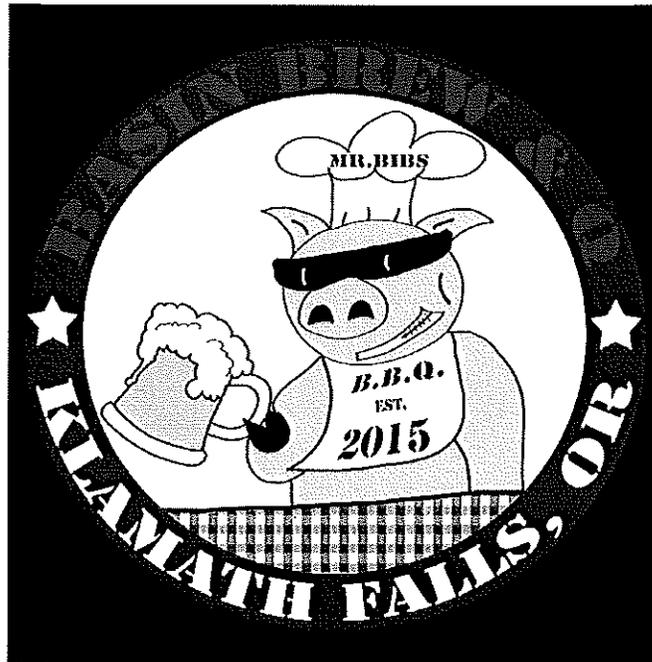


KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATION



1ST ANNUAL BASIN BREW & Q
7/11/15

TRADITIONAL TOURISM GRANT APPLICATION

Title of Project: 1st Annual Basin Brew & Q

Funds Requested: \$8,500

Organization Applying: Klamath Freedom Foundation/Celebration
& Steen Sports Park

Contact Person: Doug Brown • Margot Durand

Phone Number: (541) 281-7094 • (541)274-1903

Email Address: cbrown@chrissales.us • margotdurand@gmail.com

Mailing Address: 143 N Laguna St, Klamath Falls, OR 97601

Web Site Address: www.klamathfc.org • www.steensportspark.com

Brief Description of Project including date, time and location: The 1st Annual Klamath Basin Brew & Q will be held Saturday, July 11, 2015 from 11 AM to 10 PM at Steen Sports Park. This family friendly event will attract a large number of local attendees and will also draw a large crowd from out-of-town. It is being grown for future years to extend to a weekend-long event, similar to Bend Brewfest, which attracts over 40,000 visitors to Central Oregon in the summer. We anticipate that as a result of this event, return visits in the future will grow exponentially and there will be a huge positive impact on local lodging, dining, and activities for the weekend. This project is a joint partnership between Klamath Freedom Foundation/Celebration and Steen Sports Park.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant

Date 4/29/15

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

Signature of Organization

Margot Durand

Date 4/29/15

PROJECT DESCRIPTION

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

This project proposal is to create a one-day brew festival entitled, "Basin Brew & Q", which we expect to recur annually and grow each year in size and reputation. The festival is a partnership of the Klamath Freedom Foundation/Celebration (event production organization), Steen Sports Park (to provide a suitable family friendly site), and Discover Klamath (who will assist with marketing).

The following is a list of activities for the festival:

- Brew Festival
- BBQ Competition
- Bands
- Vendors
- Concessions

The festival will showcase beer from 12 breweries--already confirmed—from all over the Pacific Northwest.

The adjoining BBQ Competition is open to anyone who wants to show off his or her grilling skills. From professional chefs to home-cooking fanatics, everyone is invited to participate. The winner is to be voted on by the public for this winner-take-all, crowd-pleasing event.

Local bands and musicians who have already signed on to play for the crowds will play on an adjoining stage area to add atmosphere to the event.

We will use the grant money in association with Discover Klamath to market the event both locally and regionally. We are requesting \$8,500 from the County Tourism Grant Fund solely for the purpose of marketing to out-of-county visitors. The receipt of these funds will allow us to advertise via TV, web, radio, and print exclusively to non-local parties.

PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

Based on projections from Discover Klamath, we expect to attract a large number of out-of-town visitors from The Rogue Valley, Northern California, and other parts of South & Central Oregon. We anticipate the event to draw over 300 visitors from out of town. We will track these numbers through online ticket sales (must input address to mail ticket) and guest books at the event.

We expect these numbers to grow. Our event is modeled from the Central Point Battle of the Bones and the Bend BrewFest. Battle of the Bones started in 2009 with 250 people. In a mere 5 years, they now draw well over 6,000 to 9,000 attendees for their BBQ and brew festival. Bend BrewFest started in 2003 and attracts over 40,000 people to the now 4-day event.

Our partnership with Columbia Distributing, one of the nation's largest malt beverage, wine and non-alcoholic distributors, offers an outlet to attract visitors from all over the West. This organization creates a poster and markets the event independently to over 100 locations in the region that they work with. We already have a close working relationship with the General Regional Manager for Columbia Distributing for this event.

As proven by other brew festival attendance, beer fanatics travel to these events to support their local breweries. We expect to draw crowds from the following areas to support their local brewers:

- Lost Coast Brewery, Eureka, CA
- Sierra Nevada, Chico, CA
- Cascade Lakes, Redmond, OR
- Worthy, Bend, OR
- Old 99, Roseburg, OR
- Woodchuck Hard Cider, Middlebury Vermont

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?

The Festival will occur on Saturday 7/11/15. It is a one-day long festival. Future plans are to create a weekend-long gathering. This first year we are starting small, focusing on an outstanding delivery of the event in order to grow future years. The event coincides with Rip City Riders and Kingsley Field Drill Weekend happening the same weekend in Klamath County.

We are working with hotels to create lodging packages for an extended stay for this year. We are the only Brew festival in Oregon that weekend, aside from a small-single brewery focus in Bend, OR. Once our attendees are here, they will see that Klamath is a hub for all of the amazing features right outside our town. In the future the focus will be to create a long weekend, 3-day brew and barbeque festival and we will work with local businesses and attractions to extend stays and provide a prime time to enjoy our area. Klamath is a destination area and we will share information about Crater Lake and other local attractions to help extend the stays of the visitors.

QUALIFICATIONS OF APPLICANT

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

Doug Brown is the Executive Director of Klamath Freedom Celebration. This event-planning and producing organization has promoted local events for 6 years. Doug and his wife Christina have started this organization from the ground up and produced many outstanding local events, including multi-day events, which will be discussed in the next question. Doug and Christina Brown are well-connected in our county, and because of their experience with these past events, are familiar with the types of events that do and do not work in our area. The Browns have completed the planning and organization for this and their past project on their own; securing the donations and volunteers, and planning everything from securing the music acts to setting up lodging discounts. Their track record below speaks for itself.

The remainder of the management team is the Board of Directors for both the Klamath Freedom Foundation/Celebration and Steen Sports Park. There are also individuals from Mike's Fieldhouse staff and Board playing a large role in the organization of this event. All are concerned members of the community who share a unified goal to see our Klamath County thrive.

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

As mentioned briefly, Klamath Freedom Celebration (KFC) has operated for the last 6 years to bring excellent events to the Klamath Basin. In 2010 KFC organized a 6-day event that included live music, a beer garden, traveling veteran's tribute wall, and much more. The next year, a rodeo was added to the mix. In 2012, the event grew again, bringing the largely famous band Foghat, more local bands, and again featuring the rodeo. The team has also organized local fireworks, fitness contests, Oktoberfests, Poker Runs, and much more. A large number of individuals traveled from out of town to enjoy these events.

PROJECT PLAN

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

We will give credit to Klamath County for the support of this project through advertising and marketing, including on our website, tee shirts, signs at the events, and other advertisement. The logo will be included in the TV and print ads created through Discover Klamath's media buys and also to both Klamath Freedom's and Steen Sports Park Websites.

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

Please see the attached marketing flowchart developed by Discover Klamath and shows a detailed marketing timeline.

Below is a brief summary of our beginning stage efforts:

- 2/21/15 – Facebook page created
- 4/12/15 – 380 "Yes" attendees on Facebook, 118 "Maybe" attending
- 100 poster created by Columbia Distributing to post at their regional locations
- 1500 Basin Brew & Q beer mugs
- 10,000 postcards
- 200 additional flyers
- Tickets available online at Klamath Freedom's website and local business locations

Solely through word of mouth and Facebook shares, we already have a great turn-out. In order to maximize our social media presence to outlying areas, we will do the following beginning in May:

- Utilize inexpensive "boosts" on Facebook
- Twitter
- Instagram
- Pinterest
- Google +
- Craig's List

We are working with local lodging to provide a discounted rate and package options. They will advertise as host hotels for the event through their marketing efforts, including the marquees at the locations themselves. We have flyers and postcards being developed to be distributed in the Southern Oregon and Northern California regions in May.

As the attached chart developed by Discover Klamath shows, we are utilizing multiple TV, radio, web, and social media outlets to reach all over the West. The heavy efforts fall in June & July, as developed by the experts at the tourism agency who confirm this timeline is the best to create maximum exposure and results for heads in beds.

8. Describe your target market/audience.

The target market for the Basin Brew & Q is a wide range of individuals and families including brewery and barbeque enthusiasts & live music fans. While we encourage and will market to local attendees, a majority of the focus will be to bring people from out-of-town to Klamath County.

We hope to attract people of all ages, as this is a family-friendly event. Steen Sports Park boasts many features that cater specifically to children, including a jungle gym and a great area to run around on the soccer fields. These areas are separated from the Brew Fest itself, which is enclosed by fencing.

The event coincides with Drill Weekend at nearby Kingsley Field AirBase, and we have opted to provide an active military discount. Those who are in their uniforms or have some form of

verification that they are participating in Drill Weekend, will receive a free drink ticket. Klamath Freedom Foundation/ Celebration raises money and puts on events to celebrate the military, and it's a perfect tie-in.

As mentioned previously, the target market and audience are brew fanatics, and the fans of the local breweries attending will follow to the festival from their respective locations. This includes Roseburg, Chico, Bend, Petaluma, and many others.

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

Our strategy for reaching vacationing families is through a strong partnership with Discover Klamath. We are utilizing print, TV, radio, and social media to invite everyone on the West Coast to Klamath Falls. We are currently in the works to potentially include Crater Lake's logo on the mug, which will be yet another reminder that the National Park is in our county. We will market Klamath as the destination location that it is; countless outdoor adventures, boutique retail, and excellent restaurant options.

Our strategy to bring the brewery enthusiasts is through the partnership with Columbia Distributing, which allows us access to market with breweries throughout the Northwest, including Washington, Oregon, Northern California, Idaho, Nevada, and even more. We are sharing what our beautiful county has to offer through the advertising on our website, social media, and all other outlets we are utilizing. While the focus is our event, we want to showcase the natural beauty of our entire area to encourage return visits.

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)

We will measure out-of-county attendance through multiple efforts:

- We will gather data from lodging partners not only through the special rate codes, but we have an excellent relationship and will ask that those who attend that may have a better rate or other rate than our packages are tracked as well.
- We are also selling tickets through our website and Facebook, which will automatically gather their location data for the purpose of sending the ticket. As briefly mentioned earlier, we will also utilize guest books at the entrance to and around the event to gather such data. We are still deciding if we want to post a large map to allow people to mark where they traveled from, or have large posters of Mr. Bibs (the event mascot) posted and allow people to sign those.
- We are also training all volunteers and vendors to ask when checking IDs or pouring tastes to give us an overall feel.

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

We already have Columbia Distributing and the 12 breweries. We already have the music. Our Facebook page since 2/21/15 has 380 attending, 118 maybe as of 4/12/15. These results are without any actual marketing efforts yet. The Tourism Grant award will allow us to market through flyers, radio, TV, internet and print in outlying areas. Our goal is to rival the Central Point and Bend festivals. We aim to increase tourism in Klamath County. With the grant dollars, we can reach and impact a much larger market and bring those individuals to our area. We want these funds to use on marketing to out-of-county visitors. The "meat and bones" of the project itself is being donated, volunteered, and is mainly organized and ready already. What we need assistance with is the funds to get out-of county visitors here.

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 are extremely lucky to have an excellent and comprehensive list of volunteers and donors for this project. Klamath County boasts a large number of selfless individuals who step up to help any project, and this has been no exception. The community support we have already received includes: local butchers to donate meat for the BBQ competition, the Kingsley Field stage for the band performances, fencing, electricity, water, and volunteer hours from Steen Sports Park, including from Dave Steen and the rest of the board. We also are working with Mark Dodson from Basin United and Mike's Fieldhouse to organize and plan logistics of the entire event. All local bartenders are donating their time to pour at the event (breweries do not provide staff to pour the beer), including time to be trained to ensure no over-pouring occurs. The local Police Department is donating Explorers for event security. Home Depot is donating canopies for shading. More specific details can be found in the budget.

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

We are partnering with Steen Sports Park to put on the Brew & Q event. The park is donating the location, parking, fencing, electricity, water, and many volunteer hours. This includes time spent by the Executive Director to plan the logistics, and also the Board of Directors to approve and organize details for the utilization of the park. As mentioned, Basin United is also the organization in charge of Mike's Fieldhouse, which is the back-up for the location if the weather should turn bad. Our main title sponsor is Coldwell Banker, and we have also received assistance from the following:

- Discover Klamath
- Home Depot
- Aaron's
- United Mechanical
- US Cellular
- Kingsley Field
- Dick Howards
- Klamath Falls Police Department
- Columbia Distributing
- Main Street Jewelers

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

This is an annual occurring festival. As shown by Battle of the Bones in Central Point, these kinds of events have the potential to grow exponentially, which is what we expect. We have a solid foundation of volunteers and sponsors for even a first year. Our collaboration with Columbia Distributing gives us an immediate "in" and connection to harbor and grow for future. Discover Klamath is an outstanding partner, offering their creativity and expertise to draw in large crowds from surrounding counties. We will grow on these relationships to expand.

We will reach out to everyone who signs the guest book or purchases tickets online. The attendees will return, spread the word, and within 5 years we expect to be rivaling Bend's attendance. Our project management team is already looking at creating a Board of Directors for the event itself to create more organization and distribute responsibility for upcoming years. We are splitting any profits for the inaugural year this way: 30% to Klamath Freedom Celebration, 20% to Steen Sports Park, and the remaining 50% will be saved for next year to grow the event and market largely to an even greater outlying area.

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$8,500.00	\$8,500.00		
Cash Revenues -					
Source: Coldwell Banker	\$3,000.00		\$3,000.00		
Source: US Cellular	\$525.00		\$525.00		
Source: Aaron's	\$750.00		\$750.00		
Source: United Mechanics	\$1,000.00		\$1,000.00		
Total Cash Revenues	\$5,275.00	\$8,500.00	\$13,775.00	-	
In-Kind Revenues:					
Source: Marketing (Discover K)	\$5,000.00		\$5,000.00		
Source: Fencing (Steen)	\$250.00		\$250.00		
Source: Electricity (Steen)	\$200.00		\$200.00		
Source: Water (Steen)	\$150.00		\$150.00		
Source: Security Hours (KFPD)	\$240.00		\$240.00		
Source: Stage (Kingsley)	\$300.00		\$300.00		
Source: Canopies (Home Dep)	\$600.00		\$600.00		
Source: Pourers (Volunteers)	\$1,500.00		\$1,500.00		
Source: Music (Folk Society)	\$500.00		\$500.00		
Total In-Kind Revenues	\$8,740.00	-	\$8,740.00	-	
Total Revenue	\$14,015.00	\$8,500.00	\$22,515.00	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs		\$8,500.00	\$8,500.00		
Rentals					
Supplies (Mugs)	\$1,798.00		\$1,798.00		*
Supplies (Tickets-entry)	\$87.00	-	\$87.00	-	
Supplies (Postcards)	\$799.00		\$799.00		*
Supplies (Flyers)	\$118.00		\$118.00		
Supplies (Wristbands)	\$100.00		\$100.00		
Supplies (Tickets-drink)	\$100.00		\$100.00		
Total Cash Expenses	\$3,002.00	\$8,500.00	\$11,502.00	-	
In-Kind Expenses					
Labor					
Marketing costs	\$5,000.00		\$5,000.00		
Source: Fencing (Steen)	\$250.00		\$250.00		
Source: Electricity (Steen)	\$200.00		\$200.00		
Source: Steen	\$150.00		\$150.00		
Source: Security Hours (KFPD)	\$240.00		\$240.00		
Source: Stage (Kingsley)	\$300.00		\$300.00		
Source: Canopies (Home Dep)	\$960.00		\$960.00		*
Source: Pourers (Volunteers)	\$1,500.00		\$1,500.00		
Source: Music (Folk Society)	\$500.00		\$500.00		
Total In-Kind Expenses	\$9,100.00	-	\$9,100.00	-	
Total Expenses	\$12,102.00	-	\$20,602.00	-	
Net Income<Expense>	\$1,913.00	\$0.00	#####	-	

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.

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

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		\$ 8,500.00	\$ 8,500.00		
Columbia Distributing In-Kind	\$150		\$ 150.00		
Discover Klamath In-Kind	\$ 5,000.00	\$ -	\$ 5,000.00		
Coldwell Banker	\$2,597		\$ 2,597.00		
Total Revenue	\$ 7,747.00	\$ 8,500.00	\$ 16,247.00	-	
CASH EXPENSES					
PRINT Postcards	\$ 799.00		\$ 799.00		
Columbia Distributing Poster	\$ 150.00		\$ 150.00		
Discover Klamath Poster	\$ 250.00		\$ 250.00		
Event Mugs	\$ 1,798.00		\$ 1,798.00		
WEB Discover Klamath Calendar	\$ 200.00		\$ 200.00		
Discover Klamath Leaderboard	\$ 600.00	\$ 30.00	\$ 630.00		
Discover Klamath E-Newsletter	\$ 100.00		\$ 100.00		
Discover Klamath Ad	\$ 100.00		\$ 100.00		
Discover Klamath Event Page	\$ 300.00		\$ 300.00		
NWTravelmag.com	\$ 50.00		\$ 50.00		
Oregonfestivals.org	\$ 50.00		\$ 50.00		
TravelOregon.com	\$ 50.00		\$ 50.00		
Discover Klamath Social Media	\$ 450.00		\$ 450.00		
Total Advertising	\$ 4,897.00	\$ 30.00	\$ 4,927.00	-	
Misc/Other (Explanation Req'd):					
TV TV Commercial Production	\$ 100.00		\$ 100.00		
KOBI TV Market (Rogue)		\$ 2,500.00	\$ 2,500.00		
KRCR TV Market (Redding)		\$ 2,000.00	\$ 2,000.00		
KHSL TV Market (Chico)		\$ 2,000.00	\$ 2,000.00		
Discover Kl. Creative Development	\$ 600.00		\$ 600.00		
Video Production		\$ 470.00	\$ 470.00		
KOBI 5 on 5	\$ 150.00		\$ 150.00		
MarComm PR	\$ 2,000.00	\$ 1,500.00	\$ 3,500.00		
Total Miscellaneous/Other	\$ 2,850.00	\$ 8,470.00	\$ 11,320.00	-	
Total Expenses	\$ 7,747.00	\$ 8,500.00	\$ 16,247.00	-	
Net Income<Expense>	\$ -	\$ -	\$ -	-	

NOTES

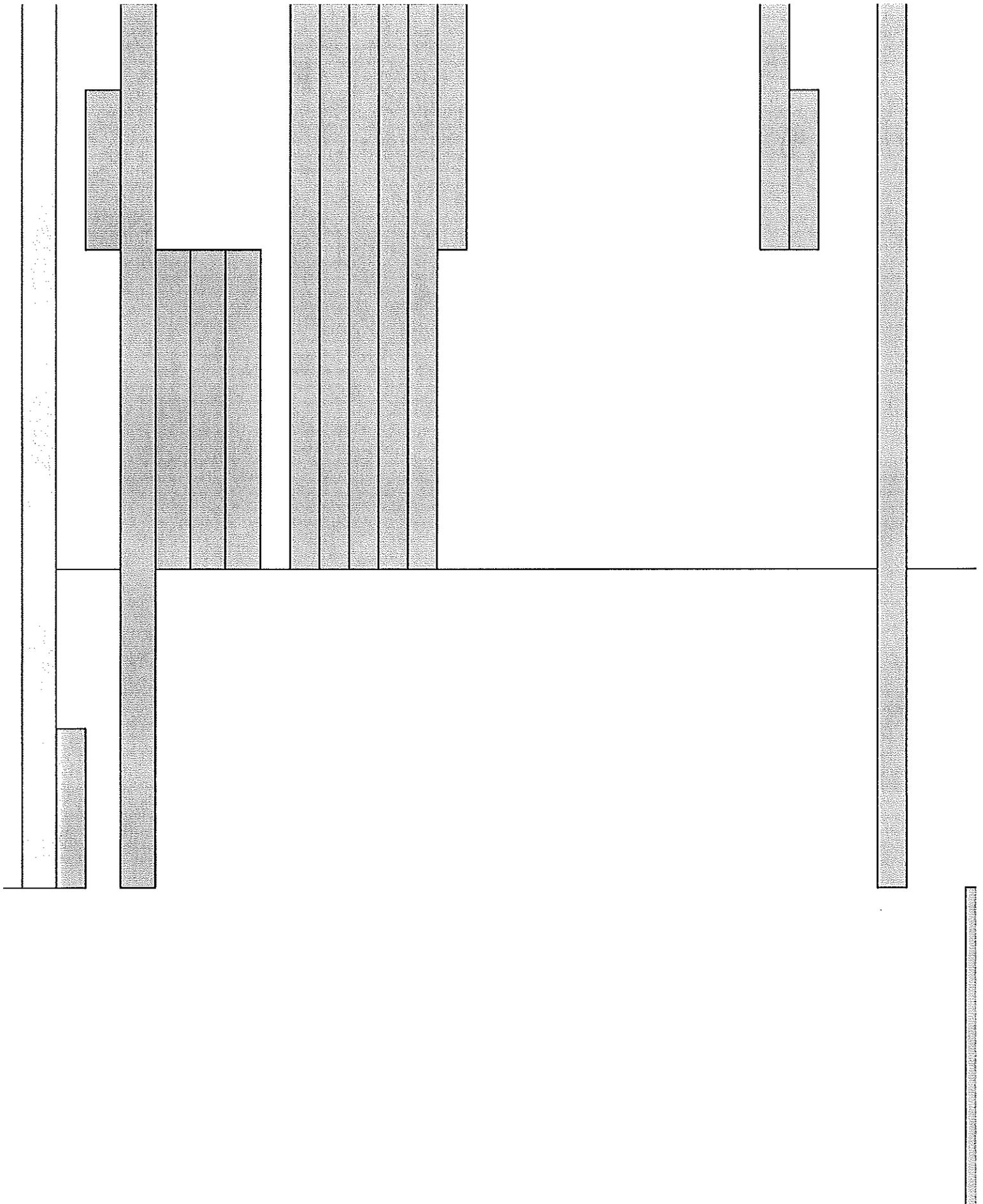
- Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
- Be as specific as possible; provide explanation to help clarify budget items
- Use the "Actual" column when preparing your final report; submit this form with the final report
- Use additional space or lines if necessary to provide complete information
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

200
630
100
100
300

100
100
100
100
50

350

150.00
3,500.00



DISCOVER
KLAMATH
OREGON UNEXPECTED

April 24, 2015

Mr. Doug Brown & Ms. Margot Durand
Klamath Freedom Foundation and Steen Sports Park
c/o 143 Laguna Street
Klamath Falls, Oregon 97601

Dear Doug & Margot,

Discover Klamath Visitor and Convention Bureau, the official tourism agency for Klamath County, supports the efforts of Klamath Freedom Foundation and Steen Sports Park to secure a **Klamath County Tourism Grant**, to host the basin's **1st Annual Brew & Q**. We like a number of things about this application:

- 1) Location: The Steen Sports Park is, in our minds, a greatly underutilized facility. Sports/Event Marketing is a \$9BB dollar industry (Source: National Association of Sports Commissions) and bringing attention to this facility is a positive move towards exposure that may bring additional events/revenues to the community at a later date.
- 2) Beer/Food Festival: Travel Oregon has turned Oregon into a culinary destination mecca. There are more breweries in Oregon than anywhere else. Microbrew consumption is high. You've secured several of the top, most well-known breweries in the west, and many up-and-comers. Klamath lacks a presence in these type festivals. A year ago Kyle Mauch sought to implement a similar effort in KIGER HOPS. Within days of initiating marketing he had pre-sold over 500 tickets. To us, this indicates there is real demand for this type event.
- 3) Family Friendly: We think it's smart you're not just saying "Family Friendly" but you've actually got infrastructure in place to deliver on this promise. Great job.
- 4) Event Expertise: We can't think of one person in our community with more event design/development/implementation experience than you, Doug. Your experience and knowledge of how to get things done will be critical to ensuring a safe, smooth event.

Thank you for your leadership on this initiative to grow tourism in our community.

Jim Chadderdon

Jim Chadderdon
Executive Director

April 28, 2015

Mr. Doug Brown & Ms. Margot Durand
Klamath Freedom Foundation and Steen Sports Park
143 Laguna Street
Klamath Falls, Oregon 97601

Dear Doug & Margot,

The Klamath County Chamber of Commerce supports the efforts of Klamath Freedom Foundation and Steen Sports Park to secure a Klamath County Tourism Grant, to host the basin's 1st Annual Brew & Q.

Events of this kind are proliferating across Oregon and have proven to be excellent attractors for visitors. The market for such events continues expanding and your event is well located to take advantage of potential attendees from Northern California, and Southern and Eastern Oregon.

Steen Sports Park provides an excellent venue for your event and certainly can allow the event to grow in future years.

We look forward to working with you to promote the event and expect it will be a great success.

Sincerely,



Charles "Chip" Massie
Executive Director, Klamath County Chamber of Commerce
541-884-5193
cmassie@klamath.org



SALES & LEASE OWNERSHIP FOR *Less!*

Jenfour LLC

3473 Washburn Way

Klamath Falls, OR 97603

(541) 884-7368

f838@aaronrents.com

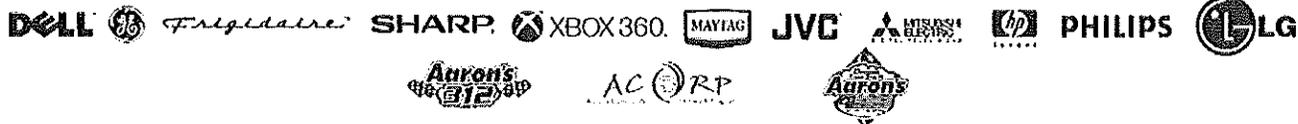
Mr. Doug Brown and Ms. Margot Durand,

My name is Kevin Davis and I am the General Manager of Aaron's Sales and Lease here in Klamath Falls, OR. I have lived in Klamath Falls for 7 years and have decided to plant some roots and start a family here. It is important to me to be a part of the growth of the community in which they will be raised.

Aaron's Sales and lease supports the Klamath Freedom Foundation and Steen Sports Park in their effort to acquire a Klamath County Tourism Grant. I believe that it takes events such as the Basin Brew & Q to spark the interest of those in our community. Doug Brown inspires people to create and implement new ideas that increase tourism in Klamath County. This is very important to Doug and it shows in all that he does. My hope is that this event will mark the beginning of a new and improved Klamath.

Kevin Davis

IN PARTNERSHIP WITH





TO WHOM IT MAY CONCERN:

I am Jim Lipe, District Manager for Columbia Distributing in Klamath and Lake County. I have resided in Klamath Falls for over 62 years and I'm always looking for new things or events coming to town.

I am writing a letter of support for Doug Brown and BASIN BREW & Q. I believe this is a great event being put on July 11th, at the Sports Complex, it allows the community something else to do outdoors. We do a similar event in Jackson County that continues to grow every year, meaning this event could grow to be enormous for the community.

Many kudo's for Doug and his committee for bringing new ideas and more tourism to Klamath County.

Sincerely

A handwritten signature in cursive script that reads "Jim Lipe".

Jim Lipe



April 26, 2015

Dear Tourism Grant Committee,

I wholeheartedly support the proposed 1st Annual Basin Brew & Q sponsored jointly by the Klamath Freedom Federation and Steen Sports Park. I believe it will not only successfully increase tourism to Klamath but will enhance the reputation and exposure to our Park's facilities.

Beer festivals are popular through Oregon in large metropolitan areas but when held in more rural settings they encourage travel to those areas. I believe that once started this festival has the potential to grow in popularity and numbers. I encourage you to consider it for tourism funds.

Yours truly,

Mike Reeder

Vice President Steen Sports Park Board of Directors

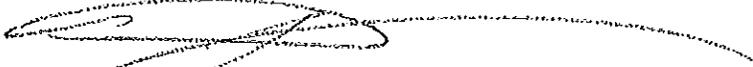
Response for the Klamath County Tourism Grant Committee:

The first annual Basin Brew & Q is an event that is co sponsored by both Steen Sports Park and Klamath Freedom Celebration, it has been developed by members of both organizations and at this time is truly a joint venture. Currently Steen Sports Park and Basin United Soccer Club are providing the facilities for the event which is all that they are positioned to provide. Klamath Freedom Celebration is providing the actual event management services and will also be handling actual day of the event operations. As this event grows it is our hope that the structure that the committee is recommending does apply and we are able to do this through Steen Sports Park and contract the organization "Klamath Freedom Celebration/ Foundation that ultimately runs the Basin Brew & Q so as to benefit all of Klamath County.

Klamath Freedom Celebration has signed a contract with Basin United Soccer Club who are in charge of fields for the use of alcohol on premise. They have also ran through the OLCC and the City of Klamath Falls for all permits and insurance needed to and required to produce the Basin Brew & Q.

It is our hope this will be a huge and boost in the economy for our region and will grow yearly in size and reputation and become a destination event for people all over the Northwest to enjoy.

Sincerely Yours,



Doug Brown President Klamath Freedom Celebration/ Foundation



Basin United Soccer Club

SPECIAL USE PERMIT FOR ALCOHOLIC BEVERAGES

Complete this form along with the Certificate of Insurance, OLCC permits, and copies of the OLCC licensed servers at least 30 (thirty) calendar days prior to the scheduled event.

Sponsor/Organization: Name Klamath Freedom Foundation Date 5/7/15
 Liquor Licensee Douglas Brown Phone 541-281-7094
 Name of event Basin Brew & Co
 Location Steen Sports Park 4500 Four Hills Blvd Klamath Falls OR 97603
 Event date 7/11/15 Time: From 11 AM to 10 PM
 Nature of event Beer Tasting Banquet Competition
 Estimated attendance 500 Is the event invitation only? Yes No
 Alcoholic beverages to be served:
 NO HARD LIQUOR ALLOWED

Beer	Wine	Champagne
Cases	Liters	Bottles
<input checked="" type="checkbox"/> Kegs	Gallons	Cases

 Who is furnishing the alcohol? Name: Columbia Distributing is the Primary
 With what company or individual have arrangements been made for licensed alcohol service?
 Name: Christine M. Brown
 OLCC License # 494520 Phone 541 281 7096
 Are all persons attending the event where alcohol is being served over the legal drinking age of 21 years old? Yes No
 Non-alcoholic beverages to be served? Yes No
 Is a person designated to check identification cards of those individuals who appear to be under 21 years old? Yes No
 Food Service Contractor:
Klamath Freedom Foundation
Brian B. Bice
 Name(s) Blake Sweeney

AGREEMENT: The group or individual sponsoring the event and using the facility hereby agrees to hold the Basin United Soccer Club/Mike's Fieldhouse/ Steen Sport Park and its agents, servants, employees, and the respective Board of Directors harmless from any and all liability and all claims for damages of any nature or kind, including costs and legal expenses that may result from or by reason of any act or omission on the part of said group, individual, or its agents while on Park property or property under the jurisdiction of Basin United Soccer Club/ Mike's Fieldhouse/ Steen Sport Park, or that may result from, or be claimed by reason of, the operations of said group or individual, except for the sole negligence of the Basin United Soccer Club/ Mike's Fieldhouse/ Steen Sport Park. The group or individual, as the case may be, agrees to fully reimburse Basin United Soccer Club/ Mike's Fieldhouse/ Steen Sport Park for any damage arising from the use of said facility, and costs and/or attorneys' fees, if any incurred in collection of the same.

It is your responsibility to inform all members of your group of the Park Rules and Regulations. Failure to abide by Park Rules and Regulations could result in immediate loss of privileges or forfeiture of privileges for future use.

Applicant Signature _____ Date 5/7/15

FOR INTERNAL USE ONLY

Required approval:
 Basin United President: _____ Date 5/15/15
 Steen Sport Park President: _____ Date _____
 Mike's Fieldhouse Director: _____ Date _____

Comments:



TEMPORARY SALES LICENSE APPLICATION

The Temporary Sales License (TSL) allows you to sell distilled spirits, malt beverages, wine, and cider for drinking within the special event licensed area, manufacturer-sealed containers of malt beverage, wine, and cider for drinking out of the special event licensed area, and malt beverages, wine, or cider in a securely covered container for taking out of the special event licensed area.

- **Process Time:** OLCC needs your completed application in sufficient time to approve it. Sufficient time is typically 1 to 4 weeks before the first event date listed in #10 below. Some events may need extra processing time.
- **License Fee:** \$50 per license day or any part of a license day. Make payment by check or money order, payable to OLCC. A license day is from 7:00 am to 2:30 am on the succeeding calendar day.

PLEASE PRINT

- Klamath Freedom Foundation @ gmail.com*
- Licensee Name (please print): Klamath Freedom Foundation 2. E-Mail: cbrown@chrisales.u
 - Mailing address: 4638 Lombard Drive
 - City: Klamath Falls 5. State: Or. 6. Zip Code: 97603 7. Fax: 541-885-8397
 - Contact Person: Douglas Brown 9. Contact Phone: 541-281-7099
 - Date(s) of event (no more than seven days): July 11th 2015
 - Start/End hours of alcohol service: 11 AM PM to 10 AM PM

LICENSED AREA BOUNDARIES: ORS 471.169 prohibits the OLCC from licensing an area that does not have defined boundaries. OLCC may require the licensed area to be enclosed and may require you to submit a drawing showing the licensed area and how the boundaries of the licensed area will be identified.

12. Address of Special Event Licensed Area: 4500 Foothills Blvd Klamath Falls
(Street) (City)

13. Identify the licensed area (for example: entire premises; a room within the premises; an area in a park; etc.):
Fields outside Soccer Field / on Mikes Fieldhouse

14. List the primary activities within the licensed area (like: dinner; auction; beer festival; wine festival; food fair; art show; music; patron dancing; sports event; etc.). If entertainment will be offered in the areas where alcohol will be sold or consumed, please describe the entertainment, the times it will be offered, and list the targeted age of attendees: Beer festival, BBQ competition
Music by local Bands from 11 A.M to 10 P.M Targeted Age 21 & older

- Will minors be allowed at the event? Yes No
- If yes, will minors and alcohol be allowed in the same area? Yes No
- What is the expected attendance per day in the licensed area (where alcohol will be sold or consumed)? 460

PLAN TO MANAGE THE SPECIAL EVENT LICENSED AREA: If your answer to #17 is 501 or more, in addition to your answers to questions 18, 19, and 20, you will need to complete the OLCC's Plan to Manage Special Events form, unless the OLCC exempts you from this requirement.

18. Describe your plan to prevent problems and violations.
Secured Area, wrist Bands for 21 and older and separate wristbands 21 and under, Licensed Security Company to check I.D.s Police reserves

19. Describe your plan to prevent minors from gaining access to alcoholic beverages and from gaining access to any portion of the licensed premises prohibited to minors.
Secured area, wrist bands for 21 and older and separate wristbands 21 & under, Licensed Security Company to Patrol & check I.D's Along with Police reserves

20. Describe your plan to manage alcohol consumption by adults. Note: you may not sell, offer, or serve to any person an unlimited number of alcoholic beverage(s) during any set period of time for a fixed price.

Customers will be monitored by OLCC Bontevdens along with Security & Police Reserves

MANAGER AND SERVICE PERMITS: You must name a manager or managers who will be at the special event. Employees and volunteers who serve alcohol, and the people who manage those servers, must have an issued service permit unless specifically exempted.

A nonprofit or charitable organization with a Registry Number issued by the Oregon Secretary of State's office (see TSL Application Guide) may use servers who don't hold a service permit. These servers must attend training provided by the applicant and read, sign, and date the OLCC provided brochure What Every Volunteer Alcohol Server Needs to Know.

Klamath Freedom Foundation

21. Nonprofit or Charitable Organization Oregon Registry Number (or "N/A" if not applicable): Reg # 47662

22. List person(s) on duty and in the licensed area managing alcohol service: Christina Brown

23. List the service permit # of each person managing alcohol service: 494520

LIQUOR LIABILITY INSURANCE: If the licensed area is open to the public and expected attendance is 301 or more per day in the licensed area, you must have at least \$300,000 of liquor liability insurance coverage as required by ORS 471.168.

24. Insurance Company: United States Liability Ins 25. Policy #: NBP 1553178 26. Expiration Date: 04/10/2016

27. If you will **NOT** provide distilled spirits, name at least two different substantial food items that you will provide:

1) Barbeque Pork 2) Hamburgers

28. If you will provide distilled spirits, name at least three different substantial food items that you will provide:

1) Barbeque Pork 2) Hamburgers 3) hot dogs

GOVERNMENT RECOMMENDATION: Once you've completed this form to this point, you must obtain a recommendation from the local city or county named in #29 below before submitting this application to the OLCC.

29. Name the city if the event address is within a city's limits or name the county if the event address is outside the city's limits:

Klamath Falls Oregon

I affirm that I am authorized to sign this application on behalf of the applicant.

30. Applicant Name (please print): Douglas M. Brown

31. APPLICANT SIGNATURE: [Signature] 32. Date: 4/5/15

CITY OR COUNTY USE ONLY

The city/county named in #29 above recommends:

Grant Acknowledge Deny (attach written explanation of deny recommendation)

City/County Signature: [Signature] Date: 4-10-15

FORM TO OLCC: This license is valid only when signed by an OLCC representative. Submit this form to the OLCC office regulating the county in which your special event will happen.

OLCC USE ONLY

Fee Paid: 50.00 Date: 4-13-15 Receipt #: 685957

License is: Approved Denied

Restrictions: [Signature]

OLCC Signature: [Signature] Date: 4-13-15



LIQUOR LICENSE APPLICATION
(Supplemental Information)

Please print or type

Business Name Klamath Freedom Celebration Foundation		City Business License Number 15-00005440
Owner Name Douglas M. Brown		
Business Address 4638 Lombard Drive		
Business Phone Number 541-281-7094	Fax Number 541 885-8397	
Cell Phone Number 541-281-7094	E-mail Address KlamathFreedom@gmail.com	
Primary Nature of Business Fundraiser & Events	Federal Tax ID Number 47-2490090	

License Type and Fee

Please check appropriate license type

<u>Minor License</u>		<u>* Major License</u>	
Renewal/Temporary	<input checked="" type="checkbox"/> <i>pd 4-7-15</i> <i>Rec 12196</i> \$35.00	New Outlet	<input type="checkbox"/> \$100.00
Change of Ownership	<input type="checkbox"/> \$75.00	Increase Privileges	<input type="checkbox"/> \$ 75.00
Adding a Partner	<input type="checkbox"/> \$75.00	Change of Location	<input type="checkbox"/> \$ 75.00

***Major License Action**

For all Major License Actions, the applicant shall obtain names, addresses and tax lot numbers of all owners of property within 100 feet radius of your property, as listed on the last preceding tax roll of the Assessor of Klamath County. List the information in the following order:

- Tax Account Number
- Property Owner Name and (Occupant Name if different than the Owner)
- Street Address of Property and (Occupant Address if different than the Owner)
- City, State and Zip Code and (Occupant City, State and Zip Code if different than the Owner)

Note: Type or print labels on the form LEGIBLY. Typed mailing labels will help speed the application process.

Please attach a copy of your OLCC application form. For New Outlet applications, please also attach a copy of the "Individual History" form and "Business Information" form that was submitted to OLCC.

Applicant Signature _____

Date 4/9/15

226 South 5th Street, P.O. Box 237, Klamath Falls, OR 97601, Phone: 541-883-5360, Fax: 541-883-5390
Email: planning@ci.klamath-falls.or.us

10/25/01