

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016

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

Funds Requested: \$15,000

Organization Applying: Klamath Ice Sports Inc.

Contact Person: Suzette K. Machado

Phone Number: 541-850-5758 work/541-891-0508 cell

Email Address: suz@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 Portland, Eugene, Bend, and the Rogue Valley to come to Klamath County and skate and play at the Bill Collier Community Ice Arena and stay over for one or more nights at one of our lodging partners.

This project runs from November 11, 2016, through March 26, 2017. Our activities and events encourage family participation for both skaters and non-skaters. Each individual event or activity are two hours or less in duration and allow our guests time to take in a visit to Crater Lake or the Tulelake Refuge, take in a RRT or Linkville Theatre performance, dine at one of our many restaurants, 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 10/19/2016

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.
Traditional Tourism Grant Application Questions
Fall 2016

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 late fall through early spring 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 and tournaments for both youth and adults, our Fifteenth Annual Figure Skating Spectacular entitled DANGER! HOT ICE!, and a curling 'bonspiel' (tournament). *Whereas our annual ice show is our single biggest one day event and is an integral part of our season, it accounts for less than 3% of our total out-of-county visitors. It is important to note that we are asking for funds to market ALL of our special sessions and events, not just our ice show.*

The ice arena will open on Friday, November 11, 2016 and will close at the end of March 2017.

Our target market is Portland, Eugene, Bend, and the Rogue Valley. 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 based upon the data we have gleaned from our website Google Analytics (who visits our website and where are they from), as well as where the majority of our previous out-of-county guests are coming from. 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 a minimum of **3,132 out-of-county visitors or greater** (we brought in 3,132 out of county visitors last season).

Out of county visitors are counted by 'show of hands' at all public sessions and ticket sales by address/zip code for special events. In addition, The Running Y Ranch Resort has a rate code for all of our guests; WorldMark is unable to provide and track a rate code but has agreed to tally out-of-county guests on a calendar that we provide.

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.

Tracking 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 3,500 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 16 years of business management and marketing experience as the executive director of the Bill Collier Community Ice Arena.

Charles Cossey has a B.A. in Geology coupled with a career in finance as well as decades of philanthropic and marketing experience.

We also recently partnered with Sara Irvine at Impressions Design + Marketing who has over 15 years in public relations and marketing experience and will be helping us connect with the right audiences and grow our business. As she says, her marketing management is more than pictures and words, it is intentional art and message, directed at our target audience.

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

Machado and **Cossey** have worked together for almost 15 years and have extensive ice arena experience to draw on when marketing all sessions and special events for Klamath Ice Sports and the Bill Collier Community Ice Arena for several years.

Joining forces with **Discover Klamath** year before last led to the addition of television commercials and advertisements in the Southern Oregon Magazine. We have seen a **348% increase** in out-of-county visitors since our 2012/13 season!

Going forward, the addition of *Impressions Design + Marketing* to our team this year will mean that the majority of our marketing needs and goals will be implemented by professionals in the field!

PROJECT PLAN

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

Klamath Ice Sports website and Facebook 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 2016

- Plan calendar of regular and special events for the 2016/17 season.
- Pull Google Analytics statistics from KIS website visits.
- Meet with WorldMark local staff and determine how best we can track out-of-county visitors who come to Klamath Falls and participate in ice arena activities.
- Meet with Impressions Design + Marketing and bring them on board and create a comprehensive overall marketing plan to include a tourism rack card.
- 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.
 - Craft DK "Meet Me in Klamath" website side bar ad for their Outdoor Recreation and their "Events" pages.
- Re-evaluate and upgrade website content and graphics with our volunteer webmaster.
- Plan FB and Constant Contact social media campaign for gearing up for the season.
- Solicit ice show sponsors and recruit top-level choreographer and skaters.
- Logo and poster design for ice show.
- Craft winter advertisement in the Southern Oregon Magazine for both general events.
- Meet with 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.

November 2016 through March 2017

- Create 30 second radio spots and advertise locally on KLAD/KKRB.
- Upon successful receipt of Tourism Grant:
 - Hire DK to launch our marketing plan – see spreadsheet for additional details
 - Television – Two separate 30 second commercials
 - General Events
 - Ice Show
 - Radio – JPR
 - Ice Show
 - Electronic/Web – Various
 - Social Media Activities – Various
 - Print Advertising –
 - Southern Oregon Magazine – Winter – Ice Show
 - 1859 ¼ page ad (December issue)

- Bend Source Magazine ½ page

8. Describe your target market/audience.

Our target market is Portland, Eugene, Bend, and the Rogue Valley. 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 based upon the data we have gleaned from our website Google Analytics (who visits our website and where are they from), as well as where the majority of our previous out-of-county guests are coming from. **38% of our web visits are from out-of-county folks**; 36% of those are from Portland, 19% from Medford, 13% from Eugene, 4% from Keizer, and 3% from Bend, with the balance, or 25% coming from ten other cities within Oregon and Northern California. All of these the drives from the target area to the Klamath Basin are 300 miles or less.

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? Examples: Hotel Rate Code, Ticket Sales, Trail Counts.

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. We will use a **calendar method** of tracking guests at the WorldMark check-in desk so that we can have a better idea of how many room nights the WM guests accrue.

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 and we begin planning for the upcoming season the prior spring. Our available monies for marketing is slightly less than one-fourth of the total monies we feel are needed to adequately market our ice arena.

A successful application to the Klamath County Tourism Grant Program will almost quadruple our KIS marketing budget and allow us to dramatically increase our marketing efforts 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. Volunteer labor hours will be valued at \$10.00 per hour for purposed of completing the budget form.

Earned media – radio and newspaper press releases are always in-kind. In addition, DK is contributing \$2,300. We anticipate 730 volunteer hours dedicated to marketing by Machado and Cossey. Impressions Design + Marketing gives us their not-for-profit rate.

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

Full Season Sponsors and Partners

Running Y Ranch Resort – Monetary donation + co-marketing by promoting our services, activities, and events to all of their guests; allowing placement of our ‘pop up display’ banner in their lobby, and co-creating and marketing resort-wide seasonal events to dovetail with our ice arena events (i.e. to further extend the stay of our guests).

Discover Klamath – In-Kind and paid marketing consulting, technical assistance and implementation.

WorldMark – Co-marketing by promoting our services, activities, and events to all of their guests; Allowing placement of a pop up display banner in their lobby. We are working with WorldMark corporate to list our ice arena as an amenity on their website, complete with photographs.

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 world class show.

Confirmed

Sanford Children’s Clinic – Monetary donation

Sky Lakes Medical Center – Monetary donation

The Running Y Ranch Resort – Monetary donation and co-marketing

Periwinkle Resale Stores – Monetary donation

Rogue Credit Union – Monetary donation + co-marketing (general admission ticket discount for all Rogue Credit Union member card holders who pay with their Rogue credit card.)

Requests – Pending Review

The Running Y Ranch Resort

Wendt Family Foundation – Monetary donation

Wong Potatoes – Monetary donation

Les Schwab – Monetary donation

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 Discover Klamath, Impressions Design + Marketing, the Running Y Ranch Resort, and WorldMark 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.

15. If your organization is not awarded full funding, how would you modify your plans?

We would move forward with all of our DK electronic/web, social media, public relations, and creative development plans as well as our Southern Oregon Magazine general ad. Next priority would be to meet with DK and strategize as to the priority of television vs. print for the balance of our available funds.



September 14, 2016

TO: Klamath County Tourism Grant Review Committee

FR: Discover Klamath

RE: Klamath Ice Sports - Letter of Support For Grant Application – Fall 2016

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau supports the efforts of Klamath Ice Sports (K.I.S) towards receiving a Klamath County Tourism Grant, which will allow Klamath Ice Sports to increase its out of area marketing efforts.

We have worked with K.I.S. the past couple years and are happy to see the progress in marketing and tourism traffic they are achieving. In their 2015/16 season, they attracted 3132 out of area visitors, reflecting a +25% increase over last year. Their efforts contributed to strong shoulder-season lodging figures at the Running Y Ranch.

We enjoy working with Suzette, Charles, and the Team at K.I.S. to design, develop, and implement marketing programs that promote the various programs and productions at the arena.

Jim Chadderdon

Jim Chadderdon
Executive Director

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

September 23, 2016

Klamath County Tourism Grant Review Committee
305 Main St
Klamath Falls, OR 97601

Dear Committee:

Running Y Ranch Resort is pleased to write a letter of support for the Klamath Ice Sports application for marketing funding for the Bill Collier Community Ice Arena.

The Bill Collier Community Ice Arena is the highlight of winter activity at the Running Y Ranch Resort. With over 3,000 out-of-county visitors that visit the arena each year this is by far one of the biggest winter economic draws to the lodging community.

Running Y Ranch Resort is a proud and continuous cash, trade, and marketing partner with Klamath Ice Sports. We continue our partnership because we see the great value that the arena brings not only to Running Y guests but also to the local Klamath Falls community.

Running Y Ranch Resort is so fortunate to have this amazing amenity on property. The ice arena generated 118 room nights last year for the Running Y Ranch Resort Lodge alone. These room nights are generated from the many special events and hockey tournaments that the arena puts November through March of each year.

Running Y Ranch Resort enthusiastically supports Klamath Ice Sport's efforts towards receiving a Klamath County Tourism Grant in the current (fall) grant cycle towards marketing to continue and increase the number of guests to the arena and to Klamath Falls and its surrounding areas.

Sincerely,



Victoria Haley

Director of Sales and Marketing



WorldMark[®]

BY WYNDHAM

5432 Running Y Road
Klamath Falls OR 97601

September 29, 2016

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 the Ice Arena are 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

Version 1.0

Event Dates: Jan 28, 2017

Klamath Ice Sports/Bill Collier Community Ice Arena

Marketing Activity by Discover Klamath & KIS/Bill Collier Community Ice Arena

KIS Contribution (Non Grant):	\$	6,100.00
KIS Ice Arena Contribution (Grant Monies):	\$	15,000.00
Discover Klamath Contribution:	\$	2,300.00
Other Contributors*	\$	-
Total Budget:	\$	23,400.00



Out of County Advertising				
	D.K.	K.I.S	Grant	TOTAL
EVENT DATES: Jan 28, 2017				
1) Television :30 sec commercials				
a) Production Management	\$ 200	\$ -	\$ -	\$ 200
b) TV Markets for Ice Show:				
Rogue Valley (KOBI)	\$ -	\$ 500	\$ 2,000	\$ 2,500
Comcast (Eugene)	\$ -	\$ 500	\$ 2,000	\$ 2,500
c) TV Markets for General Ad:				
Rogue Valley (KOBI)	\$ -	\$ 150	\$ 2,350	\$ 2,500
Comcast (Eugene)	\$ -	\$ 500	\$ 2,000	\$ 2,500
2) Radio :30 sec				
a) NPR	\$ -	\$ 500	\$ -	\$ 500
3) Electronic/Web				
a) Bend Source Digital-Platinum (Monthly for Dec-Jan)	\$ -	\$ -	\$ 1,700	\$ 1,700
b) Targeted Digital Ads - Portland, OR	\$ -	\$ 920	\$ 580	\$ 1,500
c) DK Calendar of Events	\$ 200	\$ -	\$ -	\$ 200
d) DK E-Newsletter Article	\$ 200	\$ -	\$ -	\$ 200
e) DK E-Newsletter Ad-(Nov-Dec)	\$ 150	\$ -	\$ -	\$ 150
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
i) Submit to Southern Oregon Magazine Event Listing	\$ 50	\$ -	\$ -	\$ 50
4) Social Media Activities				
a) Facebook	\$ 100	\$ -	\$ 250	\$ 350
b) Instagram	\$ 100	\$ -	\$ -	\$ 100
c) Twitter	\$ 100	\$ -	\$ -	\$ 100
d) Pinterest	\$ 100	\$ -	\$ -	\$ 100
e) Youtube	\$ 100	\$ -	\$ -	\$ 100
5) Print Advertising				
a) Southern Oregon Mag-Winter 1 (Ice Show)	\$ -	\$ -	\$ 700	\$ 700
b) Southern Oregon Mag-Winter 2 (General)	\$ -	\$ 700	\$ -	\$ 700
c) 1859-1/4 page ad December Issue	\$ -	\$ -	\$ 1,100	\$ 1,100
d) Bend Source Magazine - 1/2 page	\$ -	\$ -	\$ 720	\$ 720
6) Print Collateral				
a) Poster	\$ -	\$ 130	\$ -	\$ 130
b) Rack Card	\$ -	\$ -	\$ 350	\$ 350
7) Video :30 sec commercial				
a) Production of Ice Show Commercial	\$ -	\$ -	\$ 450	\$ 450
b) Production of General Ice Arena Commercial	\$ -	\$ -	\$ 650	\$ 650
8) Public Relations				
a) DK Share Press Release with media contacts	\$ 250	\$ -	\$ -	\$ 250
9) Creative Development				
a) Graphic Design (DK Website)	\$ 600	\$ -	\$ -	\$ 600
b) Graphic Design Rack Card	\$ -	\$ -	\$ 150	\$ 150
In County Advertising				
1) Radio				
a) KLAD/New Northwest	\$ -	\$ -	\$ -	\$ -
b) KKR/B/Wynne	\$ -	\$ 1,750	\$ -	\$ 1,750
2) Print Collateral				
a) Poster	\$ -	\$ -	\$ -	\$ -
b) Rack Card	\$ -	\$ -	\$ -	\$ -
c) Programs	\$ -	\$ 450	\$ -	\$ 450.00
3) Commerical				
b) Pelican Cinema :30 sec	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ 2,300	\$ 6,100	\$ 15,000	\$ 23,400.00

Marketing flowchart based on Klamath Ice Sports receiving Fall Klamath County Tourism Traditional Grant for \$15,000. KIS is required to have a 30% cash match (\$4,500). 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	\$0.00	\$15,000.00	\$15,000.00		
Other Sources	\$8,400.00	\$0.00	\$8,400.00		KIS + DK
Total Revenue	\$8,400.00	\$15,000.00	\$23,400.00	-	
CASH EXPENSES					
Advertising					
Print	\$700.00	\$2,520.00	\$3,220.00		SO OR + 1859 + Bend Source Magazines
Web	\$1,670.00	\$2,280.00	\$3,950.00		
Other Internet	\$500.00	\$250.00	\$750.00		Social Media
Other TV + Radio	\$2,150.00	\$9,450.00	\$11,600.00		
Total Advertising	\$5,020.00	\$14,500.00	\$19,520.00	-	
Printing	\$580.00	\$350.00	\$930.00		
Postage	\$0.00	\$0.00	\$0.00		
Misc/Other (Explanation Req'd):					
Other: Local Radio	\$1,750.00	\$0.00	\$1,750.00		KKRB/Wynne
Other: Local TV	\$200.00	\$0.00	\$200.00		
Other: PR	\$250.00	\$0.00	\$250.00		
Other: Creative Development	\$600.00	\$150.00	\$750.00		
Total Miscellaneous/Other	\$2,800.00	\$150.00	\$2,950.00	-	
Total Expenses	\$8,400.00	\$15,000.00	\$23,400.00	-	
Net Income<Expense>	\$0.00	\$0.00	\$0.00	-	

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**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	\$0.00	\$15,000.00	\$15,000.00		
Cash Revenues -					
Source:	\$1,967.00	\$233,000.00	\$234,967.00		Admissions/Fund/Conc
Source:	\$10,000.00	\$20,000.00	\$30,000.00		Other Grants
Source:					
Total Cash Revenues	\$11,967.00	\$253,000.00	\$264,967.00	-	
In-Kind Revenues:					
Source:	\$5,000.00	\$31,500.00	\$36,500.00		Volunteer Labor
Source:	\$800.00	\$0.00	\$800.00		H & N Ads
Source:	\$0.00	\$1,750.00	\$1,750.00		Radio Spots 1:1 Match
Total In-Kind Revenues	\$5,800.00	\$33,250.00	\$39,050.00	-	
Total Revenue	\$17,767.00	\$301,250.00	\$319,017.00	-	
EXPENSES					
Cash Expenses -					
Personnel costs	\$2,200.00	\$70,000.00	\$72,200.00		Includes Payroll Taxes
Marketing costs	\$8,400.00	\$15,000.00	\$23,400.00		KIS + DK + Tourism
Rentals	\$0.00	\$4,552.00	\$4,552.00		Hockey Changing Trailers
Supplies	\$1,420.00	\$3,500.00	\$4,920.00		
Other:	\$5,600.00	\$59,400.00	\$65,000.00	-	Ins/Utilities/Prof Fees/Prop Tx
Other:	\$4,000.00	\$20,000.00	\$24,000.00		Repair/Mtnce/Snow Removal
Other:	\$2,200.00	\$48,000.00	\$50,200.00		Program/Fund/Bus/Conc
Other:	\$0.00	\$20,000.00	\$20,000.00		Grants
Total Cash Expenses	\$23,820.00	\$240,452.00	\$264,272.00	-	
In-Kind Expenses					
Labor	\$5,000.00	\$31,500.00	\$36,500.00		Volunteer Labor
Marketing costs	\$800.00	\$1,750.00	\$2,250.00		H&N + Radio Spots
Other:					
Total In-Kind Expenses	\$5,800.00	\$33,250.00	\$39,050.00	-	
Total Expenses	\$29,620.00	\$273,702.00	\$303,322.00	-	
Net Income<Expense>	-\$11,853.00	\$27,548.00	\$15,695.00	-	

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.**