

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Skate, Play, and Stay in the Klamath Basin!

Funds Requested: \$19,347

Organization Applying: Klamath Ice Sports Inc.

Contact Person: Suzette K. Machado

Phone Number: 541-891-0508

Email Address: funontheice@klamathicesports.org

Mailing Address: 5075 Fox Sparrow Drive, Klamath Falls, OR 97601

Web Site Address: www.klamathicesports.org

Brief Description of Project including date, time and location: _____

This project will help us reach out to children and families in Northern California, the Rogue Valley,

the Umpqua Basin, and Central Oregon to come to Klamath County to skate and play at the

Bill Collier Community Ice Arena and stay over at one of our lodging partners. This project

runs from November 6, 2015 through March 2016. Our activities and events encourage

participation from both youth and adults, both skaters and non-skaters; these activities are relatively short in length and allow our guests time to take in a theater performance, dine at one of our many restaurants, tour Crater Lake, etc...

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 Suzette K Machado Date 9/29/15

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

Signature of Organization _____ Date _____

Klamath Ice Sports Inc.
Klamath County Tourism Traditional Grant Application – Questions

PROJECT DESCRIPTION

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

To have the necessary funds to dramatically increase our marketing budget and thus our efforts to bring in more guests from outside of the Klamath Basin so that we can increase the number of ice arena visits, strengthen our financial health, and the health of our community, through overnight stays. Our ice arena enhances the cultural, athletic, and artistic offerings of the Klamath Basin during the fall and wintertime and we both want and need increased participation in all of our activities. This proposal will encourage and attract visitors during the tourism ‘shoulder season’.

We offer both skating and non-skating related activities that are family friendly and we serve ages 3 through 93! We offer special sessions and events every weekend during the our five month season, from themed general skating sessions to specialized figure skating and hockey clinics, private ice rentals for corporate team building and family reunions, hockey games for both youth and adults, curling instructor seminars taught USA Curling, our Fourteenth Annual Figure Skating Spectacular entitled ROCKIN’ OUT, and ice arena industry continuing education seminars taught by Serving the American Rinks.

The ice arena will open on Friday, November 6, 2015 and will close at the end of March 2016.

Our target market is Northern California to include Sacramento, Ashland, Medford, Grants Pass, Roseburg, Coosbay, Eugene, and Bend. We have consulted with Discover Klamath and are acting upon their advice as to the best strategic market for successful ‘recruitment’ and subsequent visits to Klamath Falls. All of these drives are 300 miles or less from the Klamath Basin.

Marketing Plan – See attached Discover Klamath Plan.

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?

We expect **2,500 out of county visitors or greater**. We expect **150 – 225 room nights at the Running Y Lodge (RY) and we expect 600 or greater room nights at WorldMark (WM)**.

Out of county visitors are counted by ‘show of hands’ at all public sessions and ticket sales by address/zip code for special events. The RY has a hotel code for all of our guests; we are working with WM to come up with a way for them to further categorize their guests in relationship to ice arena visits – for hockey events we confirm by names but for public sessions and special events there has been no formal method of collecting this data to date.

3. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

We are continuing to update our website and the "Visitors" page with links to local area attractions such as The Linkville Playhouse, the Ross Ragland Theater, the Crater Lake Zipline, the Tulelake Wildlife Refuge and so forth. We are working with the new general manager and director of sales at the Running Y Ranch and Resort to brainstorm and create resort-wide special events that will augment the activities and events that the ice arena currently offers. We are continuing to collaborate with Discover Klamath and will be included in their social media campaigns and so forth.

Encouraging early arrival and late departure for our special events is easy as many of these guests call us to discuss the particulars of their visit and we invite them to come the day before and stay with one of our two onsite lodging partners; we always offer suggestions for activities and events that would extend their stay beyond what they would for our ice arena events.

Tracing the extra days is extremely difficult unless our special event guests engage in dialog after the fact. We welcome suggestions from the Tourism Grant Review Committee as to how this might be accomplished.

QUALIFICATIONS OF THE APPLICANT

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

Klamath Ice Sports is run by dedicated volunteers who put in over 3,650 volunteer hours each year and a small paid staff of mostly high school and college students. Suzette Machado has a B.S. in Psychology and a Master's equivalent as a Physician Assistant and 15 years of business management and marketing experience. Charles Cossey has a B.A. in Geology coupled with a career in finance as well as decades of philanthropic and marketing experience. Erika Craven has a B.A. in Sports Psychology and six years experience in graphic design and working with Adobe software.

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

Machado, Cossey, and Craven have worked together to market for Klamath Ice Sports and the Bill Collier Community Ice Arena for several years.

Joining forces with Discover Klamath last year led to the addition of television commercials and advertisements in the Southern Oregon Magazine; we attribute our 12% increase in ice show out of county guests and a 38% overall increase in ice show guests to these new marketing strategies.

PROJECT PLAN

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

Website, Facebook, and Twitter recognition. Print recognition – posters and newspaper when appropriate. Verbal recognition at special events.

7. Provide a detailed timeline of your marketing efforts leading up to the event or project.

Summer/Early Fall 2015

Re-evaluate and upgrade website content and graphics with our volunteer webmaster.

Plan calendar of regular and special events.

Plan FB and Constant Contact social media campaign for gearing up for the season.

Solicit ice show sponsors and recruit top-level skaters.

Logo and poster design for ice show.

Invite and confirm USA Curling Level One Instructor Class to be held on site in November (open to curlers from other regions)

Invite and confirm STAR Basic Refrigeration Class to be held on site in October (open to ice arena operational staff from other regions).

Craft fall advertisement in the Southern Oregon Magazine.

Meet with new general manager and director of sales at the Running Y Lodge and Resort to discuss our ice arena history, current and future plans, and resort-wide events that expand on our ice arena activities and events.

Meet with Discover Klamath (DK) and plan comprehensive marketing program (to include DK's financial contribution) for upcoming season to include discussion of target markets utilizing our ice arena industry knowledge and DK's track record for success with particular geographic regions.

November 2015 through March 2016

Create 30 second radio spots and advertise locally on KLAD/KKRB.

Upon successful receipt of Tourism Grant:

Hire DK to launch our marketing plan –

Television – Two separate 30 second commercials

Coming Attraction Theaters – One 30 second commercial

Radio – JPR

Electronic/Web – Various

Social Media Activities – Various

Print Advertising –

Southern Oregon Magazine – Winter – General

Southern Oregon Magazine – Winter – Ice Show

Northwest Travel Magazine – Winter – Ice Show

Print Collateral – Posters and Pop Up Banner (RY Lodge Lobby)

8. Describe your target market/audience.

Our target market is Northern California to include Mt. Shasta, Yreka, Redding, and Sacramento The Rogue Valley Ashland, Medford, Talent, and Phoenix. Grants Pass, Roseburg, Coosbay, Eugene, and Bend.

9. Describe specifically how you will market the project to out of county visitors.

We will use radio, television, print, and social media to talk about the Bill Collier Community Ice Arena and tell potential visitors what we offer to include regular sessions and special events. Our comprehensive marketing plan has been created by Discover Klamath.

10. How will you measure attendance in drawing out of county visitors to the project?

We will use the hotel rate code for the RY room night count, head counts for all public sessions, and ticket sales based on addresses/zip codes for special events. The plan for room night counts at WM is in the works.

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

Our season commences at the beginning of November when the tourism grant decisions will be made. Whereas we begin planning for the upcoming season at the end of the previous season, only 50% of our limited marketing budget is reserved for targeting out of area visitors and our 50% translates into a fraction of the monies needed to effectively market to these potential visitors. Most of our marketing campaign is not put into action until the first week in November which dovetails perfectly with the tourism grant awards. A successful application to the Klamath County Tourism Grant Program will triple our budget and allow us to dramatically increase our marketing which should definitely serve to increase the number of our guests to not only our ice arena but to other businesses and venues in our area.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project.

Earned media – radio and newspaper press releases are always in-kind. In addition, DK is contributing \$200 for in-kind creative development (graphic design) work. We anticipate 730 volunteer hours dedicated to marketing by Machado and Cossey.

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

Discover Klamath – marketing consulting, technical assistance, and implementation

Running Y – promoting our services, activities, and events to all of their out of area guests, allowing placement of our ‘pop up banner’ in their lobby, and co-creating and marketing resort-wide seasonal events to dovetail with our ice arena events (i.e. to extend the stay of our guests).

Ice Show Sponsors – local businesses and civic groups provide monetary donations to help defray ice show expenses which allows us to bring in top notch skaters and produce a top notch show.

14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

Collaborating with DK and RY is tantamount to our success as they help increase our visibility and expose us to a different sector of our population and help us capture a more diverse spectrum of the recreational and cultural market.

Version 2.0
 Event Dates: Jan 30, 2016
 Klamath Ice Sports/Bill Collier Community Ice Arena
 Marketing Activity by Discover Klamath & KIS/Bill Collier Community Ice Arena



KIS Contribution (Non Grant):	\$	5,805.00
KIS Ice Arena Contribution (Grant Monies):	\$	19,347.00
Discover Klamath Contribution:	\$	2,050.00
Other Contributors*:	\$	-
Total Budget:	\$	27,202.00

Out of County Advertising				
	D.K.	K.I.S	Grant	Total
EVENT DATES: Jan 30, 2016				
1) Television :30 sec commercials				
a) Production Management	\$ -	\$ -	\$ 200	\$ 200
b) TV Markets:				
Rogue Valley (KOBI)	\$ -	\$ 700	\$ 2,800	\$ 3,500
Bend (KTVZ)	\$ -	\$ 700	\$ 3,300	\$ 4,000
Comcast (Eug, Rose, Coos)	\$ -	\$ 700	\$ 2,800	\$ 3,500
c) Coming Attraction Theaters	\$ -	\$ -	\$ 2,000	\$ 2,000
2) Radio :30 sec				
a) JPR	\$ -	\$ -	\$ 2,000	\$ 2,000
3) Electronic/Web				
a) DK Calendar of Events	\$ 200	\$ -	\$ -	\$ 200
b) DK Web Sidebar (events pg) Ad-O, N, D, J	\$ 600	\$ -	\$ -	\$ 600
c) DK E-Newsletter Article	\$ 200	\$ -	\$ -	\$ 200
d) DK E-Newsletter Ad-N, D, J	\$ 150	\$ -	\$ -	\$ 150
e) Trip Advisor Sidebar Ad-O, N, D	\$ -	\$ -	\$ 450	\$ 450
f) Submit to OFEA Event Listing	\$ 50	\$ -	\$ -	\$ 50
g) Submit to Travel Oregon Event Listing	\$ 50	\$ -	\$ -	\$ 50
h) Submit to Northwest Travel Event Listing	\$ 50	\$ -	\$ -	\$ 50
4) Social Media Activities				
a) Facebook (Boosted Post +4 mentions)	\$ 100	\$ -	\$ -	\$ 100
b) Twitter (4 mentions)	\$ 100	\$ -	\$ -	\$ 100
c) Pinterest (3 pins)	\$ 100	\$ -	\$ -	\$ 100
d) Youtube	\$ 100	\$ -	\$ -	\$ 100
5) Print Advertising				
a) Southern Oregon Mag-Winter 1 (general)	\$ -	\$ -	\$ 700	\$ 700
b) Southern Oregon Mag-Winter 2 (event)	\$ -	\$ -	\$ 700	\$ 700
c) Southern Oregon Mag-Fall	\$ -	\$ 700	\$ -	\$ 700
d) Northwest Travel	\$ -	\$ -	\$ 2,647	\$ 2,647
6) Print Collateral				
a) Poster	\$ -	\$ -	\$ 500	\$ 500
b) Pop Up Banner	\$ -	\$ -	\$ 400	\$ 400
7) Video :30 sec commercial				
a) Production	\$ -	\$ -	\$ 450	\$ 450
8) Public Relations				
a) KOBI 5 on 5	\$ 150	\$ -	\$ -	\$ 150
9) Creative Development				
a) Graphic Design (In-Kind)	\$ 200	\$ -	\$ 400	\$ 600
In County Advertising				
1) Radio	\$ -	\$ -	\$ -	\$ -
b) KLAD/New Northwest	\$ -	\$ 2,000	\$ -	\$ 2,000
c) KKRB/Wynne	\$ -	\$ 1,005	\$ -	\$ 1,005
2) Print Collateral				
a) Poster	\$ -	\$ -	\$ -	\$ -
3) Commerical				
b) Pelican Cinema :30 sec	\$ -	\$ -	\$ -	\$ -
Total	\$ 2,050	\$ 5,805	\$ 19,347	\$ 27,202.00

as of 09/28/2015

Marketing flowchart based on Klamath Ice Sports receiving Fall Klamath County Tourism Traditional Grant for \$19,347. KIS is required to have a 30% cash match (\$5,804). KIS will have other associated costs not shown on this spreadsheet which qualify for the cash match.

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	0	19,347	19,347		
Other Sources	7,855	0	7,835		KIS + Discover Klamath (DK)
Total Revenue	7,855	19,347	27,202	-	
CASH EXPENSES					
Advertising					
Print	700	4,047	4,747		So OR Magazine + NW Travel Magazine
Web	1,300	450	1,750		DK + Trip Advisor + Trav OR + NW Travel
Other Internet	400	0	400		FB + Twitter + Pinterest + YouTube
Other - TV & Radio	2,100	13,100	15,200		KOBI + KTVZ + Comcast
Total Advertising	4,500	17,597	22,097	-	
Printing	0	900	900		Poster + 'Pop Up Banner' (RY Lodge)
Postage	0	0	0		
Misc/Other (Explanation Req'd):					
Other: Local Radio	3,005	0	3,005		KLAD + KKRB
Other: Video Production	0	450	450		for general television commercial
Other: Public Relations	150	0	150		KOBI 5 on 5
Other: Creative Development	200	400	600		Graphic Design for logos/posters
Total Miscellaneous/Other	3,355	850	4,205	-	
Total Expenses	7,855	19,347	27,202	-	
Net Income<Expense>	0	0	0	-	

NOTES

- Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.**
- Be as specific as possible; provide explanation to help clarify budget items**
- Use the "Actual" column when preparing your final report; submit this form with the final report**
- Use additional space or lines if necessary to provide complete information**
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.**

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request					\$19,347 included in Grants
Cash Revenues -					
Source:	2,895	237,985	240,880		Admissions/Fundraising
Source:	25,000	171,423	196,423		Grants
Source:					
Total Cash Revenues	27,895	409,408	437,303	-	
In-Kind Revenues:					
Source:	5,000	31,500	36,500		Volunteer Labor
Source:	800	0	800		H&N Ads
Source:	0	3,005	3,005		Radio Spots 1:1 Match
Total In-Kind Revenues	5,800	34,505	40,305	-	
Total Revenue	33,695	443,913	477,608	-	
EXPENSES					
Cash Expenses -					
Personnel costs	987	69,323	70,310		Includes Payroll Taxes
Marketing costs	7,855	19,347	27,202		KIS + DK + Tourism
Rentals	0	4,551	4,551		Hockey Changing Trailers
Supplies	0	4,800	4,800		
Other:	2,628	59,348	61,976	-	Ins/Utilities/Prof Fees
Other:	9,597	3,117	12,714		Repair/Maintenance
Other:	535	27,102	27,637		Program/Fundraising
Other:	0	196,423	196,423		Grants
Total Cash Expenses	21,602	384,011	405,613	-	
In-Kind Expenses					
Labor	5,000	31,500	36,500		Volunteer Labor
Marketing costs	800	3,005	3,805		H & N + Radio Spots
Other:					
Total In-Kind Expenses	5,800	34,505	40,305	-	
Total Expenses	27,402	418,516	445,918	-	
Net Income<Expense>	6,293	25,397	31,690	-	

NOTES

- Be as specific as possible; provide explanation to help clarify budget items**
- Use the "Actual" column when preparing your final report; submit this form with the final report**
- Use additional space or lines if necessary to provide complete information**
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.**



September 29, 2015

Ms. Suzette Machado
Klamath Ice Sports
5075 Fox Sparrow Drive
Klamath Falls, Oregon 97601

Dear Suzette,

With enthusiasm, **Discover Klamath Visitor and Convention Bureau** supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow Klamath Ice Sports to increase its marketing efforts and thereby bring more people to our area to enjoy your venue.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. We feel the Klamath Ice Sports Arena can expand its out of area awareness and usage with additional focused promotional efforts to encourage even more than the 2,323 out-of-town guests attracted last year. We are especially supportive because Klamath Ice Sports encourages out-of-town guests to visit during the shoulder season where we feel Klamath County can increase its tourism efforts.

Our organization's tagline is: "*Oregon Unexpected*". We find travelers seek unexpected travel adventures – not predictable experiences most areas offer – and that your venue and the events it offers delivers on the Oregon Unexpected promise. After all, who would expect to find such a treasure as the Klamath Ice Sports arena in Klamath Falls?

You've done a wonderful job building the venue into a community gem utilizing the fact that you are outside the City of Klamath Falls urban growth boundary as well as being located on a resort. Discover Klamath feels you've expressed interest in stepping-up your out-of-county marketing to attract teams and events in hockey, broomball, curling, figure skating, ice skating, and special events.

As you've noted, you could you use support in strategizing, designing, developing, and, implementing an impactful out-of-area marketing program and would welcome an opportunity to work with Discover Klamath.

If you are a Grant Recipient, we look forward to working with you, your team, and, the Klamath Ice Sports organization to strengthen its out of area promotional efforts.

Good Luck,

Tonia Ulbricht

Tonia Ulbricht
Marketing Project Manager



RUNNING Y RANCH
R E S O R T

September 28, 2015

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

RE: Klamath Ice Sports Tourism Grant Application

Dear Committee Members:

I am writing this letter of support for the Klamath Ice Sports tourism grant request and all they do to promote unique fall and wintertime recreational and cultural experiences, attract out of area guests and promote tourism, and better our community. Their professionalism and dedication year after year to offer fun and quality experiences for both adults and children through activities that encourage athleticism and promote good health is a tremendous asset to our community. These activities produce between 125 and 215 room nights per year at our hotel alone.

We plan to strengthen our own marketing partnership with Klamath Ice Sports this year by increasing the number of joint events and activities, thereby capturing more of the common target market of guests.

I personally appreciate your consideration in providing the funds needed to help further this already extraordinary program.

Sincerely,

Victoria Haley | Director of Sales
5500 Running Y Road Klamath Falls, OR 97601
P: [541.850.5570](tel:541.850.5570) | C: [541.891.1253](tel:541.891.1253) | F: [541.850.5787](tel:541.850.5787)
VictoriaH@runningy.com | RunningY.com

WorldMark[®]

BY WYNDHAM

5432 Running Y Road
Klamath Falls OR 97601

September 28, 2015

To Whom It May Concern:

I am writing to encourage the selection of the Bill Collier Ice Arena/Klamath Ice Sports as a winner of a tourism grant.

WorldMark by Wyndham has 95 condominiums, located at the Running Y Ranch Resort. The months that the Ice Arena is open are our slowest months, yet we still have in the neighborhood of 8,000 people here during that time. We are a very family friendly resort, and those families are looking for things to do while they are here.

The Ice Arena is one of the few winter attractions we are able to offer to our guests. We also host several families in our condominiums during hockey tournaments. We consider the Ice Arena to be a significant benefit to our guests during the winter. Your support of the Bill Collier Ice Arena is appreciated.

Sincerely,



Tinaka Difani
Manager, WorldMark by Wyndham