

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016
Title of Project: Horse Packing & Wilderness Skills Expo
Funds Requested: \$2500
Organization Applying: High Desert Trail Riders BackCountry Horsemen
Contact Person: Kelly Behr
Phone Number: 541-892-4844
Email Address: mjwww@live.com
Mailing Address: PO Box 1858 Klamath Falls, OR 97601
Web Site Address: www.hdtrbeh.org

Brief Description of Project including date, time and location: Horse Packing & Wilderness Skills Expo. This is our annual event to raise money for trail cleaning, bridge building & education in our local wilderness. Sky Lakes Wilderness, Mountain Lake Wilderness & Gearhart Wilderness
Held May 5-7, 2017

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 [Signature] Date 10-27-16

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

Signature of Organization [Signature] Date 10-27-16
hdtrbeh board member

Sponsorship Tourism Grant Application Questions:

Project Description

The Horse Packing & Wilderness Skills Expo (formerly the Horse Packing & Wilderness Skills Clinic) has been a project of the High Desert Trail Riders for 30 years. With the original intent of educating the public in horse packing and wilderness skills, just as the name presents itself. This specialized education on the horse side is very hard to find, it is either handed down from family members or taught by friends of the family. So if your family wasn't involved in horse packing it's pretty safe to say that you would need to find someone or come to an Expo as ours and learn from the experts. This education isn't just for pleasure horse packing trips; these skills cross over into the Mission of the Back Country Horsemen of Oregon and America. One of the missions is to help and assist the federal and state agencies with clearing trails; we do this by volunteering our horses for packing into the wilderness the agencies' equipment. Whether it is cross cut saws, hand saws and even wood boards for rebuilding bridges, we pack all of this on our own stock. With all the Forest Service funding cuts the trails are disappearing before our eyes, we work extremely close with the Forest Supervisors to volunteer our help. This helps open our clogged trails and allows the general public greater access into the wilderness. The state of Oregon alone has 9 chapters of Back Country Horsemen and national wide there are over 174 chapters. Many of these out of town chapters come to Klamath Falls to learn or re-educate themselves in different classes that we offer. All chapters help and assist the federal and state agencies. This specialized education is all learned from attending our Expo.

This Expo creates a place for people to come and learn skills that they need in order to be safe in the wilderness. We bring in numerous outside and out of state experts for our clinics and classes, our attendees have come from Alaska to Connecticut for this specialized education. Many of our classes cover first aid, GPS, knot tying, proper equipment to use, LNT (leave no trace) federal training guidelines, Dutch oven cooking classes and even proper shoeing and shoes for the horse and horseman. Our goal is free education to the public along with ¼ of the Event Center arena for children. These little guys get exposed to the wilderness rules and the beginning of survival training along with the chance to ride a horse or mule for the first time. Our activities run over our three days of education. We work very hard to make the learning fun and enjoyable for all ages.

Project Goals

Our goal is always free education for the public. This year is our 30th year and our main goal is to attract out of town attendees by increasing our advertising budget. We have a goal of advertising in additional and different magazines and media than in years past. This is all costly and being a non-profit all the income raised from our Expo goes directly back into our budget for advertising and renting the Klamath County Fairgrounds for this event. We feel the additional advertising will bring in more attendees to Klamath County in turn "filling more beds" and increasing the local patron's sales at restaurants and stores. Our Expo is fun for people to attend, for some of the attendees this is an annual event and even an annual place to catch up with friends from out of town. Bringing tourism to Klamath County is basically what we do every year, this year our goal is to just bring more. We have a wonderful

County with easy access to the wilderness, bringing in greater numbers of people by increasing our advertising is a win for us and the County. Many of our attendees do come back to our area to ride or hike the trails that we have helped clear. Seeing many short videos that our chapter has created shows the attendees just how beautiful our County is.

Qualifications Of Applicant

This organization is a non-profit 501c4 with articles of incorporation and bylaws. All meetings are held using Roberts Rules of Order. We have an 8 member board that approves all expenditures of the chapter. We also have our general meetings which are held monthly by the President of the chapter.

Our management team, though country in nature is very educated. Most members have college degrees ranging from accounting, forestry, medical field to education. Not only college educated but also educated in working in the field of our curriculums, one member was a forest service packer for over 20 years, another a forester for over 30 years and others are retired teachers. That knowledge is invaluable to the attendees and also to the members of the chapter. The reputation of our Expo for correct and accurate education is unprecedented in our field. Many of the other statewide chapters travel and stay in Klamath to learn from this Expo, doing this for over 29 years creates a wonderful group of out of town contacts for the best of the best in their field of knowledge as speakers.

Project Plan

Klamath County has created for the community, a wonderful fairgrounds and event center for our Expo. All literature will give credit to the Klamath County Sponsorship Grant if we receive it. We always give credit where credit is due and this grant would truly boost our advertising budget bring Klamath greater tourism.

All marketing is done and approved by the board with our marketing committee. Brochures and cards will be created and approved by the November 29th meeting. All out of town advertising will be created and approved with advertising starting in mid-December 2016 through April 2017. Social media will continue always, with a greater push starting in January 2017.

The target audience is the outdoor enthusiast. This event not only markets to the horsemen but also to all the hikers and hunters. The theme of this year's event is "Our Disappearing Trails", with an emphasis on what's happening to our trail system, and why it is so important to become involved for future generations. By teaching the children now, we hope this will instill in them the need and want to become involved when they grow up. We all believe being outside is great for the soul and even greater for our bodies, much of the Blue Zone message.

Our attendance is recorded annually; this is done by computer data entered when the attendee enters the front doors. Their name and address is input and we can then create a census of where our attendees are coming from.

US Forest Service, Herald and News, Basin Mediactive, Coastal Farm & Ranch, Klamath Metals and Cimarron Inn have been sponsors in past years. They contribute air time on the radio and / or monies; we hang banners in those locations along with banners in the event center giving them credit.

If we are not awarded full funding, then our advertising budget will get cut, and the tourism that we are hoping for will reduce. Non-profit organizations like ours can only do what we can do, we count every dollar spent and attempt to attract any many out of towners as possible. With the additional money from this grant, we can bring more light and attention to Klamath County for this year and for future ones.



United States
Department of
Agriculture

Forest
Service

Fremont-Winema National Forest

Klamath Ranger District
2819 Dahlia Street, Suite A
Klamath Falls, OR 97601
541-883-6714

File Code: 2360
Date: October 13, 2016

Dear Klamath County Tourism Grant Selection Committee:

I am Anthony Benedetti, Recreation Operations Specialist on the Fremont-Winema National Forest, and I work closely with the High Desert Trail Riders. I fully support their annual Horse Packing and Wilderness Skills Exposition held in Klamath County at the Klamath Falls fairgrounds.

This event provides the Community a great service in educating the Public on safe equestrian use, use of pack stock, Wilderness skills, trail navigation, "Leave No Trace" principles and First Aid.

During the event, the Expo brings over 80 vendors and has approximately 2, 500 visitors, both local and out of State. These participants boost Klamath's economy by utilizing local restaurants, lodging and stores.

For over 30 years, the High Desert Trail Riders have been helping the Fremont-Winema National Forest by adopting and maintaining trails on the forest. They provide both pack stock support and labor.

The Fremont-Winema National Forest has four Wilderness areas: Mountain Lakes, Sky Lakes, Mount Thielsen and Gearhart Mountain. There are over 100 Wilderness trail miles and several hundred trail miles outside of the Wilderness areas.

With the High Desert Trail Riders' support, the forest was able to clear more trails in less time utilizing the High Desert Trail Riders' stock to bring in materials and supplies for specific trail projects. For example, in 2015, for the Varney Creek Puncheon/Bridge project, the High Desert Trail Riders brought in tools and decking materials. They helped provide the labor to replace a collapsing bridge, making it safe for hikers and trail riders to use this trail.

The Wilderness Skills Exposition helps to bring the Klamath Community together in education and in support of Wilderness, Trails and Stock use. People from all over Oregon, Northern California and several nearby states in the Pacific Northwest stay in Klamath Falls for the entire event.

We are fortunate to have dedicated members of the High Desert Trail Riders who provide services and education to all age groups, especially teaching youth the importance of "Leave No Trace" and safe equestrian use.

We hope you will support the High Desert Riders in their future endeavor to bring your community together in support of Wilderness education and travel.

Sincerely,

Anthony Benedetti (For)

HEATHER BERG
District Ranger



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Klamath County Event Center

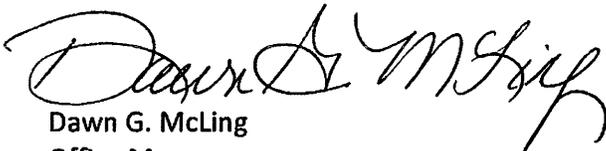
To whom it may concern:

The Klamath County Event Center board, management and staff would like to offer support for the High Desert Trail Riders' application for a Tourism Grant.

The High Desert Trail Riders bring the Packing Clinic to the Klamath County Event Center every year and have done so for many years. This event is enjoyed by individuals in the wilderness packing world, as well as those interested in, or curious about, the western way of life. The event pulls audiences from Idaho, Washington, Nevada, and California – just to name a few, into the Klamath Falls community. The group strives to make the Wilderness Skills Packing Clinic an educational and fun experience for young and old alike.

Because we feel that this event supports, and embraces, the goal of this grant we urge you to assist this group further with their promotional efforts.

Regards,



Dawn G. McLing
Office Manager

October 20, 2016

Klamath County Tourism Grant Selection Committee
Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

Dear Grant Committee:

It is my pleasure write a letter in support of the grant proposal being submitted to the committee by the High Desert Trail Riders organization for the Klamath Falls Wilderness Skills Clinic.

I have been privileged to attend the Wilderness Skills Clinic for the past 5 years during which time I have personally seen the excitement and enthusiasm in the eyes of the participants. Not only does this event promote the learning of important wilderness skills it also actively encourages people to partake in healthy outdoor activities that are so often lacking in today's society.

In conclusion, I fully support the efforts of the High Desert Trail Riders as they seek external funding to support a program designed to help bring a level of understanding and knowledge of the outdoors to a broader public setting.

Programs such as the Wilderness Skills Clinic will benefit not only equestrian world but also the Klamath County community at large. I will continue to support the High Desert Trail Riders in any capacity that I am able. I ask the Grant Selection Committee to do the same.

Sincerely,
Robert F. Eversole

www.trailmeister.com