

TOURISM GRANT APPLICATION

Organization Applying: CASA for Children of Klamath County
Address: 403 Pine St, 3rd Floor
City, State, Zip Klamath Falls, OR 97601
Contact Person: Margot Durand
Phone Number: 541-885-6017
Tax ID # or SSN: 93-1261640
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Web Site Address: www.klamathfallscasa.org
Title of Project: 10th Annual Ride For The Child (formerly known as Ride Through Paradise)

Brief Description of Project: CASA (Court Appointed Special Advocates) is currently organizing the 10th Annual Ride For The Child (formerly known as Ride Through Paradise) cycling event. This event is CASA's main fundraiser for the year, providing funds to recruit, train, and support community volunteers to advocate for the most abused and neglected children in the Klamath Basin. CASA's ride attracts cyclists from all around Oregon, Northern California, Washington, Nevada, and Idaho. This year the focus is not only on growing the local community's participation, but also increasing outlying area participation as well. A heavy marketing push via social media, direct mail, and advertising is being created to target more saturated areas of Northern Oregon, Northern California, and Southern Washington. The ride consists of four well-marked courses: 100 mile century, 60 mile metric century, 32 mile, and 13 mile rides. The longer routes run through beautiful Klamath countryside in the outlying cities of Bonanza, Merrill, & Malin. Utilizing creative marketing strategies, CASA aims to recruit participants from out of town to come and enjoy the beautiful scenery of many parts of Klamath County. We kick-off our cycling weekend with a pre-registration at Hutch's Bicycles, offering food, refreshments, music, and an introduction to Klamath's community, designed to attract out-of-town riders to come early and enjoy a long weekend in our town. We have partnered with local hotels to offer discounted rates to promote the longer stay.

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 Andrea D. Howell Date 3/22/13
Signature of Board Chair Julie Morgan Date 3/23/13

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	-	\$5,000.00	-	-	-
Cash Match -					
Bell Hardware	\$300.00		-	-	Verbal Commitment
Children's Clinic	-	\$600.00	-	-	Last year sponsor; agreed to 2013 support. Exact amount pending.
Cascade Subaru	-	\$1,200.00	-	-	Last year sponsor; agreed to 2013 support. Exact amount pending.
Rhine-Cross Group	-	\$300.00	-	-	Last year sponsor; agreed to 2013 support. Exact amount pending.
PacificSource	-	\$1,200.00	-	-	Last year sponsor; agreed to 2013 support. Exact amount pending.
Other Sponsorships		\$2,500.00			
Total Cash Match	\$300.00	\$5,800.00	-	-	
Other Funding Sources:					
Registration Fees	-	\$4,500.00	-	-	
Cycling Sponsorships	-	\$1,500.00	-	-	
Total Other Funding Sources	-	\$6,000.00	-	-	
Total Projected Revenue	-	\$17,100.00	-	-	
EXPENSES					
Advertising					
Print		\$2,000.00			Newspaper & Cycling Magazines
Web		\$1,200.00			Active.com & Cycling Websites
Radio		\$800.00			Local & State-wide
Total Advertising	-	\$4,000.00	-	-	
Printing		\$800.00			Posters & Registration Forms
Postage		\$300.00			Direct Mailers, Registration Forms & Posters
Misc/Other (Explanation Req'd):					
Wildflower Ride in Chico		\$450.00			Mileage, booth at event, hotel
Phone Charges		\$100.00			Calls to solicit ride to cycling clubs
Meal supplies		\$400.00			For post-ride meal
Port-A-Potty Rental		\$450.00			At rest stops
Tee Shirts		\$600.00			For riders and volunteers
Total Miscellaneous/Other	-	\$2,000.00	-	-	
Total Projected Expenses	-	\$7,100.00	-	-	
Net Projected Income<Expense>	-	\$10,000.00	-	-	

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

CASA is looking to secure funding in order to grow the number of participants in the Ride For The Child, including that of out-of-county riders. The aim of 2013's ride is to put forth more of an active effort to market to and touch individuals around the Pacific Northwest with a disposable income. CASA hopes to increase weekend tourism in Klamath County by creating a 2-3 day experience for the cyclists.

The Ride For The Child event has frequently been referred to as "a great pace run for the Crater Lake Century Ride", by past participants. Also previously quoted by a rider as being "the best kept secret in Southern Oregon", CASA is working diligently to increase participation through out-of-county marketing to grow interest in the ride. CASA is also offering a "weekend" package to out-of-town riders to promote Klamath County as a destination weekend location.

Commencing with a pre-registration and information event sponsored by Hutch's bicycles the night before, the day of the event has also been expanded to include local bands and entertainment. By partnering with local organizations such as Dutch Brothers coffee, Kingsley Field's J.E.N.C. group for the rock climbing wall, and local bands, the idea is to incorporate a day-long event to include activities and fun for families to get a greater taste of our local community.

2. What are the project activities?

- a. Pre-registration party at Hutch's bicycles. Featuring local catering and entertainment, Hutch's has graciously offered to sponsor a 3-hour event the night before the ride to bring cyclists together to meet one another and enjoy local vendors.
- b. This project includes four well-marked, well-supported courses for cyclists: 100, 60, 32, and 13 mile rides. Each ride includes rest-stops manned by volunteers and community members, containing food, refreshments, and friendly faces full of encouragement for the riders. Our routes have been renowned as enjoyable, pace rides for cyclists to time themselves for upcoming races.
- c. The 13-mile ride is family-centric, offering a bike decorating contest for children 12 and under, judged by CASA board members and offering prizes donated from Big 5 Sporting Goods.
- d. We finish the day with live entertainment and activities at the Mazama High School courtyard, coupled with a delicious, hot lunch prepared by local food restaurants. By inviting community partners to join us at the post-ride meal, we offer an opportunity for touring cyclists to experience more facets of our beautiful community available for them to enjoy.
- e. We are currently in the process of planning an event with Running Y Resort to conclude the ride's day, including beer tasting and live music. This addition will allow visitors to enjoy even more of the serene beauty our county has to offer.

3. When will the project occur? How long will it last?

The Ride For The Child cycling event will occur on July 27, 2013. The ride lasts one-day, offering family-focused events for individuals waiting for riders on the longer routes. We begin with a pre-registration event at Hutch's Bicycles on July 26, 4-7pm, offering pre-ride packet pick-ups and ride information coupled with a family-friendly, fun party with food, refreshments, and music. The day of the ride begins at 7am at Mazama High School. The shorter, family-centric 13 mile ride offers a bike decorating contest for children of all ages. The hot lunch will conclude by 4pm after all riders have returned from the course. Immediately following, participants and

families will be invited to enjoy more entertainment and beer tasting at Running Y Resort from 5-9pm.

4. Who is the target market? What is your strategy for reaching the target market?

We are aiming our recruitment efforts for the ride at both in-county residents as well as out-of-county visitors. This proposal will focus on the visiting population. CASA is targeting the cycling population (namely personal invitations to bicycling clubs) of the Pacific Northwest, particularly Northern Oregon in Multnomah, Clackamas, Marion, Deschutes, Jackson, & Josephine counties, as well as parts of Southern Washington, Western Idaho, and Northern California. Our target demographics are ages 6-60; any single individual or family interested in cycling and enjoying a fun-filled day together.

CASA will reach the targeted market through direct mailers including fliers with registration forms sent to bike clubs, bike shops, individual participants from past rides 2007-2012. These mailers will also be sent to cyclists from Cycle Oregon, where CASA had a booth and collected contact information for the riders in the event. We will be reaching our audience through advertising: print media, press releases, radio, television, social media, direct mail, posters and fliers in and out of town, and website listings.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

Part of the registration form for the ride includes the mailing address for each participant, making the task to track tourists simple. By securing this funding, CASA plans to increase out-of-county riders by 50%, for a total of 26 touring cyclists. Taking into account that historically the riders have brought on average of 2-3 family members with them, CASA expects to increase Klamath County tourism by a total of approximately 70 individuals for the ride weekend. We estimate that each person will spend \$100 in registration fees, hotel cost, food, and other expenses. That money will circulate in our community; 70 individuals spending \$100 each is \$7,000, increased by the 'factor of 6' means that our local economy will benefit by at least \$42,000 during CASA's ride weekend.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

As mentioned, CASA has partnered with several businesses, organizations, and local entertainment to provide a fun-filled, family-atmosphere event beginning on Friday evening, and concluding on Saturday evening. Local hotels, including the Cimarron Inn, Best Western Olympic Inn, and Running Y have agreed to come on-board as partners to offer discounted rates for the ride weekend. Through direct mail fliers, website promotion and design, and effective e-mail newsletter marketing leading up to the event, the design of the 2013 Ride For The Child campaign is to strategically encourage out-of-town riders to desire a long weekend in Klamath, culminating with our ride and concluding at the gorgeous Running Y Resort. Short-term impacts of the CASA weekend would include increased hotel occupancy, increased revenue at local restaurants and shopping venues, as well as potential for tourist families to enjoy local entertainment options. Our hope is to also create a long-term impact, continuing the tradition of the ride and creating an even larger following so our ride joins the ranks of the Chico Wildflower and Crater Lake Rim Ride.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

CASA for Children of Klamath County is a non-profit, evidence-based program that recruits, trains, and supports community volunteers to advocate for children in foster care. Last year

CASA Advocates served 163 children and youth in foster care. Children are placed into foster care because they are so abused and/or neglected that they can no longer live with their own parent. There is no child more vulnerable than a child who has been removed from their own home and must be placed into foster care. These are the children we serve. We have set a goal to serve all children in foster care in Klamath County within 18 months. There are currently 104 children waiting for a CASA Advocate. Support from this year's ride will help us advocate for many more children.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

CASA's Ride For The Child has been a successful event for 10 years. Each year the number of cyclists hovers near the 100 mark, but with an even larger planning committee for 2013, each individual behind the scenes is devoted to growing the number of participants. The Ride For The Child planning committee includes veteran cyclists, local community members, CASA staff and board members, county government employees, as well as marketing experts. This dedicated and highly motivated group of individuals volunteer their time throughout the year, beginning in February, to work together to plan each detail for the ride to be successful. Beginning in August 2012, the group worked diligently together to plan ways to increase marketing and experience for the riders in 2013. Registration fees and the form itself were updated completed. A new poster and logo design were created to brand the ride. The name was changed from 'The Ride Through Paradise' to 'Ride For The Child' to keep tone with CASA for Children's own brand marketing. The child portion of the ride was also brought by and innovated by CASA's Board of Directors to increase appeal to the family-focused crowd. This year everyone's focus is to grow the number of participants by marketing strategically and creatively to outlying areas while keeping the experience of the event extremely high quality. 4 of the members of the planning committee attended the Cycle Oregon event last summer to meet and greet riders from around the country as well as market our ride. All-in-all, the planning committee has taken ownership of CASA's cycling event to expand its reach into becoming a destination weekend for Klamath County rather than a half-day event as it has been in the past.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

We plan to strategically market to bike clubs and individuals in the Pacific Northwest with disposable income. We will target the cycling population and their families through newspaper advertisement, cycling magazine advertisement, radio advertisement, direct mail including flyers and registration forms, as well as utilizing social media, word of mouth, and mailing flyers, posters and registration forms directly to bike shops and clubs. Hutch's bicycles has agreed to help promote the ride more heavily this year than in any years past, including putting our posters and registration forms at their shops in Bend and Eugene, and reaching out to bike shops they partner with in the Medford/Ashland areas.

CASA staff, board members, and volunteers attended Cycle Oregon as it passed through Klamath in the summer of 2012. We utilized business cards with the ride's website and date on them, as well as a contact list in which we gathered over 100 names of contacts to invite to our ride in 2013. We also have plans to attend a large cycling event in Chico, California called 'Wildflower'. This April ride is a renowned cycling event that draws incredibly large crowds, capping entrant numbers at 4,000 riders. We plan to have a booth at the event, providing information about our ride as well as registration forms. We will be contacting the ride organizers to request to purchase their past registrant lists.

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

We utilize post-ride surveys during lunch for the riders to provide feedback on every aspect of the ride. We follow-up by sending an e-mail two weeks after the ride, which includes a link to Survey Monkey asking each registered rider to give input on how we can improve next year's ride. We directly measure success by comparing number of attendees to years previous, as well as income generated by registration and sponsorship fees. We also seek feedback from sponsors, community partners, and volunteers for the ride.

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

CASA is currently beginning to plan the marketing for the event and reach out to media outlets for pricing and discounts available. We are lacking funds to market out-of-county. We will have no way to raise enough funds to reach each outlet we are planning to target if we do not receive this grant. If we are able to secure this funding, we would have a greater advantage to reach a larger market of individuals to bring them to our wonderful event and beautiful county. We will build on our list that came out of our attendance at the Cycle Oregon event, allowing us to invite individuals from all across the country back to enjoy our county for a longer stay.

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.

We utilize a number of community partners and individuals to make the Ride For The Child event possible. Our planning committee is comprised of individuals from Klamath County Government, retired local individuals, avid cyclists, CASA staff, and our local bike shop. We meet beginning in March to start planning the logistics for the ride, and then once a month up until June, when we meet 3 times to ensure we are ready for the event. On the day of the ride, we utilize many community volunteers to ensure maximum efficiency including: Community Correction sets-up registration at Mazama High School and all rest stops, Henley High School FFA as well as CASA volunteers and family members man rest stops to chat with and provide high quality food and drinks to riders, CASA staff, board members, advocates, Klamath Union High School athletics team and families mingle with and serve food at the post-ride lunch.

We also receive in-kind donations from local businesses for our rest-stop food, which is often the most-talked about portion of our ride. Daily Bagel, MC's on Main, Green Blade Bakery & Sherm's Thunderbird provide food and materials to us at limited or no cost for the rest stops. Grange Co-Op, Martin's Food Center, Albertson's Grocery, and Grocery Outlet donate refreshments, ice, and tubs for the post-ride meal. Langell Valley Community Center and local property owners also donate their land to us to utilize for our Port-A-Potty and rest-stop set-ups providing rider support. Local Bands play for free to entertain families waiting for riders on the routes, as well as cyclists who have completed their rides and are enjoying the post-ride meal.

Please see attached letters of support from Discover Klamath, Meghan Biggs with Henley FFA, Craig Ditman of the Ride For The Child planning committee, and Zach Gilmour from Hutch's Bicycles in Klamath Falls.

DISCOVER
KLAMATH
OREGON UNEXPECTED

March 25, 2013

Dear Klamath County Tourism Grant Selection Committee,

Discover Klamath Visitor and Convention Bureau supports the request for a Spring Tourism Grant for CASA for Children of Klamath County (CASA). If awarded, CASA will effectively use these grant funds to promote its 10th annual *Ride for the Child*. This event will be held July 27, 2013.

Upon funding, Discover Klamath looks forward to working with, and supporting, for the 4th year, out-of-county marketing activities developed by CASA's Andrea Howell, Executive Director and Margot Durand, Event Coordinator, and their fellow CASA Team member as they market this year's event.

The group's mission is excellent: *"The Mission of the Klamath County CASA Program is to provide trained advocates for abused and neglected children who are dependent on the Juvenile Court to ensure their right to a safe and permanent home. Through this advocacy we will seek a timely disposition for each case"*.

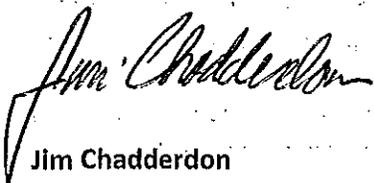
For many years CASA has raised thousands of dollars in our community which has gone towards support of at-risk children. Currently, CASA's budget supports 137 children. But, there are 104 more waiting.

This year's ride has several exciting additions, including (a) A name change to "Ride for the Child", (b) A partnership with Kingsley Air Base for special events during and after the ride, (c) A night-before registration party with exciting live entertainment, (d) A lodging package with the Running Y for out of town riders, and, (e) A post-ride party for participants and their family/friends.

Biking is big-business nationally and particularly in Oregon. Discover Klamath Visitor and Convention Bureau continues to work hard to develop and support the "bicycling product" in our community because it makes so much sense strategically for tourism. CASA's Ride for the Child embodies the type of event we are anxious to market to out of town riders.

On a personal note, I have been an avid bike rider my entire life. I have ridden the CASA ride several times. It is an enjoyable, fun, family-friendly ride through rural Klamath County I would encourage all to experience. The ride is extremely well organized and the CASA Staff has a knack for picking dates where the weather is beautiful.

Thank you for your consideration of the Klamath County Blues Society's request for a 2011 Spring Tourism Grant.



Jim Chadderton
Executive Director
Discover Klamath Visitor & Convention Bureau
205 Riverside Drive
Klamath Falls, Oregon 97601



Klamath Falls Store
808 Klamath Ave.
Klamath Falls, OR 97601
541-850-2453
klamath@hutchsbicycles.com

To Whom it May Concern,

We have been supporting CASA's Ride Through Paradise in some capacity for several years now and would like to share with you the benefits that our community experiences from this event. As the a major hub for cycling in the area we get to see people daily that are anticipating taking part in this event. To many people this event represents a major goal or milestone in their personal fitness. To others, it's a good reason to support a local event and have a good time doing it. But I think that everybody who do it realize what a great resource the Klamath basin holds for cycling.

The CASA charity ride utilizes this resource to the full extent. People that ride the event are rewarded with miles of roads that are nearly devoid of traffic. They also get to enjoy the dramatic views that adorn the countryside. The organized ride is a wonderful way to take in these benefits and makes it very accessible to beginner cyclists. For this reason, I feel that this event should branch out to cyclist beyond our tight knit community.

As an avid cyclist myself, I often times imagine sharing our beautiful landscape with members of other cycling communities. When I travel, I am often reminded of how blessed I am to have such wonderful riding opportunities right out my doorstep. When I heard that they are making an effort this to promote the event to people outside the area, I was delighted. To expose people from people to the joys of riding in the area would showcase Klamath Falls in a very positive light. Should momentum get on the side of this event, I feel that this this ride could really amount to great things and hope only the best for it.

Sincerely,

A handwritten signature in black ink, appearing to read "Zach Gilmour", written in a cursive style.

Zach Gilmour

820 Hillside Ave.
Klamath Falls, OR 97601
March 25, 2013

Klamath County Tourism Grant Selection Committee
Klamath County Finance Dept.
305 Main St.
Klamath Falls, OR 97601

Dear Klamath County Tourism Grant Selection Committee:

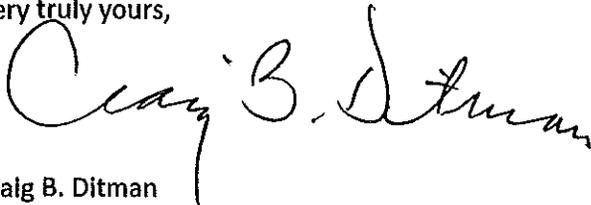
Klamath County CASA's "Ride For The Child" offers an opportunity for local residents and visitors to support CASA while enjoying one or more of a suite of lovely bicycle rides through some of Oregon's most beautiful scenery and agricultural country.

The four rides range from 13 to 104 miles and from remarkably easy to long but unchallenging. There are no long, hard hills; the west wind may be the rides' most important source of difficulty. Because these are relatively easy rides the 59-mile and 104 mile rides are excellent "first centuries," metric and mile.

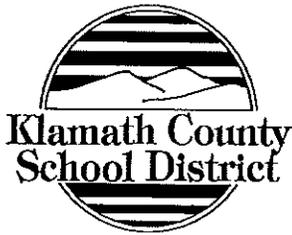
Not only are the rides themselves lovely, they are supported with some of the best food stops and after-ride dinners available for cyclists anywhere. The rides themselves and their excellent support combine to attract many riders from outside Klamath County; we routinely host more visiting riders than we do local cyclists. This year we are working to deepen and broaden our out-of-town publicity as well as our local advertising for the ride. CASA's Ride For The Child could easily become a major regional event and provide a boost to Klamath County as a recreational and cultural destination.

I've been fortunate to be included in the small group of CASA supporters who produce this ride. I'm impressed with CASA's officers' and directors' commitment to the Ride For The Child and the effort underway this year to improve and grow the event. This is CASA's major fundraiser and, I believe, has huge potential to grow in participation and as a source of funds for CASA's mission and is worthy of the Grant Selection Committee's support.

Very truly yours,

A handwritten signature in black ink that reads "Craig B. Ditman". The signature is written in a cursive style with a large, prominent "C" at the beginning.

Craig B. Ditman



March 28, 2013

To Whom It May Concern,

It is with enthusiasm that I write this letter of recommendation for the CASA 10th Annual Ride for the Child Event as they apply for their Tourism Grant. My students are involved with helping at the rest stops for the riders throughout their adventure through beautiful Klamath County. This past year, my students were able to meet and mingle with riders from all over and were able to re-fuel them in addition to educate them a little on what they do as students in the National FFA Organization and the Agriculture Science & Technology (AST) Program here at Henley High School. These students use this partnership to help better advocate for agricultural education, as well as to provide community service to a great organization in Klamath County.

It is the hope of the Henley AST and FFA Program that we take a bigger and more active role in our community, since the Klamath Community supports us continuously. As CASA strives to make their event bigger and better each year, Henley AST & FFA would like to help them create more of a family-centric and fun-filled weekend for all involved. We want to help support CASA engage community members and visitors to get out, enjoy the Klamath County sunshine, get some exercise, and indulge in some delicious food.

The Henley FFA members who participate are always raved about as a fun, hospitable group at the rest stops by the riders. Thanks to these eager students, CASA is able to utilize community partner volunteers to ensure the ride is successful. It is my sincere hope that this partnership can grow even stronger with the use of more funding. Please contact me if you have additional questions or concerns; phone (541) 883-5040 or via email at biggsm@kcsd.k12.or.us.

Respectfully,

Meghan Biggs
Henley AST Instructor & FFA Advisor