

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Northwest Tandem Rally 2016 (NWTR 2016)
Funds Requested: \$10,000.00
Organization Applying: Klamath Falls NWTR 2016 LOC
Contact Person: Mike Bliss
Phone Number: 541-891-6064
Email Address: mikebliss@charter.net
Mailing Address: 1142 Maple Street Klamath Falls, OR 97601
Web Site Address: www.nwtr.org/2016

Brief Description of Project including date, time and location:

Tandem bicycle ride from July 1st through 4th 2016 based at Steen Sports Park

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 _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.
- Northwest Tandem Rally (NWTR) is a registered non-profit corporation in the state of Oregon. Its mission is to ensure the permanency of an annual, locally produced family-oriented Bicycle Tandem Rally in the Northwest.
 - The 2016 NWTR will take place from July 1st through 4th based from Steen Sports Park.
 - This will be the 30th anniversary of the event and the 20th anniversary of the rally's last visit to Klamath Falls.
 - Day 1: Friday, July 1st
 - Two unsupported routes, approximately 35 miles and 50 miles. Food Cart Roundup, consisting of a variety of local food trucks, live music and a beer garden serving local beer.
 - Day 2: Saturday, July 2nd
 - Catered breakfast, vendor to be determined.
 - Three supported routes with rest stops approximately every 15 miles. Lunch will be provided at one of the rest stops on the medium and long routes, and at the sports park for the short route.
 1. Short route: 24 miles looping south of town around the airport.
 2. Medium route: 54 miles heading south and extending south to Merrill before returning to Klamath Falls.
 3. Long route: 100 miles following the 54 mile route to Merrill then continuing to the wildlife refuge and Tulelake, skirting Lava Beds N.M. then circling north and reconnecting with the 54 mile route.
 - Banquet with dinner catered by Encore Catering, and live music (band to be determined).
 - Day 3: Sunday, July 3rd
 - Catered breakfast (vendor to be determined).
 - Three supported routes Sunday following the same format as Saturday.
 1. Short route: 21 miles heading east toward Olene, looping back around Crystal Springs road to the bike trail and returning to the sports park.
 2. Medium route: 51 miles heading east to Bonanza then around a southerly loop back to the sports park.
 3. Long Route: 66 miles looping east to Bonanza, turning south toward Malin, on to Merrill and returning via Hill road to the sports park.
 - Potential cycling related movie at the sports park.
 - Day 4: Monday, July 4th
 - Three unsupported routes.
 1. 32 miles around Crater Lake
 2. 46 miles, Fort Klamath to Rocky Point
 3. 69 miles, Fort Klamath to Lake of the Woods
 - We will encourage riders and their families to visit local attractions/dining options either as additional days or on unsupported ride days.

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?

Based on previous NWTR events we anticipate between 500 - 900 riders, 97% from out of county. Participants will be required to register with their home address, producing an exact number of out of county visitors.

Historically 10% of riders camp so approximately 90% of riders will stay in local hotels. Based on the most conservative of figures (500 riders) this will generate over \$12,600 in lodging tax, and, over \$125,000 in total economic value.

500	Riders
90%	At Hotels
450	Riders @ Hotels
3.5	Conservative Estimate of # Nights Per Riders (it's a 4-day event)
1575	Total Room Nights
\$100	Cost per Room Night (4 th of July Weekend – this is a conservative figure)
\$157,500	Amount of Lodging Dollars
8%	Klamath County Tax (1% goes to OTC)
\$12,600	Amount of Lodging Taxes Collected from NWTR 2016 Participants
40%	Other Tourism Expenditures beyond Lodging
\$262,500	Total Economic Impact of Event
\$1,050,000	Total Economic Impact of Event (assuming 4x circulation of funds through community)

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?

Extended stays will be encouraged by offering multiple unsupported ride routes in outlying areas such as Crater Lake, Rocky Point to Fort Klamath, and Rocky Point to Lake of the Woods.

Many hotels are offering discounted room rates which will be promoted to registrants on the NWTR 2016 website. The reduced rates will provide incentive for participants to arrive the night before and/or leave the day following the event rather than the day of.

Links, advertisement and discounts to local interests/activities will be available on our website and social media pages. Examples include The Favell Museum and Klamath County museums, the Lava Beds National Monument, Klamath Wildlife Refuges, Lake of the Woods, Rocky Point Resort, Harriman's Resort, Crater Lake Zip Line, the Ledge climbing wall, Jumpin Jax, Wiard Park Splash Park as well as restaurants and shopping.

We will track extra days through a combination of registration for particular events, sign-in sheets for unsupported rides and Hotel Rate Codes for rooms booked with NWTR discounts.

QUALIFICATIONS OF APPLICANT

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

The Local Operating Committee (LOC) is a 12 member team of skilled individuals with the experience necessary to ensure the success of the 2016 Tandem Rally.

Ride director Mike Bliss:

Extensive experience managing major events and activities on the National level with the Boy Scouts of America.

Terry Kenfield LOC member:

Past president of Friends of the Children
Rotaries head of the Auction/BBQ operations

Don McDonnell LOC member:

Department Head, Radiologic Sciences at Oregon Institute of Technology

Mike Westbrook LOC Member:

PACS Administrator, Sky Lakes Medical Center
Experience in organizing Sailing Regattas

Jim Chadderdon:

Discover Klamath, actively involved with this project since inception.

All members of our LOC have attended numerous organized cycling events throughout the northwest over the last several decades. We understand what is required to coordinate a successful ride and are committed to hosting an exceptional rally.

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

Mike Bliss, Ride Director, has the following recent experience directing major projects at the National level for the Boy Scouts of America:

- Lead Adviser for a staff of 364 individuals at a National Conference in August of 2015 that provided all the recreation, activities, and sports competitions, as well as a large carnival for 14,950 people.
- Lead Adviser National Jamboree - Staff of 640 youth and adults providing program to 41,000 youth.
- Operations Chief, Summit Corps at New River Gorge National River in West Virginia - 835 youth and adults building multiuse trail for the National River.
- Western Region Chairman, OA - Coordinating training and support for service organization of over 22,000 individuals.

PROJECT PLAN

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

Upon approval we will include the Klamath County logo and verbiage on our website, posters, fliers, social media, and advertisements. We would also consider including the logo on our jerseys, t-shirts and water bottles.

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

October 2014:	Site announcement and promotion through NWTR.
July 3-5, 2015:	NWTR Bellingham, WA. Prominent trade show booth promotivng Klamath, including maps, plans, registration options, hotel and other activity information. Partnered with Discover Klamath.
October 2015:	Web Site goes live.
November 2015:	Facebook, Twitter and Blogs go live.
January 2016:	Direct Mail to over 1100 past Rally participants.
February 2016:	Promo packets to bike shops in Northwest and northern California
Feb-June 2016:	Consistent and informative email updates to past participants and current registrants with ride information and other activities in Klamath County.
April 2016:	Herald and News article.
April-May 2016:	Promotion at other cycling and sporting events.

Note: A first draft of a comprehensive marketing plan is in development, in conjunction with Discover Klamath. We expect to have this completed in early October, but no later than the Marketing 102 Class, if selected as a Grant Recipient.

8. Describe your target market/audience.

The NWTR organization describes it target audience as *“a high percentage of retirees (age 50+) who have a larger likelihood of greater discretionary spending, families (adults age 30-50 with children of all ages), younger and older couples make up the rest of the tandem riders we expect to see. Our participants are athletic, outdoor enthusiasts who seek great scenery, good roads and a bicycle-friendly community.”* Our cycling audience includes riders from the Northwest, as well as 30 US states and 2 Canadian Territories.

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

NWTR.org owns a 1725 person mailing list of registrants from all past rallies. This list will be used to target out of county visitors who will receive direct mail registration information. Fliers and handouts will be displayed at organized rides (between now and June 2016) and bicycle shops in the northwest, Western Canada and California. We have a website and social media pages. Radio and newspaper will also be utilized, as will public relations. A comprehensive marketing plan is in development at this time, based on 29 years of prior successful marketing of this event; plus, working with Discover Klamath to tap into its marketing expertise.

10. How will you measure attendance in drawing out of county visitors to the project?
Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

Attendance will be measured using registrations, which include full demographics of attendees. We will count room days by Hotel Rate Code.

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

In July 2014 our local operating committee began planning the NWTR of 2016 as a two-year commitment. This award will allow us to expand our marketing reach outside Klamath County to the entire Pacific Northwest and Northern California to increase event attendance. Funds will be used to provide ride information packets to bike shops, direct mail to an existing list of over 1725 previous NWTR attendees, and expand our website to include links to Klamath County events / interests / businesses.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

There are many individuals and companies already committed to the 2016 NWTR or have indicated willingness to help. Volunteers will assist at all rest stops serving food and water. We will have discounted porta-potties, a volunteer concierge team to assist guests while visiting the basin and OIT is providing its Solar Trailer. Volunteers will also help with food service and banquets. Local and national vendors will provide swag bags for riders as well as prizes to give away.

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

Current sponsors include:

- Discover Klamath - Marketing partner.
- Steen Sports Park - Reduced facility rental.
- Running Y Resort - One night room donated for 2015 tandem rally drawing. Reserved, discounted room block.
- The Rhine Cross Group – GPS layout and printing of 30”X36” route maps for display.
- Nibbleys Café - \$5.00 meal discount and bottled water.
- Comfort Inn and Suites - NWTR 2016 reservation page and discounted room rate.
- Holiday Inn Express - Discounted room rate.
- Cimarron Inn - NWTR 2016 reservation page and discounted room rate.
- Microtel Inn & Suites by Wyndham - Discounted room rate.

Potential sponsors / partners:

- Sky Lakes Medical Center - Funding.
- Hutch's Bicycle - Logistic support, parts, discount to participants.
- Sherm's Thunderbird – Food.
- Cash & Carry - Food
- Mias & Pias Pizzeria and Brew House - Beverages, logo glasses.
- Klamath Basin Brewing Company (The Creamery) - Beverages, logo glasses.
- Jefferson State Pumping - Discounted porta-potty rental.
- Oregon Institute of Technology – Solar trailer.
- US Bank - Funding.
- Umpqua Community Bank - Funding.
- The Ledge – Discounted kayak rental.
- Independent massage therapists - Post ride massages at fixed rates.
- Local motels/hotels not listed above - Discounted room rates.

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

The NWTR would not be an annual Klamath County ride due to its rotating location.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		10,000			
Cash Revenues -					
Source: Registration		35,550			
Source:					
Source:					
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:					
Source: Coldwell Banker	516				
Source: other sponsorships		2500			
Source: Rine-Cross Group		500			
Total In-Kind Revenues	516	3000	-	-	
Total Revenue	-	49066	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs		8000			
Marketing costs	6856	5500			
Rentals		6000			
Supplies		500			
Other: Ride Expense	-	12500	-	-	
Other: Insurance		2200			
Other: Site Fee		2000			
Other:Contingency		4000			
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-		-	-	
Total Expenses	-	47556	-	-	
Net Income<Expense>	-	1510	-	-	

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**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		10000			
Other Sources		5306			Funds available via registration
Total Revenue	-	15306	-	-	
CASH EXPENSES					
Advertising					
Print		500			Free Community Ride promo
Web	2500	1000			
Other Internet		500			
Other		750			Phone App for local attractions
Total Advertising	2500	2750	-	-	
Printing	1874	1850			promo, maps, directions
Postage		850			
Misc/Other (Explanation Req'd):					
Other:	2457	525			promotional Jerseys
Other:					
Other:					
Total Miscellaneous/Other	-	2500	-	-	
Total Expenses	-	15306	-	-	
Net Income<Expense>	-	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.**



HOLMAN PREMIER
REALTY

September 22, 2015

3815 SOUTH 6TH ST., SUITE 110
KLAMATH FALLS, OR 97603
BUS. (541) 884-1343
TOLL FREE 1-800-347-1343
FAX (541) 883-7475
www.CBHolmanPremier.com

Klamath County Tourism Grant Selection Committee
Klamath County Finance Department
305 Main Street
Klamath Falls, OR. 97601

Dear Committee Members:

I am writing this letter in support of the Northwest Tandem Bicycle Rally and their request for a \$10,000.00 grant. The anticipated attendance, for this event, is 250 to 400 tandem bikes bringing 500 to 800 riders to our community on a 4 day stay. These numbers are conservative when you consider the support groups that will come with the riders.

The objective of tourism promotion is not just to attract quality events but also to attract events that bring people to town for more than one day, which this event accomplishes. In light of the efforts, to become a bicycle friendly community, being put forth by Discover Klamath, this event is a perfect fit. The Rally also accentuates the current Bicycle Transportation Plan being finalized by the Klamath County Planning Department.

What better way for our community to celebrate Independence Day and showcase our community to a large group of visitors.

Again, I whole heartedly support the awarding of the grant request for the Northwest Tandem Bicycle Rally.

Respectfully Submitted,

President/Owner, Coldwell Banker Holman Premier Realty





September 23, 2015

Mr. Mike Bliss, Project Director
Northwest Tandem Rally 2016
Klamath Falls, Oregon

RE: Northwest Tandem Rally Bike Ride - Letter of Endorsement and Support

Dear Mr. Bliss & NWTR Organizing Committee,

Discover Klamath Visitor and Convention Bureau endorses this project, which is a four day series of cycling events for both tandem and single road cyclists to be held July 1-4, 2016 in Klamath Falls and surrounding areas in Klamath County. Base camp for this event is Steen Sports Complex.

2016 marks the 30th anniversary of this successful event, and, 20 years since it was in Klamath Falls previously. A typical year attracts 300-500 bikes (600-1000 cyclists). These are attractive numbers from a tourism event perspective.

Discover Klamath has been involved with this project almost since its inception about a year ago. We had the privilege of participating in the 2015 NWTR in Bellingham, WA to see how the event went. Suffice it to say we were impressed by the quality and quantity of cyclists in Bellingham, and by the significant numbers (over 75) who plunked down \$125 or more to pre-register for NWTR 2016.

Discover Klamath, tourism agency of Klamath County, looks forward to supporting this effort, including supporting it with its own budgeted 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 new/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 seek 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



Klamath Falls Store

808 Klamath Ave.

Klamath Falls, OR 97601

541-850-2453

klamath@hutchsbicycles.com

To: Whom it May Concern

From: Zach Gilmour

Re: Northwest Tandem Rally

I am writing this letter to confirm my support of of the Northwest Tandem Rally coming to Klamath Falls.

Any cycling event going on in this community is a major boon for our business. Events like these make cycling, a sport and lifestyle with many barriers to entry, much more appealing. People see how much fun cycling can be and want to be part of it. This in turn creates new business for us, as well as nurtures our existing business.

An event that regularly gets the turn-out that the Northwest Tandem Rally does is especially helpful as it is high enough profile to get a broad range of people's attention. Cycling is a sport that people from many walks of life can relate to. Events like this will help remind people how much fun it can be to be active and in turn grow the cycling community.

I fully support all of the efforts that the Northwest Tandem Rally have put towards event and the prospects that it has for our cycling community. Cycling is a wonderful and sustainable way to improve our local economy. If you have any questions or concerns, please do not hesitate to call.

Sincerely,

Zach Gilmour
Store Manager

The Ledge Outdoor Store / Yeti's Lair Climbing Gym
369 S. 6th St. Klamath Falls, OR 97601

9.21.15

Greetings.

I, Mike Angeli, owner and manager of local businesses in Klamath Falls, would like to convey my regard and support for the Northwest Tandem Rally 2016.

Klamath Falls, as well as the entire county, is poised to revive after a long and difficult recession. Events such as the Tandem Rally are a vital part in the recovery and sustainability of our region.

We are seeing an uptick in the growth of events such as this. Investment of time, money and support are essential at this crucial point. This event is known to draw a large number of people in a very important demographic base. The word of mouth exposure that will be achieved by the attendees visit to our area will be priceless. The time frame of the event provides an extended exposure to our resources.

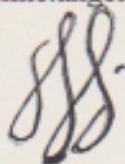
Many of those within my contact base will be assisting in the success of this event by promoting it through our media resources. The Tandem Rally will be one of the better public relations investments in our community.

July is one of the greatest times for tourism in Klamath County. Having such a vibrant event to showcase the beauty, ease of access to the outdoors and community spirit will bolster our position in a very competitive tourism market.

Please give the Northwest Tandem Rally – 2016 organizers due consideration for any and all assistance to help them achieve a public relations “win” for us all.

Sincerely,

Mike Angeli – local business owner
Founding President – Klamath Falls Downtown Assoc.
541.892.4229
mike.angeli12@gmail.com



September 22, 2015

Clark Pederson
Chair

Col. Tom Schiess, ret.
Vice Chair

John Bell

Amy Boivin

Erin Cox

Kermit Houser

Chris Kandra

David King

Marty Ledgerwood

Doug McInnis, DVM

Heidi Neel Biggs

John Pattee, MD

Jean Phillips

Jennifer Scanlan

Dwight Smith, MD

Paul Stewart
President & CEO

Wendy Warren, MD

Rod Wendt

Sally-Ann Palcovich
*Executive Director
and Secretary*

Barbara Dilaconi
Legal Counsel

Dear Members of the Tourism Review Panel:

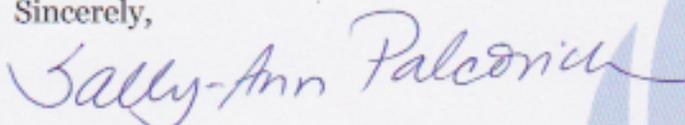
Sky Lakes Medical Center is pleased to write this letter of support for the Northwest Tandem Rally's tandem bicycle ride that will be held July 1-4, 2016, and encourage your financial sponsorship of this event.

As a healthcare facility, we are committed to fostering activities that promote and enhance the wellness of our community. This tandem bicycle ride fulfills that mission with its four days of fun and exercise for families in our great outdoor arena.

This event will add to the overall health and well-being of Klamath County which is also in keeping with the medical center's mission. Bringing 400 to 800 cyclists from all over Oregon, Washington and California into the Basin will provide an opportunity to show off our natural resources to a large number of new people. These families will add to the tourism economy that is vital to our growth as a vibrant community.

As Klamath Falls pursues its role as the first Blue Zones community in Oregon, we believe that all of us should join together to ensure the success of this project. Events such as the one proposed by the Northwest Tandem Rally will further our efforts in this endeavor.

Sincerely,



Sally-Ann Palcovich, Executive Director
Sky Lakes Medical Center Foundation