

**Tourism Traditional Application - Submission #305****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**

N/A

**Project Title\***

2019 Home &amp; Outdoor Expo

**Grant Cycle\***

Fall 2018

**Amount Requested\***

18,500

**Total Project Cost\***

36,600.00

**Entity Federal Tax ID Number**

930631567

Do not enter if putting in SSN

**Entity Name\***

Klamath Basin Home Builders Association (HBA)

**Grant Contact Name\***

Heather Crowder

**Email Address\***

eo@klamathbasinhba.org

**Address\***

205 Riverside Ste G

City\*

Klamath Falls

State\*

OR

Zip Code\*

97601

Phone Number\*

541-884-8570

Fax Number

541-884-6615

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)

N/A

reply email

eo@klamathbasinhba.org

reply email

eo@klamathbasinhba.org

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

yes

If yes, please enter name

Name

Kevin Roth

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\*

Maximize economic re



**Project (250 words or less)\***

The Klamath Basin Home Builders Association (KBHBA) has been operating the annual Home & Garden Show for 43 years in Klamath Falls. The event runs for three days: March 8 – 9 – 10. This event provides local businesses with the opportunity to market their products and services related to buying/selling a home or making their house a home. This event offers more than just walking through to talk with businesses. Seminars/presentations and hands-on demonstrations are also available with more being developed each year. Additionally, most vendors offer event specials to increase their sales and all vendors donate products and services to be given away daily. Proceeds from the event fund the HBA operating budget and donations to seven local non-profits. Additionally, over a thousand pounds of food is collected for the local food bank. Exhibitors profit from sales made during the expo and our community profits from the additional time and money visitors spend in our community.

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)\***

Over the last few years, KBHBA has increased marketing efforts which has resulted in bringing in additional vendors and visitors to the area. The show historically has between 3,500 and 4,000 visitors and about 100 vendors. Although the visitors and vendors are usually from Southern Oregon and Northern California we estimate that only 1% of our visitors and 5% of vendors are from out of the immediate area. We can triple the number of out-of-the-area visitors and vendors by expanding the show's scope to include outdoor recreation vendors and real estate developers looking to attract families looking to relocate. Through this growth we see additional grant support and additional exhibitors from businesses in our area looking for ways to support their own relocation efforts. The first step in that marketing effort was to change the name of the event to the Home & Outdoor Expo. The name change expands the scope of the event to include outdoor recreation and relocation information. This will add to our prior success by allowing us to target marketing to recreational and real estate development vendors, and to visitors who would come to Klamath Falls to review employment/relocation opportunities as well as vacationing. The KBHBA will be partnering with Discover Klamath and community partners that benefit from people relocating to our area. We will be targeting the areas from Seattle/Spokane down to San Francisco/Sacramento.

Describe the need for your project

**Long-Term (250 words or less)\***

Since the internet became a daily research tool for most people we have to work harder to bring people to the show. With 43 years of history for our event, the KBHBA realized it needed to change things up enough to keep the event high on the list of things for our local community and those considering relocation. Reviewing similar events to ours has shown that expanding the scope to include outdoor recreation, and by providing hands-on, informative seminars and having exciting exhibits will bring additional industries to the event and increase visitor attendance. As the vendor count and visitor count increases it helps feed the growth of the event by making it a "Must See" event. By providing various exciting demonstrations and seminars over the three-day event period will drive multi-day attendance which lends to overnight stays and our visitors spending dollars in our restaurants and at our lodging providers.

What is the long-term plan for your project

**Measurability (250 words or less)\***

The KBHBA recognizes the value in collecting data on our visitors. We are implementing a daily visitor poll to capture the zip code of participating attendees and feed our CRM database. The participants will be entered to win a daily prize (iPad Mini, Amazon Echo) and vendors will be asked for their participation at the end of the event in a separate survey/raffle. By collecting their zip code we will be able to provide a measurable set of data showing where our vendors and visitors come from. From this information we will be able to expand or increase our marketing efforts in the coming years.

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)**

The Expo pulls in vendors from Klamath County, but in recent years we have been pulling vendors from the I-5 Corridor from Redding, California through Seattle, Washington. We have vendors based out of New York and Florida who regularly participate. During the 2018 show we were able to talk with some of our visitors and heard that they were from as far as San Francisco, California.

Each of these non-local vendors will be staying in hotels for at least 3-4 days and eating out for many of their meals. They may discover they need supplies for their booth and often their donated raffle prizes are sourced from Klamath Falls businesses. The HBA is looking at opportunities to create packages with hotels/restaurants/activities to encourage our participants to stay longer and come back.

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

**Support & Involvement (250 words or less)**

The Expo (and the Home & Garden Show before) has always been very well supported by not only our members, but also by non-member partners in our community and some outside our county. We believe that with the changes and outreach we are making for 2019's show the number of partnerships will increase. A new sponsorship level has been added and with the partnerships we are currently working on to create packages we believe we will have about 30 sponsor/in-kind partners for the 2019 event.

KCEDA, Discover Klamath, Coldwell Banker Holman Premier Realty, Power PaC/PartyTime Rentals, Fisher Nicholson Realty, Herald & News, KOTI/KOBI, Linkville Roofing & Siding, Henris Roofing, Cal-Ore Communications, Courtesy RV, Countertops by Topsecret Inc, The Home Depot, Quality Electric, Ed-Pat Electric, Eco Solar & Electric and more have all partnered with the association in the past (as a sponsor or in-kind donor) many of them for more than one year. Our event has always been held at the Klamath County Fairgrounds. For many years it was held in conjunction with the Rock & Gem Show and in 2018 we made a return to being on the same weekend.

During this event in the past the HBA has supported various contests including area schools and clubs like Girl Scouts. Non-profits who have benefited from the donation include: Carriage Club, Relay for Life, Insurance Professionals, Women's Scholarship Foundation of Klamath Falls, Mazama High School Senior Parents, Klamath Lake County Action Services, Klamath County Food Bank and more.

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)**

The Klamath Basin has a lot to offer. But we are at a crossroad. We need new business. We need better living-wage jobs. We need people. People who are willing to work and to play. Our community is a great place to raise a family. One way to bring new people/businesses to the area is to showcase what businesses are available. Few people would relocate to the Klamath Basin unless they had been here to visit first.

Our Expo will provide people with the information and product, as well as what Klamath Falls area has to offer in recreational things to do. Making Klamath Falls a desirable place to live and play. By getting people excited about our community we will be able to bring in the workforce and the businesses that will offer those living-wage jobs.

Out of the area vendors will need a place to stay and places to eat while they are here. They will need fuel for their vehicles and supplies for their booths. They will be encouraged to come early and/or stay longer to experience our area. Visitors will find out what is available here and be encouraged to stay or to return to play another day.

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)**

Being centered around the home, this event is available to everyone. If you are renting and dreaming about the day when you can buy your own home or you own your home but want to make some repairs. The inclusion of activities this year will begin to help visitors see themselves being active and partaking of all the benefits of our community. The Expo offers the opportunity for in-person discussions, informational seminars and hands-on activities. Regardless of if someone is hearing, vision or mobility impaired being able to meet with someone in person will make it easier for them to move forward with the conversation needed to make a successful relationship. The HBA also makes the event welcoming to families by ensuring that there are activities for the kids as well as food trucks to encourage a longer visit. An additional benefit is allowing anyone time to talk with the vendors in many industries about potential career opportunities which they may not have considered a possibility previously.

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)**

The Home & Outdoor Expo is an ideal place for small businesses to meet up with the public and other businesses for networking and referrals. It provides an opportunity for the vendor to promote their product/service/business which might have otherwise been unknown to the visitors. Many of the businesses who participate in our event each year say this event will help them line up business that will keep them busy for months. Not only do our sponsors and most of our vendors return each year, but often they look to include other businesses they work with. By expanding the scope of the event, we are able to reach out to organizations in our community that would not have necessarily been partners in the past. Organizations looking to promote tourism and relocation to our area are now a perfect fit to be partners for this event.

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\*

no

**Required supporting documents\***

HBA Expo Supporting Docs 9-28-18.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.**

**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