SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016

Title of Project: Klamath Rabbit and Cavy Club open and youth/4-H show

Funds Requested: $2500

Organization Applying: Klamath Rabbit and Cavy Club

Contact Person: Theresa Ostrom

Phone Number: 541-591-3762

Email Address: noahsarkrabbitry@gmail.com

Mailing Address: 2571 Homedale Rd 97603

Web Site Address:

Brief Description of Project including date, time and location:

Klamath Basin Rabbit and Cavy club is hosting a double open show and singe youth/ 4-H show and workshop. Rabbits and Cavies (Guinea Pigs) breed classes are offered in both Open and youth shows to compete for an overall title of Best In Show. Each rabbit/Cavy competes against its own breed going for Best of Group, group winners compete for Best of Breed, and Breed winners go to compete for Best In Show. Youth classes are for youth and 4-H members, it will also contain a youth workshop. Prizes are awarded to top winners in both youth and open classes. This show will take place Saturday May 13th starting between 8am and 8:30am at the Klamath County Fairgrounds Exhibit Hall. The show will break for lunch and resume after a short break and the show will end estimating about 5-6pm Exhibitors are able to check in Friday evening at the fairgrounds for a secure area to keep their animals and belongings overnight. We expect people to travel from Oregon, Washington and California to attend our show. A majority of exhibitors coming from any distance usually stay the night the day before a show preventing an early morning wake-up call followed by a long drive. Many exhibitors also stay the night after shows end on Saturday to rest before traveling home. This in many cases could keep people here for 2 full overnight stays.

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 _____ Date_____

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

Signature of Organization _____ Date_____

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

   ***This is an open and youth rabbit and cavy (Guinea pig) show. Any breed of rabbit or cavy recognized by The American Rabbit Breeders Association (ARBA) can be entered in the show. They are judged according to the Standard of Perfection for each breed. Each breed of rabbit/ cavy is judged against others the same breed until a Best of Breed is chosen for each breed. The best of Breed winners then compete for a Best In Show title.**
   The youth classes are designed to help mentor youth enthusiasts, by teaching them about the animals they have and rabbits and cavies in general. There will also be a youth workshop in certain areas where hands-on training and classes will be offered to the youth. Youth exhibitors do not have to be in 4-H to participate in the youth evens, but many are. This even will take place May 13th 2017 at the Klamath County Fairgrounds in Exhibit hall #1, with set up on May 12th.
   KBRCC hopes to introduce Klamath Falls and Klamath County to many people who have never visited opening people's eyes to our beautiful scenery and our local attractions (Crater Lake, Lake of the Woods, Zip-Line, Kla-Mo-Ya...)

PROJECT GOALS

2. 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?

   ***A majority of our exhibitors will be from out-of-county. In 2014 we were able to attract 80+ out of area exhibitors (small test the water show hosted at Henley middle school). We are able to track where the exhibitors are traveling from our entries. Each exhibitor must fill out an entry form and submit it to our secretary prior to the show. The entry form must include their full address. Locally, there are only a handful of rabbit and cavy enthusiasts, most will come from out-of-county.**
   Also, the addition of the Klamath Outdoors Wilderness and Packing Clinic that also takes place the same weekend at the fairgrounds will interest many rabbit breeders to the area as this is an area many rabbit breeders also share and interest in. We also plan to include many local attractions in our show catalog to try and persuade a longer stay in the area, such as Crater Lake, Kla-Mo-Ya casino, Lake of the Woods...

QUALIFICATIONS OF APPLICANT

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

   ***Currently on our team includes, Brittany Thompson as President. She is a local rabbit breeder, 4-H leader, Rabbit 4-H superintendent and small animal 4-H superintendent. She was previously the VP of the club. Brittany has coordinated small animal 4-H fair that takes place at the Klamath County Fair which includes, rabbits, cavies, and all poultry for the last 7 years. Brittany has also coordinated Ag Expo held by 92.5 KLAD in 2010.**

Ramie Grissom is currently VP of the management team, previously president of the group. Ramie is also a 4-H leader of many years for rabbits, She is involved in many rabbit club and hold offices in a few of the clubs. Ramie has hosted may small club shows as well as national shows. Ramie is also a rabbit registrar.
Amy McKinney is the treasurer of the club. She has degrees in treasury, CPA and currently holds a job as a treasurer for a large company. Her past employment included treasurer at Jeld-Wen. Amy and her son are both rabbit breeders and her son is in a local rabbit 4-H club.
Theresa Ostrom is a local rabbit breeder who holds a director's office. She is a local massage therapist and has been a 4-H leader for rabbits, cavies and horses.

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

***In 2014 Klamath Basin Rabbit and Cavy Club held a small show testing the waters to see how well it would go. We had a much larger than expected turnout, a large youth turnout for the youth show and workshop. We were unable to hold a show in 2015 due to American Rabbit Breeders Association national convention taking place in Portland Oregon, many additional functions were happening in Oregon in 2015 which caused too many scheduling conflicts to fit in a show that would draw a large enough group. In 2016 we are now picking up where we left off to get our 2017 show in place. We plan this to be an annual event. Also, in the 1990's there was a Klamath rabbit club called Oregon Trail Rabbit club. This club was a huge success drawing people from all over the Northwest and California. The show was very large and had a great attendance every year and was a multiday show. We hope to get our new club back to the large scale show we used to have here in Klamath within 2 or 3 years time.**
Many of our current members have held shows in the past and have many years of experience hosting a show whether with the Klamath Basin club or other Oregon and national clubs. Our team is a highly qualified team to host and put on a show.

PROJECT PLAN

4. How will you give credit to Klamath County for its support in our event or project?

   ***Klamath Basin Rabbit and Cavy Club plan to give credit to Klamath County by putting a "Thank you" in our show catalog, we also will announce at the beginning of the show over the speakers that we received generous funds from Klamath County. The County Logo will also go in the show catalog which is listed on The Oregon League of Rabbit and Cavy Breeders web site and the American Rabbit Breeders Association web site. Any social media ad's we place will also contain the show catalog and information that will contain the county logo.**

5. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

   ***OLRCB will post our show information in the beginning of the year newsletter, they will also post our show on their calendar as well as our show catalog prior to our show on their website OLRCB.net. ARBA will post our show catalog on their web site as well as purchasing full page ad's in ARBA monthly magazine sent to all ARBA members across the country. These are 2 of the main ways rabbit breeders**

in our area find out about shows in the area. We will also use Facebook and other social media outlets to inform and post our show. We have a group on Facebook already that gives updates on our shows progress. For the youth side of the event, we will also send out a mass email to county extension offices around Oregon, Washington and California as well as paper flyers. The extension offices can then pass on our show information to local rabbit and cavy 4-H exhibitors. We plan to draw exhibitors from California, Oregon, Washington and possible Idaho. OLRCB at their annual convention and annual members meeting in May of 2016 had a full segment about the show coming back to Klamath Falls, which gave people a chance to plan ahead for the show and put it on their calendars for 2017. We plan to print out show catalogs to pass out to exhibitors prior to our show at other reginal shows in our general area (WA, OR, CA, ID) to remind and encourage more entries. Printing show catalogs (about 3 full pages each) will be a huge draw for people. It hits all our target market areas because many older exhibitors do not use social media or email. Other semi-local shows (Roseburg, Redmond and Grants Pass have large turnouts on a regular basis 300-350, we have no doubt that we can grow to this size within no time especially with heavier marketing.
If at all possible we are looking to cover all allowable expenses through this marketing grant to help our show grow at a faster pace including possibly some infrastructure to help put on the show, fuel fee's to help with some of our transportation costs bringing required equipment over from Jackson county and possible partial judge fuel reimbursements. Judging fee's, awards, rent of the fairgrounds, sanction fee's, filing with the State of Oregon and any non-allowable expenses would be paid for directly from our club funds and NOT by grant funds.

6. Describe your target market/audience.

   ***Our target Market will be rabbit and cavy breeders, rabbit and cavy 4-H/ FFA members, youth enthusiasts from the Northwest and California. Many enthusiasts are family's meaning parents and children. We are very family friendly and invite and encourage people of all ages to attend and participate.**

7. 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 have contacted local hotels to provide a discount rate to exhibitors in the show. They will be able to provide a total count of overnight stays in those hotels. We can also track an exact number of out-of-county visitors by our entry forms. Each entry form contains full addresses and each person must submit an entry before entering any class in the show.**

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

   ***Pear Blossom Rabbit and Cavy breeders is allowing us to rent all show equipment for the first few years at a discounted rate to help with our costs. The show equipment includes all coop cages and saw horses to hold the coops. A few of our judges are giving us a discounted rate of their normal hire rate to help with costs. We will still have to cover their lodging, gas and food costs at 100%. On average a**

judge charges $200-$400 a show plus food, gas reimbursement and lodging. Local rabbit/cavy 4-H club Long Ears and Short Tails will be helping by setting up, tear down, clean-up getting food for the judges and possible food concession as their community service or fund raiser. We also are in the process of looking for donations to purchase small awards or ribbons for the youth exhibitors. Entry fees are on average $3.50-$4.25 per rabbit or cavy per show. Youth entries are on average, $2-$4 per entry.

9. If your organization is not awarded full funding, how would you modify your plans?

   ***If we are only awarded partial funding, we will still move on with the show, but may not advertise as must as planned. We may have to charge a higher entry fee to help cover costs we hoped would be covered by the tourism grant funding. We may also have to cut 1 judge from our show to help our costs.**

Klamath County Tourism Grant Application
Marketing Budget Form

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		2500			Requesting $2500 sponsorship- Funds would be used for Marketing costs as well as other related fee's for hosting a show such as advertisements, print fee's, fuel costs, judges lodging fee's, Fairgrounds rental fee's saction fee's and software renewal fee's.
Other Sources		2000			entry fee's, vendor fee's and raffle
Total Revenue	-		-	-	4500
CASH EXPENSES					
Advertising		1000			print and online ad's. ARBA, OLRCB, District 1, FaceboOK, other socail media
Print		150			pre-printing of show catalog to pass out at shows prior to ours in our area
Web					
Other Internet					
Other					
Total Advertising	-		-	-	1150
Printing		100			final printing of show reports
Postage		50			sending final show reports to exhibitors
Misc/Other (Explanation Req'd): Other:	351	200			farigrounds rental
Other:		200			show equipment rental
Other:		500			all awards
Other:		480			Fee's, software and sanction fee's
Other:		500			fuel reimbursement for judges and equipment from Jackson County
Other:		1000			judges lodging and fee's
Other:		800			Volunteer labor
Total Miscellaneous/Other	-		-	-	4181
Total Expenses	-		-	-	
Net Income<Expense>	-	-831	-	-	

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.

University Outreach and Engagement
South Central (Harney, Lake, Klamath Counties & Klamath Basin Research & Extension Center)
Oregon State University, 3328 Vandenberg Road, Klamath Falls, Oregon 97603
T 541-883-7131 | F 541-883-4582 | http://outreach.oregonstate.edu/

October 11, 2016

To: Klamath County Tourism Grant Committee

From: William Riggs, Director/Regional Administrator

Re: Letter of Support, Klamath Basin Rabbit and Cavy Club

Please consider this my letter of support for a great activity that will be held in Klamath Falls in May of 2017. The Klamath Basin Rabbit and Cavy Club desire to conduct a 4-H and Open show for both Rabbits and Cavies at the Klamath County Fair Grounds. The club is applying to your organization to receive tourism grant funds to help support an event that will bring families to our communities.

There are limited opportunities for youth and adults to participate in rabbit and cavy show events along the West Coast. This show opportunity will draw participants from Oregon, Washington, California, and possibly Idaho and Nevada. Being a regional style show the Club anticipates a strong attendance that will add to our local economy by renting motel rooms, eating at our diners, and sightseeing across our county. It has been my experience participating in similar events, that the event becomes a mini vacation for families and youth. It gives them an opportunity to meet our local families that will also share "what there is to do and see here". We have great facilities at the fair grounds and this will just add to the positive experience that participants, young and old alike, look forward to. Helps introduce them to our community so that they will return for other events and opportunities.

The club making the application is active, has great adult volunteer leaders, and has a track record conducting these types of events. Funding this project will help our local youth interact and participate in a competitive setting without leaving town. I fully support activities that keep and bring people and there disposable income into our communities. My impression is that your funds will be well spent with this energetic group. Please contact me if I can provide additional support for this club.

Agricultural Sciences & Natural Resources, Family and Community Health, 4-H Youth, Forestry & Natural Resources, and Extension Sea Grant programs. Oregon State University, United States Department of Agriculture, and Oregon counties cooperating. The Extension Service offers its programs and materials equally to all people.

October 21, 2016

To: Klamath County Tourism Grant Committee

From: Erin Anderson
Klamath Falls Assistant Store Manager, Coastal Farm & Ranch

Re: Letter of Support, Klamath Basin Rabbit & Cavy Club

Please accept this as my letter of support for the Klamath Basin Rabbit & Cavy Club Show to be held May 2017 in Klamath Falls, OR. It is the intent of this club to have both a 4-H and Open show for Rabbits & Cavies. They are applying for tourism grant funds from your organization to help support this event that will bring rabbit & cavy breeders and youth members from the entire west coast and beyond.

Being a regional show the club expects an attendance that will boost local economy with overnight stays, meals and recreational activities. The show will also utilize the Klamath County Fairgrounds as a focal point of our community.

Coastal Farm and Ranch strongly supports the activities of this club & their strong volunteer leadership. The funding of this event will add a much needed outlet for youth to participate in a family based competitive program. I feel funds invested in Klamath Basin Rabbit & Cavy Club will have a positive impact on our community. If there is additional support I can provide for this club please contact me at erin.anderson@coastalfarm.com

TRAILS AND TROPHIES
OUTFITTERS
The Thrill of The Hunt

October 23, 2016

To: Klamath County Tourism Grant Committee

From: Mandy McNew, Co-Owner Trails & Trophies Outfitters, LLC

RE: Letter of Support, Klamath Basin Rabbit and Cavy Club

I am excited to offer a letter of support for an amazing activity that will be held in Klamath Falls in May of 2017. The Klamath Basin Rabbit and Cavy Club desires to host a 4-H and Open show for both rabbits and cavies at the Klamath County Fair Grounds. The club is applying to your organization to receive tourism grant funds to help support this event that will bring families to our community!

Sadly, there are limited opportunities for the youth in our community. 4-H is one key area that offers our youth a chance to get involved! A chance to learn responsibility, learn new trades, develop leadership qualities and so much more! With that being said, at this point in time, there are not a lot of rabbit and cavy show events along the West Coast for our community to participate in. This show opportunity will draw participants from Oregon, Washington, California and maybe even Idaho and Nevada. Due to the fact that this would be a regional style show and the large potential reach of people, it will benefit the community and its economy in multiple positive ways. Hotels will be booked, dining establishments will be full and many other businesses will get attention as our guests check out all that Klamath Falls has to offer. During their stay and participation in the event, these families will have a chance to meet and build relationships with our local club members, see the beautiful fairground facilities and spread the word about our events in the future!

Klamath Basin Rabbit and Cavy Club is an active participant in our community with amazing adult VOLUNTEER leaders! My daughter has just begun her second year of involvement and I can't even begin to describe the positive changes that I have seen in her since joining. Meeting new friends & feeling a sense of community has pushed our outside of her comfort zone, taught her not only responsibility of taking care of animals but keeping record books, speaking to the public, working as a team, being welcoming and lending a helping hand to new comers and so much more.

Brian (541) 975-3115 · Jamie (541) 273-0144 · wenahabulls@gmail.com · www.trailsandtrophies.com

TRAILS AND TROPHIES
OUTFITTERS
The Thrill of The Hunt

Funding this project will not only give our local youth the opportunity to interact and compete without leaving town but also give our small community a chance to shine and show other communities what we truly have to offer! A chance to feel our town spirit and pride at work! There is no doubt in my mind that the funds of this grant will be put to good use by the club and that, in turn, our community will reap the benefits!

If I can answer any further questions or offer additional feedback, please do not hesitate to contact me!

Sincerely,

Mandy McNew
TrailsAndTrophies@gmail.com
541-480-2121