

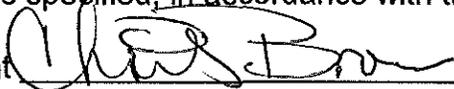
TOURISM GRANT APPLICATION

Organization Applying: Klamath Falls Freedom Celebration Series 2012
Address: 4638 Lombard Dr
City, State, Zip: Klamath Falls Or. 97603 _____
Contact Person: Doug & Christina Brown/Ron Ballard _____
Phone Number: 541-281-7096 _____
Tax ID # or SSN: 45-2407624 _____
Email Address: dcspecialties@tulehorseradish.com
cbrown@chrissales.us
Web Site Address: www.klamathfc.org
Title of Project: We Mourn Their Passing And Celebrate Their Lives.

Brief Description of Project:

The Celebration as always is set to honor all active and non-active Military, Police, Firemen and Women who have served this Country and their families, as well as the community, who share the sacrifice with them. This venue brings to our region, visitors that stay in multiple hotels with extended stays as well as revenue to our local restaurants and retail stores. See attached for more information.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant  Date 3/28/12

Signature of Board Chair  Date 3/28/12

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000.00	10,000.00		
Cash Match -					
Source: sponsors/in-kind	10,000.00		10,000.00		Nat., Reg., local Sponsors
Source:					
Source:					
Total Cash Match	10,000.00		10,000.00	-	
Other Funding Sources:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	-	-	-	-	
EXPENSES					
Advertising					
TV	2,600.00	2,600.00	2,600.00		Promotion
Print	-----	-----	-----		
Web	1,450.00	1,450.00	1,450.00		Web site banners
Other radio	2,400.00	2,400.00	2,400.00		S. Ca. schedule
Other magazine	3,550.00	3,550.00	3,550.00		magazines
Total Advertising	10,000.00	10,000.00	10,000.00	-	
Printing					
Postage					
Misc/Other (Explanation					
Req'd):					
Other:					
Total Miscellaneous/Other		-	-	-	
Total Projected Expenses	10,000.00	10,000.00	10,000.00	-	
Net Projected					
Income<Expense>		-	-	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
 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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?
 - To bring new visitors into Klamath County to stay at multiple hotels and to eat at our local restaurants, buy gas and enjoy what Klamath County has to offer to visitors. To regionally promote the Klamath Freedom Celebration featuring the "Wall that Heals" and a live concert performed by Kimo Williams, co-founder of the Lt. Dan Band with Gary Sinise, that honors veteran's, active duty, public safety and emergency service personnel with the goal of attracting visitors to Klamath County.

2. What are the project activities?
 - Escort/parade of the Wall That Heals to the Klamath County Fairgrounds. "The Wall That Heals" Open 24hours a day!
 - Ceremonies
 - National/Regional Live Entertainment- find attached bio on the National entertainment
 - Kids land with tons of activities examples- dunk tank, color contest, watermelon and pie eating contest
 - CraterLake/Vietnam Wall poker Run, downtown poker run
 - Motor Cross racing
 - Sock Hop, Show N Shine, Bike Show
 - Strongman and women competition
 - National/Regional and local Concessioners

3. When will the project occur?
 - Thursday August 23rd until Sunday August 26th 2012

How long will it last?

- Four days to Honor ~Respect ~Remember!

4. Who is the target market?

- Veterans, Car and motorcycle enthusiasts
- Veterans and their families
- See attached survey
- Target audience is 18+70

What is your strategy for reaching the target market?

- Advertising in Veterans, Car/Motorcycle enthusiast's magazines with a reach in Oregon, California, Washington, Idaho and Nevada
- National internet (web), audio (radio) (TV) campaign with corporate partners and local partners (Discover Klamath)

Project Goals:

5. How many visitors do you expect to attract to Klamath County?
 - From last years survey we had over 312 hotel room nights so we are projecting an increase of 5 to 8% increase. (See our survey we use)
 - For the concert our goal is 5000 in attendance with about 1000 visiting from outside the area. We expect these visitors to arrive prior to the "Wall that Heals" parade and stay through the concert and other events.

How will you count the number of visitors versus the number of locals?

- Please find attached our KFFC Series Survey please see number 4 on the survey that is handed out to all that attend. (Zip Code)

6. How are you planning on extending the visitors length of stay?
 - We have provided a National/Regional Live entertainment package (wristband) for the whole weekend
 - For our CraterLake poker run participants we provide 7 day passes into CraterLake

How will you encourage early arrival and late departure?

- Working with the hotels on a Early KFFC Series special hotel rate (if you come in on Wednesday and stay through Sunday you will get an additional (flat dollar amount or percentage off) per day of the already set KFFC Series rate)
- With the schedule of events start times being early in the mornings and finishing late into the evening.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.
 - KFFC Series is made up of Veterans, police, firemen and women, county and city officials, children organizations, schools and churches. See attached more information.
8. Describe your experience in operating past or similar projects.

KFFC Series Founders/Committee we are a team and all of us have been involved in many community/civic events in the past years plus this is KFFC third year. A lot of us work on a daily basis with there own individual events. This Series would not be obtainable without the below individuals and there experience and ideas in marketing in there own individual parts of KFFC. (See Individual and/or event endorsements)

 - Doug Brown-Manager/Sales National Fitness Racquet Club
 - Christina Brown- Director of Sales and Marketing for Comfort Inn & Suites, Quality Inn, EconoLodge, (Choice International) Vagabond Inn & Suites (Americas Best Franchise) and Oregon 8 Motel & RV park (Independent), Ladies Aux. post 1383 Officer
 - Ron Ballard-Retired SGM Army, Commander of VFW post 1383
 - Vicky Smiley-(Assist. Organization/Treasure)- Amtrak
 - Ron Smiley-(Assist. Organization)-Smiley's RV

- Debbie Shearer- (Entertainment)- Klamath Gymnastics
- Devin Walden- (Audio)Fed Ex
- Tom Franks-(Event Chaplin)-Crossover Church
- Tom Wyland- (Cruzin Rebels)- Basin Bus Service
- Cheryl Wyland-(Cruzin Rebles)-Klamath Gymnastics
- Jamie Berg-(Rodeo) Pacific Power
- Bonnie Wallace-(Kids land)Klamath Crisis Center
- Candy Burt-(Volunteer coordinator) Quality Inn Guest Service Agent
- Dale Burt- (Volunteer Coordinator)Knife River
- Brigitte Marker-(Security) DAV State Commander
- Cory Parks- (Vendor coordinator)Oregon National Guard
- Ashley Parks-(Vendor Coordinator) Comfort Inn & Suites Guest Service Agent
- Warren Purdue-(Vendor coordinator) School District
- Debra Purdue-(Vendor Coordinator) Medical Field
- Jerry Walton- (Strongman & Woman) Klamath county Sherriff (Jail)
- Becky Price-(Strongman & woman) Fitness
- Delbert Shay-(Strongman& Woman) Fitness

Have these projects been successful in bringing tourists to Klamath County?

- Yes, last years event attracted over 12 thousand people through the gates during the 24 hour time period per day for the six days. We had guest as far as Wyoming, Utah, Nevada, Washington, Southern California and Northern Oregon.

How are you uniquely qualified to carry out this project?

- KFFC Series Founders/Committee we are unique in each of our tasks of KFFC Series we are the Best of The Best of what each person is ahead of, this is not an individual effort it is a team effort to help tourism, Honor~ Respect~ Remember and to bring revenue into our county.
- see Individual and/or event endorsements

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.
 - Each event specifically gets advertised in their own magazines, like in past marketing efforts.
 - Car enthusiasts – magazines that circulate 27,000 copies per issue with more than 11,000 copies delivered direct to subscribers/readers. Additional circulation is through the magazine lists of members of approximately 300 Northwest car clubs and, to the Northwest network of more than 6,000 newsstand locations. Distributors include: The News Group/Fife: (Medford, Or, North to the Canadian border); Fred Meyer Stores and Top foods Stores throughout the Northwest; also Car Quest auto parts Stores. Cruzin Magazine-Full Page \$875.00 and Half Page \$505.00- March-August.
 - Motorcycle enthusiasts - Magazines the company that we are using this year has been around since the early 70's, Total Audience: 1,684,606, Circulation: 109,390, Subscribers: 62,632, Newsstand: 46,758. Thunder Roads-Full Page \$350.00 multiple states- April - August

- Internet/marketing we have a schedule starting this month .com's Lightning Customs-Banner, bikesnrides.com-Banner February-September-\$1,450.00
- TV-we are partnering up with Discover Klamath to do a schedule
- Radio- Bikers Inner Circle-full running spots & interviews (live) \$2400.00
- The KFFC website last year had over 170,000 hits from the statistics our web designer has given us, our scheduling with all medias from these numbers have shown that we are advertising in all the right places. Oregon, Washington, California, Wyoming, Nevada and Idaho.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

- Find attached our Survey that we hand out at KFFC
- Our ticket sales ~ Concerts (weekend wristbands)
- Our CraterLake vouchers for the CraterLake/Vietnam Wall Poker Run 7 day passes
- Heads In Beds (Hotels)

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

- We started our event coordination for the 2012 series one week after the conclusion of the 2011 event; the sooner you start the more likely your chances of success, we also have time to make the necessary changes to things that did not work. This grant will be used for extra scheduling since we have started our marketing schedule to date.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

- see Individual and/or event endorsements



AUGUST 23-26, 2012
AT THE
KLAMATH COUNTY FAIRGROUNDS!

The Wall That Heals exhibition has three main components. All of the components are lit at night for 24-hour visitation.

The Wall Replica

The Wall That Heals exhibition features a half-scale replica of the Vietnam Veterans Memorial in Washington, D.C. It is approximately 250 feet in length, and like the original Memorial is erected in a chevron-shape. The replica is complete with the 58,272 names of those killed or missing in action from the conflict. When new names are added to the Memorial in Washington, D.C., The Wall That Heals is updated as soon as possible.

The replica is constructed of powder-coated aluminum, supported by an aluminum frame, and is made up of 24 individual panels, each containing six columns of names. The panels join together to form a nearly 250 feet wide structure.

The names on The Wall That Heals replicate the names on The Wall in Washington, D.C. As on The Wall, the names are listed alphabetically by day of casualty. Beginning at the center/apex, the names start on the East Wall (right-hand side) working their way out to the end of that wing, picking up again at the far end of the West Wall (left-hand side) and working their way back in to the center/apex. Thus, the beginning and ending of the conflict are joined at the center.

The Traveling Museum

When emptied, the 53-foot trailer that carries The Wall That Heals exhibition from town to town becomes a mobile museum. The exterior sides of the trailer open to reveal information cases displaying photos of service members whose names are found on The Wall and letters left at the Memorial as remembrances. The information cases also feature memorabilia, which tells the story of the Vietnam War, The Wall and the era surrounding the conflict, as well as computers to help locate names on The Wall. The Museum also includes a map of Vietnam and a chronological overview of the conflict in Vietnam. The Museum helps many visitors, particularly students, to put American experiences in Vietnam in a historical and cultural context.

The Information Center

A 20' x 20' white canvas tent is attached to the trailer and serves as an Information Center, where visitors can find names, either in a Directory of Names or by asking one of

the volunteers working the computers. A variety of other useful materials, such as a book about MIAs, is also available to assist visitors in their search.

Entries in the printed directory are in alphabetical order, making it easy to locate a specific name. Each entry is followed by a panel and line number to show where the name can be found on The Wall (example: 5E / 62 – Panel 5 East/Line 62).



Dear Fellow American Patriot,

For our 3rd annual year we are proud to introduce to you the Klamath Falls Freedom Celebration series 2012! For our dates of the series please go to www.klamathfc.org for June, August and our Fall date all to be held at the Klamath County Fairgrounds!

(Mission Statement) The Celebration as always is set to honor all active and non-active Military, Police, Firemen and Women who have served this Country and their families, as well as the community, who share the sacrifice with them.

We are bringing to this region an AMERICAN GATHERING for all! Our **June 30, 2012** date in the series headlines our Cowboy & Cowgirl heritage with a Cost of Freedom Rodeo named for and representing all those KIA since Vietnam, it will include Live Music, Activities, Vendors and Freedom Fireworks that will show the best of that American heritage and those that represent it.

The **August 23-26 2012** date of the series brings to the region something for Car and Biker enthusiast along with Entertainment and Music for all Americans, we are proud to announce this years National Entertainment will be the Kimo Williams Band, he is slated to play August 25th in the 2nd of three "Klamath Falls Freedom Celebration Series scheduled in 2012! Kimo is best know for being Co-Founder along with Actor Gary Sinise of the Lt. Dan Band named after Gary's character in the movie "Forest Gump". Their tours with the USO and Military bases both here and over seas have become legendary. Along with his own original Classic Rock songs, he will cover the music of "Jimi Hendrix". He is a multi talented artist and composer of Five String quartets and three symphonies including "The Sons of Nam" and "Buffalo Soldiers" which he was commissioned to write for the West Point Academies 2002 Bicentennial.

Kimo is a Vietnam Veteran who was deployed (the day after his 20th birthday) he served with the 25th combat engineer battalion, Kimo formed a band named "The Soul Coordinators" and traveled to remote areas throughout South Vietnam, setting up their drums and amplifiers in the jungle mud, often with their music competing with artillery fire! Kimo is also "Founder and President" of the USVAP (United States Veterans Arts Program) the mission of the program is to provide artistic tools such as

musical instruments to wounded service members, and to bring visibility to the power of art for those Americans who have "Sacrificed in Service" to their Country. He will be accompanied by four members of his band including his Singer-Song writer, Multi-instrumentalist, Army Veteran and past member of Lt. Dan Band wife Carol for more information on Kimo or Carol go to www.kimowilliams.com .

Regional Music entertainment will include some of the west coasts best such as the Charlie Brechtel Band, Jeff Jolly Band, and Blue Valentine Band.

Also slated in August is the 2nd annual Crater Lake/Vietnam Wall Poker Run, The Wall That Heals (find attached more information), Freedom Car & Bike Show, Freedom Fireworks, Vendors, Kids land, regional and local entertainment and much more.

Our **Fall date** will be set within a few months, we are working on bringing another large National Entertainment show to this region, for all to enjoy. Klamath Falls Freedom Celebration Series 2012 has something for all, that is why we are calling it an "American Gathering" at each of the venues you will have tons of family fun activities, Concessionaires from all over our Nation and focus on our American History and Values!

It is our mission to represent in our way and to show "Honor, Respect, and Remembrance" of our living and our passed Military, Police, and Firemen and Women and what their sacrifice has done to keep our American Family Values. We are trying to educate and bring together all Americans to show Freedom Isn't Free and we should live by the values our forefathers fought for. We think it's important at this point in history.

For information about participating in the Parade/Escort of the Wall or being a concessioner, volunteer or wanting to donate/sponsor to this great "American Gathering" go to www.klamathfc.org and you can find contacts for all who is part of this great event they are the Best of the Best, from our Entertainment coordinator, vendor, media etc., you can also find us on Facebook (Klamath Falls Freedom Celebration Series 2012)! Hope to see you!

Freedom Isn't Free!

Percentage of our net proceeds will go to the USVAP and our Local VFW, DAV and K-9 Unit! KFFC Foundation is a Non-Profit organization so all contributions are tax deductible!

Sincerely yours,

Douglas and Christina Brown Ph #541-281-7094 or 541-281-7096
Ron Ballard Ph# 541-891-1004
Founders of Klamath Falls Freedom Celebration Series 2012
4638 Lombard Drive Klamath Falls, Or. 97603

KFFC SERIES Visitor Survey

Survey Instruction: This survey helps us better serve you and raise sponsorship to support next year's KFFC SERIES. Your response will be anonymous and kept strictly confidential. We will use only aggregate data. It will take approximately 5 minutes to complete the survey.

1. Is this your first time visiting this event?

- No
- Yes (Skip to question #3)

2. (If No) How many years have you attended this event including this year?

- 2-5
- 6-10
- 11+
- Do not recall

3. How did you hear about this event? (Check all that apply.)

- Newspaper /Magazine ad
- Radio
- TV
- Flyer/billboard
- Internet www
- Friend/relative (word of mouth)
- I have attended the event before this year
- Other (specify)
- Don't recall

4. Are you a local resident or a visitor to this event?

- Local resident
- Visitor from out of the area Where/postal code? _____

5. If a visitor, is the primary purpose for visiting this area to attend this event?

- Yes, primary purpose for my visit is the event
- No, other primary reason for visiting

6. How far do you travel to get to this event?

- 0-10 miles
- 11-30 miles
- 31-50
- 51-100
- 101-250
- 251+

7. How many people are accompanying you to this event?

- Just myself; no one accompanying me
- 1 accompanying me
- 2 accompanying me
- 3 accompanying me
- 4+ accompanying me

8. How did you travel to this event? (Check all that apply.)

- Car /Motorcycle
- Bus
- Train
- Plane
- Taxi
- Other (specify)

9. What is your Zip Code? _____

10. Are you staying at a hotel/motel?

- Yes
- No

11. (If yes) How many nights total do you plan on staying at a hotel/motel?

- 1 Night
- 2 Nights
- 3+ Nights

Over



National Fitness & Racquet Club
2524 Crosby St
Klamath Falls, Or. 97603

March 19, 2012

To Whom It May Concern:

I am writing this letter to express what an asset Doug Brown has been to my company these past 7 years. He has overcome sales goals that have been put in front of him and exceeded them for many years. With the marketing of the club, you must know your product to be able to market it, "target market" and "demographics" he has also exceeded in this plan. With his operational and customer service skills he can also in the fitness field overcome what ever comes his way.

We are very proud to have him part of National Fitness & Racquet Club for many years to come. I feel that he will have success in any endeavor that comes his way.

Sincerely,


Jim Johnston
Owner/NFRC



March 19, 2012

To Whom It May Concern:

I am writing this letter to express how Christina Brown can execute a sales and marketing plan in the hospitality industry. She has over 10 plus years in the industry and has seen the ups and downs of the industry and how to adapt to it. She knows our feeder markets and how to execute her plan to capture tourism to Klamath County and our hotels. Christina keeps up with education of systems that a lot of people don't really understand that you need to know in this industry.

Creating events is part of the job in our industry always finding something new to bring tourism to the county and to our hotels. When she brings an idea to us we listen to her plan and then voice if it is a good idea or not, she does listen. and then execute her marketing plan at that time.

We are very proud to have her as a part of our hotels, she has voiced that she will be with us forever and we are very proud to have her as part of our team.

Sincerely,



Sanjay A. Patel
Rajesh Patel
Managing Partners
Quality Inn, Econolodge, Vagabond Inn & Suites.
Comfort Inn & Suites and Oregon 8 Motel & RV Park



Veteran's of Foreign Wars
Pelican Post 1383
515 Klamath Ave
Klamath Falls, OR 97601

Klamath County Grant Committee

March 8, 2012

Subject: Letter of Support for Klamath Falls Freedom Celebration (KFFC) Series 2012

On behalf of the Veterans of Foreign Wars, Pelican Post 1383, as its Commander, I fully endorse the KFFC and their efforts to assist the VFW in promoting our sacred chartered purpose of perpetrating the memory and history of our dead and to foster true patriotism. In my opinion, the KFFC events rank along side events such as Memorial Day and Veteran's Day and must be supported least we, as a free Nation, forget the true cost of freedom.

Each year the KFFC brings in more entertainment and more people from outside our region. People who's only purpose is to "Honor-Respect-Remember" the cost of freedom. Each year also shows a growing voluntary support base that is much needed in seeing these events are accomplished in a respectable and responsible manner.

Klamath County, a county that truly "Honors its Veterans" should take full advantage of events such as this to tell the people of the world that there is a place on the map called "Klamath Falls" and everyone should visit.

Thanks,

A handwritten signature in black ink, appearing to read "Ron Ballard", is written over the typed name.

Ron Ballard
Commander, VFW Pelican Post 1383
515 Klamath Ave.
Klamath Falls, OR 97601



Disabled American Veterans
Department of Oregon
Brigitte Marker, Commander

March 8, 2012

Klamath Freedom Celebration
4638 Lombard Dr
Klamath Falls, OR 97603

Dear Klamath Freedom Celebration,

I am writing this letter of support for the Klamath Freedom celebration. This event truly signifies the meaning of our countries freedom. Over the last three years the Klamath Freedom Celebration has brought this event and much honor to Klamath Falls and the surrounding communities. I have personally seen many people moved by the exhibits and dedications that are on display during the event.

Klamath Freedom Celebration brings back what has by so many been forgotten, that this country is truly free because of the sacrifice so many have made. The celebration is centered on the memorials of our countries conflicts, which include the Vietnam Memorial Wall and tributes to all other conflicts the United States has been involved in.

Mr. and Mrs. Brown have built a celebration that mirrors no others and are true patriots to this community for their amazing dedication to our countries fallen and current military servicemen and women.

I am proud to be a supporter of this event and will continue to be present and provide the support of the DAV to future Klamath Freedom Celebration events.

Sincerely,

A handwritten signature in black ink, appearing to read "Brigitte Marker". The signature is fluid and cursive, with a large initial "B" and "M".

Brigitte Marker
DAV Department of Oregon
Commander



CITY OF KLAMATH FALLS, OREGON

500 KLAMATH AVENUE – P.O. BOX 237
KLAMATH FALLS, OREGON 97601



Sister City
ROTORUA, NEW ZEALAND

March 21, 2012

To Whom it May Concern

Re: Klamath Falls Freedom Celebration

The City of Klamath Falls is proud to endorse the Klamath Falls Freedom Celebration (KFFC) for its efforts in honoring our Veterans, military and first responders who have served, and are serving, this Country, and in honoring their families, who also share in the sacrifices made. This is the third year for the Freedom Celebration event in Klamath Falls, and the event has yearly grown not only in size, but in significance to our community. The City recognizes the efforts of KFFC in bringing to the forefront American patriotism and the American values that have made this country strong and proud. We are pleased to have this event in our community, and the City looks forward to its continued support of this event for years to come, as it will have a positive effect on our citizens, on those who choose to visit our community to attend this event and on our local economy.

Sincerely,

Rick Whitlock
City Manager
City of Klamath Falls

c: Mayor and Council



ERNIE BRACE CHAPTER of MOAA

2052 Lavey St.
Klamath Falls, OR 97601

13 March 2012

LETTER OF SUPPORT: KLAMATH FREEDOM CELEBRATION

To Whom it may concern:

The Ernie Brace Chapter of the Military Officers Association of America fully supports and appreciates your efforts in continuing the Annual Klamath Freedom Celebration. Our membership is composed of Active Duty and Retired Officers from nearly all branches of the military, including the Navy, Army, Marine Corps, Air Force, Coast Guard, U. S. Public Health Service, and the Army and Air Force National Guard.

The commitment and support of the military by the citizens of Klamath Falls is extremely gratifying. This is one of the many reasons that a large number of us have chosen to retire here. The Klamath Freedom Celebration is another demonstration of the patriotism and dedication of the great Americans in this community.

Keep up the excellent work. We are eagerly awaiting the **THIRD ANNUAL** Klamath Freedom Celebration.

Warm regards,

A handwritten signature in cursive script that reads "Bud Hart".

Bud Hart
CAPT, USN(ret)
President

This is my third year of serving with the Klamath Freedom Celebration Committee. When I heard the mission of the Klamath Freedom Celebration was to honor all active and non-active Military, Police, Firemen and Women, their families, and our community. I knew I wanted to be a part of it.

Both of my Grandfathers' served proudly in the Army during World War II and Korea. My Father was in the Army National Guard and my husband and Father in law served in the Navy. My husband also served for many years as a Klamath County Sheriff's reserve officer. So you know where my heart is. I am proud of their service and understand the sacrifices they made, as well as the sacrifices our family made so they could serve and I am especially grateful they were able to return home safely. Unfortunately many service men and women don't return home. Our Police and Fire also lay their lives on the line for us everyday. Many of them have paid the ultimate price so that you and I can enjoy this Amazing gift called Freedom. Too often I think we take it for granted. We forget what freedom means and that it isn't free, it comes with a price. I feel its important that we have an event like this in our community where people from all walks of life can gather, pay tribute, to teach our children and to celebrate their lives!

The Klamath Freedom Celebration does all that and more! I feel it has the potential to help revitalize this community with old fashioned values of patriotism, family and community. Our goal is to not only touch the lives of our residents but welcome visitors from all over to see what a great community we have. I have enjoyed watching Children playing in "Kids Land" with the inflatable bounce houses and fun activities. The strongman competitions and the Freedom Rodeo have been so much fun to watch as well. Delicious food, great entertainment and last year we had the best Fireworks I have ever seen! I am very proud of what all the volunteers have been able to put together and that when the events conclude we can give back to our community by supporting our local Veterans of Foreign Wars and Disabled American Veterans.

I feel so privledged to have been asked to be a part of this great event. I have touched the wall and felt the spirit of those who died in Vietnam. I have seen a replica of the Twin Towers that has the names of all the people who lost their lives on 911. I have stood amazed and moved when three beautiful native american girls signed beautifully to the song "The Lord's Prayer" at the wall. I was thrilled when branches of our military marched in the Fairgrounds Event Center carrying The Flag leading the way for our National entertainment "Foghat" to Perform and I was moved as cowgirls rode their horses the length of the replica of the Vietnam Memorial Wall carrying "Old Glory" and the flags of all the branches of the military. Finally concluding with the "Riderless horse" for the soldier who didn't make it back. My roots in this community run deep and I believe that the Klamath Freedom Celebration is an important celebration especially in these troubled times. Join Me, learn, be touched, and celebrate what makes this country great!



Debrah A Shearer
Entertainment Coordinator
Klamath Freedom Celebration



March 12, 2012

Agency Representative:

Discover Klamath Visitor & Convention Bureau is pleased to state its support for the Klamath Freedom Celebration.

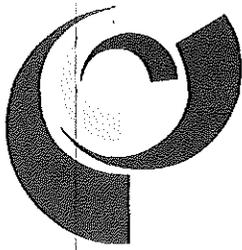
This patriotic multi-day festival celebrates sacrifices our warriors and service people have made throughout the years.

The City of Klamath Falls, along with numerous businesses and merchants, stand to benefit from the draw of out of county visitors to the festivities. Discover Klamath is looking forward to participating in a cooperative approach with the organizers of the Freedom Celebration to promoting this year's family-friendly activities.

Sincerely,

A handwritten signature in cursive script that reads "Jim Chadderdon".

Jim Chadderdon,
Executive Director
Discover Klamath Visitor & Convention Bureau



Klamath County Chamber of Commerce

205 Riverside Street Suite A ♦ Klamath Falls, Oregon 97601

(541) 884-5193 Phone ♦ (541) 884-5195 Fax

www.klamath.org - inquiry@klamath.org

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Klamath Youth Development Center

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Pacific Power

Bridgitte Griffin
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173d Eighteen Wing - Kingsley Field

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Food Mayor Stores

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Staff

Charles Massie
Executive Director

Heather Tramp
Programs & Marketing Coordinator

March 16, 2012

The Klamath County Chamber of Commerce supports the Klamath Freedom Celebration and their efforts to promote the Kimo Williams concert in August of 2012 as a visitor attractor.

We will be supporting the events marketing efforts in many ways including information on our website and in out bound communications. The Freedom Celebration presenters are working with a variety of local partners, including Discover Klamath, to build event awareness and leverage marketing dollars to the fullest extent.

The concert is an opportunity to attract veteran's, active duty personnel, their supporters, and music lovers from across the western region to Klamath County. Please support the marketing activities of this organization and provide monies to advertise the event outside the area.

Sincerely,

Charles Massie
Executive Director