

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: 2016 Art of Survival Century
Funds Requested: \$10,000.00
Organization Applying: Malin Historical Society
Contact Person: Ryan Bartholomew
Phone Number: 541-281-9468 cell, 541-885-6696 work
Email Address: bartman2314@msn.com
Mailing Address: P.O. Box 29 Malin, OR 97632-0029
Website Address: <http://www.survivalcentury.com/>

Provide a brief Description of the project including date, time and location:

The 2015 Art of Survival Century bicycle ride was a great success partly due to the support from the Klamath Tourism Funding. This year’s event will be held on Saturday of Memorial Day Weekend May 28th, starting at 7am and continuing until around 5pm with all the marketing completed by May 15th, 2016. The event passes through three communities in the Klamath Basin: Malin, Merrill and Tulelake. The ride has rest stops at the National Park Service (NPS) Valor in the Pacific and Lava Beds Monuments, and the Klamath Basin National Wildlife Refuges and the Malin Park. This year’s request of \$10,000 seeks to grow the markets successfully reached in 2015 and expand outreach by specifically targeting new markets, such as the Sacramento, California bicycle club market, the Japanese American west coast community, and expanding social media outreach using established organizations like OR-Bike and Cycle California. In-kind activities include working with regional partners such as Cycle Siskiyou and Ore-Cal RC&D and Discover Klamath to specifically target activities/events taking place in South-Central Oregon and Northeastern California targeting current road cycling, mountain biking and “Gravel-grinder” events.

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 _____ Date _____

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

Signature of Organization _____ Date _____

PROJECT DESCRIPTION

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

The Art of Survival Century (AOS) ride is starting into our third year with growth in ridership from the first year of 273 percent. Our conservative participation goal for this year is 300 riders. The event occurs in May, a shoulder season and on a three day weekend to help extend stays in the Klamath Basin. The routes are designed for all age groups and abilities with the shortest being the “family friendly” 25 mile route which is mostly on flat ground and all routes have an educational component that will be interesting to the whole family. Nearly all event management and non-profit infrastructure has committed to return and that includes service organizations, agencies, and partnering non-profits.

The marketing budget clearly leverages grant funds in two ways: through partnerships with Discover Klamath, Cycle Siskiyou, chambers and visitor centers across three counties and regional partners such as the Shasta Cascade Wonderland Association which covers eight Northern California counties; and by leveraging award funding with partner donations to purchase targeted advertising in key markets while piggy backing on current television and radio campaigns with Discover Klamath and social media delivery systems such as OR-Bike and Cycle California. AOS organizers understand the trend toward social media and their newsletter email list servers and how combining this with traditional advertising will reach both younger and older audiences of cyclists and families.

The 2016 Art of Survival enjoys the advantage of committed and enthusiastic community organizations with nearly 100 percent committed to this year’s ride. The event experienced exciting growth in regional sponsors who contributed over \$6,500 last year to support this community and economic benefit project. In addition to the cash donations, in-kind support reached \$10,315 dollars, remember we can only value the volunteer time at \$10 an hour, which calculates into over a 1000 hours of community commitment.

One of our strengths is the partnership with Cycle Siskiyou who contributes the “Riders Survey”. With 83% participation last year, 164 riders took the targeted survey out of 194 riders with two online options to complete it. AOS Century additionally tracks demographics through the use of Raceplanner Inc., a sophisticated web based registration system that tracks detailed rider information for later planning and evaluation for marketing and event improvement.

Specific funded project activities for the total amount of \$10,000 include the following:

- Pre-ride event held on Friday at Discover Klamath in Klamath Falls with registration, food and welcome from the staff at Discover Klamath for out of the area visitors
- Travel to Sacramento and attend Bicycling Club winter meetings to distribute posters, fliers and entry forms aimed at expanding rider numbers from the hot Sacramento market
- Expand relationships through targeting outreach with Japanese American cyclists in the San Francisco Bay Area during the 2016 Bi-annual Pilgrimage to the Valor in the Pacific internment camp by elder detainees and their children
- Purchase distribution services (i.e. OR-Bike, Cycle California, Cycle Oregon, Competitor Magazine) to target regional customers using large newsletter distribution lists and purchase of social media advertising and distribution services (Facebook, Twitter, Pinterest)

- Upgrade/update existing website and expand social media involvement with Facebook, Twitter, and targeted newsletter to cycling enthusiasts across the west coast
- Develop a local contractor/asset to feed our social media outlets (Facebook, Twitter, Pinterest, Instagram, etc.), work with OR-Bike and Cycle California to develop content and visuals to feed into the social media stream promoting the area and the cycling event
- Continue to partner with USFS to develop event routes using Geographic Information Systems (GIS) specialist mapping and data population of feature mapping to aid in the development and printing of route map featuring points-of-interest (Crater Lake, Lava Beds National Park, Tulelake Wildlife Refuge, Fort Klamath, Upper/Lower Klamath Lakes)
- Update the design(purchase professional graphic artist services), print and distribute rack cards and event brochures for regional and statewide distribution
- Purchase event-based ad space in regional tourism and international bicycling publications
- Purchase of leveraged airtime (National Public Radio & Jefferson Public Radio) with our partner Discover Klamath
- Continue partnering with the National Park Service (Lava Beds Unit), Valor in the Pacific (Tulelake Unit), Klamath Basin Refuges (USFWS), and USFS (Modoc NF)to deliver the educational talks at the bicycle ride rest stops, an important unique feature of this event

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 numbers of locals?

We expect to grow the 2016 Art of Survival Century (AOS) participation by 30% to 300 riders. AOS first year number of 71 riders grew to 194 the second year with over 57% of the riders coming from outside the county. We expect the number out of counties participants to be the largest growth group with 200 of the 300 riders coming from out of the county to ride and vacation in Klamath County and the Greater Klamath Basin.

With the requested funds we plan three main Foci:

- We plan to target Sacramento Riding Clubs by attending winter club meeting and displaying posters and fliers while meeting key movers and shakers during the club events
- This coming year is the bi-annual Japanese American pilgrimage comes back to the site of the World War II Valor in the Pacific Monument. With the aging demographic many elder internment camp detainees expressed a desire to tell the story to their children and many are cyclists in the San Francisco Bay Area. Partnering with Amtrak, we plan to promote the use of Amtrak's "Designated Walk-on Bicycle Service" which promotes the use of special bicycle cars
- We plan to attract even more riders from Portland, Eugene and Salem markets with our contracted social media group, OR-Bike. Also, we will take advantage of the expanded readership area and social media expansion of Cycle California. We see this as good growth opportunity to attract cyclists who will travel far enough to require overnight stays

3. How are you planning to extend the visitors length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

- We chose the Memorial Day weekend, a three day weekend, to make it convenient for riders to stay extra days.
- National Park Service (NPS) and Klamath National Wildlife Refuge Interpretive Staff will highlight other recreational opportunities in the area during rest stop education talks at each of their locations. Last year NPS Lava Beds extended the use of their passes purchased by the event for participants to enable riders to use the pass to see Crater Lake during the week after the ride. Ideally, cyclists will come back after the ride to explore the area described at rest stop talks
- Meetings with partners this fall and winter will nail down concrete “other options” to attract multi-day stays. One of the goals for this year is to post advertising of other partner’s events on our social media sites. We hope other tourism businesses will see us as a partner and not competition. We are working with Discover Klamath to identify partners to cross promote activities in the region during the weekend of the event.
- An early start time of 7 a.m. for the 100 mile route encourages out of county riders to arrive on Friday. However, the post ride event should keep them engaged Saturday night as well. Scheduled area events on Sunday and Monday (based on the Memorial Day weekend) provide opportunities for riders to extend stays and, thus, place more “heads in beds.”
- This will be the third year using our partner, Cycle Siskiyou’s post-ride survey (hard copy and digital). The high survey participant rate achieved the last two years provides documentation of the following: length of stay, area/region additional activities occurred, type of lodging, dining locales and number of persons in party.

QUALIFICATIONS OF APPLICANT

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

This is Malin Historical Society’s first year as grant lead for this project and 2nd year as one of the non-profit sponsors of this event. All the partners from last year’s main management team are still in place with Try Unity Community Action Group (Malin, Merrill and Tulelake) led by Linda Woodley. Last year’s co-chairs Linda Woodley and Beverly Fairclo-Ott both are committing to again chair the project. Jim Chadderdon at Discover Klamath committed to partnering once again on the marketing deliverables to leverage their already budgeted advertising and expertise, and George Jennings, Cycle Siskiyou’s Project Coordinator collaborating for the 3rd year. Last year’s grant applicant and partner again this year, Ore-Cal RC&D is committing time and experience from the last three years to bring connections as a two State and five county partners. With Linda and Beverly as Co-Chairs, the leadership team brings success from the last two years as momentum and evidence of ability to continue to grow the event. Additionally, a strong committee of dedicated community builders, representing all the communities and agencies, is continuing on the team from last year. We know the team will improve both the number of cyclists and are committed to partner and grow this event using their collective experience gained over the last two.

5. Describe your teams experience in operating past or similar projects?

With Malin Historical Society as the lead non-profit for the event last year supported by Ore-Cal RC&D the 2015 AOS Century grew from 71 riders to 194 riders. With an almost 100% return of management team and volunteer organizations supporting and committed to this year's event we feel the event is in strong, experienced hands. Momentum is definitely on the upswing! Growing the ride from 71 cyclists year one to 194 the second year, and plans to hit key untapped markets this year, we conservatively expect the event to grow to 300 cyclists this coming year.

Based on a very high rider survey ratio (83%), we determined that over 57% stayed in the area for more than one day and 20% stayed two or more days after the ride in May 2015. We estimated with the 194 cyclists our event we had a \$40,000 financial impact in the Klamath Basin, with the largest portion staying in or near Klamath Falls and the outlying communities of Merrill and Malin.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event and the project.

Pre-approved printed material will contain the Klamath County logo, in addition, invitations will be sent to county commissioners to attend the cycling event activities which include Merrill and Malin rest stops and featured educational events. Television and radio advertising will promote the support of Klamath County as a tourism destination and active partner in economic development. Additionally, invitations will be sent to Hoteliers, Moteliers and camping businesses to attend and participate in event day activities.

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

- Review, development, and finalization of event publicity/advertising strategy: November 2015 – January 2016
- Implementation of the marketing/advertising plan and distribution of promotional materials: January 2016 – May 30, 2016
- Social media advertising: November 2015 – May 30, 2016
- Radio advertising: March 2016 – May 30, 2016
- Project Evaluation/Final Report: July 2016

8. Describe your target market/audience.

The target market includes those recreationalists who are most interested in the following:

- Family-oriented activities
- Diversity of outdoor recreational opportunities (cycling, camping, hiking, fishing, photography, birding)
- Historical, cultural, educational and recreational and "agri-tourism" buffs
- Active, healthy lifestyles across the age spectrum
- Exploration of unique, unspoiled areas "off the beaten tourist path"

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

The event will narrow our focus this year to expand our presence in the Sacramento, CA. market, deepen ties with the Japanese American community and their large cycling market in the S.F. Bay Area and expand our market presence and awareness of the tourism opportunity in Oregon (Portland, Eugene, Salem, Medford, Bend and the coast via the use of Social Media (OR-Bike has a 40,000 cyclist newsletter list) delivery systems who target cyclists who are looking for new areas to ride and want to see new parts of Oregon. Through Cycle California with their Northern California events magazine, which is printed and electronic and also which includes event presence at key large cycling events, we feel we will be hitting the direct cycling markets we desire to draw to Klamath County.

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

- Online (Raceplanner Inc.) and day-of-ride registration forms will provide crucial details with respect to rider's place of origin
- Last year we surveyed 164 of the 194 (83%) riders immediately following the event or completed later online at www.survivalcentury.com or on our partner organizations website www.cyclesiskiyou.com . The post-ride survey (hard copy and digital) provides documentation of the following: length of stay, area/region additional activities occurred, type of lodging, dining locales and number of persons in party. This post-ride survey may be accessed electronically through the AOS Century website or can be completed immediately after the ride or later. The resulting data will be captured, tabulated and reported to Klamath County Tourism within the final report
- Discover Klamath will collect data through lodging reports and media impressions
- OR-Bike will collect information from their social media network related to content "looks" and location of interest

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

This project is not currently underway. The main event is planned for the shoulder season, May 2016. Current activities such as planning, design work, permits, etc. begin this fall and ramp up in the spring. This will require budgets and funding to be in place beforehand.

12. Describe in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer hours will be valued at \$10 per hour for purposes of completing the budget form.

- Cycle Siskiyou will provide the Rider Survey, volunteers the day of the event and online portion of the survey on their Website www.cyclesiskiyou.com or via a link on the AOS Century website. After the event, a report will be generated to summarize the data and all data will be provided to AOS for grant reporting and marketing planning for next year's event. The cost of room stay, mileage, and volunteer hours is estimated to be (\$500)
- Discover Klamath (DK) advertising/marketing support (\$3,000, this match will be leveraged with paid advertising award funding to create a \$6,000 impact). DK will engage in several digital efforts including web banner ads and a retargeting campaign to support the banner ads. Additionally, DK will include AOS Century ride information in various publications DK is already

planning. The Visitors center will make space for ride forms and help on occasion with printing as needed. (\$3,000)

- Discover Klamath partnered the last 2 years with the AOS Century by providing the lobby at the visitors center in Klamath Falls for the Friday “Pre-Ride Registration and Welcome Event” along with staff to help set up and engage visiting tourists. AOS volunteers donated food for the event last year. (\$500)
- Geographic Information Systems (GIS) specialists from the USFS volunteered their time to help with route maps. (\$400). Additionally, Modoc NF recreation staff designed and implemented the Mt. Bike route the same day as the AOS Century road cycling event and added a much needed feature to the day’s activities. (Professional staff time for the Mt. Bike ride and attendance at planning meetings, materials for youth riders and layout of the course is valued, based on the given \$10 an hour is valued at \$400) for a total in-kind value of (\$800)
- A volunteer committee made up largely of Try Unity community group from Malin, Merrill and Tulelake will be soliciting past contributors and developing new sponsors from the following list of sponsors: Sky Lakes Regional Medical Center, Jeld-Wen Corp., Wal-Mart, Running Y Resort, Cal-Ore Communications and local agricultural enterprises (100 hours, \$1,000)
- Community-based organizations (4-H youth, Lions Club, Rotary International, Rotary youth Interact group, Chambers of Commerce, etc.) donated time and effort last year and have indicated their intent to volunteer support (\$1,000)
- Local cities (Merrill, Malin, and Tulelake) will again support the event with donated staff time to attend planning meetings, event support and route layout, etc.(150 hours, \$1,500)

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

- The cities of Merrill OR, Malin OR, and Tulelake, CA provided personnel, infrastructure and planning support for the event
- Law enforcement supported with permitting, patrols and signage to make it a safe and fund event (CA Highway Patrol, OR Highway Patrol, Siskiyou and Klamath County Sheriff, and the Malin, Merrill, and Tulelake Police Chiefs
- CalTrans and ODOT helped with permitting and signage for safety
- National Park Service (NPS) helped with permitting and provided staff at planning meetings, provided staff for educational talks at the rest stops. Additionally, NPS provided locations for two rest stops and staff at their head quarters the day of the event
- The USFWS provided a location for a rest stop and staff at their Headquarters for educational talks at the rest stop and in the gift shop
- USFS staff assisted in permitting, planning the event, mapping routes and advertising. Also, recreation staff planned, laid out and conducted the first ever Mt. Bike Ride in 2015
- Cycle Siskiyou (donated \$1,000 to the 2015 AOS Century) plus donated time mentoring the committee and conducting the Riders Survey both years
- The Try Unity Group from Tulelake, Ca/Malin, Or./Merrill, Or donated \$1,000 in 2015 and contributed countless hours soliciting donations, sponsors, and riders last year
- Mt. Shasta Tourism group promoting Stewardship Tourism, Nancy Swift of J.E.D.I., (donated \$500 in 2015), donation to support our Stewardship Tourism model for Cycling Events supporting the educational rest stops

- Avista (donated \$500 in 2015) as cash sponsorship to support community and tourism efforts
- Baley-Trotman Farms (donated \$500 in 2015) as a cash sponsorship to support community and tourism efforts
- Adkins Engineering (donated \$500 in 2015) as a cash sponsorship to support community and tourism efforts
- H&M Gopher Control (donated \$500 in 2015) as a cash sponsorship to support community and tourism efforts
- Dr. Mirande (donated \$500 in 2015) as a cash sponsorship to support community, tourism efforts and generally promote healthy activities
- Aspen Environmental (donated \$500 in 2015) as a cash sponsorship to support community and tourism efforts
- Several other Sponsors made donations of less than \$500, all told donations totaled over \$6,500 dollars

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

The Art of Survival Century is an annual event/project which started as a Cycle Siskiyou project to bring a fundraising event to this economically disadvantaged area of the Klamath Basin. The long range goal is to create a community fundraising asset to help fund worthy projects within the community. After the first year, Malin Historical Society took financial responsibility for the event in partnership with Ore-Cal RC&D as the 2015 award recipient with the goal of enlisting three non-profits who would rotate and could benefit from profits to fund their worthy work in the community.

Our marketing network includes Discover Klamath, Ore-Cal RC&D, Cycle Siskiyou, the chambers of Klamath and Siskiyou Counties. Our social media marketing network includes websites www.survivalcentury.com and www.cyclesiskiyou.com both with a Facebook and Twitter presence. AOS Century uses professional help with social and print marketing professionals at OR-Bike and Cycle California which cover cycling communities and clubs from Portland, Oregon to south of Sacramento and San Francisco in California.

**Klamath County Tourism Grant Application
Project Budget**

2016 Art of Survival Century Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	10000		10000		
Cash Revenues -					
Source: Event Registrations		25500	25500		300 riders, 194 last year,
Source: Malin Historical Society	2000	1000	3000		30% of grant request amt
Source: Other		6000	6000		Sponsorship donations, 2015 was over \$6,500
Total Cash Revenues	12000	32500	44500	-	
In-Kind Revenues:					
Source: Discover Klamath	3000		3000		Verbally committed
Source: TryUnity		1000	1000		Over \$1,000 last year
Source: Others (agencies, cities, etc)		14000	14000		We recorded over \$10,000 last year
Total In-Kind Revenues	3000	15000	18000		
Total Revenue	15000	47500	62500		
EXPENSES					
Cash Expenses -					
Administrative costs	3500		3500		
Marketing costs	24885		24885		
Rentals	3000		3000		
Supplies	1000		1000		
Other: Insurance, permits, fees	2200		2200		
Other:			0		
Other:			0		
Other:			0		
Total Cash Expenses	34585	0	34585		
In-Kind Expenses					
Labor (Soliciting donations, planning)		5000	5000		
Marketing costs		2000	2000		
Other: Aid stations, reststop		3000	3000		
Other: Graphic Design/Ads/Webmaster		2500	2500		
Other: maps and printing		1500	1500		
Other: signs		1000	1000		
Total In-Kind Expenses		15000	15000		
Total Expenses	34585	15000	49585		
Net Income<Expense>	-19585	32500	12915		

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.

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

2016 Art of Survival Century Marketing Budget					
	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	10000		10000		
Other Sources	14885		14885		
Total Revenue	24885		24885		
CASH EXPENSES					
Advertising					
Print	6000		6000		
Web/social media	6000		6000		
Other Internet -survey	285		285		
Other: TV&Radio	8000		8000		
Total Advertising	20285		20285		
Printing	1500		1500		
Postage	300		300		
Misc/Other (Explanation Req'd):					
Other: Mileage	1000		1000		Travel expense to attend Sacramento cycling Club meetings
Other: Travel	600		600		Room, car and gas expense for Sacramento marketing trip
Other: Social Media	1200		1200		to hire Social media specialist for eight months part-time, content development
Other:					
Total Miscellaneous/Other	2800		2800		
Total Expenses	24885	0	24885		
Net Income<Expense>	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.**



September 25, 2015

Mr. Ryan Bartholomew & Ms. Linda Woodley
Malin Historical Society
PO Box 29
Malin, OR 97632

RE: 3rd Annual Art of Survival Century Bike Ride - Letter of Endorsement and Support

Dear Ryan & Linda,

Discover Klamath Visitor and Convention Bureau endorses this project, which is to rerun the popular "Art of Survival Century Bike Ride" for a third time in 2016. The event began two years ago as an adjunct to the summer-long Favell Museum art show entitled "The Art of Survival". And while the art exhibit is no longer at the museum, the bike ride can live on in 2016 and beyond.

The inaugural event was a good start, in that it attracted cyclists from outside the area to ride in the Southern Oregon / Northern California region and see such Klamath Basin attractions as: Lava Beds National Monument, Camp Tulelake Segregation Center, Newell Internment Camp, Klamath National Wildlife Refuges and more. In both the first and second years, the majority of cyclists based in Klamath Falls, thus increasing lodging stays pre and post event. In 2015, the event drew 195 participants with 60% being from out of the area.

Discover Klamath, Official tourism agency of Klamath County, Oregon, looks forward to supporting this effort again, including promoting it with its own tourism dollars. We envision partnering with you on out-of-county promotional activities aimed at generating ride awareness, ride registrations, and in the process creating incremental tourism in Klamath County as well as lodging visits to the Klamath Basin.

Bicycling is a \$400MM annual in-bound tourism activity in Oregon and strategically this event is on target as both Travel Oregon (the State tourism office) and Discover Klamath are attempting to grow our respective shares of bicycling tourism.

Good luck in the granting process and with your event.

Jim Chadderdon

Jim Chadderdon
Executive Director
JimC@DiscoverKlamath.com
Discover Klamath Visitor & Convention Bureau
205 Riverside Drive
Klamath Falls, Oregon 97601
(800) 445-6728
www.DiscoverKlamath.com



United States Department of the Interior
NATIONAL PARK SERVICE
Lava Beds National Monument
Tule Lake Unit, WWII Valor in the Pacific National Monument
PO Box 1240
Tulelake, CA 96134
Telephone: (530) 667-8100
Fax: (530)-667-2737



IN REPLY REFER TO:

September 28, 2015

Klamath County Tourism Committee
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support Art of Survival Century Ride 2016

Lava Beds National Monument and the Tule Lake Unit, WWII Valor in the Pacific National Monument enthusiastically support the proposed 2016 Art of Survival Century Ride event. Lava Beds National Monument and the Tule Lake Unit have supported this event the previous two years, working closely through both the planning and the event itself, and have seen tremendous benefit. This event has provided an additional way to reach new audiences, share the stories of the Modoc People and the Tule Lake Segregation center, and to expose these audiences to the area. It has also developed numerous contacts with visitors during the event, approximately half of which had never been to Lava Beds or the Tule Lake Unit previously.

Events such as the Art of Survival Century Ride serve as critical outreach efforts that connect a wide variety of people with Lava Beds National Monument and the Tule Lake Unit. We remain enthusiastic about this event especially for 2016, the National Park Service Centennial, and look forward to celebrating our National Parks through events such as this one.

Please don't hesitate to contact me to answer any other questions regarding the worthiness of this proposal. I can be reached at 530-667-8101.

Sincerely,



Lawrence J. Whalon Jr.
Superintendent
Lava Beds National Monument
Tule Lake Unit, WWII Valor in the Pacific National Monument

cc: NPS Files



File Code: 2300
Date: September 29, 2015

Linda Woodley
Klamath County Tourism Committee
305 Main Street
Klamath Falls, OR 97601

Dear Whom It May Concern,

The Modoc National Forest fully supports the Art of Survival Century Bicycle Ride. This treasured event is a scenic bicycle ride that begins and ends in Tulelake, California. The tour leads bicyclers to a World War II internment camp (the Tulelake Unit of the World War II Valor in the Pacific National Monument in Newall), through the Lava Beds National Monument, and on to the Tulelake National Wildlife Refuge. The Modoc National Forest is excited that the 2016 ride may also provide an additional mountain bike route from Butte Valley through the Medicine Lake highlands and then onto the Lava Beds.

The Art of Survival Century Bicycle Ride not only brings awareness of our local history, but it provides a tour of the beautiful natural resources located within northern California and the Modoc National Forest. This event brings in travelers from afar, providing a valuable economic vitality to our small communities and sites. Our Forest is looking forward to assisting with this bicycle ride, and we encourage Klamath County to afford the grant resources necessary to support with this important event.

Sincerely,


As: AMANDA G. MCADAMS
Forest Supervisor

cc: Chris Christofferson,
Amanda Warner Thorpe

