

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: 20th Annual Klamath Tribes Restoration Celebration

Funds Requested: \$20,000

Organization Applying: Kla-Mo-Ya Casino

Contact Person: Glenna Donahue

Phone Number: 541-783-7529

Email Address: Glenna.donahue@klamoyacasino.com

Mailing Address: 34333 Hwy 97N Chiloquin, OR 97624

Web Site Address: klamoyacasino.com

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

Event Klamath Tribe Restoration annual pow-wow. Located outside of Kla-Mo-Ya casino
Date will be August 26th, 27th and 28th from 12-11pm Friday and Saturday. Sunday 12-6pm

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

Signature of Applicant _____ Date _____

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

Signature of Organization _____ Date _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.
Restoration event will be a three day pow-wow bringing in people from the north west. The event will have vendors selling goods and food. There will be multiple activities outside of the casino. This will be the first ever time holding the annual Restoration celebration at Kla-Mo-Ya casino and we believe that holding it at the casino will draw in many more people and having the funding to be able to get all of the supplies needed will make it an even more successful event.
Activities:
Rodeo, fun run walk, pow-wow feed, healthy barbeque and basketball tournament. There will also be dancers and drummers.

PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? Expecting 100-200 visitors.
3. How will you track the number of out of county visitors versus the number of locals? Coming into the event we will have someone giving tickets away for every one out of town guest will get a different color from local guest. The vendors will have to fill out a registration form that will help give us more information.
4. How are you planning on extending the out of county visitor's length of stay? Being a three day event will increase their stay. There will also be visitors coming in on Thursday before the pow-wow.
5. How will you encourage early arrival and late departure? Early registration for vendors, many people coming will reserve hotel rooms in advance. We will have a barbeque after the event is over which we hope will encourage visitors to stay at least another day.
6. How will you track the number of extra days? We will have a survey for our guests to fill out. It will also be a mandatory part of the vendor form.

QUALIFICATIONS OF APPLICANT

7. Describe your organization/project management team. How are these individuals qualified to lead this project? Glenna Donahue Marketing Specialist, Lisa Wood, Player Development, Sherry Solus Marketing assistant/ Shuttle supervisor, Laura Pulley CFO. Kimmie McNair Restoration Coordinator, Vivian Kimbol Assistant Restoration Coordinator, Felicia McNair Assistant Restoration Coordinator.
8. Describe your team's experience in operating past or similar projects.
This team has put together several events from car shows to concerts. With this great team work we made our events very successful with meeting our goals. We have also run this pow-wow for the last four years and it has grown larger each year and is attracting more attention and more outside interest.

PROJECT PLAN

9. How will you give credit to Klamath County for its support in our event or project?
Hanging up banners and doing live reads on the radio and thanking the Klamath County. Also placing the Klamath county logo on all flyers and banners and also placing the logo on our web page.
10. Provide a detailed timeline of your marketing efforts leading up to the event or project.

- May 10th Contact local Chiloquin business (Train Mountain, Collier Park, and Crater Lake) team up and have booths and bring more attention to the business in Chiloquin
- Make a special face book link to the 4 business for easy accesses to the registration forms.
- June 15th mail out the flyers and registration forms to different vendors that already sold goods to us and to the neighboring communities (Lapine, Medford, Ashland, warm springs, bend, Eugene, Dorris, Redding, and burns.)
- June 1st start making Special TV, radio, news paper ads that will reach to the surrounding areas. Start running the ads June 20th –August 20th
- Starting in August having live radio ads.
- August 1st one last blast with flyers and ads to all Tribes and community centers.

11. Describe your target market/audience. We are targeting members of different tribes, also individuals or groups who are interested in Native American culture.

12. Describe specifically how you will market the project to out of county visitors. Special ads on the tv and ads in different newspaper around our county. Send flyers to different county chamber of commerce and Tribal offices.

13. 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 can have the one of the hotels in Klamath Falls have special rates that will use a code. Also if anyone that parks in our parking lot with large RV will have to register. Any dancers and vendors and drum groups must register and we will have a special area on the form.

14. If your project is already underway, explain how this award will increase your likelihood of success. This will increase the attendance having it at a casino for safety reasons. We will also be able to advertise in a larger area and draw more people to us. And having this money will mean we won't have to expend as much funding on smaller things and we can use it to make this area suitable and make people want to come back.

15. 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. Be that we are a casino volunteers being paid might be an issue. In the past we worked with Cimarron hotel with special events with our shuttle. I believe Cimarron would give us a special hotel rate for our guests.

16. List your potential sponsors and partners and how they contribute to the event or project. Klamath Tribes, Crater Lake Junction Travel Center, Train Mountain, Collier Park, Crater Lake would be the three big partners. Being that this is the 20th anniversary is a big event for the tribe and will likely bring in a great deal of outside attention and we would

like to coordinate with all of these business groups in order to maximize attention for all involved.

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

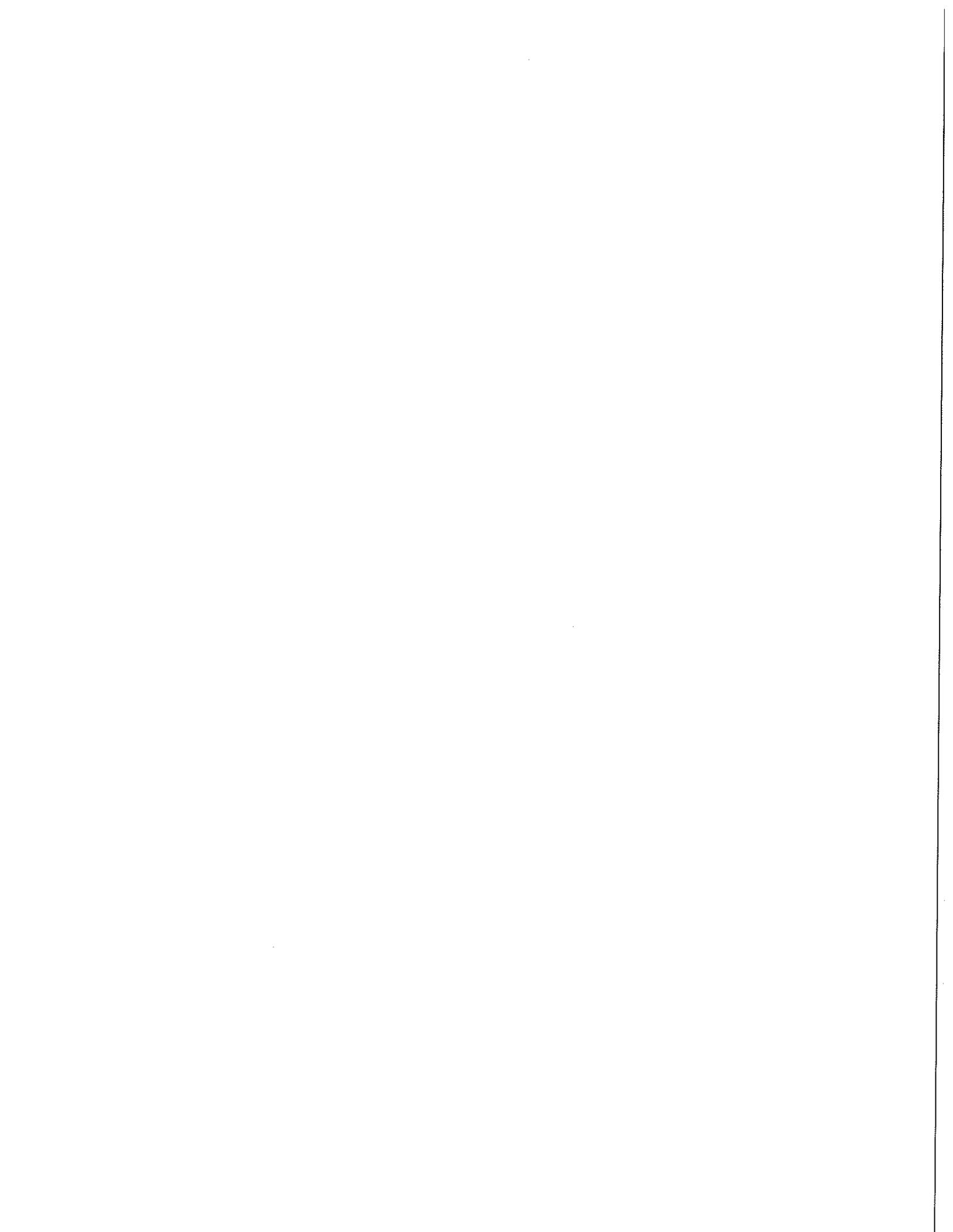
Our current marketing network is fairly small. We have never had the funding to have a network. With these funds we would be better able to get the word out to many more people and we hope to increase traffic by more than 50%.

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

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	5,000				
Other Sources	0				
Total Revenue	5,000	-	-	-	
CASH EXPENSES					
Advertising					
Print	3,000				
Web	500				
Other Internet	0				Facebook
Other					
Total Advertising	-	-	-	-	
Printing	2,000				
Postage	500				
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	5,000	-	-	-	
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.**



**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	\$20,000				
Cash Revenues -	\$20,000				Klamath Tribes
Source:	Tribes				
Source:					
Source:					
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:	0				
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	-	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs	0				
Marketing costs	5,000				TV, radio, paper ads
Rentals	11,000				Tent, Chairs, portapotty, bleachers, tables, and generator
Supplies	4,000				grass
Other:	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	20,000	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	-	-	-	-	

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.

