certificates for lodging at Running Y,

Crater Lake Zip Line, dinner certificates, and we are working with more local vendors to provide similar packages. This will encourage return visits, extended stays, and also assist us to track our out-of-county attendance by providing incentive for specifying where they are from.

QUALIFICATIONS OF APPLICANT

- Describe your organization/project management team. How are these individuals qualified to lead this project?

  Doug Brown is the Executive Director of Klamath Freedom Celebration. This event-planning and producing organization has promoted local events for 6 years. Doug and his wife Christina have started this organization from the ground up and produced many outstanding local events, including multi-day events, which will be discussed in the next question. Doug and Christina Brown are well-connected in our county, and because of their experience with these past events, are familiar with the types of events that do and do not work in our area. The Browns have completed the planning and organization for this and their past project on their own; securing the donations and volunteers, and planning everything from securing the music acts to setting up lodging discounts. Their track record below speaks for itself.

  The remainder of the management team is the Board of Directors for both the Klamath Freedom Foundation/Celebration and Steen Sports Park. There are also individuals from Mike's Fieldhouse staff and Board playing a large role in the organization of this event. All are concerned members of the community who share a unified goal to see our Klamath County thrive.

- Describe your team's experience in operating past or similar projects.

  As mentioned briefly, Klamath Freedom Celebration (KFC) has operated for the last 6 years to bring excellent events to the Klamath Basin. In 2010 KFC organized a 6-day event that included live music, a beer garden, traveling veteran's tribute wall, and much more. The next year, a rodeo was added to the mix. In 2012, the event grew again, bringing the largely famous band Foghat, more local and regional bands, and again featuring the rodeo. The team has also organized local fireworks, fitness contests, Oktoberfests, Poker Runs, Movies at Steen Sports Park, Parades currently including Veterans Day, Memorial Day, and 4th of July and much more. A large number of individuals traveled from out of town to enjoy these events.

  This is also the 2nd year this festival is being put on by the exact same individuals. In July 2015 the brew fest drew over 1200 people who paid to attend this event. This number does not include children or underage visitors who attended with their families. Our count is around 1700 total.

PROJECT PLAN

- How will you give credit to Klamath County for its support in our event or project?
  We will give credit to Klamath County for the support of this project through advertising and marketing, including on our website, signs at the events, and other advertisement. The logo will be included in the TV and print ads created through Discover Klamath's media buys and also to both Klamath Freedom's and Steen Sports Park Websites.

- Provide a detailed timeline of your marketing efforts leading up to the event or project.

  Please see the attached marketing flowchart developed by Discover Klamath and shows a detailed marketing timeline.

  Below is a brief summary of our initial/current efforts:
  - Facebook page created last year fostered large buzz
  - Posters created by Columbia Distributing to post at their regional locations
  - 10,000 postcards to be ordered and sent
  - 200 additional flyers for sending to breweries and locations out-of-county
  - Tickets will again available online at Klamath Freedom's website and local business locations currently including Sherms Thunderbird, Aarons, The Pikey, Mia & Pias, Klamath Basin Brewing, and Albertsons

  Solely through word of mouth and Facebook shares, last year within a mere 3 months we were able to obtain an early indicator of a great turn-out. In order to maximize our social media presence to outlying areas, we will do the following this year:
  - Utilize inexpensive "boosts" on Facebook
  - Twitter
  - Instagram
  - Pinterest
  - Google +
  - Craig's List

  We are working with local lodging again to provide a discounted rate and package options. They will advertise as host hotels for the event through their marketing efforts, including the marquees at the locations themselves. We have flyers and postcards being developed to be distributed in the Southern Oregon and Northern California regions in Spring.

  As the attached chart developed by Discover Klamath shows, we are utilizing multiple TV, radio, web, and social media outlets to reach all over the West. The heavy efforts will fall in May, June & July, as developed by the experts at the tourism agency who confirm this timeline is the best to create maximum exposure and results for heads in beds.

- Describe your target market/audience.

  The target market for the Basin Brew & Q is a wide range of individuals and families including brewery and barbeque enthusiasts & live music fans. While we encourage and will market to local attendees, a majority of the focus will be to bring people from out-of-town to Klamath County.

  We hope to attract people of all ages, as this is a family-friendly event. Steen Sports Park boasts many features that cater specifically to children, the Childrens Museum offers a Kidsland including games, bounce castles, a jungle gym and a great area to run around on the soccer fields. These areas are separated from the Brew Fest itself, which is enclosed by fencing.

  The event coincides with Kingsley Field Drill weekend and a discount to admission is offered to all active military veterans with proper ID.

As mentioned previously, the target market and audience are brew fanatics, and the fans of the local breweries attending will follow to the festival from their respective locations. This includes Roseburg, Chico, Bend, Petaluma, Eugene, Redmond and many others.

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

  Last year we had approximately 75-100 out-of-town visitors. These individuals stayed in a hotel for 1-2 nights. This year we anticipate 500 out-of-county visitors will attend due to our strategic plan and growth model. Our strategy for reaching vacationing families is through a strong partnership with Discover Klamath. We are utilizing print, TV, radio, and social media to invite everyone on the West Coast to Klamath Falls. We are currently in the works to potentially include 'Klamath County, Home of Crater Lake' in our advertising, which will be yet another reminder that the National Park is in our county. We will market Klamath as the destination location that it is; countless outdoor adventures, boutique retail, and excellent restaurant options.

  Our strategy to bring the brewery enthusiasts is through the partnership with Columbia Distributing, which allows us access to market with breweries throughout the Northwest, including Washington, Oregon, Northern California, Idaho, Nevada, and even more. We are sharing what our beautiful county has to offer through the advertising on our website, social media, and all other outlets we are utilizing. While the focus is our event, we want to showcase the natural beauty of our entire area to encourage return visits.

- How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

  We will measure out-of-county attendance through multiple efforts:
  - We will gather data from lodging partners not only through the special rate codes, but also work with our local hoteliers to offer special rates for our event and possibly weekend packages involving some of the other local features such as the Crater Lake, Zip Line, Golf, ETC.
  - We are also selling tickets through our website which will have a direct link from Facebook, which will automatically gather their location data for the purpose of sending the ticket. As briefly mentioned earlier, we will also utilize guest books at the entrance to and around the event to gather such data. We are still deciding if we want to post a large map to allow people to mark where they traveled from, or have large posters of Mr. Bibs (the event mascot) posted and allow people to sign those.
  - As touched on briefly, we will have a booth staffed with volunteers who accept entries only from out-of-county attendees who will win awesome prizes including Adventure Klamath Weekend with sponsors Running Y, Roe Outfitters and more (that specifically will bring them back for repeat visits).
  - We are also training all volunteers and vendors to ask when checking IDs or pouring tastes to give us an overall feel.

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

  We already have Columbia Distributing and the 20 breweries. We already have the music. Our social media efforts are strong and produce excellent results. These results are without any actual marketing efforts yet. The Tourism Grant award will allow us to market through

TV, internet and print in outlying areas. Our goal is to rival the Central Point and Bend festivals. We aim to increase tourism in Klamath County. With the grant dollars, we can reach and impact a much larger market and bring those individuals to our area. We want these funds to use on marketing to out-of-county visitors. The "meat and bones" of the project itself is being donated, volunteered, and is mainly organized and ready already. What we need assistance with is the funds to get out-of county visitors here.

- 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.

  We are extremely lucky to have an excellent and comprehensive list of volunteers and donors for this project. Klamath County boasts a large number of selfless individuals who step up to help any project, and this has been no exception. The community support we have already received includes: local butchers to donate meat for the BBQ competition, Bullet Rentals donating additional generators, the Kingsley Field stage for the band performances, fencing, electricity, water, and volunteer hours from Steen Sports Park, including from Dave Steen and the rest of the board. We also are working with Mark Dodson from Basin United and Mike's Fieldhouse to organize and plan logistics of the entire event. All local bartenders are donating their time to pour at the event (breweries do not provide staff to pour the beer), including time to be trained to ensure no over-pouring occurs. There are representatives from the breweries being sent this year to hand out literature and education on their products, since last year was a success and that is worth it to the breweries this year. The local Police Department is donating Explorers for event security. More specific details can be found in the budget.

- List your potential sponsors and partners and how they contribute to the event or project.

  We are partnering with Steen Sports Park to put on the Brew & Q event. The park is donating the location, parking, fencing, electricity, water, and many volunteer hours. This includes time spent by the Executive Director to plan the logistics, and also the Board of Directors to approve and organize details for the utilization of the park. As mentioned, Basin United is also the organization in charge of Mike's Fieldhouse, which is the back-up for the location if the weather should turn bad. Our main title sponsors are Columbia Distributing and Coldwell Banker, and we have also received assistance from the following:
    - Discover Klamath
    - Home Depot
    - Aaron's
    - United Mechanical
    - US Cellular
    - Kingsley Field
    - Dick Howards
    - Klamath Falls Police Department
    - Sherms Thunderbird
    - Columbia Distributing
    - Main Street Jewelers
    - Bullet Rentals
    - The Pikey

- If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

This is an annual occurring festival. As shown by Battle of the Bones in Central Point, these kinds of events have the potential to grow exponentially, which is what we expect. Last year we sold 1200 of the mugs that we purchased. Meaning 1200 entry tickets were purchased for the event. The response in the media and around town has been overwhelmingly positive and many people express that they can't wait until next year. We have a solid foundation of volunteers and sponsors who rallied for the first year last year, and we have even more people reaching out to help next year already. Our collaboration with Columbia Distributing gives us an immediate "in" and connection to harbor and grow for future. For 2016, they have already doubled the amount of breweries they personally are bringing. Each brewery sent along kegs last year for the event. This year, they are sending reps and literature because they've tested the waters and given last year's turn-out, they know this is an excellent event. Battle of the Bones partnership with us brings a successful event experience and networking with the BBQ crowd along with participants for our event. Discover Klamath is an outstanding partner, offering their creativity and expertise to draw in large crowds from surrounding counties. We will grow on these relationships to expand.

We will reach out to everyone who signs the guest book, signs up to win the out-of-county prizes, or purchases tickets online. The attendees will return, spread the word, and within 5 years we expect to be rivaling Bend's attendance which Steen Sports park is fully capable of handling. Our project management team is already looking at creating a Board of Directors for the event itself to create more organization and distribute responsibility for upcoming years. We are splitting any profits for the second year again this way: 30% to Klamath Freedom Celebration for event coordination and marketing, 20% to Steen Sports Park for use of facility and manpower, and the remaining 50% will be saved for next year to grow the event and market largely to an even greater outlying area.

Klamath County Tourism Grant Application
Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		$15,300.00	**$15,300.00**		
Cash Revenues -					
Source: Coldwell Banker		$3,000.00	$3,000.00		
Source: US Cellular		$1,500.00	$525.00		
Source: Aaron's		$750.00	$750.00		
Source: United Mechanics		$1,000.00	$1,000.00		
Total Cash Revenues	**$0.00**	**$21,550.00**	**$21,550.00**	-	
In-Kind Revenues:					
Source: Marketing (Discover K)		$3,350.00	$3,350.00		
Source: Fencing (Steen)		$250.00	$250.00		
Source: Electricity (Steen)		$200.00	$200.00		
Source: Water (Steen)		$150.00	$150.00		
Source: Generators (Bullet)		$150.00	$150.00		
Source: Security Hours (KFPD)		$240.00	$240.00		
Source: Stage (Kingsley)		$300.00	$300.00		
Source: Canopies (Home Depot)		$600.00	$600.00		
Source: Pourers (Volunteers)		$1,500.00	$1,500.00		
Source: Music (Folk Society)		$500.00	$500.00		
Total In-Kind Revenues	**$0.00**	**$7,240.00**	**$7,240.00**	-	
Total Revenue	***$0.00***	**$28,790.00**	***$28,790.00***	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs		$23,949.00	$23,949.00		
Rentals					
Supplies (Mugs)		$3,200.00	$3,200.00		*
Supplies (Tickets-entry)		$87.00	$87.00	-	
Supplies (Postcards)		$799.00	$799.00		*
Supplies (Flyers)		$118.00	$118.00		
Supplies (Wristbands)		$100.00	$100.00		
Supplies (Tickets-drink)		$100.00	$100.00		
Total Cash Expenses	**$0.00**	**$28,353.00**	**$28,353.00**	-	
In-Kind Expenses					
Marketing costs		$3,350.00	$3,350.00		
Source: Fencing (Steen)		$250.00	$250.00		
Source: Electricity (Steen)		$200.00	$200.00		
Source: Water (Steen)		$150.00	$150.00		
Source: Generators (Bullet)		$150.00	$150.00		
Source: Security Hours (KFPD)		$240.00	$240.00		
Source: Stage (Kingsley)		$300.00	$300.00		
Source: Canopies (Home Depot)		$960.00	$960.00		*
Source: Pourers (Volunteers)		$1,500.00	$1,500.00		
Source: Music (Folk Society)		$500.00	$500.00		
Total In-Kind Expenses	**$0.00**	**$7,600.00**	**$7,600.00**	-	
Total Expenses	***$0.00***	**$35,953.00**	***$35,953.00***	-	
Net Income<Expense>	**$0.00**	($7,163.00)	**($7,163.00)**	-	

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 County Tourism Grant Application
Marketing Budget Form

		Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME						
	Tourism Grant Request		$ 15,300.00	$ 15,300.00		
	US Cellular		$ 1,500.00	$ 1,500.00		
	Discover Klamath In-Kind		$ 3,350.00	$ 3,350.00		
	United Mechanics		$ 1,000.00	$ 1,000.00		
	Coldwell Banker		$ 3,000.00	$ 3,000.00		
	Total Revenue	**$ -**	**$ 24,150.00**	**$ 24,150.00**	-	
CASH EXPENSES						
PRINT	Postcards		$ 799.00	$ 799.00		
	OFEA Co-Op Ad		$ 500.00	$ 500.00		
	NW Travel		$ 1,950.00	$ 1,950.00		
	Discover Klamath Poster		$ 100.00	$ 100.00		
	Event Mugs		$ 3,200.00	$ 3,200.00		
WEB	Discover Klamath Calendar		$ 200.00	$ 200.00		
	Discover Klamath Sidebar		$ 600.00	$ 600.00		
	Discover Klamath E-Newsletter		$ 200.00	$ 200.00		
	OregonCraftBeer.org		$ 100.00	$ 100.00		
	Discover Klamath Event Page		$ 600.00	$ 600.00		
	NWTravelmag.com		$ 50.00	$ 50.00		
	Oregonfestivals.org		$ 50.00	$ 50.00		
	TravelOregon.com		$ 50.00	$ 50.00		
	Discover Klamath Social Media		$ 450.00	$ 450.00		
	Total Advertising	**$ -**	**$ 8,849.00**	**$ 8,849.00**	-	
	Misc/Other (Explanation Req'd):					
TV	TV Commercial Production		$ 201.00	$ 201.00		
	KOBI TV Market (Rogue)		$ 3,000.00	$ 3,000.00		
	KRCR TV Market (Redding)		$ 2,500.00	$ 2,500.00		
	KHSL TV Market (Chico)		$ 2,500.00	$ 2,500.00		
	Comcast TV Market (Eugene)		$ 3,000.00	$ 3,000.00		
	KTXL TV Market (Sacramento)		$ 3,000.00	$ 3,000.00		
	Discover Kl. Creative Development		$ 600.00	$ 600.00		
	Video Production		$ 350.00	$ 350.00		
	KOBI 5 on 5		$ 150.00	$ 150.00		
	Total Miscellaneous/Other	**$ -**	**$ 15,301.00**	**$ 15,301.00**	-	
	Total Expenses	**$ -**	**$ 24,150.00**	**$ 24,150.00**	-	
	Net Income<Expense>	$ -	$ -	$ -	-	

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.

Version 1.0
Updated 9/22/2015

Event Date: July 9, 2016
Basin Brew & Q
Marketing Activity by Discover Klamath *and* Basin Brew & Q

BB&Q(Cash Match):	$	5,500.00
BB&Q (Grant):	$	15,300.00
Discover Klamath Contribution(In-Kind):	$	3,350.00
Total Budget:	$	24,150.00

DISCOVER KLAMATH
OREGON UNEXPECTED

Out of County Advertising

EVENT DATE:July 11, 2015		D.K.	BB&Q cash match	Grant	Total
1) Television :30 sec commericals					
	a) Production Management-DK	$ 200		$ -	$ 200
	b) TV Markets:				
	-Rogue Valley (KOBI)			$ 3,000	$ 3,000
	-Redding (KRCR)			$ 2,500	$ 2,500
	-Chico (KHSL)		$ 500	$ 2,000	$ 2,500
	-Comcast Spotlight (Eugene, Roseburg, Coos Bay)		$ 500	$ 2,500	$ 3,000
	-Sacramento (KTXL-FOX 40)			$ 3,000	$ 3,000
					$ -
2) Electronic/Web					
	a) DK Calendar of Events-Jan-Jul	$ 200			$ 200
	b) DK Web Sidebar Ad-Apr, May, Jun, Jul	$ 600			$ 600
	c) DK E-Newsletter Article-April (300-400 words)	$ 100			$ 100
	d) DK E-Newsletter Ad Space-May, June	$ 100			$ 100
	e) DK Events Page Ad- Apr, May, Jun, Jul	$ 600			$ 600
	f) Submit event to NWTravelMag.com	$ 50			$ 50
	g) Submit event to OregonFestivals.org	$ 50			$ 50
	h) Submit event to TravelOregon.com	$ 50			$ 50
	I) Submit event to OregonCraftBeer.org	$ 50			$ 50
	J) Submit news story to OregonCraftBeer.org	$ 50			$ 50
3) Social Media Activities-multiple posts					
	a) Facebook	$ 100			$ 100
	b) Twitter	$ 100			$ 100
	c) Pinterest	$ 100			$ 100
	d) Google+	$ 100			$ 100
	e) Youtube	$ 50			$ 50
4) Print Advertising					
	a) OFEA co-op ad		$ 500	$ -	$ 500
	b) NW Travel 1/3 square-May/Jun			$ 1,950	$ 1,950
5) Print Collateral					
	a) Poster - created by Columbia Distributing 100 qty (donated)		$ -		$ -
	b) Display poster in DK Lobby	$ 100			$ 100
	c) Post Card		$ 800		$ 800
	d) Mugs- Qty 3,000		$ 3,200		$ 3,200
8) Video :30 sec commercial					
	a) Production-Dave G		$ -	$ 350	$ 350
9) Public Relations	a) KOBI 5 on 5	$ 150			$ 150.00
10) Creative Development					
	a) Graphic Design	$ 600			$ 600

In County Advertising

1) Radio	a) KLAD				
	b) Wynne Broadcasting				
2) Print Collateral					
	a) Poster				
3) Commerical	a) KOBI spill over				
4) Public Relations	a) H&N				
	Total	$ 3,350	$ 5,500	$ 15,300	$ 24,150.00

Marketing flowchart based on Basin Brew & Q receiving Spring Klamath County Tourism Traditional Grant for $15,300. BB&Q is required to have a 30% cash match ($4,590).

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 28, 2015

Mr. Doug Brown & Ms. Margot Durand
Klamath Freedom Foundation and Steen Sports Park
c/o 143 Laguna Street
Klamath Falls, Oregon 97601

Dear Doug & Margot,

Discover Klamath Visitor and Convention Bureau, the official tourism agency for Klamath County, supports the efforts of Klamath Freedom Foundation and Steen Sports Park to secure a **Klamath County Tourism Grant,** to host the basin's ***2nd Annual Brew & Q.*** We like a number of things about this application:

1) Location: The Steen Sports Park is, in our minds, a greatly underutilized facility. Sports/Event Marketing is a $9BB dollar industry (Source: National Association of Sports Commissions) and bringing attention to this facility is a positive move towards exposure that may bring additional events/revenues to the community at a later date.

2) Beer/Food Festival: Travel Oregon has turned Oregon into a culinary destination mecca. There are more breweries in Oregon than anywhere else. Microbrew consumption is high. You've secured several of the top, most well-known breweries in the west, and many up-and-comers and have increased the number from last year. Klamath lacks a presence in these type festivals.

3) Family Friendly: We think it's smart you're not just saying "Family Friendly" but you've actually got infrastructure in place to deliver on this promise. Great job.

4) Event Expertise: We can't think of one person in our community with more event design/development/implementation experience than you, Doug. Your experience and knowledge of how to get things done will be critical to ensuring a safe, smooth event.

Thank you for your leadership on this initiative to grow tourism in our community.

Jim Chadderdon
Jim Chadderdon
Executive Director

Columbia
distributing

9/22/15

To whom it may concern,

My name is Jonathon Harmon and I am the Special events coordinator for Columbia Distributing for Southern Oregon. I have worked for Columbia for five years and have witnessed the growth of beer centric family friendly festivals explode during that time. With this growth breweries are increasing support for growing markets like Klamath and often look forward to being in attendance at such festivals.

With my experience in setting up and helping run different beer and bar b que festivals I have had the opportunity to speak with several breweries that are already committed to being in attendance next year. I fully support Doug Brown in his effort to make the BASIN BREW & Q an event that will not only give the residents of Klamath county an event to look forward to, but also give residents of neighboring counties another reason to visit Klamath falls.

Sincerely

Jonathon Harmon

Special Events Coordinator/ Draft Tech

Columbia Distributing Medford Warehouse

Aaron's®
SALES & LEASE OWNERSHIP FOR Less!

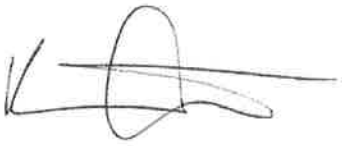
Jenfour LLC
3473 Washburn Way
Klamath Falls, OR 97603
(541) 884-7368
f838@aaronrents.com

Mr. Doug Brown and Ms. Margot Durand,

My name is Kevin Davis and I am the General Manager of Aaron's Sales and Lease here in Klamath Falls, OR. I have resided in Klamath Falls for going on 8 years and have decided to call it home. I have a family of 5 and feel that it is my responsibilty to aide in the growth of the community in which the stories of their lives will be written.

Aaron's Sales and Lease supports the Klamath Freedom Celebration and Steen Sports Park in their effort to acquire a Klamath County Tourism Grant. I believe that the 1st annual Basin Brew & Q event was a huge success and will only get better with time. I feel that the community will want to share in the success with increased willingness, now and in the future. Doug Brown continues to impress us all with his level of commitment and ability to get the job done. I am honored to be a part of Doug's vision in putting Klamath back on the map.

Kevin Davis



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Aaron's 312 AC RP Aaron's

UNITED MECHANICAL CONTRACTORS, INC.

2219 Washburn Way • Klamath Falls, Oregon 97603
Phone (541) 884-1521 • Fax (541) 884-5608
CCB #29285

9/23/2015

Mr. Doug Brown
RE: Klamath Freedom Foundation/ Basin Brew & Q

To whom it may concern:

United Mechanical was founded in the Basin in the early 70's by my father and business partner and has been in our family since. We have seen the happenings in the Klamath Basin for about 40 years. Events such as Doug Brown is organizing is crucial to building the community and bringing in tourism. We have been on board and sponsoring since after inception and will continue to do so.

I have been to similar events in Bend and Medford and see how they have grown and bring the community together as well as bring people in from neighboring communities. Steen Sports park is a great place and their partnering with the Klamath Freedom Foundation offers potential for our community to organize events that will bring enjoyment and monies to the Klamath Basin. We hope it keeps growing so that we bring in the tourism and community togetherness that our neighboring communities enjoy.

We fully support the Klamath Freedom Foundation and Steen Sports Park in their effort to acquire a Klamath County Tourism Grant.

Thank you,

Doug McCabe Jr
United Mechanical Contractors, Inc.

Beer Industry effect on the Oregon Economy

Klamath Freedom Celebration/Foundation would like to attach these facts and figures to the grant for the purpose of future possible effects on the local economy:

1. Total economic impact from the beer industry is $2.83 billion for Oregon's economy + employs 29,000 people.
2. Oregon has the largest % of dollars spent on Craft Beer in the US with 36.69% and has the third largest Craft Beer Market in the U.S.
3. Oregon has 194 brewing companies in 72 cities including 24 in Southern Oregon 20% of beer sold in Oregon is Craft Beer from Oregon.
4. A recent completed study estimates the economic impact of the Oregon Brewers Festival (OBF) located in Portland Or. was $32.5 Million.
5. Bend Brewfest raised more then $13,000 for local charities and has grown from a 1 day event to a 4 day event.
6. Close to home the recent Jacksonville Oktoberfest September 25th ~27th 2015 drew close to 9,000 visitors a huge success for that community.

These numbers were taken from online websites such as www.craftbeer.org and www.craftbrewingbusiness.com

These are just a few facts and figures the effect of the Beer Industry is having on the Oregon economy. Brew events are growing quickly and the Basin Brew & Q has saved its spot in the race and the date to ensure growth and possible Tourism for years to come. We've partnered with Columbia Distributing the largest Craft Beer distributor in the west. Our sponsorships are growing quickly for this event as they see the affect this event can bring to our local economy. Also on the BBQ end we are partnering with an established and successful BBQ event Battle of the Bones out of Central Point.

Klamath Freedom Celebration/ Foundation has done it's research and understands the financial gains we can make for Klamath County and again will be partnering with Steen Sports Park a State of the Art facility for ensured success.

It is our hope through our efforts to make this a Signature Event for our community and to grow it to limits that will have a positive affect on Klamath County.

Warm Regards,
Doug Brown
Founder and President Klamath Freedom Celebration/Foundation

Steen Sports Park
4500 Foothills Blvd.
Klamath Falls, Oregon
http://www.klamathsports.com/

September 25, 2015

1st Annual Brew & Q
c/o Klamath Freedom Foundation
143 Laguna Street
Klamath Falls, Oregon 97601

Mr. Doug Brown and Ms. Margot Durand:

This letter is intended to convey Steen Sports Park's strong support of your effort to secure grant funding to help promote the *1st Annual Brew & Q*, planned for next summer at our venue.

Last year's inaugural *Brew & Q* was extremely well-received by those who attended, and was well-managed by those who organized the event. An increase in the number of concessionaires confirmed for this upcoming event is a testament to the value that is perceived by last year's vendors as participants.

Steen Sports Park is proud to partner with Klamath Freedom Foundation as a host for this event for the following reasons:

1) The event promotes tourism in Klamath County, generating outside revenue
2) The event represents an opportunity for supporting organizations and vendors to leverage scarce community resources toward a common cause
3) The event draws a large number of people from the local community to one of Klamath County's premiere venues
4) Because of the venue and the structure of the event, activity for the entire family is promoted

Again, on behalf of our board of directors and staff I convey our strongest support for this event and our full support in your effort to secure grant funding to promote the event.

Thank you, and we look forward to partnering with you again for the 1st Annual Brew & Q!

Sincerely,

W. Darin Rutledge, President
Steen Sports Park