

**KLAMATH COUNTY
TRADITIONAL GRANTS PROGRAM
APPLICATION QUESTIONS**

OVERVIEW

1. I have read the final Grant Guidelines: Yes
2. I plan to apply for two Projects: no

If Yes, please rank this project for level of priority – n/a
3. Project Title: **2018 Promotional Video Production & All-Star Game Advertising**
4. Grant Cycle: Spring 2018
5. Grant Amount Requested: \$18,190
6. Total Project Cost: \$23,650
7. Entity Name: Klamath Collegiate Baseball DBS: Klamath Falls Gems
8. Entity Federal Tax Identification Number: 81-4053002
9. Entity Mailing Address: 2001 Crest St. Klamath Falls, OR 97601
10. Entity Phone Number: 541-883-4367
11. Grant Application Contact Name: Victoria Haley
12. Grant Application Contact Email Address: victoriah@vividlyconsulting.com
13. Grant Application Contact Phone Number: 541-331-412
14. Grant Project Contact Name: Joe O'Connor

1. Grant Project Contact Email Address: joe@klamathgems.com
2. Grant Project Contact Phone Number: 541-883-4367
3. Select which of Travel Oregon's Key Initiatives your project aligns with:
 1. Maximize the economic return on public and private investments in Oregon

NARRATIVE QUESTIONS | Overview

There is a 250-word maximum for each question response. This can be provided on a separate word document.

PROJECT

1. The Klamath Falls Gems are asking for \$18,190 for the Klamath County Tourism traditional grant. The Klamath Falls Gems plan to use the grant to assist with funding for two high quality promotional videos to promote the Klamath Falls Gems, Kiger Stadium, and the Klamath Basin. These videos will be an asset for not just the Gem's but other local sports groups and anyone promoting Klamath Basin activities.

In addition, these videos and others marketing materials will be used to promote the Great West League's 2018 All-Star Game. The All-Star game combines the best players from the six teams. Players, fans, staff, coaches and owners from each of the teams will in Klamath Falls July 23rd to watch this outstanding head to head match up. The game will be marketed to the communities in the Great West League including Chico, Yuba City, San Francisco, Medford, and Lincoln, California.

The goal of this marketing plan is to increase the amount of out of town fans, families, and community members to visit Klamath Falls and attend a regular season or All-Star game at Kiger Stadium. Success of this marketing campaign can be tracked by the total number of attendees to the games. In 2017 the average attendance per games was just over 700 people per game.

2. Describe the need for your project.

\$18,190 is being requested for the Klamath Falls Gems, a locally owned small business. The Klamath Falls Gems has contributed trackable room nights to the Klamath Falls tourism community and is now asking for support to help generate more room nights. Klamath Falls Gems has proposed a marketing plan totaling \$23,650. The plan includes

- Executing the production of two high quality promotional videos
- Using that video to promote the Klamath Falls Gems, Kiger Stadium, and the Klamath Basin on digital, and TV Channels.

- Using those promotional videos and other marketing promotions (such as social media marketing) to promote the All-Star Game

These promotional videos will showcase one of Klamath Falls amazing outdoor entertainment venues. There are 30 days that locals and visiting guests can come and enjoy a baseball game, cold brew, sun, and a warm meal all while sitting under the shade or one of the last standing all wood stadiums. These events are cost affective family fun and are attended be people with a large variety of ethnic, and financial backgrounds. The Klamath Falls Gems needs grant funding to help capture this great excitement of the Klamath Falls colligate baseball summer scene and promote it to potential new attendees.

3. What is your long-term plan for your project?

The goal of the Klamath Falls Gems- Promotional Video Production & All-Star Game Advertising grant application is to increase the total number of attendees to each game and get a large attendance to the 2018 Great West League All-Star game on July 23rd. Increasing the total number of visitors to the stadium includes increase the number of out of town attendees to each game. As part of the grant application plan, marketing will be done to increase the amount of non-Klamath residents. This will be done by producing and broadcasting two new promotional videos. The intent of the videos will be to showcase the glory of Kiger Stadium, the All-American game of baseball, and the beautiful weather and backdrop of the Klamath Basin.

The long-term goals for the Klamath Falls Gems is to become the number one outdoor sports activity from May- August in the Klamath Basin. Marketing and operational plan for the Klamath Falls Gems include having new marketing campaign to increase more traffic, better social media and digital presence, adding more entertainment to the night with live band and giveaways. These along with marketing grant support will help promote the Klamath Falls Gems, Kiger Stadium and the Klamath Basin as a much see activity and destination for sport entertainment.

4. The Klamath Falls Gems will measure the success of their 2018 Promotional Video Production & All-Star Game Advertising by tracking the increase of attendees to each game. The total number of attendees to each game on average was just over 700 in 2017. If the grant is funded in the requested amount and the marketing campaign executed as planned, we expect we will be able to grow this number by 200-300 attendees per game. Historical data shows that 10-12% of attendees are from out of the area. Over the season this could result in an increase of 300 out of town visitors to the Klamath Basin for multi-day games resulting in multiple night accommodations.

PROJECT PREFERENCE

1. You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness. *There is a 250-word maximum for each question response.*

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

The Klamath Falls Gems which is locally owned has a history of providing cost effective family fun. The goal of the Klamath Falls Gem's is to promote themselves as the sport entertainment venue for the summer season in the Klamath Basin.

Currently the Klamath Falls Gems partners with Sky Lakes to provide to youth a free baseball training camp which encourages exercise and a love for the All-American sport of baseball.

3. Demonstrate how this project has the support and involvement of the community.

Klamath Falls Gems will work in partnership with Discover Klamath for the 2018 season to have a more convenient location for out of town guest to get information and tickets for the Gem's games. Discover Klamath will be selling tickets at the South Portal Building. In addition, the Klamath Falls Gems have partnered with Discover Klamath to provided Klamath Basin goodie bags to all the visiting team prior or during arrival. This will help the teams, family, and fans have additional information about the Klamath Basin and give them other opportunities of things to enjoy outside of the stadium.

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

The Klamath Falls Gems already fills a great need in the community by providing people of all ages with a relaxed outdoor activity with food, sun and entertainment. Future promotions, marketing, and operational changes will make the night even more enjoyable and for a larger audience of people. These plans as well as a well-executed promotional video will draw a larger crowd to the stadium of both locals and visiting guest. Combined with target marketing efforts that can be executed with grant funding we will increase the out of town attendance to the games. We will encourage friends, families, and fans the rivalry teams to come experience more than just a baseball game, but also a great community full of adventure.

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

The Klamath Falls Gems provided a unique outdoor summertime activity for families. Comp tickets can be found throughout the community with very little effort. Family in need are easily able to access these discounted or fee tickets, making the Klamath Falls Gems easily accessible to everyone regardless of income, age, or ethnic background.

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

7. Is the project/event in shoulder season? NO

8. Does the project/event occur outside urban growth boundaries?NO

REQUIRED SUPPORTING DOCUMENTS

(Note: all support letters must be combined into a single document to upload)

- Proof of Federal Tax ID
- Entity's Federal W-9 Form
- Grant Budget: Use the grant budget template provided
- Grant Timeline: Project timeline, including benchmark dates outlined in the Grants Guidelines and approximate grant project planning meeting dates, project benchmarks, etc.
- Support Letters: For-profit entities applying for sales-type grants are required to obtain support from local destination marketing organization or regional destination management organization. *(optional for all other grant applicants)*
- 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

Note: Also Included Attachment 7, proof of insurance.

[ORGANIZATION] Klamath Falls Gems
 [PROJECT TITLE] Promotional Video Production & All-Star Game Advertising

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$18,190.00			
OTHER INCOME				
Klamath Falls Gems Cash Match	\$5,460.00			
SUB TOTAL INCOME	\$23,650.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME		\$23,650.00		\$0.00

EXPENSES

LINE ITEM	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
1	(2) Promotional Video Production	\$7,500.00		
2	Social Media Video Promotion for the All-Star Game (Medford, Chico, Yuba City, Lincoln)	\$4,000.00		
3	TV Promotion Medford/15	\$10,000.00		
4	Marketing Agency Fee 10% (execution and production scheduling)	\$2,150.00		
	SUB TOTAL EXPENSES	\$23,650.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$23,650.00		\$0.00

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COL



RUNNING Y RANCH
RESORT

March 30th, 2018

Klamath County Tourism Grant Review Committee
Letter of Support for Klamath Falls Gems 2018 All-Star Game and Promotional Video Creation Grant Application

Dear Klamath County Grant Committee,

I am writing on behalf of Running Y Ranch Resort and Cerulean Hotel to show our support of the **Klamath Falls Gems' 2018 All-Star Game and Promotional Video Creation** grant application. The Klamath Falls Gems actively bring out of town guests to our establishments each year. Their goal to grow the baseball entertainment business here in Klamath Falls is a worthwhile cause and deserves your consideration.

I have had the pleasure of working with the Klamath Falls Gems to arrange lodging accommodations last year 2017 at both Running Y Ranch Resort and Cerulean Hotel – A Running Y Property. Last year alone, we generated 115 room nights from the Klamath Falls Gems. With the accountment of the Gem's hosting the 2018 Great West League All-Star Game, we expect this number to significantly increase.

We understand that it is the Klamath Falls Gems' goal this year to create and promote promotional videos for their entertainment venue. We plan to help promote our client when these videos are created by sharing them on our Facebook and YouTube Channels.

Running Y will also be supporting this year's All-Star game by hosting the awards luncheon in our Woodlands Ballroom. This will provide all the visiting guests the opportunity to view one of Klamath Falls greatest assets, Running Y Ranch Resort.

To my understanding, the grant funding will go to help support the video creation and the promotion of the All-Star Game. We hope that we have accurately conveyed our genuine support of the Klamath Falls Gems and their marketing grant application.

Sincerely,

Meredith Mackey | Director of Sales & Marketing
5100 Running Y Road Klamath Falls, OR 97601
P: 541.850.5502 | F: 541.850.5787
meredith.m@runningy.com | RunningY.com

DISCOVER
KLAMATH

OREGON UNEXPECTED

March 30, 2018

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support: Klamath Falls GEMS - Out of Area Marketing & Video Production

Dear Tourism Grant Committee Members,

We are writing to express support for the **Klamath Falls GEMS'** Grant Application, which includes elements that support the **2018 All-Star Game** and development of (a) **Promotional Video(s)**.

One goal of the GEMS is to bring additional visitors to the Klamath Basin to attend games hosted at Kiger Stadium.

The Klamath Falls GEMS, as their slogan suggests, is Klamath's local colligate baseball team. Hosting 30 home games annually, the GEMS pull competitive league teams from all over the west coast into Klamath Falls. This contributes to Klamath's Lodging tax revenues. Beyond regular season games, the Klamath Falls GEMS are also hosting the **2018 Great West League All-Star Game**, July 23rd.

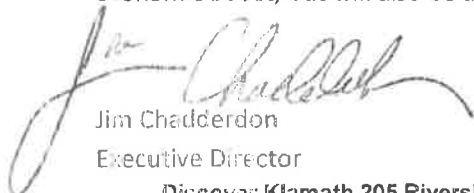
The 2018 Great West League All-Star game combines the best players from each of the league's teams. Players, fans, staff, coaches, owners and media from each team will be in Klamath Falls July 23rd to participate and/or watch this all-star match-up. The game will be marketed throughout communities housing Great West League teams, including Chico, Yuba City, San Francisco, Medford, and Lincoln, California.

The GEMS' plan is to use grant dollars, if awarded, to offset costs of developing two high-quality promotional videos to promote the Klamath Falls GEMS, Kiger Stadium, and the Klamath Basin. These videos will be an asset for not just the GEMS but other local sporting groups and anyone promoting Klamath Basin activities. Grant funds will also go towards marketing the 2018 All-Star game to visiting regions.

We are happy to support the Klamath Falls GEMS in its quest to acquire a grant for promotion of the All-Star Game and development of promotional video(s) that can be used in and out of the area.

Incidentally, our group will further support the Klamath Falls GEMS this season by providing a ticket sale location at the South Portal building, as well as provided Klamath Basin goodie bags to all visiting teams, coaches, and owners.

We look forward to the great opportunity this event will bring to Klamath. It will not only provide a nice economic boost, but will also be a great chance to showcase our community to visitors.



Jim Chadderdon
Executive Director

Discover Klamath 205 Riverside Drive, Klamath Falls, OR 97601 541 882-1501 DiscoverKlamath.com

2018 Promotional Video Production & All-Star Game Advertising

Project Timeline-

May 1st- Initial Photo Shoot meeting with selected videographer (s)

May 15th- Pre-season staged shooting

May 29th Season Opener- Shoot live season

June 15th- Produced video completed (1 for General Gems, 1- for AllStarGame Commercial)

June 20th- Video on KFALLSGEMS.com/ Distributed to partners

June 20th- August 4th- General Klamath Falls Gems Social Media Paid Promotion

June 20th - July 20th- All-Star Game Promotion

- TV Run of Commercial

- Social Media Promotion (Facebook paid ad)

Collateral Distribution Plan-

Promotional Video-

Production:

1. One video of general Klamath Falls Gems Promotion. May Include:
 - a. Live Game Footage
 - b. Staged or Genuine Attendee Footage-(food/Beer)
 - c. Merchandise
 - d. During game activities (diamond dig etc.. will need to be staged)
 - e. Player/ Coach Footage
 - f. Practices
 - g. Voice over- Some Owner (Joe O'Connor, some Stock)
2. One video/ Commercial designed for All-Star Game Promotion May include:
 - a. Kiger: history, All-Wood glory
 - b. Youth
 - c. Fans
 - d. Players/Coaches
 - e. Logo Included
 - f. Dates, Times, website to visit

Distribution-

After videos are created they will be used for paid promotion. (see below), as well as published on the Gems Social media, website, and partner sites.

Partners:

- Kiger Board (KYBS)
- City of Klamath Falls
- Klamath County
- Discover Klamath
- KCEDA
- Klamath County Chamber of Commerce

Paid Promotion:

- Social Media – (Total Budget (\$4,000))

General Promo Video for Klamath Falls Gems- June 20th- August 3rd –

- Facebook (Budget \$2,000)
 - Southern Oregon & Northern California Promotion for the Gems Promotional Video

All-Star Game

- Facebook – (budget \$1,000)- General area paid promotion for the All-Star-Game based on geographic area.
 - Redding (\$250- over 30 days June 20th- July 20th)
 - Chico (\$250- over 30 days June 20th- July 20th)
 - Yuba City (\$250- over 30 days June 20th- July 20th)
 - Medford (\$250- over 30 days June 20th- July 20th)
- Facebook- (budget \$1,000)- Partner with visiting teams and partner with them to promote the event to their fan list on social media.
 - Redding (\$250- over 30 days June 20th- July 20th)
 - Chico (\$250- over 30 days June 20th- July 20th)
 - Yuba City (\$250- over 30 days June 20th- July 20th)
 - Medford (\$250- over 30 days June 20th- July 20th)
- Television (Budget \$10,000)
 - TV broadcast promotion for All-star game
 - Run Dates: June 20th- July 20th
 - KOBI- \$5,000- total Impression TBD
 - KDRV- \$5,000- total Impression TBD

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <i>Klamath Collegiate Baseball LLC</i>		
	2 Business name/disregarded entity name, if different from above <i>Klamath Falls Gems</i>		
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____		
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>		Requester's name and address (optional)
	5 Address (number, street, and apt. or suite no.) <i>2001 Crest St.</i>		
	6 City, state, and ZIP code <i>Klamath Falls OR 97603</i>		
	7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number																					
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or

Employer identification number																					
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Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ <i>[Signature]</i>	Date ▶ <i>4/2/18</i>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*
- By signing the filled-out form, you:
1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
 2. Certify that you are not subject to backup withholding, or
 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.