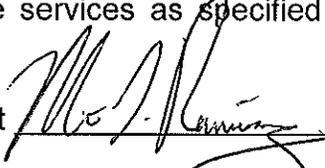


TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016 _____
Title of Project: Ella Redkey Bathhouse Remodel _____
Funds Requested: \$24,450.00 _____
Organization Applying: Ella Redkey Pool _____
Contact Person: Maria Ramirez _____
Phone Number: 541-390-7100 _____
Email Address: mramirez@klamathfalls.city _____
Mailing Address: 1805 Main Street _____
Web Site Address: www.ellaredkeypool.com _____

Brief Description of Project including date, time and location: _____
This project is to enhance the Ella Redkey Pool facility, so that we can offer regional swim meets during _____
the winter and spring months. The Ella Redkey Pool is a year-round outdoor facility that people from _____
all over the Pacific Northwest come to swim. The project will consists of two phases, one phase will _____
be a remodel of the bathhouse and the second phase be a host of a regional youth swim meet at the _____
Ella Redkey Pool.

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 10.29.16

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.

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?
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?

QUALIFICATIONS OF APPLICANT

4. Describe your organization/project management team. How are these individuals qualified to lead this project?
5. Describe your team's experience in operating past or similar projects.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?
7. Provide a detailed timeline of your marketing efforts leading up to the event or project.
8. Describe your target market/audience.
9. Describe specifically how you will market the project to out of county visitors.
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)
11. If your project is already underway, explain how this award will increase your likelihood of success.
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.
13. List your potential sponsors and partners and how they contribute to the event or project.
14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.
15. If your organization is not awarded full funding, how would you modify your plans?

Klamath County Tourism Grant

Project Description:

1. Provide a detailed description of the project, including a timeline.
 - a. **Complete remodel of the Ella Redkey Pool and bathhouse**
 - b. **Create the only swim meet venue in Klamath Falls**
 - c. **Host local swim meets**
 - d. **Creates new market for tourism**
 - e. **Complete entire project within one season**
 - i. The project consists of two phases. Phase #1 is to complete the remodel of the Ella Redkey Pool facility. The last remodel of the facility was in 1999. This remodel widened the pool size from 8 lanes to 11 lanes and tapped into the geothermal well to secure low cost heat for year-round use. Phase #1 has two parts of rehabilitation; the pool liner and the bathhouse. Part one is the purchase of pool cover blankets and resurfacing of the pools plaster liner. Purchase of custom fit pool cover blankets and resurfacing of the aged pool plaster is funded by a donation from Sky Lakes Medical Center, a donation from the Friends of Ella Redkey Pool, and a Local Government Grant rewarded in 2014. Blankets were purchased and have been in use for 2 years. The blankets have eliminated chemical burn off and heat release, which conserves water temperature and reduces water usage. The pool plaster is 21 years old. As a result of the age of the plaster, it has chipped and cracked in several spots. The pool plaster removal and installation of new material is scheduled with Mid-America Pools for September 2017. Part two of phase #1 is the remodel of the Ella Redkey bathhouse. This remodel consists of a freshly painted epoxy walls, tile flooring, and installation of new changing and bathroom stall partitions. The walls of the bathhouse were repainted with a new and bright color in September 2016. Tile flooring and purchase and installation of new partitions will be the final part to the remodel bathhouse. Remodel of the Ella Redkey Pool facility would create a facility that represented well for Klamath County. This will generate the only swim meet ready venue in Klamath Falls. Phase #2 is to organize and host a series of swim meets through the USA Swimming starting with beginner's swimmers and increasing to Master program swim meets. Currently, the swim meet market is untapped in here in Klamath Falls. We have one youth club team and one Masters swim team. Both of these teams must go out of town to complete in Fall, winter, Spring, and Summer meets. Our youth club program hosts one swim meet in July. Participants of that meet and our partners in USA Swimming are eager to host outdoor winter and spring swim meets at the pool.
 - ii. The Ella Redkey Pool is the only geothermally heated year-round outdoor pool in Oregon. This creates a unique factor that adds to Klamath County's tourism.
 - iii. The entire project could take 1-year. Completion of the bathhouse could take 2-6 weeks. This would be schedule during February 2017. If awarded, the process of announcing, advertising, and hosting the meets would be

Klamath County Tourism Grant

done within one high traffic swim season (from mid spring season to late fall).

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?
 - a. **Swim meets draw entire families**
 - b. **Average attendance is from 150-1,000 for a meet**
 - c. **Numerous divisions will mean multiple meets possible**
 - d. **A newly renovated facility represents highly in the swimming community**
 - i. Each meet could attract from 150-1,000 out of town visitors. There are multiple competitive swimming divisions, and each division is capable of generating a meet. Although it is unlikely that we would host a swim meet for all divisions, the possibility of numerous meets is highly probable. The time period for the swim meet is variable. Youth swim clubs heavy swim meet season runs from April through October. High School swim runs from November to March. Masters swim runs all year-round. Various organizations and teams from different locations are already using our Klamath Falls facility and are extremely interested in participating in a swim meet outdoors in the middle of winter.
 - ii. The uniqueness of the facility is an attraction in itself. Renovating the pool and bathhouse will create a facility that people from all over will remember for not only its ability to operate all year-round, but also for its high quality amenities.

3. How are you planning on extending the out of county visitor's lengths of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?
 - a. **Information packets will be sent to visiting teams**
 - b. **Partner with local businesses, restaurants and motels**
 - c. **Conduct a closing ceremony**
 - d. **Flyers and information booths will be at swim meet**
 - e. **Meet check-in and post meet questionnaires'**
 - i. **An information packet will be sent to all parents of team members prior to the swim meet describing other activities or special places to see during their stay.**
 - ii. **We will partner with local businesses (lodging, retail, dining, golf, spas, etc.) to provide detail of opportunities, discounts or special rates offered at their establishments during tournament weekends.**
 - iii. **We will work with local partners to host a closing ceremony the evening after the meet.** The ceremony will have food, prizes, and activities. The ceremony will be promoted through the information packet and other marketing channels.
 - iv. **Flyers and booths at the tournament site will provide immediate information about the natural wonders of our area and their proximity to town.**

Klamath County Tourism Grant

- v. While we cannot directly track the visitor's length of stay, we can ask visitors length of stay through our **meet check-in station**. Our met check-in system will ask for an email address to further communicate with parents. When parent's check-in their children or themselves, they will be asked where they are staying, how long they are staying, and be given their child's events packet.
 4. Describe your organization/project management team. How are these individuals qualified to lead this project?
 - a. **The City of Klamath Falls is committed continued year-round use of the pool and expansion of its use.**
 - b. **Dan Zimmer is a respected coach and mentor**
 - c. **Klamath Basin Aquatics Inc (KBAI) board of directors is committed to the clubs future in Swimming**
 - d. **The Friends of Ella Redkey Pool (FOERP) board of directors is committed to the pools future in swimming.**
 - i. **The City of Klamath Falls staff has been managing the facility and programs for five years. City Parks, City Maintenance, and City Pool staff work coincide with one another to constantly improve the experience of the pool visitors and the facility.**
 - ii. **Dan Zimmer**—He has been the coach of our local swim team for 20 years. Dan has organized over 60 swim meets at the local and regional levels. Swimming in the Klamath Basin has grown significantly from its inception primarily due to the work of Dan Zimmer.
 - iii. **KBAI board of directors** consists of five people dedicated to the future expansion and improvement of the swim club. The board includes expertise in marketing, event planning and management, and non-profit management. The KBAI board members will be managing the swim meets under director supervision from Dan Zimmer.
 - iv. **The FOERP board of directors** and its members brings his/her own expertise to the organization. The board consists of six people and their expertise range in software program, land management, event planning and management, logistics management, and non-profit management. The Friends of Ella Redkey Pool board of directors and members are dedicated to the use of the facility all year-round.
5. Describe your team's experience in operating past and similar projects.
 - a. The City of Klamath Falls Maintenance staff, Parks staff, and Pool staff have successfully completed similar projects as part of the development of the pool. The 1999 remodel of the facility was built under direct supervision of the Maintenance department. This remodel allowed for year-round use of the pool. All facility construction currently completed is under the guidance of, and maintained by current City Staff.
 - b. KBAI and Dan Zimmer have over 20 years of experience organizing swim meets and events at the high school level.

Klamath County Tourism Grant

for our event on January 28th, 2016. The strategy would be to maximize the number of teams by offering our meet at times that do not conflict with other venues. After a date is settled, we would use their databases, email addresses and existing webpages to advertise the event. The meeting and databases would automatically get the news out about the event.

ii. Send information packets to interested teams/coaches

1. The second strategy is to send information packets to all interested teams or coaches. The information packet will contain information about the meet including costs, procedures and directions to the City and our facility. It will also include information about our sponsors and any offers or discounts sponsors might offer during their teams stay. The packet will also include a "place to stay" section describing the names and addresses and phone numbers of the local hotels including any special offers provided for visiting families. Also included will be "places to eat" and "places of interest" section, with the same description of any discounts or special offers if the apply.

a. We will also include flyers about special activities, current local events, or places of interest while attending the event. Each packet will have a specific amount of informational sheets and flyers. So a team manager or coach could ensure each parent receives all the available information.

iii. Additional strategies would include:

1. Upon completion of the project, prepare a basic set of updated marketing collateral to include facility improvement
2. Work with Discover Klamath to:
 - a. Identify market leads and directly market the pool and the community for specific events
 - b. Create cross-marketing arrangements with out of area facilities
3. Enhance and strategize current social media efforts to actively connect with our target market.

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

- a. To measure attendance of out of country visitor will be easy. This will be done by measuring the out of county teams attending the meet at check-in and utilizing a hotel code. During check-in, the parents/coaches gather their children's events. At the check-in table, parents and coaches will be asked and recorded how many people they brought in their party and how long they will be in Klamath County. This will give an accurate measurement of out of county visitor attendance.

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

- a. Completion of the remodel
- b. Completion of the creation of the event
- c. Opportunity for everyone

Klamath County Tourism Grant

- i. Phase #1 of this project almost completed. The pool blankets have been purchased and the resurfacing of the pool plaster is scheduled for construction and completion in September 2017. Part number two of this phase is halfway complete. The walls are painted and refreshed. Upon receipt of the grant, we would immediately enter into a formal bidding process to secure a contractor and timeline for the project.
 - ii. If awarded, the facility will be something that Klamath County will be proud of when attracting out of county swimmers to our swim meets. At the completion of this project the bathhouse would be more than ready to host regional swim meets, but would still require additional structure to be considered "complete". An addition of a completely covered bleacher would create a high quality facility.
 - iii. Remodeled bathhouse will provide flexibility to accommodate everyone
 1. Youth swim clubs to Masters Swim clubs
 2. Adaptive swim programs to water polo
 3. Water aerobics to lap swimming
 4. Swim lessons to recreational swimming
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 purposed of completing the budget.
 - a. Friends of Ella Redkey Pool have agreed to donate \$1400.00 towards completion of the project.
 - b. Each swim meet will be organized strictly by volunteers. Dan Zimmer and KBAI has over 20 years of experience managing swim meets. They have agreed to manage all swim meets held at our facility. This will be a combined 60 hours of volunteer hours for each swim meet hosted.
13. List your potential sponsors and partners and how they contribute to the event or project.
 - a. In terms of execution, if awarded, we will work with local sponsors such as, Running Y Ranch, Klamath Falls City Parks, Thai Orchid, and others to facilitate lodging, dining, and entertainment.
14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.
 - a. While the actual construction, for which the grant will be requested, will be completed in 2017, the marketing of swim meets will continue. Our hope/expectation would be that following the improvements made, our facility would be one of the highest competition facilities in southern Oregon.
15. If your organization is not awarded full funding, how would you modify your plans?
 - a. If our project is not awarded full funding, we would have to negotiate the price and work from our contractors and possibly look for additional funding.

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		24450	24450		
Cash Revenues -					
Source:City of Klamath Falls	22050	7500	29550		\$12,800 match for the Local Government Grant; \$9250 was paid for painting
Source:Sky Lakes Medical Center	50000		50000		\$50,000 was used as part of our 40% match for the Local Government Grant
Source:Friends of Ella Redkey	5150		5150		\$4,400 was donated to phase one, \$1,200 to is donated to phase two.
Source:Local Government Grant	87000		87000		Remaining \$87,000 will go towards resurfacing the pool in September 2017
Source:					
Total Cash Revenues	164200	31950	196150	-	
In-Kind Revenues:					
Source: City of Klamath Falls Facility Rental		2300	2300		This is the cost of renting the Ella redkey Pool for a swim meet for one weekend
Source:					
Source:					
Total In-Kind Revenues	-			-	
Total Revenue	164200	34250	198450	-	
EXPENSES					
Cash Expenses -			0		
Personnel costs			0		
Marketing costs		3500	3500		
Rentals					
Supplies					
Other: Interior Wall Paint Job	9250		9250	9250	
Other: Floor Tiling		25500	25500	-	
Other: Partitions		5250	5250		
Other: Pool Blankets	32000		32000	32000	Pool blankets have been purchase and are in use.
Other: Resurfacing	122950		122950		
In-Kind Expenses					
Labor:					
Other:					
Total In-Kind Expenses	-			-	
Total Expenses	1649200	34250	189200	41250	
Net Income<Expense>	0	0	0	0	

NOTES

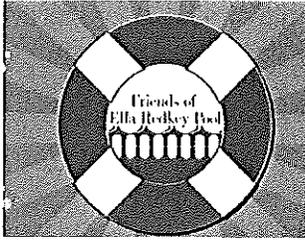
Be as specific as possible; provide explanation to help clarify budget items
Use the "Actual" column when preparing your final report; submit this form with the final report
Use additional space or lines if necessary to provide complete information
Value all volunteer labor at \$10.00 per hour for in-kind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

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

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request					
Other Sources		3500	3500		
Total Revenue		3500	3500	-	
CASH EXPENSES					
Advertising					
Print					
Web					
Other Internet	1000	1000	1000		Website work and Facebook sponsors
Other:					
Total Advertising	1000	1000	1000	-	
Printing	2000	2000	2000		Flyers, posters, and information packets
Postage	500	500	500		
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	3500	3500	3500	-	
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.



Friends of Ella Redkey
P.O. Box 1671
Klamath Falls, OR 97601
541-273-1477

December 7th, 2015

Pacific Power Foundation
825 N. E. Multnomah, Suite 2000
Portland, OR 97232

RE: Ella Redkey Pool Remodel

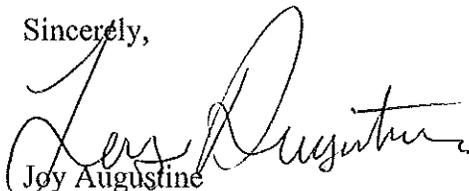
To Whom It May Concern:

I am writing today to request the support of the Klamath County Tourism Grant for the remodel of the Ella Redkey Pool. The Friends of Ella Redkey is a 501© 3 organization that's focuses on community health and wellness through swimming. The mission of our organization is, "To providing financial support to ensure year-round operation of the Ella Redkey Pool."

The City of Klamath Falls uses geothermal water to help heat the pool which enables it to be used all year-round. Regardless of the water temperature outside, the pool water stays between 84 and 86 degrees at all times making use of the pool very comfortable.

The Ella Redkey Pool is truly a beautiful asset to our community in Klamath Falls, full of untapped potential. I believe that if this grant is awarded, and we are able to complete all of the desired improvements, the facility would be something for both the residents of Klamath County to admire, and the out of county visitors it draws in to admire.

Sincerely,


Joy Augustine
Friends of Ella Redkey President

To Whom It May Concern;

I write this letter to express Klamath Basin Aquatic's unequivocal support and dedication to the Ella Redkey Pool's Tourism Grant proposal for the remodel of the facility to be able to hold year round competitive swimming competitions.

The Ella Redkey Pool is an incredibly unique facility that offers the possibility of swimming year round. Despite the cold temperatures outside, my team is able to practice outside all year-round. This gives the ability of the pool to host swim team meets all year round, but the potential is not fully utilized.

If the Ella Redkey was awarded the Klamath County Tourism Grant, the resulting facility remodel would make it much more feasible to host more competitive swimming meets, and draw more people from out of town.

I have been the coach of the Klamath Basin Aquatics Swim team for over twenty years, and organized over 60 meets. If the facility was remodeled to be able to hold more swimming meets, I would gladly volunteer my time to organize meets and draw other teams to the Klamath Basin.

In conclusion, I fully support the Ella Redkey Pool Facilities Remodel.

Sincerely,

A handwritten signature in cursive script that reads "Dan Zimmer".

Daniel Zimmer
Klamath Basin Aquatics, Inc. President



RUNNING Y RANCH
RESORT

To: Whom it May Concern

From: Meredith Mackey

Date: October 31st, 2016

RE: Tourism Grant 2017 for Ella Redkey Pool

I am writing this letting in support of Ella Redkey Pool in receiving the Tourism Grant for 2017 to go towards their pool rehabilitation and program initiatives. In my opinion, this will bring visitors to Klamath Falls and have additional impacts for the entire community.

I have personally swum at the Ella Redkey Pool and participated in the Master's swim program. I can honestly say that it is not only a great way to get in shape, but an escape and communal gathering place in the heart of town. The Ella Redkey Pool would benefit from having this grant, because it would encourage out of town visitors, and draw people to the town for swimming meets – something I very much enjoyed participating in while growing up in a small Northern California town. With the renovating of the bathhouse and pool area, it would create the perfect venue for a swim meet invitational or competition.

It is my hope that the county will consider this worthy cause. If I may answer any questions or provide my assistance, please let me know.

Sincerely,

Meredith Mackey

Sales Manager

Running Y Ranch Resort

541.850.5502 – MeredithM@RunningY.com