

Print**Tourism Sponsorship application - Submission #303****Date Submitted: 9/28/2018****Title of Project***

Spring Paddle Battle Pickball Tournament

Grant Cycle*

Fall 2018

Funds Requested*

\$2,290

Organization Applying*

Klamath Basin Pickleball Association Inc

Contact Person*

Patti Hopkins, Grant Writer KBPA

Phone Number*

541-281-2850

Email address*

patti2096@aol.com

Website (if applicable)

kbpickleball.com

Address

P O Box 6

City

Klamath Falls

State

OR

Zip Code

97601

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

Description of project including activities, date, time and location*

The Klamath Basin Pickleball Association (KBPA) will host a Pickleball tournament the week-end of April 13-14. The tournament will be held at Harbor Isles Fitness and Tennis Club beginning Saturday April 13 at 8:00 A.M. and last until approximately 5:00 P.M. the first day. Competition will begin again on Sunday April 14 at 8:00 A.M. until games are complete, winners awards have been handed out and raffle winners have been selected with prizes delivered. Saturday evening KBPA will also host a one to two hour pickleball exhibition by two of the Northwest's elite Pickleball players. This will be open to all participants, their families and the public. With both days competitions starting at 8:00 A.M. and the evening exhibition it is expected that most participants from out of town will need to stay in town to accommodate the early start times on both days, stay through all games for the day and attend the exhibition.

Goals*

Our goals include introducing Pickleball players throughout Northern California, Oregon and Southern Washington to the KBPA, its members and Pickleball venues in the Klamath Basin. We will sponsor 34 players registration fees at \$35 each. The sponsoships will be sent in pairs to 17 different Pickleball Associations throughout our target area, keeping the distances for sponsorship recipiants at 3 hours driving time or more from Klamath Falls. We will identify the targeted Associations through the internet, Pickleball websites and USA Pickleball Association, as well as, our member's interactions with out of town picklers when traveling to tournaments or vacation sites in our target market areas. Our area of concentration will be Northern California, the Oregon Coast, Portland, Eugene, Bend/Redmond and several locations in Sourthern Washington. Due to the early start times on both days we expect participants to spend at least one night and with the exhibition scheduled for Saturday evening, Saturdays participants will be motivated to spend a second night as well. Calculating 2 nights for each our elite pros and participation of out of town players at 50% of total participants our estimate would be 57 heads in beds for at least one night and 50% of those to stay a second night. Registrations will include names and addresses so we can easily identify those from out of area and distances traveled. For reporting purposes we will include survey's in each welcome/registration packet and as those are turned in to the registration/administration desk the participant will be given a raffle ticket for a gift basket valued at \$150 or more. The surveys will include questions regarding travel distances and where participants stayed, if they dined out, and if they would return for other tournaments.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

Team*

Our team consists of KBPA, its President Kristi Redd, its tournament coordinator Bonnie Smith and Mike Hoxie, Owner, Pickleball is Great (pickleballisgreat.com) as organizer and manager of tournament specifics, Harbor Isles Fitness and Tennis Club, manager Ashley Wendt, and Rick Zwartverwer USAPA (USA Pickleball Association Ambassador, Klamath Falls). Although KBPA is a relatively new organization in the area, there have been two successful tournaments organized by this same group, with many returning players and exceptionally good feedback to organize more tournaments in the future.

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

Experience*

KBPA has hired Mike Hoxie of Pickleball Is Great to manage the Spring 2019 Paddle Battle in Klamath Falls. Mike, as a passionate pickleball player, identified a need for efficient experienced management for pickleball tournament planning, marketing and organization. In 2016 he formed Pickleball Is Great and has managed numerous tournaments throughout the Pacific Northwest, Hawaii and has now gone international with a tournament planned in Costa Rica.

Although KBPA is a new organization for the Klamath Basin, we have successfully hosted two tournaments locally. The first had 40 participants and was well received the second had over 70 players who actually participated but had over 100 registered players. Due to the smoke in the basin last summer several of the players declined to play in the tournament. The tournament was moved indoors at the last minute and the 70 players several of which were from distances in excess of 150 miles had great things to say about the tournament. KBPA has an enthusiastic membership of over 150 players consisting of beginner players up to the highest levels of amateur competitive play. Many of our local players have competed in tournaments outside the Klamath Basin and have brought back suggestions for the best and worst of tournaments. KBPA is using those suggestions to assure the success of local tournaments.

Both KBPA tournaments used numerous volunteers from the membership and we again have support and commitments for volunteers to help put on another quality tournament in the Klamath Basin.

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

County credit*

As a 501 (c) (3) KBPA has purchased liability insurance for minimum coverages as required. KBPA will adhere to any and all requirements of the county for use of their logo through the Klamath County Tourism Grant as a supporter of the pickleball tournament.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

September 1, 2018	Tournament planning started
September 10, 2018	Attended Marketing 101 Klamath County Tourism Grant
September 13, 2018	Planning session location, costs, basic outline
September 18, 2018	Contact and proposal with Pickleball Is Great (P.I.G.)
September 20, 2018	Verbal commitment Mike Hoxie P.I.G.
September 28, 2018	Dates set with venue
September 30, 2018	Application due Klamath County Tourism Grant
October 15, 2018	Get logo designs confirmed for printed media, websites, t-shirts
November 1, 2018	Secure Elite Players
November 15, 2018	Set tournament registration dates and cut offs
January 1, 2019	Post particulars of tournament and on line registrations on websites, kbpickleball.com, pickleballisgreat.com USAPA.com, send out scholarship information and offers.
March 1, 2019	Order t-shirts
March 25, 2019	Raffle basket prepared for Survey raffle, set up snacks, lunches (donations we hope, secure and post volunteer schedules, secure awards and prizes
April 10, 2019	Build welcome participant packets
April 13 and 14	Tournament

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

Target Market*

Northern California, as far south and east and west of Redding, and the Pacific Northwest with driving time distances of 3 hours or more as mentioned in our sponsorship request. This is an open tournament so all levels of players and all age groups are welcome. Historically this is a time when picklers are starting to practice and attend tournaments to hone their skills for summer tournaments all over the US. KBPA has learned Eagle Crest has scheduled a tournament the first or second week-end of April and Corvallis is hosting a tournament the last week-end of April. Some of our members will play in these tournaments for the very same reason that we expect our target market players to come to Klamath Falls for our tournament.

Describe your target market/audience

Measurability*

Registration procedures will include names and addresses of all participants. Surveys will be included in all participant packets and raffle tickets will be given to all participants when surveys are completed and turned in. Questions, based on P.I.G. surveys of the past include questions about distances traveled, accommodations of the participants during the tournament, and if participants used eateries in the area. We will also be tracking the number of scholarships sent and used and by whom, how to improve our tournaments, what worked well, and what didn't. Reports will be shared with management of KBPA and Klamath County Tourism as completed.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

Harbor Isles Fitness and Tennis Club
P.I.G.
Various local business (t-shirts sponsorship, lunches and snacks, prizes and awards) to be determined
Our Elite Exhibitors

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

Flexibility*

If we do not receive the requested funds from the Tourism Grant, KBPA will reduce the number of scholarships beginning with the Washington locations. KBPA would still market to those distant areas but the incentive in the form of "no registration fees" to come to Klamath Falls would not exist in all cases. There is also the possibility that we would have to cut the exhibition evening. We feel strongly these two items will get KBPA exposure for this and future successful tournaments in the Klamath Basin and thus allow us to continue to grow the area as a pickleball destination. KBPA will not quit marketing to get out of town participants to the area for fun times playing Pickleball.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*
 Browse...

***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*

Patti Hopkins