

## TRADITIONAL TOURISM GRANT APPLICATION

Title of Project: Regional Marketing of Steen Sports Park \_\_\_\_\_

Funds Requested: \$4200.00 \_\_\_\_\_

Organization Applying: Klamath Youth Community Sports Complex  
DBA Steen Sports Complex \_\_\_\_\_

Contact Person: Mark Dodson \_\_\_\_\_

Phone Number: (541) 331-6219 \_\_\_\_\_

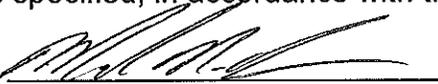
Email Address: [mark@basinunited.org](mailto:mark@basinunited.org), [mark.dodson@live.com](mailto:mark.dodson@live.com)

Mailing Address: 4500 Foothills blvd., Klamath Falls Or. 97603 \_

Web Site Address: [www.steensportspark.com](http://www.steensportspark.com), [www.basinunited.org](http://www.basinunited.org)  
[www.mikesfieldhouse.org](http://www.mikesfieldhouse.org)

Brief Description of Project including date, time and location: Work with Discover Klamath to distribute marketing materials (brochures, videos, etc) of the facilities available at Steen Sports Park to attract large events and tournaments to our facilities year around. The conferences that we have targeted with Discover Klamath are late summer and early fall of 2016.

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 4/30/16

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

Signature of Organization 

Date 4/30/16

## **PROJECT DESCRIPTION**

1. Working with Discover Klamath we have redefined our marketing strategy to combine both organizations into one defined entity at Steen's Sports Park. We have already started marketing campaigns to focus on the organization as a single entity, instead of as separate, unique organizations. We are creating all new print, electronic, and television media and are asking for assistance from Discover Klamath and Klamath County tourism grant program in distribution of those materials. By using the leverage that Discover Klamath has in the advertising market we realize we can potentially reach that many more out of town visitors.

## **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?  
We feel that an obtainable goal for this first calendar year is to host two additional tournaments at the sports park, and to host two weekend clinics as well. All of these events will require the participants to sign up on our facility management software system that requires an address during the registration process. This will quickly enable us to see where our participants are coming from and modify our marketing campaigns in the future.
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 be doing a couple of different things to encourage our visitor's to extend their length of stay. With the tournaments, team check-in and coaches social will be on Friday afternoon/evening. We will also have early morning games on Saturdays which will encourage Friday evening arrivals. We have already spoken with some local hotels, and plan on partnering with them as official tournament hotels, since this will help to capture the number of extra nights that we were able to capture with each event.

## **QUALIFICATIONS OF APPLICANT**

4. Describe your organization/project management team. How are these individuals qualified to lead this project?  
The combined management team of the sports park is strong; we have all managed large events multiple times. Combine this with the expertise that we are gaining from Discover Klamath on the marketing side and I feel very confident that we will be very successful in attracting multiple exciting events to Klamath County. In the past year the team at the sports park has ran youth leagues, adult leagues, hosted multiple community events, and multiple community fundraiser without any problems while completing multiple capital investment projects.
5. Describe your team's experience in operating past or similar projects.  
Events like the annual S.M.A.R.T. Carnival, Basin Brew & Q, Sunset Showdown soccer tournament, Klamath READS, 2016 NWTR (Preparations), and the Friends of the Children "Friendraiser" are all events that we manage outside the normal operations of the park. Every week during the spring and fall we also host over 1000 youth soccer players and 800 baseball/softball players, as well as the families and spectators who watch them play. Our current team is poised to make the next step and additional staffing has been hired as a way for us to invest in our own future.

## PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?  
All of the materials will have the appropriate logos attached and displayed on them prior to being disseminated or shown at any trade shows.
  7. Provide a detailed timeline of your marketing efforts leading up to the event or project.  
We will continue to work with Discover Klamath to seamlessly integrate our websites, using Impression Designs and Gary Rose for video source.
  8. Describe your target market/audience.  
Tournament directors, Sports Destination Management Firms, Trade Show Groups, College Showcase Tournament Directors
  9. Describe specifically how you will market the project to out of county visitors.  
Discover Klamath is helping to market Steen Sports Park at trade shows and conferences that they are already attending this fall and early winter. Marketing in Northern California, and Eugene markets as well for sport specific clinics
  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)  
Registration software requires address input so we will pull information from there.
  11. If your project is already underway, explain how this award will increase your likelihood of success. We are already developing new marketing strategy for the park, working with Discover Klamath the award will increase our reach 10 fold and allow use to tap markets that we could not even hope to reach at this time.
  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.
- Created From Above video services; \$350.00 filming of the park via drone  
Discover Klamath; \$3,750 Marketing Services
13. List your potential sponsors and partners and how they contribute to the event or project.
  14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

We will continue to work with Basin Mediactive and other marketing partners to inform the public about the exciting events at the park. We will also work with our partners in the youth sports organizations to promote the tournaments and clinics that we are hosting regionally and nationally.

**Klamath County Tourism Grant Application  
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request	4200				
Cash Revenues -					
Source:					
Source:					
Source:					
Total Cash Revenues		-	-	-	
In-Kind Revenues:					
Discover Klamath					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	0	-	-	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs	0				
Marketing costs	9725				
Rentals	0				
Supplies					
Other:	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	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	4200				
Marketing (Discover Klamath)	3,750				
Marketing (Discover Klamath)(Cash Match)	900				
Marketing (Steen Sports Park)	525				
Total Revenue	9375	-	-	-	
<b>CASH EXPENSES</b>					
<b>Advertising</b>					
Print	300				Grant
Web	1000				Grant
Facebook Ads	250				Grant
Oregon Festival & Event Listings	40				Grant
<b>Television</b>					
Comcast-Eugene, Coosbay,etc	1285				Grant
KOBI	1025				Grant
<b>Public Relations</b>					
	400				In-Kind Discover Klamath
<b>Creative Development</b>					
Graphic Artist-Brochure	300				Grant
Graphic Artist-Digital Media	600				In-Kind Discover Klamath
Production Created from Above	450				Created Above In-Kind
<b>Discover Klamath Partnership</b>					
DK Calendar of Events	200				
DK Web Ads	1500				
DK E-Newsletter Article	250				
DK E-Newsletter Ad space (3 months)	150				
Social Media Post	250				
Trade Show Brochure Sponsor	400				
Total Advertising	8475	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	900	-	-	-	Cash Match by Discover Klamath

**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.