

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016 Cycle
Title of Project: 2017 Art of Survival Century
Funds Requested: \$10,000.00
Organization Applying: Malin Community Service Club
Contact Person: Linda Woodley / Lori Baley
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Provide a brief Description of the project including date, time and location:

The 2017 Art of Survival Century bicycle ride will be held on Memorial Day weekend, Saturday May 27th, starting at 7am until the last rider comes in around 5:30pm. The event, which drew 225 riders last year, will travel through Malin and Merrill, Oregon and the Lava Beds National Park finishing at the Tulelake Fairgrounds. The ride will feature educational rest stops where speakers will share information about our beautiful region featuring things to see and do over this long weekend. We feature family rides of 16 miles and 45 miles, a bicycle rodeo for children conducted by the Highway Patrol to teach bicycle safety, and use of safety equipment. The longer century rides are geared to more adventurous riders of 65 and 105 miles which traverse these outlying communities of greater Klamath Falls and cover two states and three counties. The ride organizers hope to continue with the mountain bike ride on the same day in partnership with the Modoc National Forest, the Lava Beds National Monument, and US Fish and Wildlife Agency.

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.

Entering our 4th year with momentum from growth of 25%, the 2017 Art of Survival Century Ride (AOS) continues to focus on *increasing overnight stays by targeting specific larger bicycling markets with strategies that leverage local marketing organizations like Discover Klamath to promote our natural outdoor beauty*. The event date during the *shoulder season* on Memorial Day weekend was strategically chosen to *lengthen overnight stays of out of county visitors over the extended weekend*. The venue incorporates the outlying communities of Klamath County. Our *Family Friendly* focus includes route lengths doable for families, with an educational and safety focus, while encouraging *outdoor recreational exploration* over the weekend. New this year will be coordination with hospitality venues to offer a discount code to add to our robust data gathering efforts.

We continue to grow our partner list, with nearly all event management and non-profit infrastructure committed to return including service organizations, agencies, and partnering non-profits. The event experienced exciting growth in regional sponsors who contributed over \$5,600 in cash last year to support this community and economic benefit project. In addition to the cash donations, in-kind support reached \$10,607 dollars, remember we can only value the volunteer time at \$10 an hour, which calculates into over a 1000 hours of community commitment.

AOS 2017 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. The marketing committee leverages award funding with partner donations to purchase targeted advertising in key markets. We piggy back on current television and radio campaigns with Discover Klamath and social media delivery systems such as OR-Bike and Cycle California. Understanding the trend toward social media, AOS organizers work with Or-Bike and Cycle California who utilize large and growing newsletter email list servers. Combining this with traditional advertising will reach both younger and older audiences of cyclists and families.

The strength of our data lies in our relationship with the founding organization we continue to partner with, Cycle Siskiyou along with Discover Klamath both have supported our data collection, media outreach and research into new markets. The Rider's Survey is conducted as riders come off the ride to eat, drink and enjoy the camaraderie at the Fairgrounds. With 76% participation last year, 170 riders took the targeted survey out of 225 riders with two online options to complete it. The Rider's Survey tracks location of stay, length of stay, and which other recreational opportunities were planned. We track 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. Or-Bike data adds to our robust data gathering to show "heads in beds" and other recreational opportunities while visiting the area.

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 Roseville, Davis, and Sacramento, CA and attend Bicycling Club winter meetings to distribute posters, fliers and entry forms aimed at expanding rider numbers from that region. The number of serious road cyclists for the Century ride was down, this out of town marketing is important.
- Expand outreach to big cycling markets in Portland, Eugene, Salem and Bend, Oregon
- AOS Century was contacted by the San Francisco Bike Coalition to submit a packet for their annual Winterfest meeting Dec. 4th.
- Expand relationships through targeting outreach of Japanese American cyclists in the San Francisco Bay Area. We will continue to nurture relationships with Bi-annual Pilgrimage participants 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 asset through a 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 and Lava Beds National Park, Klamath Basin and Tulelake Wildlife Refuges, Fort Klamath, Upper/Lower Klamath Lake).
- 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?

Our goal for the 2017 Art of Survival Century (AOS) is to grow participation to 350 riders. Our growth: 2014 - 71 riders, 2015 - 194 riders, 2016 - 225 riders. Of those riders we estimate 60% will be from out of the area (57% in 2015). Our goal is to draw 210 out of county riders and 140 local riders. We can increase that by targeting more family friendly riders planning to stay and vacation in Klamath County and the Greater Klamath Basin. Additionally, we plan to target the niche markets in California and northern Oregon of extreme riders looking for a new venue to challenge their endurance on the longer ride.

Our primary focus for spending requested grant funds include three areas:

- Target Roseville-Sacramento and Davis, California Cycling Clubs: The AMGEN (America's equivalent to the Tour De France, held in California) in 2016 ended in Sacramento, the market share and new riders (families riding together) will be growing with the boost of interest created by the event. Regional Cycling clubs hold winter club meetings at which we will attend and display posters and fliers while meeting key movers and shakers during the club events.
- Portland, Eugene, Salem area markets are looking for new views and areas to ride according to Or-Bike's survey of their 40,000 newsletter subscribers. Our partnership needs to expand with their help into social media and clubs in those areas of northern Oregon. The committee will also use a RARE Intern to assist with social media content creation and updates.
- Continue to expand our outreach to Japanese American riders in the bay area whose connection with the Internment Camp remains strong. New avenues, working with local Japanese-Americans to help locate the right groups will grow our event for many years.

Art of Survival Out of Town Visitor Tracking:

- Art of Survival's strongest tracking devices continue to be the Cycle Siskiyou Riders Survey which asks for zip code information, where they are staying, and how long. We continue to reap high percentage numbers at the site of the ride with the survey, www.Cyclesiskiyou.com. The fairgrounds site has a classroom with 12 computers that riders can sit and complete the survey while they recover after the ride.
- RacePlanner Registration for pre-registration and day of registration continues to give us detailed data to show where riders come from with digital post ride reports.
- New this year will be our efforts to coordinate with hospitality locations in Klamath County to give us discount codes and follow up with reports of visitors who stay in their locations.

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?

- Our choice of Memorial Day weekend, a three day weekend, enables riders to stay extra days.
- Our partnership with Discover Klamath for the Pre-Ride registration at the DK and Chamber of Commerce offices continues to be a great opportunity to give information about options while staying in the area for the weekend. This reception was very well attended by out-of-county participants in 2015 and 2016 with a large percentage checking in the night before the ride.
- 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 provided free entry into the monument and partnered with AOS on their 100th year Anniversary of the National Park Service Celebration. Lava Beds extended the use of their passes purchased by the event for participants to enable riders to use the pass the entire weekend so they can come back after the ride and explore.
- We plan meetings with other venue partners this fall and winter to create concrete plans to give "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 6:30 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 is the 4th 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?

The 2017 AOS Century in our 4th year will be sponsored by the Malin Community Service Club as the non-profit Sponsor. The core leadership group and committee continue intact. Four organizations rotate sponsorship of the event; all four have active members on the event committee from last year's event. These key organizing sponsors include Malin Community Service Club, Try Unity Community Action Group (Malin, Merrill and Tulelake), Malin Historical Society, Tulelake Downtown Revitalization Group and Malin Broadway Theater (owned by Basin Youth for Christ) all contributing time, expertise and labor to the event. The event committee which includes members from the above group is still led by Linda Woodley, Co-Chair the past two years, Steve Kandra and J.W. Cope, Co-Chairs last year and committee members the past two years. Jim Chadderdon at Discover Klamath committed to partnering once again on the marketing deliverables to leverage their already budgeted advertising and expertise. George Jennings, Executive Director of Ore-Cal RC&D and Cycle Siskiyou's (creators of the event) Project Coordinator will continue on the committee. The core group has grown in the last three years with great success in growing the ride from 71 riders to last year's 225 riders.

Additionally, a strong committee of dedicated community builders, representing all the communities and agencies, are 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 years.

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

This year's event sponsor, the Malin Community Service Club will operate the grant with assistance from past sponsors, Ore-Cal RC&D, Malin Historical Society, Cycle Siskiyou, the Tulelake Downtown Revitalization group with Basin Youth for Christ joining the sponsor group. All the above organizations contribute time on the event committee which now has three years under their belt. The fruit of their efforts shows growth from 71 riders (2014) to 194 (2015) riders then last year's 225 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 225 the third year, and plans to hit key untapped markets this year, we conservatively expect the event to grow to 350 cyclists this coming year with key marketing support from the grant.

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 (again, pre-approved) 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. AOS Century has two videos which credit Klamath County which we hope to update with full funding from the grant this year.

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 2016 – January 2017
- Implementation of the marketing/advertising plan and distribution of promotional materials: December 2016 – May 2017
- Update website with ride information and include detailed content on activities and recreational resources in Klamath County: November 2016
- Social media advertising: November 2016 – May 2017
- Radio advertising: March 2017 – May 30, 2017
- Project Evaluation/Final Report: July 2017

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"
- Travelers looking for unique nature experiences during shoulder seasons before June and after August

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

The event will focus on three main markets. This year AOS will expand our presence in the Roseville-Sacramento-Davis, CA. market (Sacramento hosted the finish line of the AMGEN Tour in 2016 ridership

is up and recognition is high), 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. Raceplanner has been a great partner and source of data over the three years the event has run.
- Last year we surveyed 167 riders of the 225 (74%) 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.
- New this year! We will do outreach with Hoteliers to get a discount code to track stays in their establishments. Part of that data, we hope to get from the hoteliers is the area code the visitors are visiting from.

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

The main event is planned for the shoulder season, May 27, 2017. We begin outreach to cycling clubs this fall, 2016. Current activities such as planning, design work, permits, etc. are underway and ramp up this winter into the spring. We are receiving many inquiries already from riders who are planning time off and vacation days in preparation to come to Klamath County next Memorial Day weekend.

The likelihood for success of the event after being awarded these funds cannot be overstated. Being able to use funds to attract out of county riders is paramount to our efforts and the design of our marketing budget and strategy. Without these funds we will be handcuffed and will be forced to start when cash flow will allow it. Not having this funding could be potentially catastrophic for our event's effort to outreach outside the county.

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 3 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 of Malin Community Service Club, Try-Unity community group and the Malin Historical Society, along with volunteers from Merrill, Malin 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 Leadership Interact group, FBLA Youth, 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)
- 2016 saw the first ever Bicycle Rodeo at the Fairgrounds in Tulelake with the Highway Patrol conducting a safety session for over 45 children in the community. The cost of hiring these officers is beyond anything we could calculate. Also, Highway safety signs were set in place at no cost to the event for safety of riders (5 officers, 4 hours \$400, very modest)
- County and City Road Departments swept roads and assisted in preparing permits. (10 hours \$100)

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 fun event (CA Highway Patrol, OR Highway Patrol, Siskiyou and Klamath County Sheriff, and the Malin, Merrill, and Tulelake Police Chiefs)

- CA Highway Patrol and local law enforcement conducted the first ever Bike Safety Rodeo with 45 children coming to learn road safety and signaling rules.
- CalTrans and ODOT helped with permitting and signage for safety
- National Park Service (NPS) donated the cost of entry into the park in 2016 as part of the National Parks 100 Year Celebration. They also 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
- Mt. Shasta Tourism group promoting Stewardship Tourism, Nancy Swift of J.E.D.I., (donated \$500 in 2015 and 2016), donation to support our Stewardship Tourism model for Cycling Events supporting the educational rest stops
- Avista and PacifiCorp each (donated \$500 in 2015 and 2016) as cash sponsorship to support community and tourism efforts
- Albert Wedam, DMD (donated \$500 in 2016) as a cash sponsorship to support community and tourism efforts
- Adkins Engineering (donated \$500 in 2015 and 2016) as a cash sponsorship to support community and tourism efforts
- H&M Gopher Control (donated \$500 in 2015, \$1,000 in 2016) as a cash sponsorship to support community and tourism efforts
- Dr. Wenner, Dr. Mirande, and Dr. Galis (donated \$250-\$500 in 2015 and 2016) as a cash sponsorship to support community, tourism efforts and generally promote healthy activities
- Rose Foundation (granted \$2,500 in 2016) -We plan to request funds in 2017 to fund the purchase of 2 bicycles and helmets as prizes for the youth Bike Rodeo. In 2016, their cash sponsorship helped us to promote the National Park Service 100 Year Celebration
- Several other local sponsors made donations of less than \$500, all total donations totaled over \$5,600 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, started in 2014 by Cycle Siskiyou is an annual event/project started as a fundraising event to this economically disadvantaged area of the Klamath Basin. Currently Malin Community Service Club is sponsoring the event and will share sponsorship with three other organizations on a rotation basis. The long range goal is to create a community fundraising asset to help fund worthy projects within the community.

The lower basin communities were awarded a Travel Oregon Rural Studio Tourism Grant beginning in the fall of 2017. We will explore expanding family friendly bicycle tourism and other opportunities to expose tourists to the natural beauty of this region. This will help to continue the growth of our market share in this region.

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. New this year we added the San Francisco Bike Coalition to our network as they requested AOS attend and submit materials at the WinterFest event Dec. 4th. We continue to partner with Redding, CA cycling groups to promote our ride and give the region exposure in far northern CA.

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

The committee would look at our data matrix to see what worked the best and what underperformed. Next we would look at areas we could use volunteers or donated time in place of funded outreach. The third step would be to redouble our sponsorship efforts to increase cash and in-kind contributions from organization we planned to pay for services. We feel our plan is solid so a reduction would require either increased donations or across the board reductions by a percentage so we are still hitting all the areas we hoped to reach this year.

Klamath County Tourism Grant Application
Project Budget

2017 Art of Survival Century Project Budget						
		Committed	Pending	Total	Actual	Comments/Explanations
INCOME						
	Tourism Grant Request	10000		10000		
	Cash Revenues -					
	Source: Event Registrations		19000	19000		based on 350 riders, 225 last year,
	Source: Malin Community Service Club	2000	1000	3000		30% of grant request amt
	Source: Other		7500	7500		Sponsorship donations, product sales
	Total Cash Revenues	12000	27500	39500	-	
	In-Kind Revenues:			0		
	Source: Discover Klamath	2500		2500		Verbal commilment
	Source: TryUnity/MHS/MCSC		1000	1000		Over \$1,000 last year
	Source: Others (agencies, cities, etc)		7000	7000		Agency donated time, GIS mapping, handouts,
	Total In-Kind Revenues	2500	8000	10500		
	Total Revenue	14500	35500	50000		
EXPENSES						
	Cash Expenses -					
	Administrative costs	3500		3500		
	Marketing costs	16000		16000		See Marketing budget
	Rentals	1000		1000		Port-a-Potties, Tents, tables, chairs, Fairground rent,
	Supplies	3000		3000		reststop food and drinks
	Other: Insurance, permits, fees	2200		2200		Federal, state, and county permits
	Other:			0		
	Other:			0		
	Other:			0		
	Total Cash Expenses	25700	0	25700		
	In-Kind Expenses					
	Labor (Soliciting donations, planning)		5000	5000		
	Marketing costs		2000	2000		Local marketing costs
	Other: Aid stations, reststop		4000	4000		Donated food, ice, supplies, tires, tubes, first
	Other: Graphic Design/Ads/Webmaster		3000	3000		
	Other: maps and printing		1500	1500		Posters, maps for riders, local fliers
	Other: Mileage		2000	2000		Donated mileage for local fundraising, sponsors, SAG drivers
	Other: signs		1000	1000		Solid signs at turns
	Total In-Kind Expenses		18500	18500		
	Total Expenses	25700	18500	44200		
	Net Income<Expense>	-11200	17000	5800		

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

2017 Art of Survival Century Marketing Budget					
	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	10000		10000		Klamath County Tourism Grant
Other Sources	6000		6000		Cash match 30% (\$3,000) plus entry fees, sales
Total Revenue	16000		16000		
CASH EXPENSES					
Advertising					
Print	4300		4300		Out of area maps, fliers, Rack Cards, design and printing
Web/social media	4700		4700		Web Design, graphic designs, content development for social media. Leveraged with Discover Klamath
Other Internet -survey	500		500		
Other: TV&Radio	3500		3500		
Total Advertising	13000		13000		
Printing	1500		1500		
Postage	300		300		
Misc/Other (Explanation Req'd):					
Other: Mileage	1500		1500		Travel expense to attend out of county/state Cycling Club meetings.
Other: Travel	1900		1900		Lodging, meals, expenses for marketing
Other: Social Media	1600		1600		Contract Social media specialist for eight months part-time, content development, leveraged with Discover Klamath
Other:					
Total Miscellaneous/Other	1200		1200		
Total Expenses	16000	0	16000		
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.**

DISCOVER
KLAMATH
OREGON UNEXPECTED

October 12, 2016

Ms. Linda Woodley, Event Co-Chair
Art of Survival Century
PO Box 111
Malin, Oregon 97632

RE: 4th Annual Art of Survival Century Bike Ride - Letter of Endorsement and Support

Dear Linda,

Discover Klamath Visitor and Convention Bureau is happy to endorse and support your organization to rerun the popular "Art of Survival Century" for a fourth time in 2017. The event began three 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 lives on and continues to expand.

We really like this event, in that it attracts cyclists from outside our area to ride in the Southern Oregon / Northern California region and see such Klamath Basin attractions as: Lava Beds, Camp Tulelake, Newell Internment Camp, Klamath National Wildlife Refuges and more. We've found over the past few years that the majority of cyclists base themselves out of Klamath Falls, thus increasing lodging stays pre and post event. In 2014 this event drew 195 participants with over half from out of the area. 2016 225.

Discover Klamath, the Official tourism agency of Klamath County, Oregon, looks forward to supporting this effort, including supporting it with our 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 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
Jim@MeetMeInKlamath.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 20, 2016

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

RE: Letter of Support Art of Survival Century Ride 2017

Lava Beds National Monument and the Tule Lake Unit, WWII Valor in the Pacific National Monument enthusiastically support the proposed 2017 Art of Survival Century Ride event. Lava Beds National Monument and the Tule Lake Unit have supported this event the previous three 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 for 2017 building off of the the National Park Service Centennial in 2016, 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,

(Acting)

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

cc: NPS Files



CITY OF **Malin**
ESTABLISHED IN 1909

PO BOX 61 • MALIN, OREGON 97632 • 541-723-2021

October 25, 2016

Klamath County Tourism Committee

Dear Selection Committee,

I am writing in support of the "Art of Survival Century Ride" that has been taking place the last three years in the southeast portion of the Klamath Basin. I have witnessed first hand the success this bike ride has brought to our area and hope to see it continue.

As Mayor of the City of Malin and secretary of the Malin Historical Society our community has benefited from more tourism because of the bicycle ride. The Ride has also encouraged more physical activities for the community, family enjoyment time together, lessons in history, more volunteerism, and a way to showcase our area.

Please accept this letter demonstrating my support for the "Art of Survival Century Ride's" application for the Klamath County Tourism Grant. It is grants like these that help get the word out our Basin is a great place to live, work, and/or visit.

Sincerely,

Mayor, Gary R. Zieg
City of Malin
541-723-2021