

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Downtown Klamath Falls Map
Funds Requested: \$2,500
Organization Applying: Klamath Falls Downtown Association (KFDA)
Contact Person: Chantal Alatorre
Phone Number: 541-591-9444
Email Address: downtownklamathfalls@gmail.com
Mailing Address: PO Box 372 Klamath Falls, OR 97601
Web Site Address: www.downtownklamathfalls.org

Brief Description of Project including date, time and location:

There is a clear need for a tool that highlights the amenities available in downtown Klamath Falls. The Klamath Falls Downtown Association wants to help fill this void by creating a map that highlights retail, food and beverage, hair and beauty, health and fitness, arts and entertainment, and community opportunities available in downtown Klamath Falls. In addition to those categories the Linkville Trolley's route will also be displayed on the map. The goal of this needed project is to give tourist a tool that they can then use to become well versed in our community instead of having local business and building owners serve as impromptu tour guides. The map is scheduled for print and distribution by the end of June 2016.

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 *Chantal Alatorre* Date May 1, 2016

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

Signature of Organization _____ Date _____



Chantal Alatorre
Coordinator
Klamath Falls Downtown Association

T: 541-591-9444
F: 541-883-3724
downtownklamathfalls@gmail.com

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

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

Downtown business owners often find themselves serving as impromptu tour guides to guests due to the lack of way finding signage in our community. KFDA has taken the initiative to create a downtown map that highlights retail, food and beverage, hair and beauty, health and fitness, arts and entertainment, and community opportunities such as the Linkville Trolley in downtown Klamath Falls. The purpose and goal of the downtown map project is to increase guests' downtown enjoyment and ease of travel.

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?

The target audience for this project is tourists and we anticipate that this product will be well received. Our goal is to increase enjoyment and promote relaxation for our guests by creating an easy to read tool highlighting key tourist destinations and other downtown attractions and amenities. This map will be distributed through locations that tourists commonly visit such as Discover Klamath and museums.

QUALIFICATIONS OF APPLICANT

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

The Klamath Falls Downtown Association is made up of nine board members, one full time staff person-our coordinator, and over 120 paid memberships. The board and coordinator play a very active role in the organization and constantly strive to create, maintain, and promote a vibrant and innovative downtown. The committee that is overseeing the downtown map project is composed of a professional graphic designer, a city planner, KFDA's president and KFDA's coordinator all of which are passionate about downtown economic vitality and using the tourism sector as tool.

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

KFDA has experience creating and distributing marketing materials for events and forums that draw people to downtown Klamath Falls from outside of the city limits and the greater basin region.

PROJECT PLAN

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

Klamath County's logo will be clearly placed on the map with sponsorship acknowledgement.

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

The map will be distributed through Discover Klamath, all of the museums in Klamath County, and several tourist hotspots in the region. KFDA will also collaborate with

Discover Klamath to determine additional appropriate avenues for distribution to maximize both KFDA's time and project budget. The map will be ready for distribution mid-June 2016.

7. Describe your target market/audience.

Guests of Klamath Falls

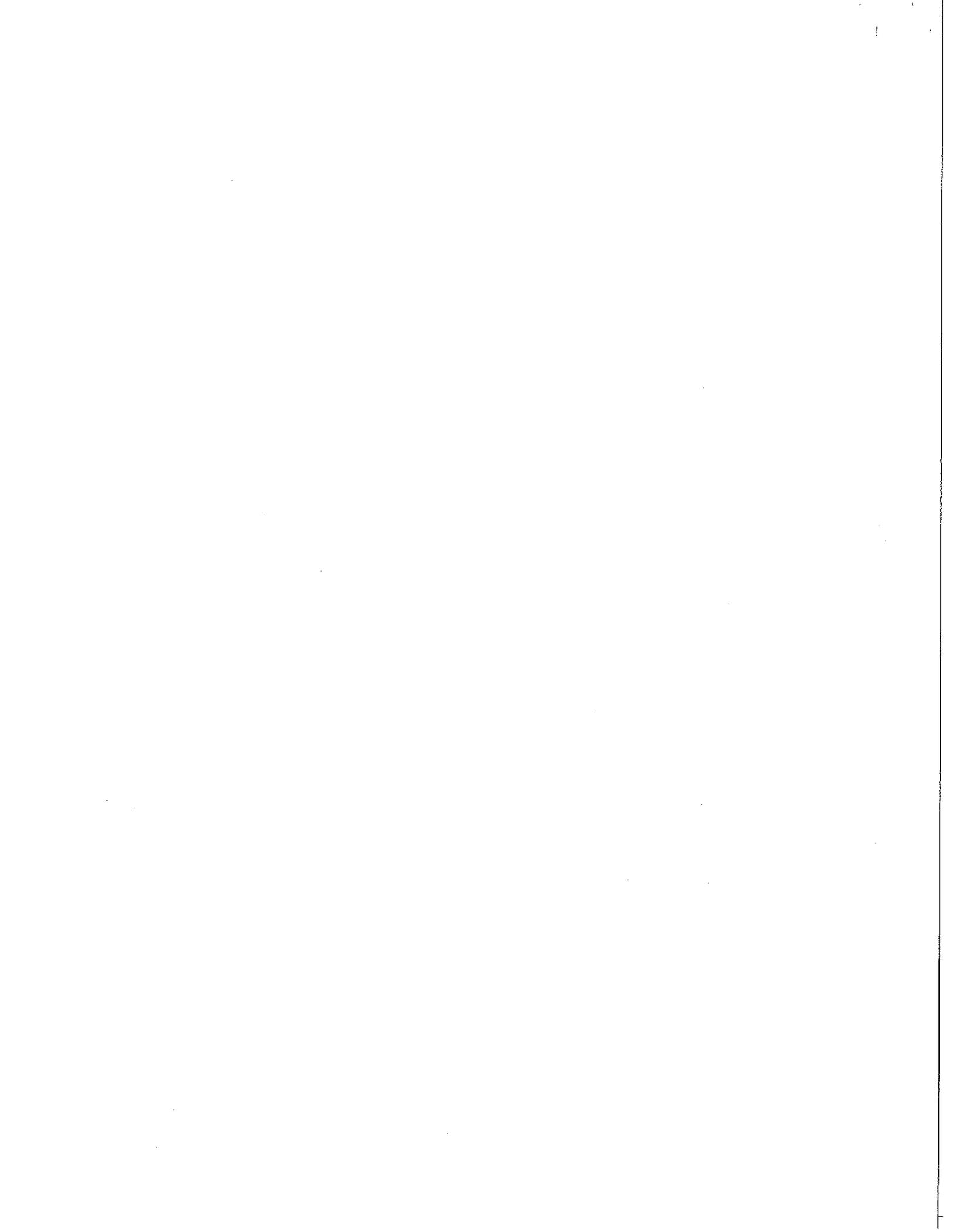
8. How will you measure attendance in drawing out of county visitors to the project?
Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

At the county level, maps will be distributed to locations where tourists frequent such as: Discover Klamath, Chamber of Commerce, and numerous museums. Our measurement of success will be based on how quickly maps are exhausted.

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

Pacific Power: pledged monetary support

Lindsay Smith: Professional graphic designer





April 29, 2016

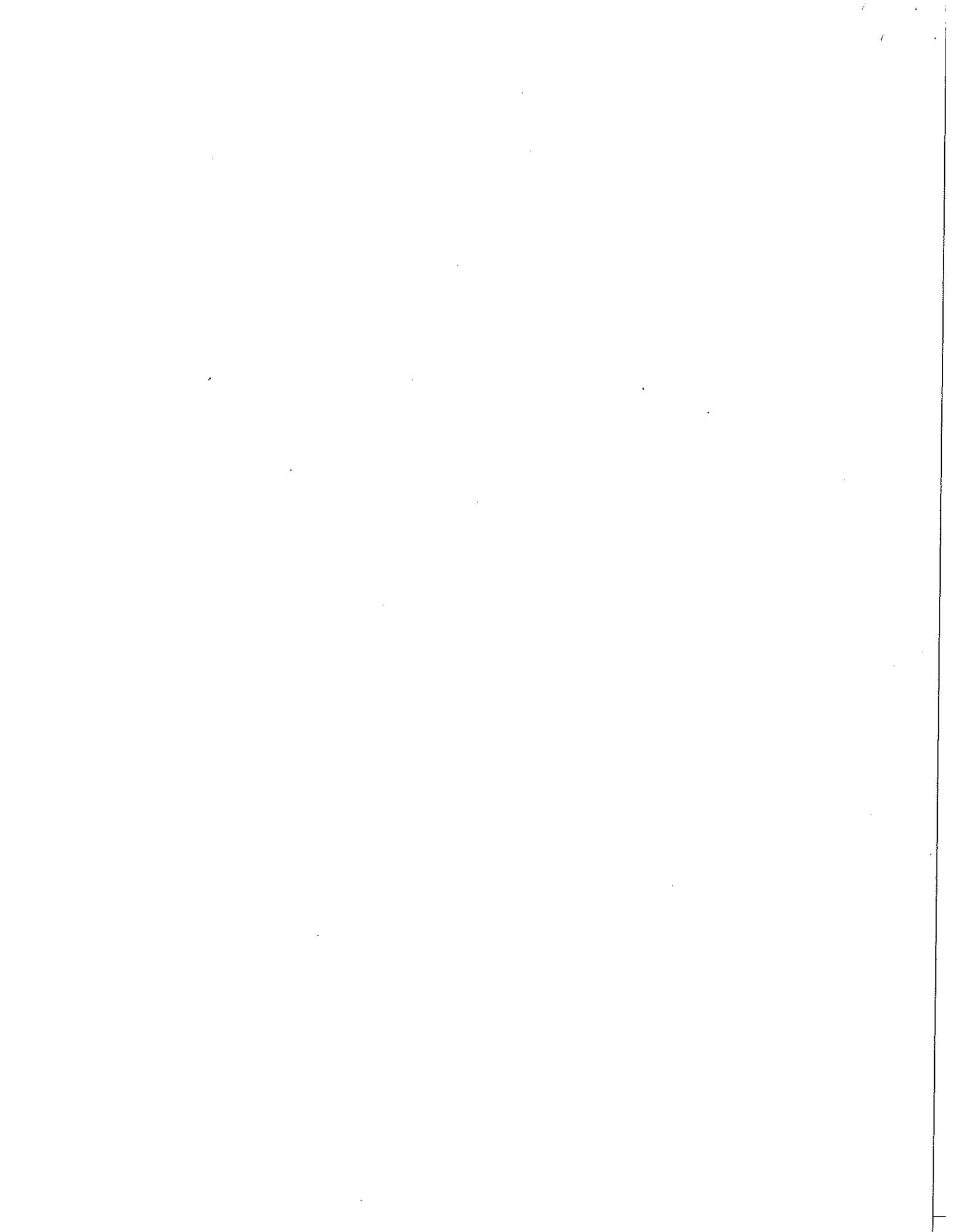
On a regular basis, the Klamath County Chamber of Commerce assists visitors with directions and recommendations. Daily, our staff provides information about where to eat, where to stay, and what to do. We serve as tour guide and concierge to the community. Many of our Chamber members report the same – they, too, attempt to serve visitors in much the same way.

The Klamath Falls Downtown Association is planning a project to create a downtown map. We believe this map highlighting retail, community services, parks, and food/beverage locations would be an excellent resource for our office, our roughly 400 members, and our visitors. These maps could be handed to visitors here at the South Portal building, mailed in our relocation/visitor packets, and distributed at conferences held here in the community. The map will make it easier for visitor to explore our beautiful downtown and hopefully encourage overnight stays.

A detailed, colorful map could increase the number of people downtown which could potentially lead to more businesses downtown. We look forward to using this resource.

Sincerely,

Heather Tramp
Marketing/Program Coordinator
(541) 884-5193
heathert@klamath.org





1950 Mallard Lane
Klamath Falls, Oregon 97601

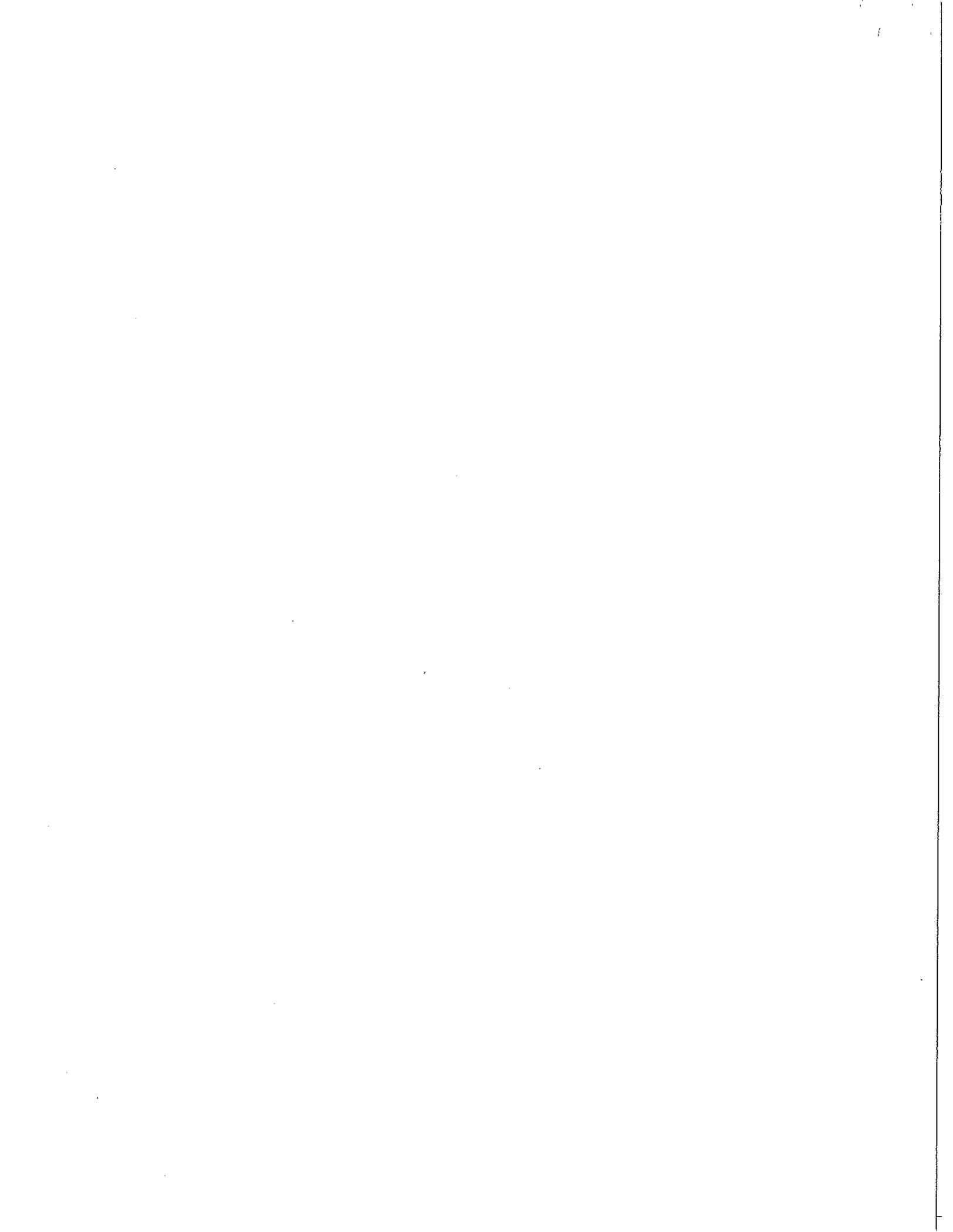
Dear Klamath County Tourism Grant Committee:

I write this letter in support of the Klamath Falls Downtown Association and their effort to establish a visitors map focused on the historic district of Klamath Falls. With recent news of local commercial air service for our city, and the creative new visitor marketing campaign "Meet Me in Klamath" conducted by Discover Klamath, I believe our community needs to prepare for increased tourism. This marketing map, focused on what we have to offer downtown, will add to our tourism efforts.

The Klamath Falls Downtown Association has proven itself through their outstanding work. They are able to promote and provide support to our historic downtown district. I believe, with your support, they will again provide a first class product that we can all be proud of. This is one of the reasons; Pacific Power has chosen to help the Klamath Falls Downtown Association with their efforts. I hope you also come to the same conclusion.

Please feel free to call me if you have any questions

Todd Andres
Regional Business Manager
Pacific Power
541-883-7889



DISCOVER
KLAMATH

April 28, 2016

Chantal Alatorre
Klamath Falls Downtown Association
P.O. Box 372
Klamath Falls, OR 97601

RE: Letter of Support – Klamath County Tourism Grant

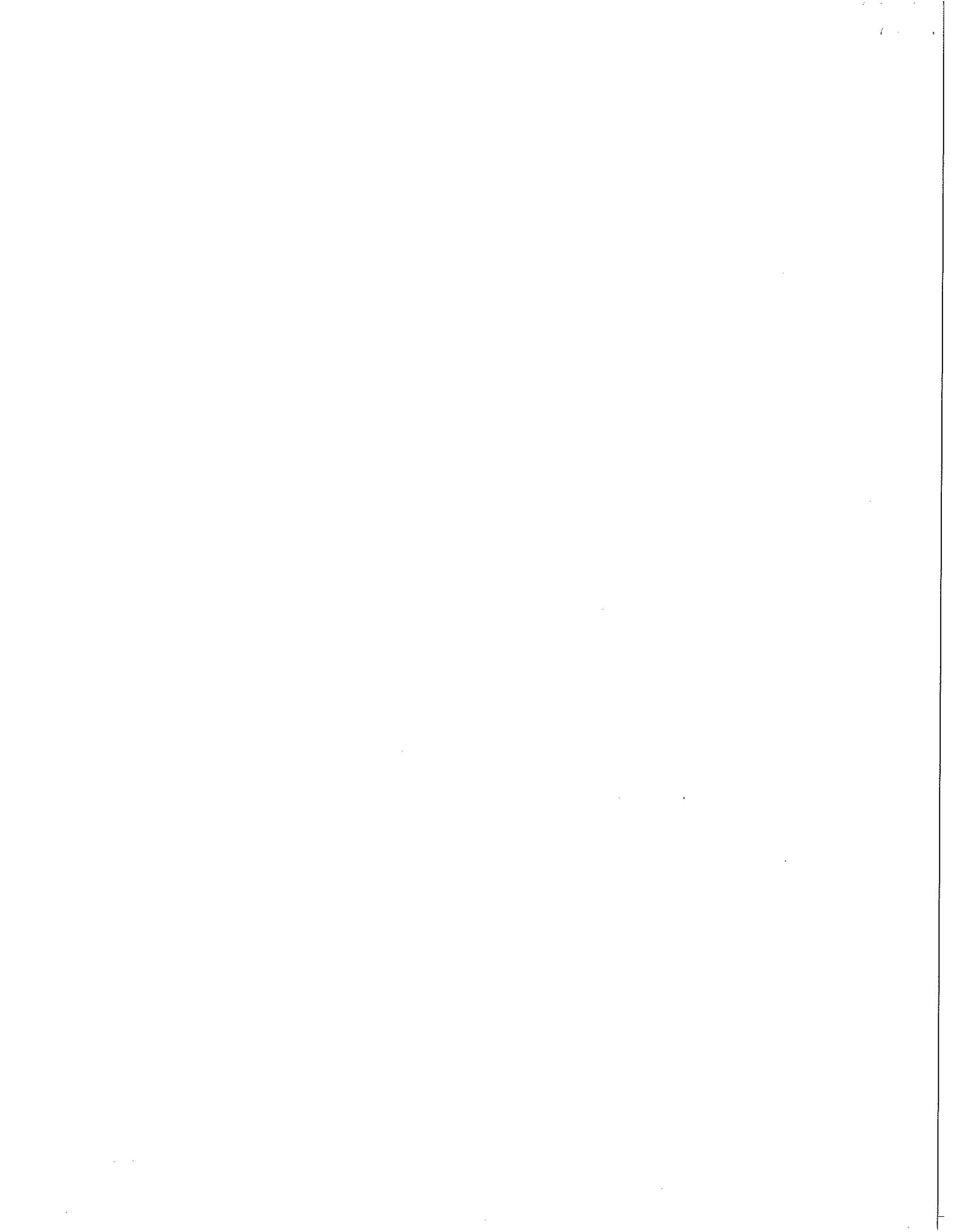
Discover Klamath Visitor and Convention Bureau has received a request for a letter of support in support for a sponsorship grant for the creation and distribution of a Downtown Tourist Map.

This map will include Retail, Food & Beverage, Hair & Beauty, Health & Fitness, Arts & Entertainment and Community. This map will help tourists navigate their way through our downtown – including the narrated Linkville Historical Trolley Tour in which stops at Discover Klamath, Museums and other points of interest.

Good Luck,



Jim Chadderdon
Executive Director



FAVELL *Museum*

The Favell Museum is a non-profit organizations dedicated to the enhancement and the understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art.

125 West Main Street
Klamath Falls, OR 97601
541-882-9996
www.favellmuseum.org

April 28, 2016

Klamath County Commissioners
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Trustees & Staff

Nancy Wendt,
President

Dr. Jim Calvert,
Vice President

Judy Phearson,
Secretary

Laura Pulley
Treasurer

Madeleine Blake,
Director

Ann Favell Silvestri,
Director

Winifred Favell Hood,
Director Emeritus

Mel Ferguson,
Director

Douglas Osborne,
Director

Wayne Snoozy,
Director

Mark Wendt,
Director

Janice Woodhouse,
Director

Walter Woodhouse,
Director

Janann Loetscher,
Executive Director

Pat McMillan,
Museum Curator

Christie Riggins,
Director, Community
Art Program

Dear Commissioners,

As the Executive Director of the Favell Museum, I am writing this letter in support of the Klamath Falls Downtown Association's grant request for funding to produce a walking map of the business in downtown Klamath Falls. Their plan includes an easy to navigate map, that will be updated frequently, to ensure that information will always be accurate.

As an organization that caters primarily to out-of-town visitors, our staff is constantly asked to suggest restaurants for lunch, as well as other things to do. We want to encourage our visitors to spend time downtown. A walking map to hand off to them, will make it easier for us to make recommendations and give accurate directions. It will also promote a vibrant downtown.

The Klamath Falls Downtown Association's vision for Main Street and beyond benefits everyone. I enthusiastically support this, and all of their efforts, as they constantly work to improve our community and quality of life.

Sincerely,



Janann Loetscher
Executive Director

