

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Heather A Crowder

Date/Time*

9/29/2018

3:15 PM

Tourism Traditional Application - Submission #306

Date Submitted: 9/29/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

2019 Art of Survival Century

Grant Cycle*

Fall 2018

Amount Requested*

10,000.

Total Project Cost*

57,500.

Entity Federal Tax ID Number

27-2280018

Do not enter if putting in SSN

Entity Name*

MALIN COMMUNITY SERVICE CLUB

Grant Contact Name*

Linda Woodley

Email Address*

aoscentury@gmail.com

Address*

PO Box 133

City*

Malin

State*

OR

Zip Code*

97632

Phone Number*

541-281-5117

Fax Number

541-723-6442

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

Lori Baley, Rob Grounds

reply email

aoscentury@gmail.com

reply email

lrb@fireserve.net

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

no

If yes, please enter name

Name

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Develop destination-b...

Project (250 words or less)*

The 2019 Art of Survival Century 6th Annual Bicycle Ride will take place on Memorial Day weekend, Friday, May 25, 2019 through Sunday May 27, 2019, from 4:00 pm Friday to 5:30 pm Sunday. The ride travels through Malin, Merrill, Poe Valley, Lava Beds National Monument, Tulelake and Butte Valley. This ride is unique because at rest stops educational and historical information is presented by guest speakers/historians featuring our region's remarkable history and things to see and do over this long weekend. Family-friendly routes are available on Saturday and Sunday and also a bicycle rodeo program for children on both days is conducted by the Highway Patrol to teach bicycle safety, balance and the use of safety equipment, as well as encourage outdoor activity for our youth. Multiple Century routes are geared towards more adventurous cyclists—65 to 118 miles—traversing outlying communities of greater Klamath Falls crossing two states and three counties. Last year we added a "Gravel Grinder" ride on Sunday, making this a two-day event and will actively market to avid gravel grinder cyclists since this activity is a craze in Oregon at this time. Our partnership with several local entities, Discover Klamath, Klamath National Forest, Modoc National Forest, Lava Beds National Monument, and US Fish and Wildlife Service is invaluable in our success and promotion of our great history and natural resources.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

The Art of Survival Century Ride (AOS) Committee continues to focus on hosting an event that brings economic benefit to our area by increasing overnight stays and promoting attractions that will encourage return visits. By targeting specific larger bicycling markets with strategies that leverage local marketing organizations like Discover Klamath, Travel Southern Oregon and Discover Siskiyou to promote our natural outdoor beauty and historical resources, we are finally attracting cyclists from Southern California up to Washington State. The event date during the shoulder season on Memorial Day weekend was strategically chosen to lengthen overnight stays of out-of-county visitors over the extended weekend. The venue incorporates the outlying communities of Klamath County and our border communities of Tulelake and Dorris. By adding a Sunday ride we are definitely seeing extended overnight stays. Since we have limited lodging venues in the outlying areas, we continually work with hospitality venues in Klamath Falls to offer discount codes to add to our robust data gathering efforts. This event has been very successful in bringing in additional dollars to help with local rural development projects, as well as lodging and restaurant product sales. Our Family Friendly focus includes route lengths doable for families, with an educational and safety focus, while encouraging outdoor recreational exploration over the weekend.

New this year will be coordination with the Klamath Basin Rural Tourism Studio committee to unveil the Modoc War Audio Tour Project and the Outdoor Recreation Project which showcases 10 best cycling routes in Klamath County.

Describe the need for your project

Long-Term (250 words or less)*

Our long-term plan is to provide a sustainable annual event that our region can benefit from and be proud to host. Promoting fitness, family and fun is a great way to attract others to our amazing area and get those “heads in beds” that we need to sustain our economy. We want to grow this event annually and attract cyclists to our area to enhance their experience of riding in a rural environment with limited traffic, scenic natural beauty and rich history, and hopefully develop an appreciation for agricultural communities.

We desire to grow our event to 500 cyclists over the next two-four years and also encourage business development for outdoor recreation niches and agritourism ventures in our region. The target market includes those recreationalists who are most interested in the following:

- Family-oriented activities
- Diversity of outdoor recreational opportunities (cycling, camping, hiking, fishing, photography, birding)
- Historical, cultural, educational and recreational and agritourism enthusiasts
- Active, healthy lifestyles across the age spectrum
- Exploration of unique, unspoiled areas “off the beaten tourist path”
- Travelers looking for unique nature experiences

Bend, Portland, Eugene, Salem, southwestern Washington and northern California (Sacramento and Bay Area) cyclists are looking for new views and areas to ride according to OR-Bike and Cycle California’s survey of thousands of newsletter subscribers. Our partnership needs to expand with their help into social media and clubs in those areas. The committee is excited that a cyclist volunteer in our area has agreed to take on the Social Media management of AOS.

What is the long-term plan for your project

Measurability (250 words or less)*

The success of our project will be measured by verbal and survey responses from cyclists; by the number of attendees; by the participation of local entities and number of volunteers and by the economic impact to our region.

- Our online registration program (RacePlanner Inc.) and day-of-ride registration forms will provide crucial details with respect to rider’s place of origin and age. RacePlanner has been a great partner and source of extensive data over the previous five years the event existed.
- Last year we surveyed 146 riders of the 264 (55%) riders immediately following the event, while others completed later online at survivalcentury.com or on our partner organization’s website cyclesiskiyou.com. The post-ride survey (hard copy and digital) provides documentation of the following: length of stay, area/region additional activities occurred, type of lodging and nights stayed, dining locales and number of persons in party. This post-ride survey may be accessed electronically by cyclists through the AOS Century website or preferably completed immediately after the ride. The resulting data will be captured, tabulated and reported to Klamath County Tourism within the final grant report.
- We plan to offer a special gift this year upon completion of the rider’s survey, which should encourage better participation from repeat cyclists.
- Discover Klamath will collect data through lodging reports and media impressions.
- OR-Bike and Cycle California will collect information from their social media network related to content “looks” and location of interest.
- We will continue to partner with area hoteliers for discount codes to track stays in their establishments. Part of that data we hope to get from hoteliers is number of nights stayed.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

A strong committee of dedicated community builders, representing outlying communities and agencies, are continuing on the team. The team is committed to partnering and growing this event using our collective experience gained over the last five years.

The Rural Klamath Connects Network of communities supports the creation of programs, projects, and events that encourage tourism, promote economic development, share our history, beautify our downtowns, and create opportunities for residents to invest time and resources into their communities. Our shared vision is to have businesses available locally that create job opportunities and provide needed services, attract more business into each community, provide welcoming services for visitors and promote vibrant and revitalized communities once again.

This cycling project/event is right in line with the above goals and vision for our region surrounding Klamath Falls and within urban boundaries as well. Our partnership with the Klamath Basin Rural Tourism Studio and Discover Klamath makes this event paramount in showcasing our area as a premier cycling destination, as well as other outdoor activities.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Four key organizations rotate leadership and have active members on event committee.

- Cities of Merrill, Malin, Tulelake, provide personnel, infrastructure and planning support.
- Lava Beds National Monument (NPS) donates entry into park each year and help with permitting, staff at planning meetings and educational talks at the rest stops.
- US Fish and Wildlife Service provide rest stop and staff at their Headquarters for educational talks.
- US Forest Service staff assist in permitting, planning, mapping routes and advertising. Also, recreation staff assist in planning, layout and event management of Mountain Bike and Gravel Grinder.
- Law enforcement support with permitting, patrols and signage to make safe event (CHP, OSP, Siskiyou/Klamath County Sheriff, and Malin, Merrill, Tulelake Police).
- Highway Patrol and local law enforcement conduct annual Bike Safety Rodeo teaching 50+ children rider safety.
- CalTrans and ODOT help with permitting and signage for safety.
- 2018 Sponsors: Sky Lakes Medical Center \$500, Avista \$500, City of Dorris \$500, Adkins Engineering \$500, H&M Gopher Control \$500, Dr. Mooney (Redding) \$350, Cal-Ore Telephone \$250, Harrington Ranch \$200, Dr. Wenner \$200, Dr. Mirande \$200, Walker Brothers \$200, Basin Fertilizer \$200, along with like Stateline Auto Parts, Merrill Clinic, The Bike Shop-Redding, Tulelake Rotary, Baley-Trotman Farms, Tulelake Chamber, examples of cash donors.
- Other local sponsors made donations of \$100 or less, all cash donations totaled \$4,750.
- 4-H, FFA, FBLA, Rotary InterAct Youth groups volunteer for various duties throughout event.
- In-Kind time and services huge!

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

Bicycling Tourism has over \$400MM impact on the tourism industry in Oregon. Travel Oregon, our state destination marketing organization, continues to market Oregon as a premier cycling destination, thereby increasing Oregon's economic prosperity, particularly in rural areas. Discover Klamath and many local business partners also desire to continue to establish Klamath County as a destination cycling spot. Events like AOS Bicycle Ride bring much needed revenue into our communities while encouraging repeat visits to the area. Local businesses and tourism partners understand the importance of cycling activities in benefiting our local economy and showcasing our outdoor recreation assets.

We are excited to partner with the Klamath Basin Rural Tourism Studio committee to showcase additional cycling opportunities in the region. For the last three years we have partnered with the Ride the Rim event at Crater Lake National Park for promotion of the AOS Ride. Since the inception of our ride we have partnered with local cycling shops, restaurants and hotels to cross promote our assets in the region. Our ride has benefited these businesses over the past five years and we plan to continue to be a positive impact for our region.

In the future, we will continue to work with local cycling efforts to promote the amazing riding—whether road, mountain, or gravel—that can be done in the Klamath Basin (and outdoor recreation as a whole), making this region a premier destination to visit.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

The Art of Survival Century bicycle ride was developed in 2014 by the Cycle Siskiyou group as a fundraising effort to this economically disadvantaged area of Lower Klamath Basin. The event was handed over to a local Malin group in 2015 to continue as an annual event to create a community fundraising asset to help fund worthy community development projects within the region. This event has been very successful and continues to grow.

Then the bicycle rodeo was added to our ride in 2016 for children age 5 to 12 years. This event has been a great opportunity to educate and include our children in outdoor recreation opportunities. Many of the children attending are Hispanic and have been given used bicycles and new helmets at this event. The excitement on their faces and the hugs they give are priceless.

Last year, in 2018, we added a second day to our event in Dorris, another one of our border communities which is economically disadvantaged and needing tourism influx. We added a "Gravel Grinder" ride which gives cyclists another opportunity to experience a different type of ride and also encourages a longer stay in our area. Klamath Falls will continue to benefit from this addition since not many restaurants and lodging facilities are available in the outlying communities.

As we strive to continue implementing a shared vision for how we focus our efforts to improve the outdoor recreation/cycling economy in our rural region, this will ensure that our impacts are positive and inclusive of all.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

We have a unique partnership with area agribusinesses. Cal-Ore Produce provides 5# bags of potatoes for each of our registered cyclists, so "pedaling for potatoes" has received several positive comments on social media. It is amazing how well this gesture has been received, along with gift boxes of spearmint tea and bottles of horseradish donated by local mint and horseradish growers. We are very proud of our agricultural heritage and enjoy showcasing our producers and educating our visitors on where their food is grown.

We also promote and partner with our local lodging establishments and restaurants out in the rural communities as well as Klamath Falls. Many of our local small businesses in the outlying communities support our endeavor financially year after year.

Hutch's Bicycle Shop has always partnered with us in the past by advising our planning committee, sponsoring a rest stop and providing the food at that stop, offering SWAG items and repair kits, and promotion of our event. Zack's Bike Shop had a representative at our Gravel Grinder ride and said they will be able to step up their support this coming year. Our local support is amazing and a blessing.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in
shoulder season?

yes/no*

yes

Does the project/event
occur outside urban
growth boundaries?

yes/no*

yes

Required supporting documents*

AOS 2019 Supporting docs for KC Grant.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget

template provided ***Support letters - All entities are required to obtain support

from 3 businesses/organizations ***If your grant project involves signage of any
kind, you are required to gather and submit letters from all required local,

regional or state sign authorities involved demonstrating approval to place

signage on their land/property during the timeframe of the grant ***Marketing

type projects - If producing collateral you must describe your distribution plan,

including budgeted costs ***If your grant project involves infrastructure

development/construction you must include plan drawings and approval from
permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

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I agree.

Electronic Signature

Linda L. Woodley

Date/Time*

9/29/2018

6:45 PM

Tourism Traditional Application - Submission #307

Date Submitted: 9/30/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

Klamath Falls BMX State Championship Race (SCR)

Grant Cycle*

Fall 2018

Amount Requested*

\$10,000

Total Project Cost*

\$14,000

Entity Federal Tax ID Number

93-1305141

Do not enter if putting in SSN

Entity Name*

Klamath Falls BMX