



Received @ 2:03pm
9/15/16 vN

September 15, 2016

RE: Project: Crater Lake Zipline LLC Kid Zip Project

To the Esteemed Grant Review Committee,

Thank you in advance for your efforts in reviewing the economic development grant applications. This is a much needed program and I applaud the County for its effort to encourage and fund projects that embrace the entrepreneurial spirit, create jobs and enhance the economic development of our community.

Crater Lake Zipline LLC has been open for just over a year having begun its operation in August of 2015. We have experience a great first year exceeding our weekday projections nearly every day in July and August. We expected to hire 13 staff and were at 18 staff at our peak this year.

While Crater Lake Zipline LLC has certainly lent itself to the economic development of our community, the boost to our community self-image has been a shiny extra feather in our cap. While we certainly see more visitors than locals, we continually hear comments from our community about how proud they are to have such a great attraction here. We hear often how they can't wait for family and friends to visit so they can show off the zipline and the community.

We hope you'll weigh the quality and professionalism that we have exhibited with the execution of the Crater Lake Zipline project as you consider helping us fund the addition of a kid friendly zipline and aerial park course at the current location. This new addition will possibly consist of 4 ziplines and 4 aerial park features (bridges, slides and climbing elements).

We have quickly identified the younger age and weight as a market that we need to service in order to offer a well-rounded adventure business that can accommodate entire families and the happy grandparent. Meeting the needs of the age 5- 13 and under 70-pound demographic will be key to our continued success.

To help you understand what we are proposing, here are several websites with similar products.

highlandscanopytour.com

www.ashevilletreetopsadventurepark.com

An important piece of information we'd like to bring to your attention is our expected timing for this project. As you may know, we are located on the Fremont-Winema National Forest. Our current permit allows for us to have up to 26 elements on the site. We currently have 13. We are in the process of reviewing this addition with the Forest Service and all appears to be approved. However, we do not have the final approval until we have completed a site review with our arborist and engineer along with inspections and other Forest Service requirements. The arborist and engineer will be on site in early October to complete the first design phase and tree selection. Once this is completed we will have a better sense of a possible build start date. We hope to have course completed in early summer 2017.



We want to be candid in telling the committee that we cannot guarantee this completion date. It is possible that our completion date for the entire project would be past the October 2017 grant deadline for project completion. We do feel confident that the design and engineering phase will be completed well within the required timeframe and that is why we are asking for the grant to help fund that phase of the project.

Again, thank you in advance for your time and efforts. If you require any additional information as you review our application, please do not hesitate to contact me at 541-892-1597 or via email at Jenjenroe@gmail.com

Kind Regards,

A handwritten signature in black ink, appearing to read "J. Roe", written over the printed name.

Jenifer Roe
Crater Lake Zipline LLC.

ECONOMIC DEVELOPMENT GRANT APPLICATION COVER PAGE

Title of Project: Crater Lake Zipline Kid Zip

Funds Requested: \$30,000

Organization Applying: Crater Lake Zipline LLC

Contact Person: Jenifer Roe

Phone Number: 5418921597

Email Address: jenjenroe@gmail.com

Mailing Address: 5391 Running Y Road, Klamath Falls OR 97601

Web Site Address: www.craterlakezipline.com

Brief Description of Project: Develop a zipline course geared towards children ages 5 - 13.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Economic Development 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 9-15-16

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

Signature of Organization _____ Date 9-15-16

1. Name of prospective grant applicant: Crater Lake Zipline LLC

2. Applicant type: Nonprofit corporation Tribe
 Public body Private business
 Other _____

3. Name of project: Crater Lake Zipline Kid Zip

(Use a brief descriptive title to allow for easy identification of the project).

4. Contact person for this project:

Name: Jenifer Roe

Position: owner

Organization: Crater Lake Zipline LLC

Telephone: 541-892-1597

Mailing address: 5391 Running Y Road,

E-mail: jenjenroe@gmail.com

Klamath Falls OR 97601

5. Project objectives (more than one objective may apply):

Job creation or retention Education and training Marketing and promotion
 Building Capacity Economic Development Other (explain) expand target markets
Infrastructure

6. Describe the grant project briefly.

(Brevity is the soul of wit! Also provide a project schedule.)

Crater Lake Zipline Kid Zip will be a hybrid course including 4 ziplines and 4 aerial park events. The course will allow a younger demographic, younger families and group events to use the zipline facilities. The expected participant age will be 5 - 13.

7. Explain the source of funds for this grant project and complete the budget form:

(A detailed budget is not required; in the box below provide a general financial description. Identify how this project would be modified if only partial funding from the County is obtained.)

The Kid Zip project will cost approximately 175,000 to design, engineer and build. The first phase will cost approximately \$75,000 and will include design, engineering and arborist services. The second phase to include the build, inspections and training will cost approximately \$100,000. Crater Lake Zipline will be investing \$100,000 in the first and second phase along with the \$30,000 grant funds. The balance of the project will be funded by Crater Lake Zipline over the course of the build.

8. Explain what exactly the project funds (and especially the county funds) will actually pay for and complete the budget form:

(A detailed budget is not required; in the box below provide a general financial description. Identify how this project would be modified if only partial funding from the County is obtained.)

County grant funds will pay for part of the initial design and engineering costs of the project. If not all grant funds are awarded, phase two of the project may be delayed until funds were available.

9. Identify the specific economic development benefits from the project:

(Reference to economic development objectives in section 5).

Adding a kid zip and aerial park feature will allow Crater Lake Zipline to market to an even broader demographic. There is not another zipline or aerial park in Oregon that caters to this market. This would give us a competitive edge in the Oregon market. Increased visitation would equate to 3 additional staff members to operate the course and an additional office person to handle heavier

checkin traffic. The economic benefit to the area would come from additional visitors to the area, hotel stays, restaurant purchases and other service purchases. This age bracket is a vary underserviced demogrphic and would increase all visitation to Crater Lake Zipline by allowing families and grandparents with younger children to participate in the appropriate course of their choice. Currently some groups and families choose not to participate at all because their younger or smaller demographic cannot be served. The current zipline course has a minimum age of 10 and a minimum weight of 70 pounds.

10. Identify how this project is consistent with regional or local economic development plans:

(<http://www.scoedd.org/docs/2013%20CEDs%20Final.pdf>)

Crater Lake Zipline's Kid Zip project is consisten with the regional and local economic development plan in the following ways. 1. It is an acitivity that promotes healthy communities. 2. It is a an opportunity to work with public lands with a sustaianable use of our National Forest. 3. The additional course allows for more promotion of recreation and tourism activities in a rural area. 4. Site and industry specific job training provides additional workforce training and jobs to an otherwise untraned workforce. 5. The addition of a kid zip course will strengthen the existing Crater Lake Zipline and the entrepeneurial spirit of the company and its owners.

11. Describe the prospective applicant's experience in administering and/or delivering similar types of projects:

Crater Lake Zipline LLC has been operating successfully for just over a year. It employed 18 people at it's peak this season. The company has exceeded its first year participant projections.

12. Describe how the prospective applicant's intends to publically acknowledge the assistance received from the County:

(At a minimum, the applicant will provide a press release to local media).

The kid zip will allow for a large public relations launch upon it's opening. Crater Lake Zipline will be able to include the County in its PR story along with public recognition at all of its grand opening and ribbon cutting events.

This grant application and associated cover page, budget form and letters of support are due no later than September 15, 2016 at 2pm.

Economic Development Advisory Committee may request additional information.

**Klamath County Economic Development Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
County Grant Request		30,000.00			
Cash Revenues -					
Source: Crater Lake Zipline LLC		135,000.00			Phase 1 and 2
Source:					
Source:					
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	-	165,000.00	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Travel costs					
Materials and supplies		40,000.00			Building Materials
Professional services		108,000.00			engineer, arborist, rental equip, contractor,
Other: Operational Equipment	-	12,000.00	-	-	24 participant, 2 facilitator
Other: Operator Training		5,000.00			1 trainer, 10 guides trained
Other:					
Other:					
Total Cash Expenses	-	165,000.00	-	-	
In-Kind Expenses					
Labor					
Other:					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	0	-	-	
Total Expenses	-	165,000.00	-	-	
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 \$12.50 per hour for in-kind revenues and expenses.

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 14, 2016

Jenifer & Darren Roe
Crater Lake Zipline Adventures
9349 Highway 97 South
Klamath Falls, Oregon 97603

Dear Jenifer & Darren,

Congratulations on completing your first full summer season operating the Crater Lake Zipline. I/we understand your numbers have been strong this summer and your preliminary analysis of customer acquisition shows a strong bias towards web/digital marketing.

We look forward to continuing our marketing partnership in 2017 to make even more people aware of this new attraction in our area.

And, *Discover Klamath Visitor and Convention Bureau* supports your efforts towards obtaining further funding for 2017, via a Klamath County Economic Development Grant.

Per our discussion, one opportunity area you have identified (beyond the web/digital marketing) is the need to have a zipline for younger people (e.g. kids under age 13). Currently, your operation limits participation to those over 10 years of age and over 70 pounds; hence, by necessity you are excluding some families because their smaller / lighter / younger kids cannot participate. Opening a kids' zipline solves this issue and allows you to attract and/or retain more customers.

Discover Klamath has been, and continues to be, a supporter of you and the zipline project. Based on the customer volumes you have shared, the zipline is rapidly becoming a strong performer as a destination tourism attraction in our area. With additional capacity, and the idea of building a kids' zipline, we would expect to see continued growth for the next few years from your operation.

Good luck,

Jim Chadderdon

Jim Chadderdon

Great Basin Insurance

September 15, 2016

Dear Klamath County Grant Committee,

We would like to extend our full support to Crater Lake Zipline LLC as they work towards opening a child friendly zipline course in the Klamath County Community.

The addition of an attraction geared towards younger ages will be a great asset to both our residents and to visitors. As the Crater Lake Zipline LLC has shown with its great success in it's first year, Klamath County knows they can depend on Darren and Jenifer Roe to launch a quality and community friendly business.

We encourage you to consider helping to fund their project with community economic development funds available. The benefits to our community will easily be a winning return .

Sincerely

Matt Hurley

Great Basin Insurance

Matt Hurley | Great Basin Insurance

PO Box 69 | 826 Main Street | Klamath Falls, OR 97601

Office: [541.882.5507](tel:541.882.5507) | Direct Line: [541.851.2503](tel:541.851.2503) | Fax: [541.884.0052](tel:541.884.0052)

Email: matt.hurley@gr8basin.com

www.gr8basin.com

KGB INTERNATIONAL

September 15, 2016

Dear Klamath County Grant Committee,

We encourage you to support Crater Lake Zipline LLC as they move forward with the addition of a kid friendly course at the Crater Lake Zipline.

Darren and Jenifer Roe are strong community supporters and will most certainly build yet another great addition to our community that will have long lasting economic development benefits.

Sincerely

Ken & Lisa Galloway

KGB International
ken@kgbinternational.com