



A Gathering For and About America!
For our 4th annual year we are proud to introduce to you the
Klamath Falls Freedom Celebration series 2013!
The Celebration Series 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.
Honor~ Respect~ Remembrance!

See below for 2013
Dates ~ Event name ~ Venue

Saturday~18~May~Fundraiser~Poker run ~BBQ~ American Legion Post 8

Monday~27~May~Memorial Day Parade
Downtown Klamath Falls, Oregon
Ceremonies Following parade at Veteran's Park

Saturday~8~June~Downtown fundraiser block party~ Leatherneck Club

Saturday~29~June~Cost of Freedom Rodeo~ Klamath County Fairgrounds

Friday~12~July~Movies In the park~ Moore Park
Saturday~13~July~Battles of the bands~ Moore Park

Friday~2~Saturday~3~Sunday~4~August
Klamath Freedom Celebration Motorcycle Rally
Kingsley Field AFB~ City of Klamath Falls, Oregon
Moore Park~ Private Land

Saturday~28~September~Oktoberfest~Veterans Park~ Downtown Klamath Falls, Oregon

Monday~11~November~Veterans Day Parade
Downtown Klamath Falls, Oregon
Ceremonies presented by VFW Veterans of Foreign Wars
following parade at Veteran's Park

Saturday~7~December (Pearl Harbor Day)
Snowflake Dinner & Dance~ Venue TBA

Organization Applying Klamath Falls Freedom Celebration Series

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

Web Site Address: www.klamathfc.org

Title of Project: We Mourn Their Passing And Celebrate Their Lives.

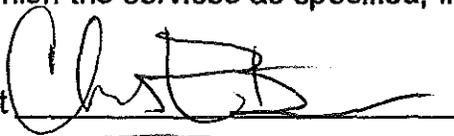
Brief Description of Project: HONOR~RESPECT~ REMEMBRANCE

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

HONOR~RESPECT~ REMEMBRANCE

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.

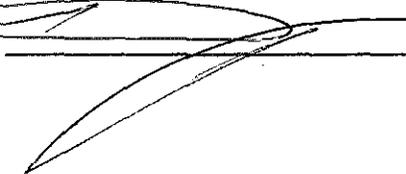
Signature of Applicant



Date

3-25-13

Signature of Board Chair



Date

3-25-13

PROJECT DESCRIPTION

Project Plan:

- 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.

- What are the project activities?
 - Escort/parade
 - Ceremonies
 - National/Regional Live Entertainment
 - CraterLake/Vietnam Wall poker Run, downtown poker run
 - Motor Cross racing
 - Bike Games, Bike Show
 - Strongman and women competition
 - National/Regional and local Concessioners

- When will the project occur?
 - August Friday 2, Saturday 3, Sunday 4, 2013

- How long will it last? 3 full days

- Who is the target market?
 - Veterans, 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:

- How many visitors do you expect to attract to Klamath County?
 - From last years survey we had over 182 hotel room nights so we are projecting an increase of 3 to 5% increase.
 - 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 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)
- 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

- Describe your organization
- KFFC Series is made up of Veterans, police, firemen and women, county and city officials, children organizations, schools and churches.

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HONOR~RESPECT~ REMEMBRANCE

- 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 fourth year. A lot of us work on a daily basis with there own individual events. This Series would not be obtainable without the individuals and there experience and ideas in marketing in there own individual parts of KFFC.

- Describe your experience in operating past or similar projects see below.
- Have these projects been successful in bringing tourists to Klamath County?
 - Yes KFFC has been successful in bringing tourist to Klamath County to spend money in our Hotels and restaurants!
- 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 and our veterans and comuntiy, Honor~ Respect~ Remember and to bring revenue into our county.
 - see Individual and/or event endorsements

MARKETING PLANS

- Describe specifically how you will market the event to visitors.
 - Motorcycle enthusiasts - Magazines the company that we are using this year is ThunderPress-Full Page multiple states- April - August we used them in 2010 they have shown since then to be the best magazine for the Motorcycle enthusiasts since they are distributed in every Harley Davidson dealership.
 - Internet/marketing we have a schedule with CycleFish we used this last year and it did make a huge difference
 - TV-we are partnering up with Discover Klamath to do a schedule
 - Radio- Bikers Inner Circle-full running spots & interviews (live)
 - The KFFC website last year had over 180,000 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.

- How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)
 - Our ticket sales ~ Concerts (weekend wristbands)
 - Our CraterLake vouchers for the CraterLake/Vietnam Wall Poker Run 7 day passes
 - Heads In Beds (Hotels)

- If your project is already underway explain how this grant will increase your likelihood of success.
 - We started our event coordination for the 2013 series one week after the conclusion of the 2012 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.

- 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

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:					
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.

4 April, 2012

Subj: Klamath Freedom Celebration

To whom it may concern:

I would like to add my personal endorsement to the Klamath Freedom Celebration. Klamath has historically been a very military friendly area. From the building of a Naval Air training base in World War II, through Korea, Vietnam, Iraq and Afghanistan we have strongly supported our nation's military.

The centerpiece of the freedom celebration is the traveling wall. My wife and I are both Vietnam veterans and the wall is perhaps the most significant piece of "healing" I have ever experienced. That and the numerous displays and activities that feature and honor our veterans make the celebration our most significant military oriented event.

I am proud to be associated with both Chris and Doug Brown, and very pleased they have demonstrated the vision and leadership to bring us the Klamath Freedom Celebration.

I support it 100% and encourage you to do the same.



Steven V Harper

Col, USAF/ANG (ret)

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**



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



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 that reads "Brigitte Marker". The signature is written in a cursive, flowing style.

Brigitte Marker
DAV Department of Oregon
Commander



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".

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