

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Lake Jam Oregon _____
Funds Requested: \$15,000 _____
Organization Applying: Klamath Falls Downtown Association _____
Contact Person: Michael Nunes _____
Phone Number: 541-531-0150 _____
Email Address: michael@pekprojects.com _____
Mailing Address: PO Box 372, Klamath Falls, Oregon 97601 _____
Web Site Address: www.lakejamoregon.com _____

Brief Description of Project including date, time and location: _____

Lake Jam Oregon is a 3 on 3 basketball tournament and outdoor festival focusing on healthy lifestyles through athletics, culture through music, food & community history and sustainable living through a zero waste initiative that encourages and educates attendees on reusing, reducing, and recycling in their daily activities. The event is July 30-31, 2016 at Veteran's Memorial Park with gates opening at 9AM daily and closing according to municipal curfew and/or committee requirements. _____

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 27, 2016

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



Signature of Organization *Chantal Atutome* Date 08-01-16

Chantal Atutome, KFDA
Coordinator

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

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

Lake Jam Oregon is 1st year project produced and promoted by Klamath Falls Downtown Association and Pek Projects, LLC that will be utilizing the 3 on 3 basketball tournament format endorsed by the International Basketball Federation (FIBA) and featuring national and local performing artists, sponsors, exhibitors, and entertainment to draw out of town visitors and locals alike.

Lake activities managed by The Ledge and partners, a family fun zone with toddler safe play area courtesy of City of Klamath Falls, a care lounge for mothers and fathers caring for children courtesy of Klamath Women's Clinic, and free entry for children ages 5 & Under will encourage more participation from traveling and local families. Veterans with military or post id will also receive free admission.

Through our efforts for a zero waste event, we will utilize recycled materials in our marketing collateral and on-site materials. We will educate on and provide compost and recycling options by working with local organizations to promote a lifestyle to reduce individual impact on the environment.

Music performances can be enjoyed by the entire family and complimented with regional food and beverage favorites as well as participation in social sharing, incentives for recycling, and activities for all ages.

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?

The main draw of the basketball tournament and music will draw approximately 2,500 people just from team participation and attached support from parents, extended family, and friends. The draw from musicians/entertainers is expected to draw an additional 1,000 attendees. Because of the summer season, we anticipate an additional 100-250 participants that have traveled to Klamath to visit friends and family, but will attend the event at the time of their stay. The goal is to encourage spending at local businesses and the promotion of services through amenities and offers that will draw back to the business or ecommerce website.

Tracking will be done in two ways ; RFID and Ticketed Systems.

RFID – RFID is a technology that will allow us to register every individual participating in the tournament and track their activity (wins/losses/interactions) through a wristband embedded with a readable chip. We will not only be able to track their home location when they register their wristbands, but also acquire information about their interests, passions, preferred consumer patterns, and options for offers to be sent directly to their email through a simple scan of their

wristband. Our objective is to expand this program to all participants of the event, which will be a major value point to potential partners and investors in the event.

Ticketing/Transactions – We will also be able to track location by zip code during online transactions for ticket/merchandise/upgrade purchases as well as token purchases through our payment processing platform.

To illustrate the participation and location of our attendees, we are working with a creative group to create a fun, interactive game where participants can mark/stamp their location on a large map and over the duration of the event, it will become a visual attraction for attendees, but also give us a vague indication of our attending crowd. We will supplement this activity with a log of zip codes required to participate in the activity.

3. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

We will promote extended visits by using Discover Klamath's resources for activities in the area, offering discounts/vouchers to local businesses, and hosting a kick-off party the evening before the event.

To encourage early arrival, we will work with a local partner to host a pre-tournament kick-off party the evening before with food, prizes, and activities. This kick-off will be promoted through the same channels used for registration as well as partner networks. To supplement this kick-off event, we will encourage local spending by providing vouchers/coupons of partners, sent by email to attendees, to have as a resource while visiting Klamath Falls. These coupons can be used before or after the event and will encourage additional spending aside from the event.

We are also working on a "Hit the Road" promotion using local coffee houses or restaurants that will provide a discount by bringing event wristbands to place of business anytime the following week. At the same time, we will be encouraging locals to use the week to spend local.

All promotions will be tracked by codes and entered into a master database for analysis. We will work with partners to clarify the process and ensure accuracy in our promotions to support future growth and refinement of process.

QUALIFICATIONS OF APPLICANT

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

Klamath Falls Downtown Association in hand with Pek Projects, LLC have combined resources to strategize, plan, promote, execute, and analyze Lake Jam Oregon. Klamath Falls Downtown Association has been a valuable asset to Klamath Falls promoting Downtown Klamath Falls and its stakeholders to out of

town and local consumers as well as producing and promoting local events that encourage tourism, local spending, and community wellbeing. Pek Projects, LLC, operating as Pek Events & Marketing specializes in event production, experiential marketing, and marketing technology & automation. The company was founded by former Oregon Tech graduate Michael Nunes and has experience providing services to several Fortune 500 companies seeking to create or expand their event platforms or experiential marketing programs.

The combination of Pek's experience in events and production and KFDA's network and knowledge of Klamath Falls and its stakeholders will provide a team fully qualified and capable to produce and execute Lake Jam Oregon.

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

Past experiences have proven successful when operating similar projects much larger in scale. For past events, we placed priority in maintaining a focus on the host community, protocol for security plans and local laws and code, and the ability to raise funds through properly presenting value aligned with a partners' objectives. By focusing on these areas up front, we are able to implement design, creativity and promotion that can be sustainable and interchangeable depending on the outcome, feedback, and insight from partners, attendees, and the community.

For execution of the event, our priorities lie in organization, communication, and full preparation of unforeseen events as part of a contingency plan. Klamath Falls Downtown Association will play a large part in community involvement through volunteerism, securing services of local vendors and promoting our initiatives through their network.

PROJECT PLAN

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

Klamath County will have logo or verbal representation in all media and promotions including, but not limited to specific organizations (City of Klamath Falls, Discover Klamath, Klamath County). Earned media opportunities and interviews will also be an opportunity to give credit to supporters. Working with Discover Klamath, we will ensure the messaging and representation properly credits Klamath County and its support of our project.

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

We have already run a pre-registration promotion including facebook advertising, radio spots, and internal networking to boost awareness and registrations greater than 90 days to the event. The following timeline indicates our committed marketing efforts leading to the event;

May 2 – Publish and distribute general press release to local and regional outlets supplemented by a national syndicated pr blast provided by PRNews

May 3 – Release digital version of event poster and distribute to partners for forwarding, social media, and other outlets. Supplemented by poster on facebook/Instagram advertising

May 4- Launch affiliate program encouraging partners to boost registrations in the month of May through incentivized benefits.

May 10 – Begin promotion of entertainment lineup and begin of ticket sales. Supplemented by facebook/Instagram advertising and artist internal network promotions

May 17 – Promote event as a whole through radio partners in Klamath Falls. Supplemented by Facebook/Instagram advertising

May 20 – Print 13x19 event posters on recycled paper and distribute to all partners, surrounding schools and businesses in Klamath Falls, Medford, Grants Pass, Ashland, Bend, Redmond, Redding, Humboldt, Chico.

May 30 – Print & distribute coasters and table tents for restaurant promotion through partners in Klamath, Medford, and Bend

May 30 – Promote tournament in schools through giveaways, contests, and activities.

June 6 – Run 1st Giveaway Promotion through social media and facebook advertising for outdoor festival (prize tbd)

June 13 – Start 2 week run promoting bands and entertainment through Spotify and Pandora stations. Click through to website for ticket purchase

June 27 – Start Final Push for team registrations through radio buy, digital advertising, print inserts, and direct mail in non-local markets.

June 30 – Independence Day Promotion through Facebook/Instagram advertising (giveaway tbd)

July 1 – Begin Local Shoppers Promotion – Shop local and receive vouchers to event (based on partner participation)

July 11- Begin Full Run of Radio, TV, Print, Digital for remaining 3 weeks with a weighted run at 30% (week 1), 30% (week 2) (40% week 3)

Week of July 25 – Restaurant Promotions through partners

July 18 – Promotion with Napa The Parts Store to promote recycling batteries in exchange for event vouchers/tickets

8. Describe your target market/audience.

Our target market is defined as 26-44 year old male or female with children with interests in athletics, outdoor recreation and environment, and culture through gastronomy and music. We anticipate targeting this market will have supplemental reach in attracting family members and friends in the 45-64 age range. For out of town visitors, a household income of \$45,000 and above to account for the ability to travel for recreation and the anticipation of attracting family members and friends with household income at \$60,000-\$75,000.

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

We will market the project to out of towners by utilizing word of mouth from partner networks, collateral in regional partner retail space, targeting through digital platforms (PPC, Facebook, Instagram, Spotify, Pandora, Google Network), traditional broadcast media (tv, radio, print) and recording labels and networks of musicians and performers.

We will also promote a referral based program that incentivizes current attendees/registrants to share the event and a discount in return for a set reward provided by the event. The power of word of mouth and social proof that this method may provide could be a substantial boost to our attendance.

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 attendance by team registrations, ticket sales, a click count at entrances compared against zip code tracking on ticket sales data, and partner data through lead capture.

Team Registration – Measured by zip code used to register or pay for fees

Ticket Sales – Measured by zip code used for purchase

Click Count – Total click count minus ticket sales data (approximation) Used primarily for total attendance and code compliance.

Partner Data – Partner capturing data has agreed to share post event

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

The award of this grant would be a significant boost in our ability to promote the event outside of the local market. The challenge with media partners outside of location of the event is that you lose the ability to leverage amenities to the media group to offset actual media buys. (For example, trading booth space, VIP tickets, and branding in exchange for media) The ability to approach out of town media with a monetary budget will allow us to request media matches and value adds as well as increase the bulk purchasing power of Discover Klamath and it's partners, all leading to leveraged buying power. This grant would allow us to take that approach and provide exposure of our event in several markets including Medford, Grants Pass, Ashland, Bend, Eugene, Roseburg, Redding, Reno, and Humboldt County.

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.

Volunteer labor will be a large part of our operation for the basketball tournament in the form of court monitors and scorers. Barter partnerships will be utilized and beneficial in cutting logistic and promotional costs. We will also utilize discounted services in exchange for event amenities or site, media and promotional benefits.

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

Klad/ESPN – Radio Partner – Promotion of Event

The Ledge – Recreation Partner – Lake Activities / Relevant Partners

US Cellular – Sponsor – Lead Capture/Event Atmosphere/Wi-Fi

Discover Klamath – Agency Partner – Leverage Media/Network/Creative

Hoop Form – Basketball Partner – Basketball Training/Resources

Coldwell Banker – Advisory – Network/Consulting
Party Time – Logistics Partner – Rentals/Equipment/Logistics
Klamath Basin Brewery – Gastronomy Partner – Product/Promotion
Spot On Printing – Printing Partner – Printing/Premium Items
Anytime Fitness – Performance Partner – Supplements/Fitness
Napa The Parts Store – Sponsor – Promotion/Recycling
City of Klamath Falls – Family Fun Zone Partner – Promotion of Active Lifestyle
Asana – Yoga Partner – Yoga on the Lake
Oxford Suites – Hospitality Partner – Access to Timber Shores Lot for Parking
Klamath Women's Clinic – Care Lounge – Amenities for Parents with Children

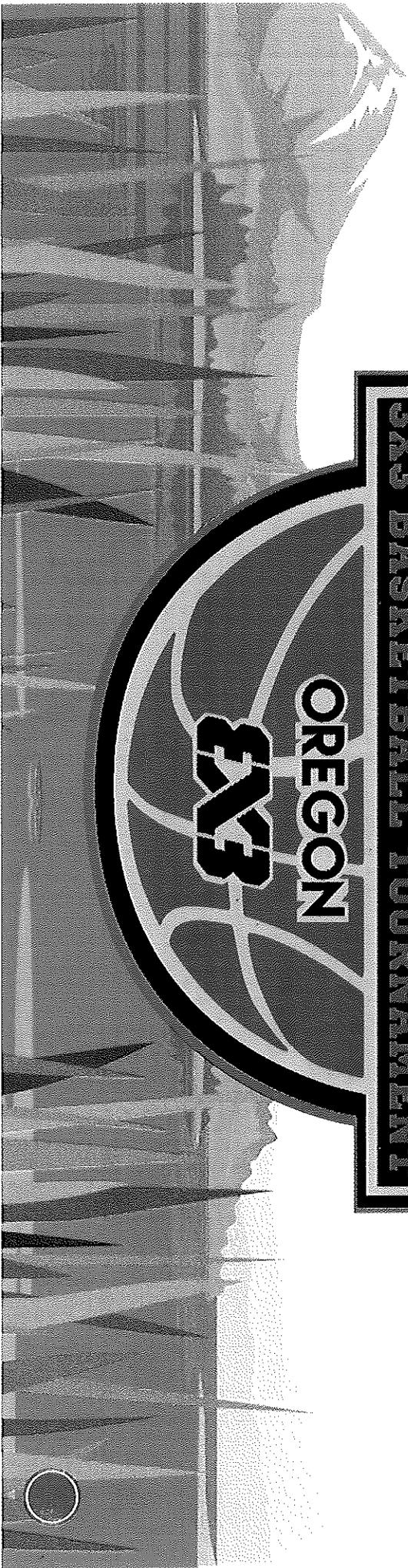
14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

Having two organizations with different strengths will allow us to grow from within the community outward and from outside the community inward. KFDA and its network will have the ability to grow interest annually by presenting post promotional content, data from attendees, and new opportunities that align with current objectives. Pek will use its current network of agencies and experiential marketing professionals to continue to align the event by adjusting copy, design, and visuals to enhance current objectives for their individual clients. Through this approach, the ability to gain exposure through online forums, grants, applications, and groups will be added exposure to the event and give the project the ability to utilize inbound marketing.

This will allow us to grow the ability to promote and enhance the event and its success.

An event of this nature will also allow corporations to extend corporate ad/event budgets to community branches or locations further encouraging spending in the local economy.

To preface the budget review attached, we have submitted our maximum budget. Our contingency to that budget would be to find partners who will provide cash items in our budget in kind or through partnership as well as a secondary push for partners through cash sponsorship. As this is a pilot year for the event, profits are secondary to establishing a program, partners, venue, and efficient systems to be able to grow this event to an annual regional attraction to benefit Klamath County and it's tourism objectives.



LAKELAKE JAM
3X3 BASKETBALL TOURNAMENT

OREGON
3X3

The logo is a central graphic element. It features a large, stylized basketball in the background. Overlaid on the basketball is a shield-shaped emblem containing a silhouette of a mountain range and a bird in flight. The text "LAKELAKE JAM" is written in a large, bold, sans-serif font across the center of the shield. Below this, "3X3 BASKETBALL TOURNAMENT" is written in a smaller, similar font. To the left of the basketball, the word "OREGON" is written vertically, and "3X3" is written in a large, bold font below it.

What is Lake Jam?



Lake Jam Oregon is an outdoor festival & 3x3 basketball tournament in Southern Oregon endorsed by FIBA. These tournaments are not only a major draw for 3x3 basketball players looking to increase their world rank, but also a recreational draw for youth and recreational players to unite through the passion of sport. For passions of other sorts, world-class music and a great environment of organic, natural products, lake activities, farm to table food, and the region's favorite beer & wine will provide a lasting experience and a great attachment to the event and it's partners.

The opportunities for corporations and small business alike is to participate with an offering or amenity representative of their organization that can make a lasting impression and a possible lifetime customer. The unique combination of basketball, nature's beauty, and unlimited recreational activities makes for a unique event from which the community and surrounding organizations can benefit.



2,500+



July 30-31



**Klamath Falls
Oregon**



**Family
Friendly**



**Benefits
Community**

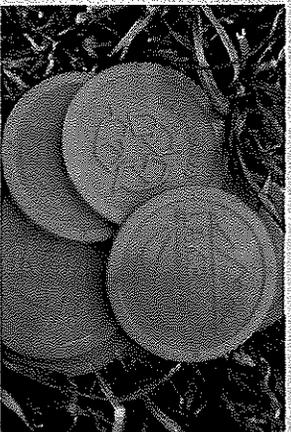
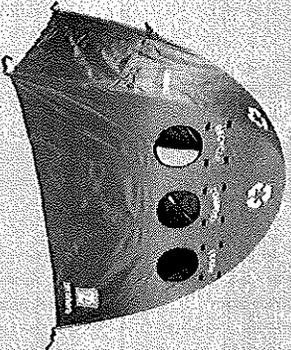


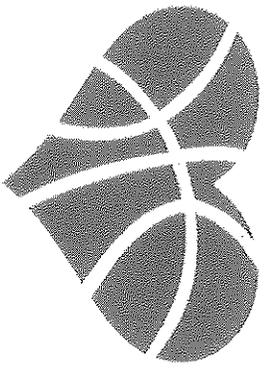
A ZERO WASTE EVENT



Lake Jam Oregon's goal of being a zero waste event will be accomplished by offering the following;

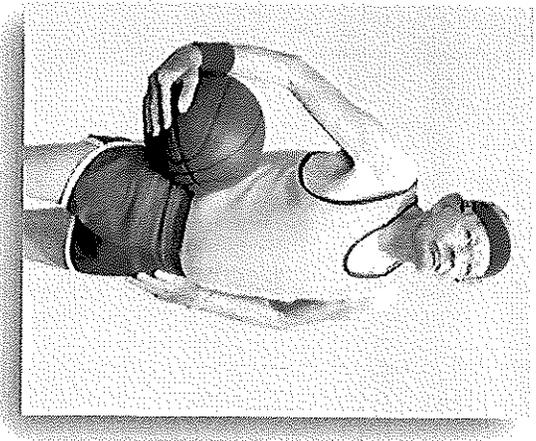
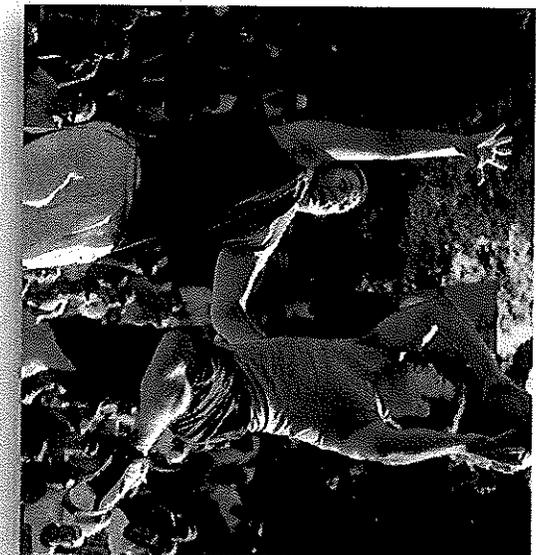
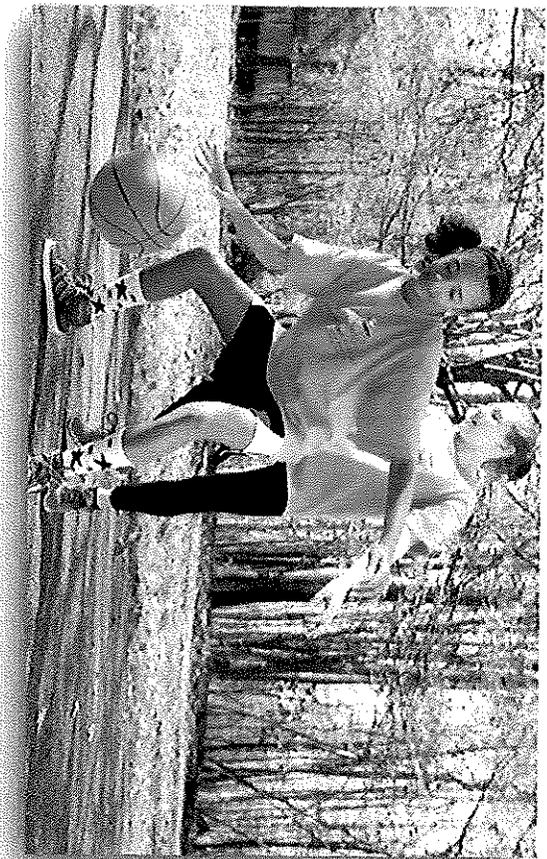
- Composting and Recycling Options for Attendees
- Educating Attendees on Acceptable Items
- Utilizing Recycled Materials for Marketing & Merchandising
- Eliminating One-Use Plastic Bags, Flatware, and Utensils
- Rewarding Participants for Contributing to our Zero Waste Efforts



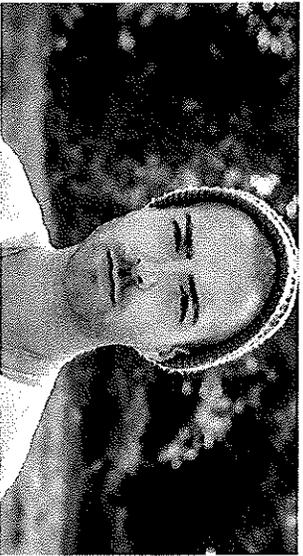


FOR THE LOVE OF THE GAME

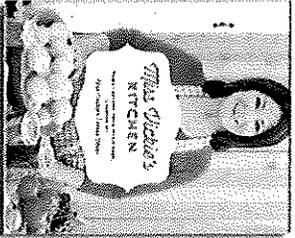
DIVISIONS FOR ALL AGES AND SKILL LEVEL ENSURE THE ENTIRE FAMILY CAN ENJOY



FESTIVAL AT THE LAKE

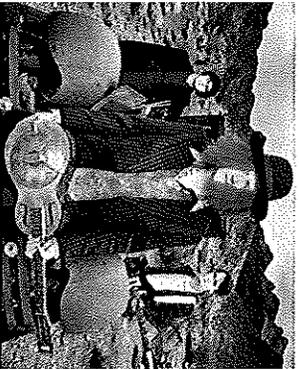


Trevor Hill

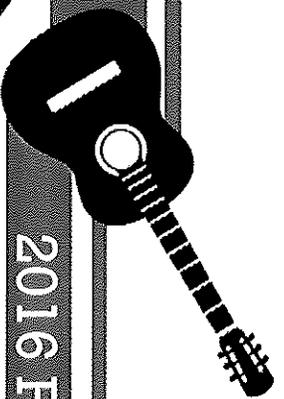
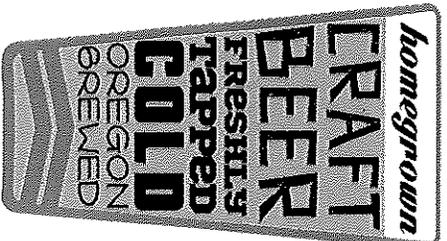


Concerts at Sunset

THE STONE FOXES



CHASE WALKER BAND



2016 Festival Poster



LAKE JAM OREGON
 3X3 BASKETBALL TOURNAMENT & OUTDOOR FESTIVAL
 JULY 30-31, 2016

PERFORMANCES BY:
 THE STONE FOXES
 CHASE WALKER BAND
 Trevor Hill

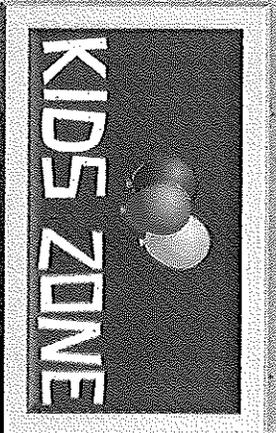
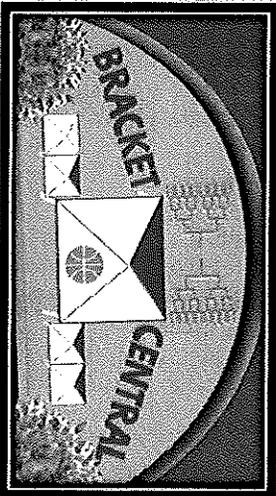
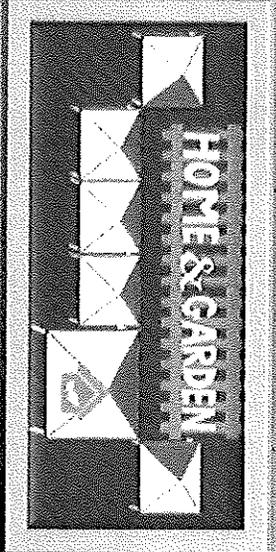
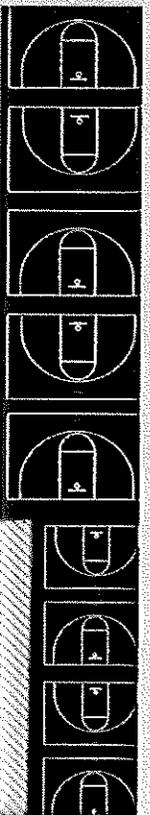
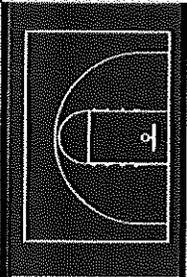
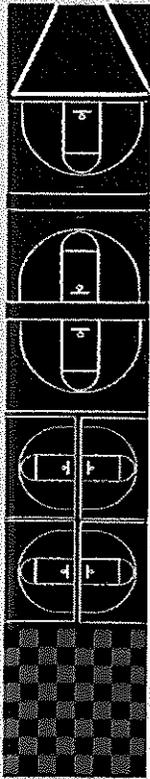
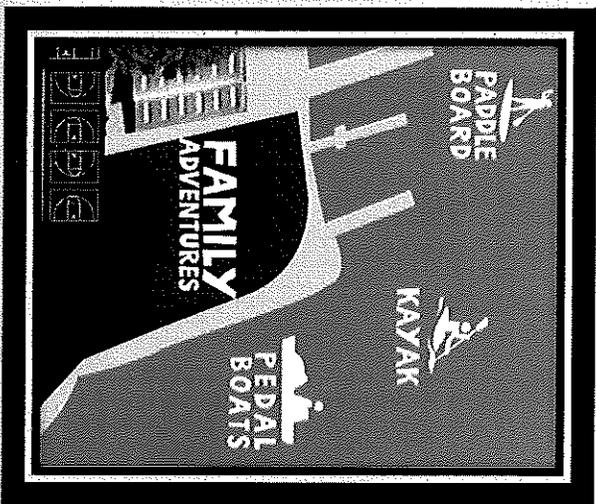
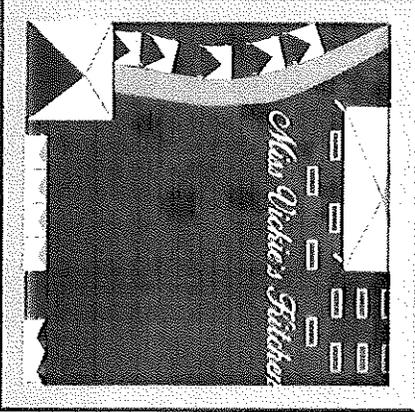
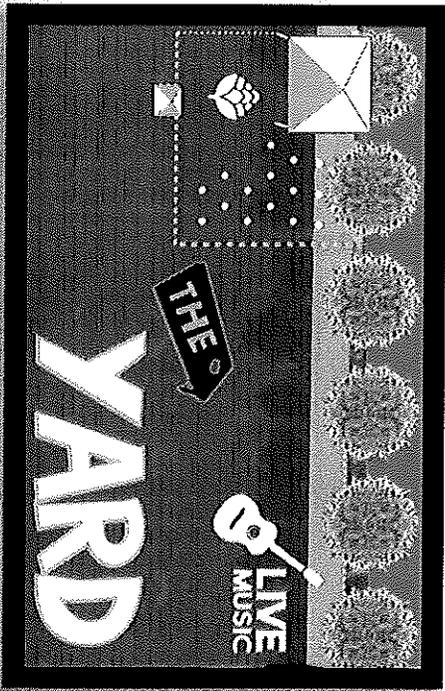
PICK YOUR BEST THREE EVENT STUFF
 NEW GASTROPUB, TECHNOLOGY CHILL, ON THE LAKE! KAYAK PHOTOGRAPHY, THERMAL, LIVE MUSIC, DRINKS, TRAIL

LAKE EMERY | CRAFT BEER | RESTRICTION FREE | WINE TASTING | SERVICE | WINE TENT | TICKETS | MERCH & GREET | EDWARDSVILLE TOURNAMENT

REGISTER TODAY!
 SOCIAL @ LAKEJAMOREGON
 LAKEJAMOREGON.COM

Highway 70
 CHASE WALKER BAND
 THE STONE FOXES
 Trevor Hill

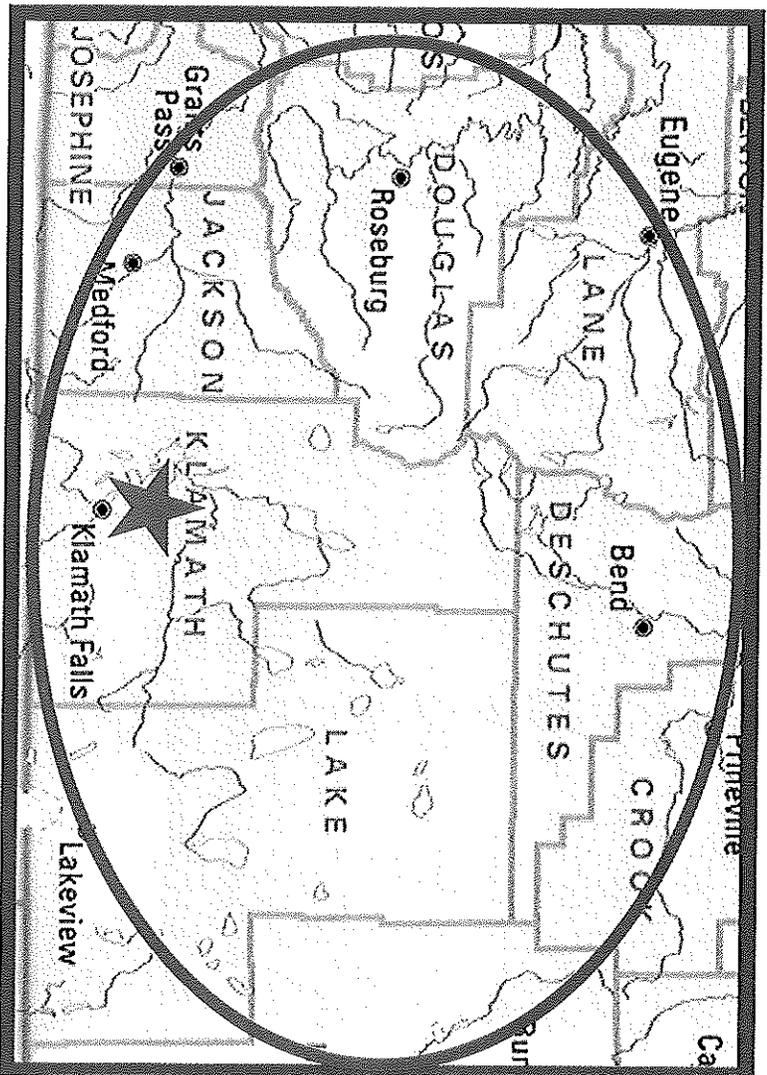
THE BIGGER PICTURE



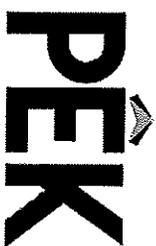
TARGETTING A MILLION



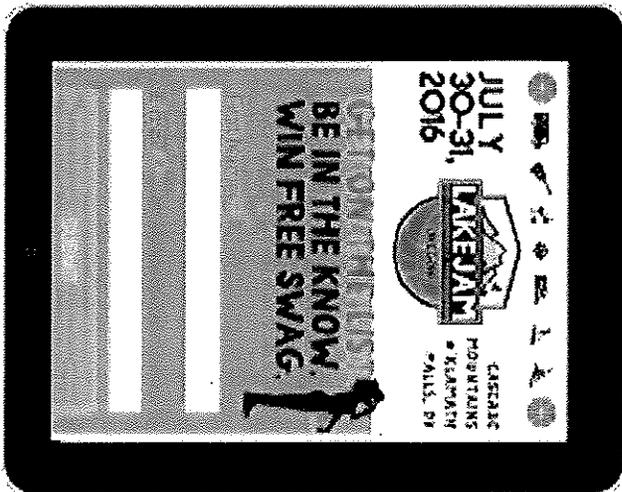
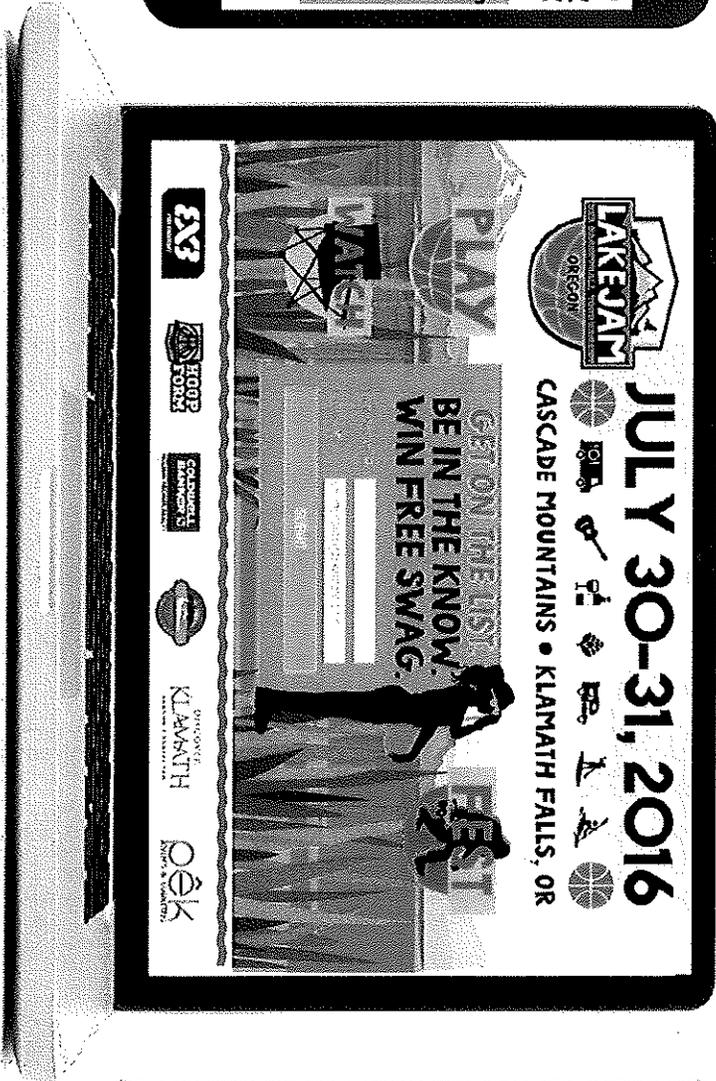
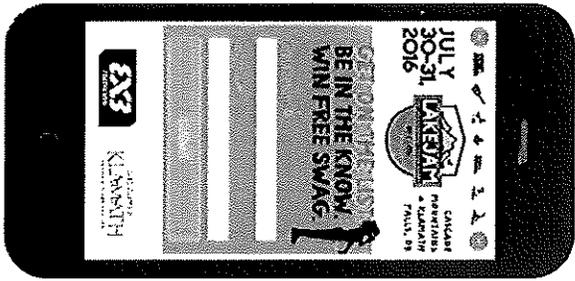
<u>County</u>	<u>Total Population</u>
Jackson	207,745
Deschutes	165,954
Josephine	83,600
Klamath	66,475
Lake	7,570
Lane	356,212
Douglas	106,940
Siskiyou	44,900
Modoc	9,686
Population	1,049,082



PARTNERS



PROMOTIONAL EXTRAS



ABOUT US



Pek Events & Marketing is a company built with the intention to educate small businesses on the powerful platform of events and marketing as well as providing opportunities for corporate and experiential marketing teams. During this pursuit, our focus on helping mother earth by using sustainable products in our marketing and on-site execution has allowed us to reduce event waste and decrease our impact on the environment, while still providing the latest in event technology and strategy in zero waste events.

Hoop Form is a division of Pek Events & Marketing that focuses on basketball development products, events, and competitions. The delivery of this focus has been most effective through a grassroots approach in the form of camps, clinics, tournament, and festivals. This application gives the players/parents/coaches the opportunity to gather as a community to display their passion and support for the sport as well as providing a valuable resource for developing basketball ambassadors, marketing professionals, and small businesses looking to attract this demographic.

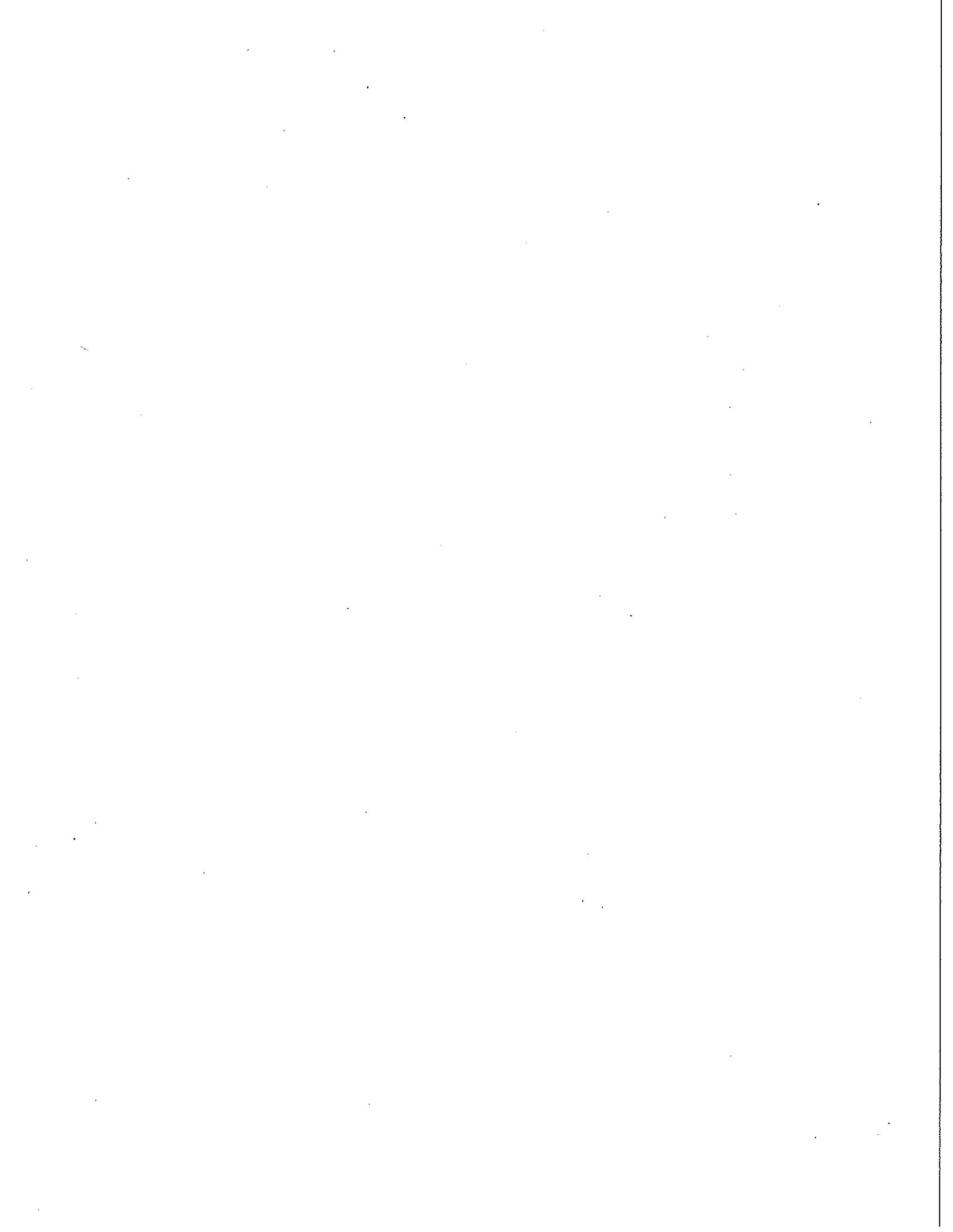
“As a former college national champion, a 4-year captain of a FIBA professional basketball team, and several years of events & marketing experience, I understand the importance of teamwork, work ethic, and the community support involved with any endeavor. I’m excited to approach this project with the same principles & enthusiasm and look forward to continuing to build a tribe with these set beliefs.”



MICHAEL NUNES
CEO & FOUNDER



PEK Events & Marketing

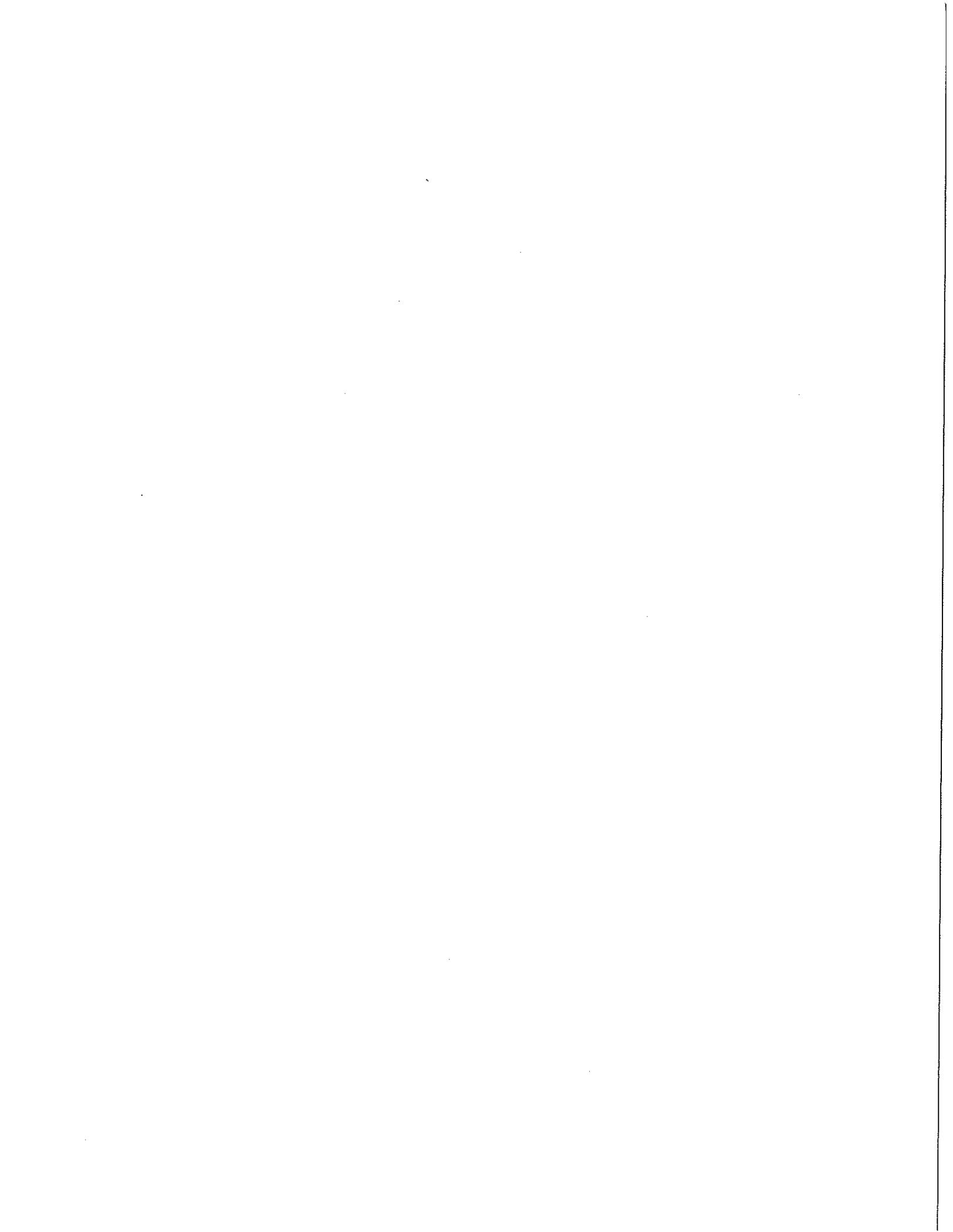


**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$ 15,000.00	\$ 15,000.00		
Cash Revenues -					
Sponsorship	\$ 7,500.00	\$ 20,000.00	\$ 27,500.00		20k Projected - Not Pending
Registrations	\$ 4,000.00	\$ 20,000.00	\$ 24,000.00		Team registrations in basketball tournament
Festival Tickets	\$ -	\$ 7,500.00	\$ 7,500.00		Tickets for Festival Entry
On-Site Revenue		\$ 15,000.00	\$ 15,000.00		On-Site Revenue Points
Total Cash Revenues		\$ 77,500.00	\$ 89,000.00		
In-Kind Revenues:					
Media Partnership		\$ 2,000.00	\$ 2,000.00		Local Radio Media
Logistics Donations		\$ 2,500.00	\$ 2,500.00		Trade with Party Time
Source:					
Total In-Kind Revenues		\$ 4,500.00	\$ 4,500.00		
Total Revenue		\$ 82,000.00	\$ 93,500.00		
EXPENSES					
Cash Expenses - Cash Match		\$ 4,500.00	\$ 4,500.00		Cash match for Grant
Entertainment Costs	\$ 5,000.00	\$ 14,500.00	\$ 19,500.00		Performance Fees
Backline & Rider		\$ 3,500.00	\$ 3,500.00		Entertainment Requirements
Personnel costs		\$ 3,500.00	\$ 3,500.00		Site Staffing
Marketing costs	\$ 2,850.00	\$ 22,500.00	\$ 25,350.00		See Marketing Budget
Rentals		\$ 23,500.00	\$ 23,500.00		Stage/Sound/Lighting/Fencing/Security
Event Visuals		\$ 2,500.00	\$ 2,500.00		Custom Fabrications
Supplies		\$ 1,500.00	\$ 1,500.00		Fire Extinguishers/Code Requirements
RDID Platform	\$ 600.00	\$ 900.00	\$ 1,500.00		Wristbands Used for Tracking
Eco Tokens	\$ 1,000.00	\$ -	\$ 1,000.00		Currency for Items at Festival
Basketball Goals		\$ 7,500.00	\$ 7,500.00		Goals Used for Tournament
Event Insurance		\$ 1,500.00	\$ 1,500.00		
Total Cash Expenses	\$ 9,450.00	\$ 85,900.00	\$ 95,350.00		
In-Kind Expenses					
Labor		\$ 8,000.00	\$ 8,000.00		40 Volunteers for 20 hours
Web Design		\$ 2,500.00	\$ 2,500.00		lakejamoregon.com
Creative		\$ 1,500.00	\$ 1,500.00		3rd Party Creative Team
Other:					
Other:					
Other:					
Total In-Kind Expenses					
Total Expenses		\$ 97,900.00	\$ 103,350.00		
Net Income<Expense> Cash Only			\$ (6,350.00)		Cash Revenues Against Cash Expenses Only
Net Income<Expense> All			\$ (9,850.00)		Cash & In Kind Revenues Against Cash & In Kind Expenses

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.

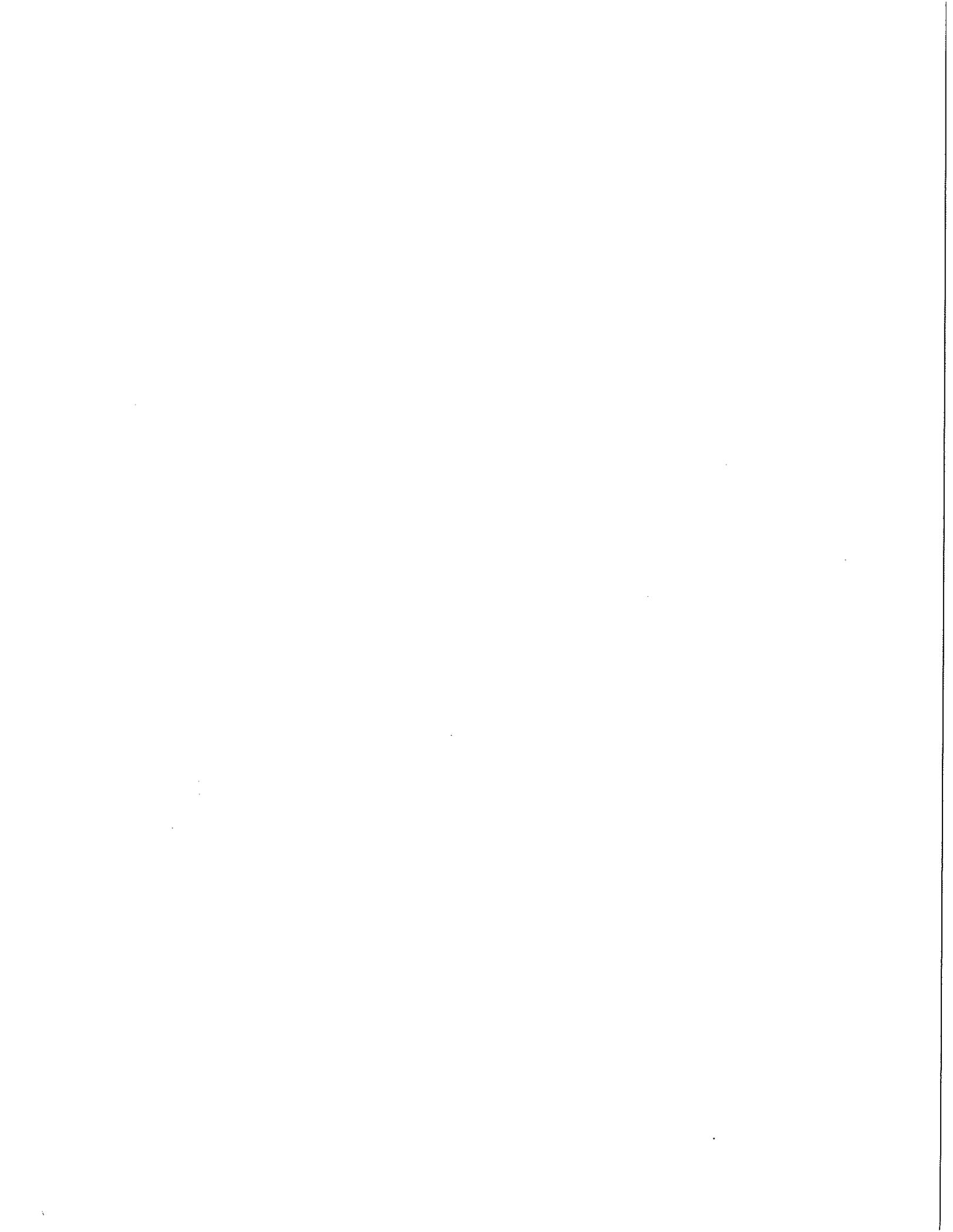


**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		\$ 15,000.00	\$ 15,000.00		
Other Sources		\$ 9,450.00	\$ 9,450.00		Pek Projects Seed Money
Total Revenue	-	\$ 24,450.00	\$ 24,450.00	-	
CASH EXPENSES					
Advertising					
TV	\$ -	\$ 7,500.00	\$ 7,500.00	\$ -	
Radio	\$ 1,500.00	\$ 5,000.00	\$ 6,500.00		
Print	\$ -	\$ 2,500.00	\$ 2,500.00	\$ -	
Digital/Social	\$ 500.00	\$ 2,500.00	\$ 3,000.00		
Total Advertising	\$ 2,000.00	\$ 17,500.00	\$ 19,500.00	-	
Printing	\$ 350.00	\$ 1,500.00	\$ 1,850.00		
Postage	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	
Misc/Other (Explanation Req'd):					
Photography		\$ 2,500.00	\$ 2,500.00		
Creative for Poster	\$ 500.00	\$ -	\$ 500.00		
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	\$ 2,850.00	\$ 22,500.00	\$ 25,350.00	\$ -	
Net Income<Expense>	-		\$ (900.00)	-	

NOTES

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



DISCOVER
KLAMATH

April 28, 2016

Kendal Bell
Klamath Falls Downtown Association
P.O. Box 372
Klamath Falls, OR 97601

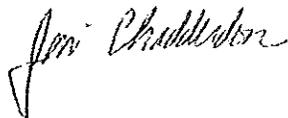
RE: Letter of Support – Klamath County Tourism Grant

Discover Klamath Visitor and Convention Bureau has received a request for a letter of support in support of Lake Jam, July 30-31, 2016.

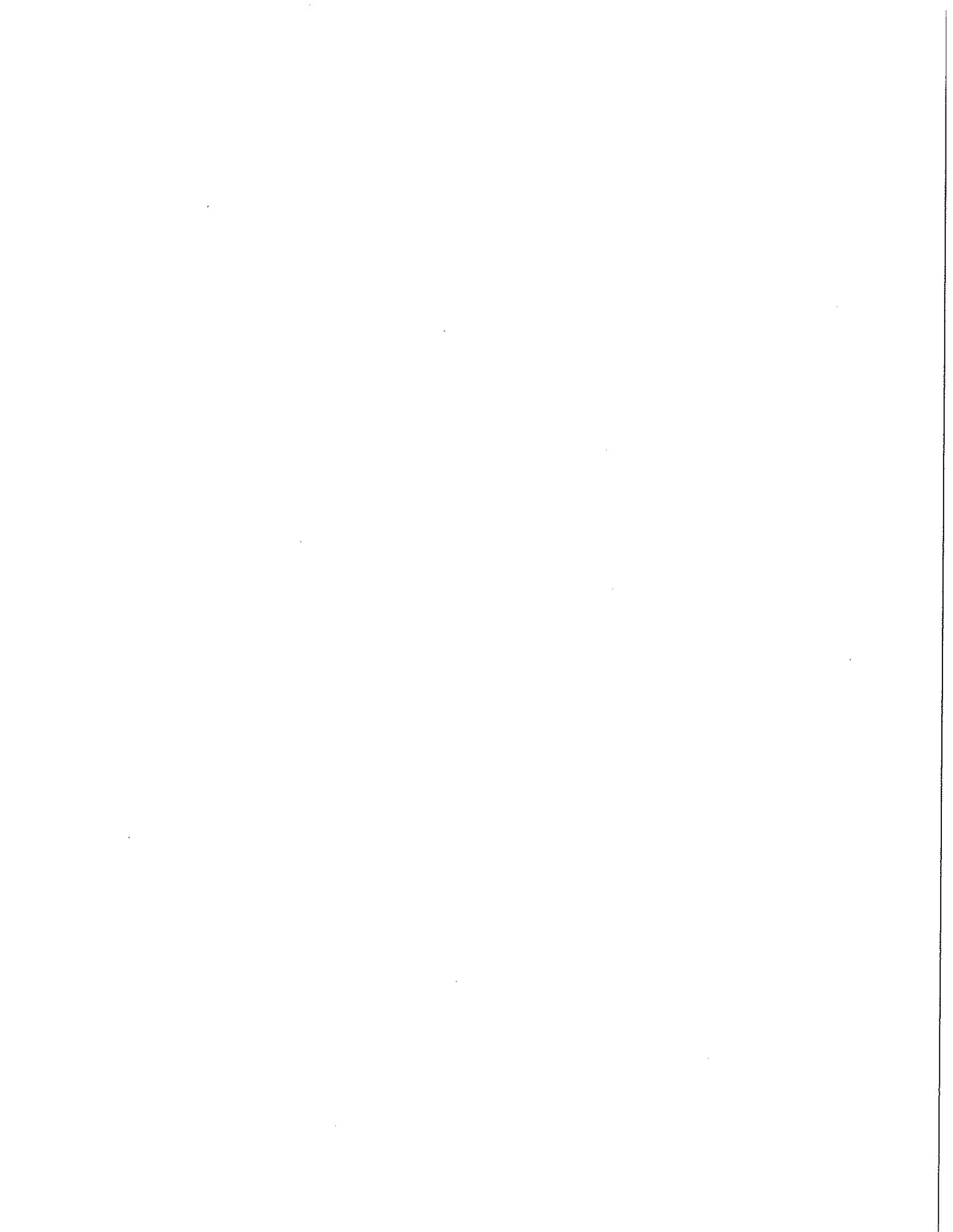
Lake Jam Oregon is an outdoor festival and 3X3 basketball tournament in Southern Oregon endorsed by the FIBA. This festival and tournament will draw not only players, families and coaches it will also draw visitors from out of town to partake in the music, farm to table food and festivities.

This organization is targeting all surrounding counties totaling over a million in population. They are applying for a traditional grant to be used for marketing and promotions which will help bring tourism dollars to our county.

Good Luck,



Jim Chadderdon
Executive Director



April 29, 2016

Dear Klamath County Tourism Grant Board:

As a long-time owner of four quick-service restaurants in the Klamath Basin including a downtown location on Main Street, I encourage you to seriously consider the grant application for marketing funds to promote the Lake Jam 3x3 Basketball Tournament to be held in downtown Klamath Falls on July 30th and 31st.

Plans for this tournament include targeting the populations of nine nearby counties with a combined population of over one million people. The Klamath Basin needs just this kind of activity that could bring thousands of visitors to our community—visitors that will spend dollars in our hotels and at our restaurants and see the beauty of our region. They will also be exposed to the genuinely friendly folks of Klamath Falls.

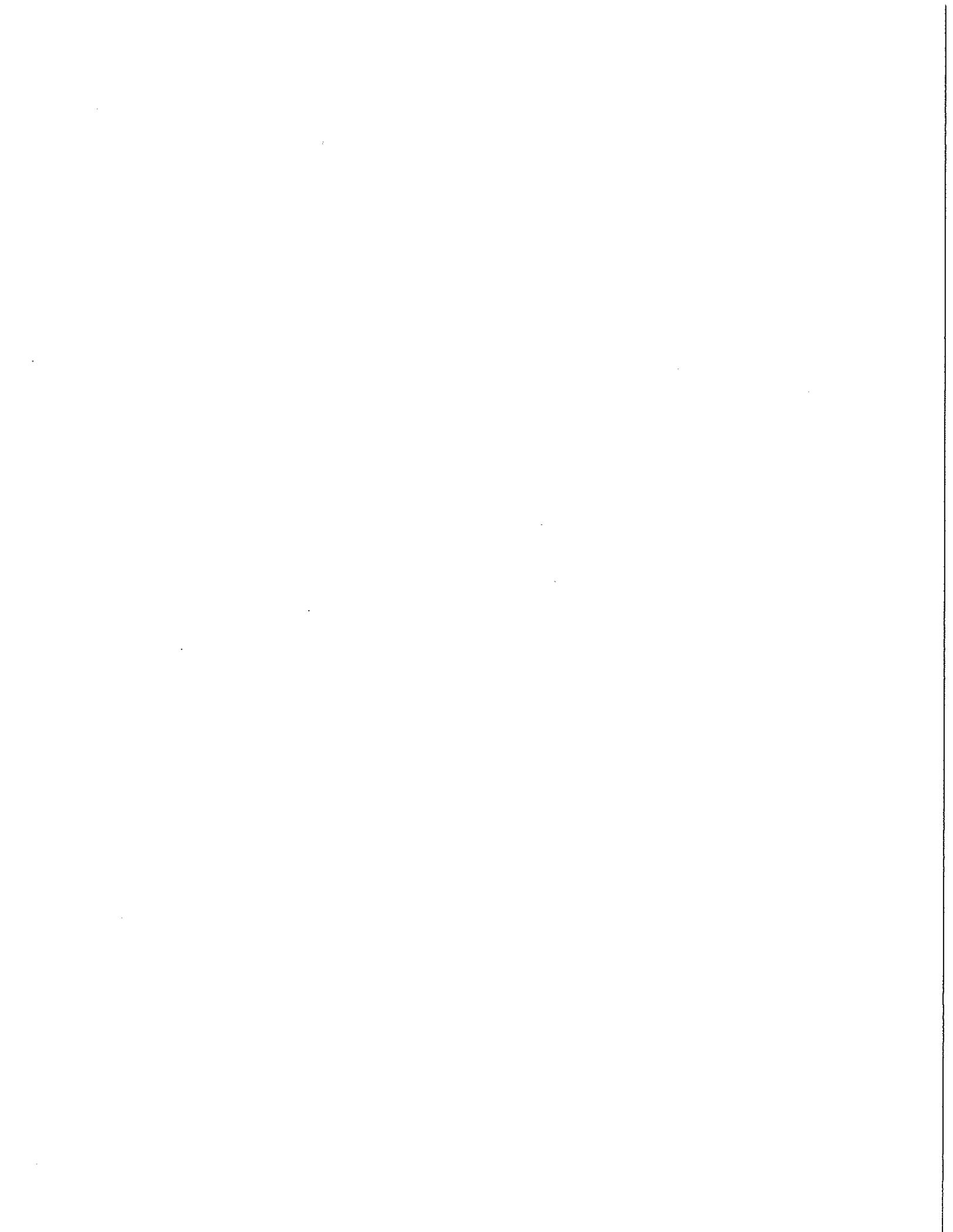
This event will draw not only the athletes competing in the tournament but the families of the participants. Our local residents and the visitors alike will be treated to family events, water activities on Lake Ewauna, nationally known bands, food and beverage vendors, and more. This event will definitely showcase our area and very possibly encourage visitors to return with their tourism dollars. Who knows, some may fall in love with Klamath and make plans to relocate here permanently.

Events such as this will put the Klamath Basin "on the map!" I was born and raised in Bend, Oregon and have noticed the way Central Oregon has promoted tourism and outdoor activities over the last 25-30 years. Those promotional efforts have led to phenomenal growth in that area. The Klamath Falls area is ripe for growth, and events such as the Lake Jam 3x3 Basketball Tournament that bring a fast-paced, well-organized activity along with family enjoyment for a large audience is an opportunity that we cannot afford to miss. By using tourism grant funds to promote and market this event we have the very real possibility of making a significant economic impact on our community.

Thank you so much for considering this grant application.

Sincerely,

Mike Moore
2818 Front St.
Klamath Falls, OR 97601





April 29, 2016

Klamath Falls Downtown Association
PO Box 372
Klamath Falls, OR 97601

To whom it may concern:

Klamath Basin Brewing Company supports the efforts of KFDA to bring Lake Jam, a 3X3 basketball tournament to Klamath Falls, over July 30 and 31st of this summer. We have run a restaurant/brewery for over a decade in the downtown area, and are well aware of both the efforts, and benefits that are associated with events of this type. Lake Jam poses the opportunity to bring numerous families to our lovely town, incorporate activities that are outdoors and healthy, support our economy, and would do so with true professionalism. No venture of this type takes place without the enthusiasm and commitment of volunteers within the community. There is additionally a cost to these events, and any financial support that can be gleaned from others committed to this event and to our town, will be greatly appreciated. Lake Jam is the kind of event that showcases our town, and builds a sense of pride in this place we call home.

Sincerely,

Terrel Wagstaff
Vice President
Klamath Basin Brewing Company

