

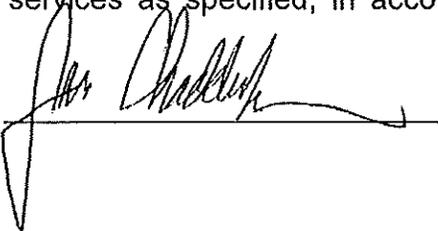
**TRADITIONAL TOURISM GRANT APPLICATION**

Title of Project: Out of County Promotion of Sentry Eagle 2015  
Funds Requested: \$10,000.00  
Organization Applying: Discover Klamath Visitor & Convention Bureau  
Contact Person: Jim Chadderdon  
Phone Number: 541.882.1501  
Email Address: JimC@DiscoverKlamath.com  
Mailing Address: 205 Riverside Drive, Suite B KFO OR 97601  
Web Site Address: DiscoverKlamath.com

Brief Description of Project including date, time and location:

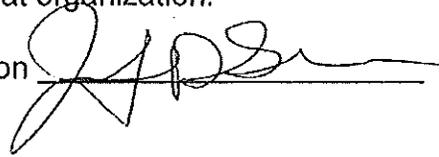
This project will be a joint partnership between Discover Klamath Visitor and Convention Bureau and a number of lodging establishments to draw out-of-town visitors, specifically, to the Sentry Eagle Open House August 1, 2015.

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 APRIL 29, 2015

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

Signature of Organization 

Date 29 Apr 15

## PROJECT DESCRIPTION

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

Sentry Eagle is a biennial air-to-air combat training exercise hosted by the Oregon Air National Guard's 173rd Fighter Wing. The exercise allows pilots from the 173rd Fighter Wing to train against dissimilar aircraft, to practice aerial refueling and combat operations. The actual maneuvers take place in military operations areas high over Lake and Modoc counties. 173rd pilots train against some of the best pilots in the world to maintain their status as one of the best fighter units in the world. For each exercise, approximately 40 to 50 fighter aircraft supported by approximately 300 to 500 personnel descend on Kingsley Field for intense air combat training.

This training exercise also serves as an opportunity for Kingsley Field to open its gates to the public for an Open House event thanking them for community support. The open house has grown, evolving into a family fun event where the community and base personnel get to interact. Although not technically characterized as an air show, it is an opportunity for the public to see a wide variety of fighter and tanker aircraft in action.

Discover Klamath is proud to promote an unexpected glimpse into our national defense. The Sentry Eagle did not occur in 2013, due to the government shutdown known as sequestration. We believe the interest will return for the 2015 event.

Discover Klamath's belief, and hence our proposed role in this event, is that people will travel to Klamath to this event. During the prior two events (2011 and 2009) Discover Klamath played a leading role in out of county promotion, inasmuch as the base has no marketing budget or staff to promote 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 number of locals?**

Previous Sentry Eagles have attracted between 5,000 - 10,000 from inside and outside the area. As there are no solid measure of success in place, Discover Klamath suggests a survey with an incentive offer for visitors to fill out. Discover Klamath will have a table to collect surveys to collect market research information and count visitors of the event from the local area and from out of the county.

### **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?**

Discover Klamath is working with lodging establishments to offer multiple night packages and discounts to promote during the limited time preceding and immediately after the event. These packages will be promoted across media through hot deals channels such as social media, television commercials, e-blasts, and on the Discover Klamath website.

## QUALIFICATIONS OF APPLICANT

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

Discover Klamath Visitor & Convention Bureau is Klamath County's official tourism agency, promoting the beauty and culture of over 6100 square miles to those outside of the area. Our mission is:

*"Discover Klamath strengthens Klamath County's economy by attracting and encouraging visitors and residents to experience the Klamath region by promoting the area's strengths including its unique natural environment, vibrant cultural communities and rich heritage resources."*

Since 2009, Discover Klamath has delivered the message of "Oregon Unexpected" through both traditional and cutting edge media. By developing partnerships, Discover Klamath seeks to leverage its budget and extend its reach and the reach of its partners to increase visitors and the length of stay to Klamath County.

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

Discover Klamath has extensive experience partnering with event organizers in Klamath County to promote their activities. Because Discover Klamath is an outbound marketing agency, we are uniquely qualified with relationships already established to media outlets to help organizations obtain more efficient media negotiations and placement of advertising. Discover Klamath helped Sentry Eagle in 2011, spending approximately \$3,000 to actively marketing the event.

## PROJECT PLAN

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

Public Relations are key to crediting Klamath County for its support. Stories and broadcasts will highlight the community and all of its support. There will also be an informational brochure generated for the Open House event and the back page will list the various organizations and supporters to show our appreciation. We will also include the Klamath County logo and/or tagline in promotional materials.

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

See attached marketing flowchart.

8. Describe your target market/audience.

Because of the nature of the event (FREE), Discover Klamath will promote the event to families of veterans, those interested in the military and, specifically, the air combat services. Through the Sentry Eagle public affairs office, other bases and installations will be informed of the event and invited to participate. It is estimated over 13 units will be on hand to support the air combat training that takes place throughout the week.

Another target market is the experience seeker, aged 25-65. This person is interested in the historical background of the Sentry Eagle and looking for the significance of how the 173<sup>rd</sup> has helped contribute to growth in Klamath County. Discover Klamath can speak to this because Kingsley Field is one of the County's largest employers.

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

See attached marketing flowchart.

**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)**

As mentioned previously, a survey will be used to track local and out of town participants at the event table. Also, participating lodging establishments will be offering packages which will be tracked through special coupon coding. Lodging will share the occupancy with Discover Klamath after the event. Offers will also be able to be redeemed through Discover Klamath's website which we are able to track through Google Analytics and reports will be generated once the event has taken place.

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

The Klamath County Tourism Grant will increase the ability of Discover Klamath to reach potential visitors through the purchase of more media.

**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.**

We do not expect to receive any in-kind, barter, volunteer labor or discounted services for this project.

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

We wish to seek financial support from potential sponsors and/or partners to help us leverage our marketing dollars. We expect to approach the following potential and/or partners but are not limited to: Running Y Ranch, Klamath Falls Lodging Group, City of Klamath Falls, Klamath County, Oregon Institute of Technology, Sky Lakes Medical Center, and Klamath Community College.

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

Because out of area advertising and promotion is our primary business, Discover Klamath is suitably qualified to implement this project. We have an established network of creative, writing, graphics, web, social media, video, PR, news/media outlets, and other marketing professionals available to support our efforts.

**Klamath County Tourism Grant Application  
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request	0	10000	10000		
Cash Revenues -					
Source: DK Match	3000		3000		
Source:					
Source:					
Total Cash Revenues	3000	10000	13000		
In-Kind Revenues:					
Source: Discover Klamath	1700		1700		
Source:					
Source:					
Total In-Kind Revenues	1700	-	1700		
Total Revenue	4700	10000	14700		
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
Marketing costs	0	13000	13000		
Rentals					
Supplies					
Other:					
Total Cash Expenses	0	13000	13000		
In-Kind Expenses					
Labor					
Marketing costs	1700	0	1700		
Other:					
Total In-Kind Expenses	1700	0	1700		
Total Expenses	1700	13000	14700		
Net Income<Expense>	3000	-3000	0		

**NOTES**

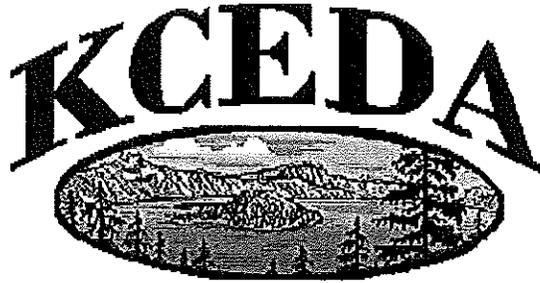
Be as specific as possible; provide explanation to help clarify budget items  
 Use the "Actual" column when preparing your final report; submit this form with the final report  
 Use additional space or lines if necessary to provide complete information  
 Value all volunteer labor at \$10.00 per hour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

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

	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>					
Tourism Grant Request		10000	10000		
Other Sources: DK Match	3000	0	3000		
<b>Total Revenue</b>	3000	10000	13000	-	
<b>CASH EXPENSES</b>					
Advertising					
Print					
Web	0	1350	1350		
Public Relations	0	2500	2500		
Production/Placement	0	9150	9150		
<b>Total Advertising</b>	0	13000	13000	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
<b>Total Miscellaneous/Other</b>	0	0	0	-	
<b>Total Expenses</b>	0	13000	-	-	
<b>Net Income&lt;Expense&gt;</b>	3000	-3000	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.



***The Klamath County Economic Development Association***  
**Klamath—America's Most Sustainable County**

April 27, 2015  
Mr. Jim Chadderdon  
Executive Director  
Discover Klamath Visitor and Convention Bureau  
205 Riverside Drive  
Klamath Falls, Oregon 97601

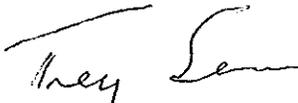
RE: Letter of Support – 2015 Sentry Eagle

Dear Mr. Chadderdon,

KCEDA is pleased to support Discover Klamath's request for a Klamath County Tourism Grant to help promote the 2015 Sentry Eagle event.

We feel this is a good event and is worthy of support because it is definitely an "attraction" that will bring people into the area, if/when promoted. It is also timely to be showcasing the Crater Lake-Klamath Regional Airport at this time as City Officials and Community Leaders are working hard to restore passenger air service to the region.

Good luck in the granting process.

  
Trey Senn  
Director  
KCEDA

P O Box 1777 Klamath Falls, Oregon 97601 Phone 541.882.9600 Fax 541.882.7648

[www.klamathcommunity.com](http://www.klamathcommunity.com)



April 27, 2015

Mr. Jim Chadderdon  
Executive Director  
Discover Klamath Visitor and Convention Bureau  
205 Riverside Drive  
Klamath Falls, Oregon 97601

RE: Letter of Support – 2015 Sentry Eagle

Dear Mr. Chadderdon,

The Crater Lake – Klamath Regional Airport is pleased to support Discover Klamath's request for a Klamath County Tourism Grant to help promote the 2015 Sentry Eagle event.

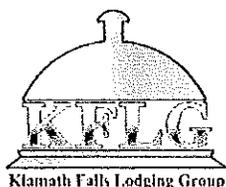
We feel this is a good event and is worthy of support because it is timely to be showcasing the Crater Lake-Klamath Regional Airport as City Officials and Community Leaders work hard to restore passenger air service to the region.

This event brings a significant level of attention to our community and positively highlights the Airport, one of the community's largest economic drivers. The promotion of the Sentry Eagle event is highly deserving of a Klamath County Tourism Grant and we fully support your efforts.

Good luck in the granting process,

*Linda Tepper*

Linda Tepper, AAE  
Business Manager  
Crater Lake – Klamath Regional Airport



April 27<sup>th</sup>, 2015

Victoria Haley  
Director of Marketing & Sales  
2500 S. 6<sup>th</sup> St.  
Klamath Falls, OR 97601  
541-882-1111

**Klamath County Tourism Grant: Letter of Support for Sentry Eagle Open House**

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting out-of-area marketing funds for Sentry Eagle open House.

This event in the past has brought many unique visitors to the Klamath Basin. The years that this event is not held it is dearly missed by the lodging community. We are in full support of this event using TRT dispersed dollars to help market and grow this amazing section of tourism. Furthermore we are glad to hear that they will be utilizing Discover Klamath as the mode to manage the marketing campaign for the dollars awarded. As a member of the Discover Klamath Board of Directors, and the Treasurer for this group I have no doubt that the funds will be used well and get the best return on investment.

Kind Regards,

*Victoria Haley*

Victoria Haley  
Director of Sales & Marketing  
Klamath Falls Hotel Group



4/28/15

Mr. Jim Chadderdon  
Executive Director  
Discover Klamath Visitor and Convention Bureau  
205 Riverside Drive  
Klamath Falls, Oregon 97601

RE: Letter of Support – 2015 Sentry Eagle

Dear Mr. Chadderdon,

Running Y Ranch is pleased to support Discover Klamath's request for a Klamath County Tourism Grant to help promote the 2015 Sentry Eagle event.

We feel this is a good event and is worthy of support because it reflects favorably on the Klamath Community, and it is timely to be showcasing the Crater Lake-Klamath Regional Airport at this time as City Officials and Community Leaders are working hard to restore passenger air service to the region.

Good luck in the granting process.



George Rogers  
General Manager  
Running Y Ranch

## Board of Directors

Dan Keppen  
Dan Keppen & Associates, Inc.

Kathie Philp  
Philp, Corbett & Co.

Willie Riggs  
RFD Extension Office

Rachael Spoon  
RR#104

Randy Shaw  
Columbia Hotel and Inn in Bend or  
nearby

Ellsworth Lang  
Kla-Mo-Ya Casino

Mike Angeli  
The Lodge

Jason Chapman  
Chapman Ranch

Jennifer McKoon  
County Clerk's Office

George Omsbee  
Cut Out Constructions

Werner Reschke  
Washlog, Inc.

Maggie Polson  
Economic Comprehensive Care

Col. Wes French  
173d Fighter Wing, Bendley Field

Fessa Gutierrez  
Court Appointed Special Advocates (CASA)

Todd Andras  
PacifiCorp

Harry Mauch  
Party Fun-Power Pro Rentals

Sergio Cisneros  
Sergio's Restaurant

Bridgitte Griffin  
AGV-SENSE

## Ex Officio Members

City of Klamath Falls  
Klamath County  
KCEDA  
Oregon Institute of Technology  
Klamath Community College  
KUHS DECA

## Staff

Charles Massie  
Executive Director

Heather Tramp  
Programs & Marketing Coordinator

205 Riverside Drive, Suite  
A  
Klamath Falls, OR 97601  
Phone: (541) 884-5193  
Fax: (541) 884-5195



# Klamath County

## CHAMBER OF COMMERCE

*Lead. Connect. Advocate.*

April 28, 2015

Mr. Jim Chadderdon  
Executive Director  
Discover Klamath Visitor and Convention Bureau  
205 Riverside Drive  
Klamath Falls, Oregon 97601

RE: Letter of Support – 2015 Sentry Eagle

Dear Mr. Chadderdon,

The Klamath County Chamber of Commerce is pleased to support Discover Klamath's request for a Klamath County Tourism Grant to help promote the 2015 Sentry Eagle event.

Sentry Eagle is a much anticipated event in the Klamath Basin and has the potential to draw visitors from across Oregon and Northern California. Your efforts to promote the event beyond the local area are worthy of community support.

Our organization is partnered with the Crater Lake – Klamath Regional Airport in many ways, not the least of which is in the area of marketing and promotion. It is important to showcase the airport facilities and the close working relationship with the 173d Fighter Wing. Bringing the public on to the base and airport for an event like Sentry Eagle plays an important role in promoting the infrastructure available and prompts people to return to the area for all the other activities and attractions we are lucky enough to have nearby.

In addition, the timing of this event couldn't be better. The Air Service Partnership is working with an existing airline to bring commercial air service back to the Basin and your efforts to bring the general public to Klamath will only show the potential for the future of air service in the community.

Good luck! We are looking forward to working with you on this project as needed.

Charles "Chip" Massie  
Executive Director, Klamath County Chamber of Commerce  
541-884-5193  
[cmassie@klamath.org](mailto:cmassie@klamath.org)

*"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"*



