

TOURISM GRANT APPLICATION

Organization Applying: KLAMATH & WESTERN RAILROAD INC.
Address: 36951 So. Chiloquin Road
City, State, Zip: Chiloquin , Oregon 97624
Contact Person: Sabra Rickman
Phone Number: 541-783-3798
Tax ID # or SSN: 93-1198270
Email Address: jrpaint03@yahoo.com
Web Site Address: KNWRR.org
Title of Project: Klamath & Western RR Full-Color Brochure __

Brief Description of Project: This brochure will describe our unique summer train rides, our hours of operation and will promote the Railroad's many one-of-a-kind experiences that the visitor will enjoy. We also will highlight other North county events and attractions. This brochure will be distributed as widely as possible throughout the Western United States.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Sabra Rickman.

Date 3-29-2012

Signature of Board Chair Jim Rickman

Date 3-29-2012

Tourism Grant Budget Form

Committed	Pending	Total	Actual	Comment
Tourism Grant Request	2000	2000		
Cash Match -				
Source: public donations	5500	5500		
Source: Gross Diner sales	2250	2250		
Source: club dues	660	660		
Total Cash Match	8410	8410		
Other Funding Sources:				
Source: special events	1800	1800		
Source:				
Source:				
Total Other Funding Sources				
Total Projected Revenue	12210	12210		
Advertising				
Print	85	85		
Web				
Other Internet				
Other				
Total Advertising	85	85		
Printing brochure+shipping	960	960		
Postage /delivery costs	1100	1100		
Misc/Other (Explanation				
Other: see detail below				
Other:				
Other:				
Other:				
Total Miscellaneous/Other	10110	10110		
Total Projected Expenses	12205	12205		
Net Projected	5	5		
NOTES				
Do not include any items				
Be as specific as				
Use the "Actual" column				

Expenses other:

Liability insurance	\$ 1540.00	
Fuel for engines	\$ 460.00	
Engine repair and Replacement motor	\$ 2000.00	new motor 1250.00/ rebuild \$ 450.00 of 2nd
Rail replacement	\$ 750.00	50 @ \$15.00
General upkeep and Maintenance	\$ 350.00	
Pumping for 1500 gal. waste holding tank restrooms	\$ 1760.00	\$440.00 per pump
Diner supplies	\$ 1250.00	
Misc. exp.	\$ 300.00	
Insurance fund set aside	\$ 2000.00	

All excess funds will be allocated to our capital building fund for future projects.

In 2011 we built a county mandated handicap equipped restroom and required holding tank at a cost of \$15,651.00

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is the printing and distribution of 10,000 full color brochures which describe the location, hours of operation, activities, special events of the Klamath & Western RR and other events and recreational opportunities around Klamath County. This brochure is to be distributed outside the County to as many as possible chambers of commerce, lodgings (motels, hotels and B & B's), tourist charter lines, tourist information centers and bus companies, etc.

2. What are the project activities?

K&W RR provides free public rides on our 1/8th model scale railroad every Saturday from Memorial Day through Labor Day. The club also conducts special events during our "shoulder" season, such as the Pumpkin Express and the Holiday Express and schedules as many as the weather will allow private tours and birthday trains. We run a diner which sells a variety of snack foods and souvenirs.

3. When will the project occur? How long will it last?

K&W RR runs trains throughout the year weather permitting. Our regular season is from Memorial Day through Labor Day. The distribution of the brochure will start immediately and be ongoing until stocks are depleted.

4. Who is the target market? What is your strategy for reaching the target market?

Our target market is families with children, rail fans, hobby enthusiasts and all those who love trains.

In the past our strategies have included self-created brochures, large street signs, on-line Chiloquin News and on-line Herald and News Calendar, and word of mouth. The hundreds of return visitors we receive each year from all over the country and world also pass the word on.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

In 2011 we welcomed over 5500 visitors during our regular season, Memorial Day through Labor Day (25% from out of the county). In addition, 700 visitors turned out for the Pumpkin Express. We count and determine the number of visitors vs. locals by utilizing a guest book and one-on-one conversations.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

We plan on encouraging our visitors to stay longer by referring in the brochure to County attractions such as Collier Park, Crater Lake and the Klamath Refuge.

Maps and brochures highlighting these and other activities are offered when requested. We suggest that visitors stay over or return at another time of year to attend the Klamath Cruise, the Kinetic Sculpture Race, Blues Festival, Winter Wings Festival and OIT Basketball.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

We are a 501-C3 nonprofit organization or club of 40 members who maintain track, equipment and infrastructure in order to provide a safe and enjoyable ride on our 1/8th scale model railroad through the forest.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

We were established in 1982 and have been successfully operating the Klamath & Western RR for 30 years.

Since the individuals and families that come to ride the railroad are from all over the country and the world, we engage in conversations with them as they wait in line and try to determine where they have come from, where they are going and how they heard about us. This has proved to be a very successful strategy. We also maintain a guest book.

Our location is one-of-a-kind so it makes us uniquely qualified to carry out our goal of providing an unexpected good time!

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

We will market our operation with distribution of this new brochure, advertisement in the on-line Chiloquin News, the Herald and News On-line Calendar, and the 30-mile club regional newspaper, placement of large roadside signs on Highway 97, the major north south route for visitors out of county, and on Highway 62, the main route to Crater Lake. Our new website at KNWRR.org will offer information. We are currently developing a Facebook page that will be up and running prior to the start of our 2012 season.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Club members tally the number of riders on every train and maintain a guest book. We talk to as many of our visitors as possible.

With the 2012 season we will introduce an Out-of-County Visitor Card that will be distributed to those waiting in line for the trains. The card will ask where they are from, where are they going and how they heard about us. We also have raffles.

11. If your project is already underway explain how this grant will increase your likelihood of success.

K&W RR club members are constantly looking for ways to promote our railroad in the off season. With the distribution of 10,000 new full-color brochures to people looking for things to do, the seed is planted and we look forward to welcoming new and returning guests for seasons to come.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

All work is done by volunteers. We average 100 volunteer hours every day we operate and hundreds of hours every year in maintaining engines, tuning of the track and of maintaining the right-of-way as well as our station grounds.

All of the work done on the new brochure has been done by a club member with web and graphic design experience. Photos for the brochure were submitted by members and interested community members.

Please find attached letters of support.

March 20, 2012

Tourism Grantors:

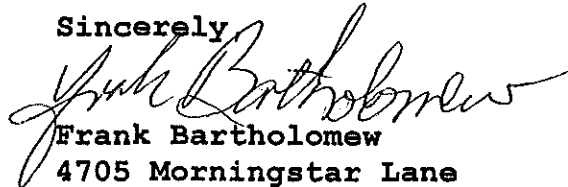
Dear Sirs:

As a club member and active volunteer of Klamath & Western who lives in Mariposa, California, I would like to express my support for the publication and distribution of a brochure for Klamath & Western.

A new brochure can't help but promote this very worthwhile activity. I have been interested in the hospitality aspect of the public rides during the summer and been greeter on many a Saturday, chatting with guests, learning where they have traveled from and telling them a little of the history. I am constantly surprised by the variety of cities and states represented by the individuals I talk to on any given Saturday.

Please consider granting them their request.

Sincerely



Frank Bartholomew
4705 Morningstar Lane
Mariposa, CA 95338



37196 Tree Farm Rd
Springfield, Oregon 97478

March 26, 2012

Klamath County Tourism Grant Committee

Dear Committee Members,

As a volunteer for the Klamath and Western RR, I would like to express my support in their effort to do more to promote tourism in the area. The award of a tourism grant would help K&W RR develop a brochure promoting our events during the year.

Several years ago through word of mouth I learned about the K&W RR. With two grandsons under 10 years of age and very interested in trains, travelling south to Chiloquin became something we could do together. Subsequently, I was invited to visit and participate with the organization. Through the years I have volunteered to improve the K&W RR facilities. Members and volunteers are always working on ways to make a visit to ride the trains at K&W safe and fun. A brochure would provide information to the public and would continue to be a resource that is necessary to the future of tourism in the Chiloquin, Klamath Falls and the State of Oregon.

My family has enjoyed our relationship with the K&W RR organization. We believe a tourism grant would benefit the Klamath County area and hope you will recommend approval.

Respectfully,

Dale B. Garman, 65
Trevor Griffin, 10
Tyler Griffin, 6

DBG:deo

CRATER LAKE BED AND BREAKFAST

Phone 1-541-381-9711 Toll free 1-866-517-9560 FAX 1-541-381-0960

E-mail info@craterlakebandb.com Web site www.craterlakebandb.com

52395 Weed Road P. O. Box 438 Fort Klamath, Oregon 97626

March 23, 2012

County Commissioners:

To Whom It May Concern:

As the owner of Crater Lake Bed & Breakfast in Fort Klamath, Oregon, I am always interested in any promotion that will have the possibility of increasing business at my establishment.

This particular project is important to me because I regularly house visitors from the different activities that are held at Klamath and Western and Train Mountain. A professionally printed and distributed flyer for K&W would no doubt reach many to draw them to the area and hopefully increase my business and that of other local resorts and establishments in this area.

I am grateful for the opportunity that Klamath County Finance is providing with this grant and I again recommend the awarding of this grant to Klamath and Western and Train Mountain.

Sincerely,



A handwritten signature in cursive script that reads "Janet L. McNeil". The signature is written in black ink and is positioned to the right of the pineapple illustration.

Janet L. McNeil, owner
Crater Lake Bed & Breakfast