

Print

Klamath County COVID-19 Emergency Response Grant - Submission #1219

Date Submitted: 7/25/2020

I have read the Grant Guidelines Posted on Klamath County's Website

Yes/No*

Yes 

Grant Cycle*

COVID-19 Emergency Response 

Entity Name*

Trajan Corp - DBA Crater Lake Resort

Amount Requested*

25000

Max to request is \$25,000

For-Profit/Non-Profit*

For-Profit 

Entity Federal Tax ID Number

83-3051574

DO NOT enter SSN.

Address*

50711 HWY 62

City*

Fort Klamath

State*

OR

Zip Code*

97626

Project Title*

Bi-Weekly Live Music & Food Truck Event

Grant Contact Name*

Matthew Hadler

Email Address*

Matt@craterlakeresort.com

Phone Number*

4153011396

Fax Number**Project(250 words or less)***

Live music with Michael Quinn & Cherry Wine every other Saturday afternoon for a total of 4 events coupled with a two food trucks, Heavenly Thai and Big Boy BBQ. The band and food trucks are Klamath County businesses that will partner with Crater Lake Resort to bring needed business and foot traffic to Fort Klamath. This event will benefit the lodging industry in Klamath County but also have a great benefit to our business and the surrounding lodging businesses as well. This event will also help support our employees by adding an additional 42 man hours per event minimum. The intent here is to bring up the average length of stay statistics in this area and entice tourists to stay longer and compete with our greatest resource for time, Crater Lake National Park. We expect to bring in an additional 40 customers to our Resort each event at a minimum. We have already conducted a food truck and live music event once this Summer and guests and passing tourists have indicated a great need for such an event. Most people are yearning for a safe outdoor space where they can enjoy the sounds of good music and sit and eat with their families. The event will be setup outdoors with ample space for social distancing. Tables and seating will be spaced appropriately.

Please describe your project and how you will utilize the grant funding

Need of Funds(250 words or less)*

We need funds to pay for the acquisition of the aforementioned band and food trucks, payroll costs and safety of our employees, security of our guests and patrons, consumables to support the event, provide seating and tables, and promotional materials. In order to generate longer stays and more lodging tax revenues and annually returning guests, we have identified a need to promote Fort Klamath as more of a destination and place to be instead of a place to stopover as a Crater Lake National Park tourist generally does. We also need funds to support the extra hours we will provide our employees. We want to increase and provide more hours for our employees as the shoulder season is a time of uncertainty for them. With this grant we can protect our employees security and protect their jobs. Please find the attached budget and income worksheet for reference.

Please explain the need of funds in detail. Please be sure to highlight one of the listed requirements (Generating Lodging Tax Revenues, Preserving Business, Protecting Jobs)

Long-Term(250 words or less)*

This grant will set the stage and provide us with the means and capability and skills to continue to provide such events on our own and without grant funds in the future. With these funds we will be able to continue earning heightened tax revenues for the County yearly. As we cannot support the full demand for lodging in this area, with this event we will be providing lodging for other Fort Klamath and Klamath County lodging businesses. Lodging businesses such as the Aspen Inn, Crater Lake Country Inn and Suites, Rocky Point Resort etcetera. This event would be a great event for all in this area.

What are the long term implications of receiving grant funds.

Measurable(250 words or less)*

With these funds we will be able to generate an additional \$41,200 in income over the 4 events we propose. This income will be spread out between the band, food trucks, employees, our own business and also through putting guests in local lodging other than our own Resort. As noted in the Long-Term paragraph this event will provide lodging and guest activity in other lodging business in Klamath County. Please find the attached budget and income worksheet for reference.

Please explain how you plan to measure the success of your project in both the short term and the long term

Impact(250 words or less)

With this unique event we are building our community and bringing people together in this unprecedented time. There is a definitive need for an event such as this in Fort Klamath and the surrounding community. Fort Klamath once had an event called Fort Klamath Days but since 2012 hasn't seen anything like the event we are proposing. We feel that this event will create lasting and fond memories for our guests, passing patrons and tourists. This will generate return tourism dollars to the area annually not only for ourselves but the surrounding lodging industry. As we receive more annually returning guests we will be able to provide heightened tax revenues year-over-year. This event will provide a getaway for Klamath Falls residents as we are a short drive up HWY 97. Partnering up with local Klamath County and Klamath Falls businesses builds strong relationships and develops a prosperous environment to support one another.

In what ways does this project address a need in the tourism industry and show potential to generate more/additional Lodging Tax Revenues

Required Supporting Documents*

Trajan Corp_COVID-19 Emergency Response Grant_Application_Supporting Documents_2020.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***Insurance Documentation***You MUST upload all documents in one (1) pdf document.

Insurance Requirements

Insurance Accord 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*

Matthew Hadler

Date/Time*

7/25/2020

9:00 PM

Business Crater Lake Resort
Event Name Outdoor Live Music & Food Truck Bi-Weekly Event in Fort Klamath
Dates Beginning 8/15 & Every other Saturday thereafter until 10/15.
Time 1130am-730pm

Description Live music with Michael Quinn & Cherry Wine every other Saturday afternoon for a total of 4 events coupled with a two food trucks, Heavenly Thai and Big Boy BBQ. The band and food trucks are Klamath County businesses that will partner with Crater Lake Resort to bring needed business and foot traffic to Fort Klamath. This event will benefit the lodging industry in Klamath County but also have a great benefit to our business and the surrounding lodging businesses as well. This event will also help support our employees by adding an additional 42 man hours per event minimum. The intent here is to bring up the average length of stay statistics in this area and entice tourists to stay longer and compete with our greatest resource for time, Crater Lake National Park. We expect to bring in an additional 40 customers to our Resort each event at a minimum. We have already conducted a food truck and live music event once this Summer and guests and passing tourists have indicated a great need for such an event. Most people are yearning for a safe outdoor space where they can enjoy the sounds of good music and sit and eat with their families. The event will be setup outdoors with ample space for social distancing. Tables and seating will be spaced appropriately.

BUDGET BREAKDOWN

Category	Entity/Item	Cost/Pay Rate	Quantity	Total	Assumptions
Music	Band	\$900	1	\$3,600	
Food	Food Trucks	\$650	2	\$5,200	
Hardgoods	Seating	\$35	40	\$1,400	
	Tables	\$200	10	\$2,000	
	Umbrellas/Shade	\$200	10	\$2,000	
Consumables	Refuse Supplies	\$25	1	\$100	Each event has supplies attached.
	Increased Refuse Capacity	\$200	2	\$1,600	Added 6 yard dumpster at a monthly cost run. Thus quantity 2.
	Bathroom Supplies (paper products an	\$25	1	\$100	
	Hand Sanitizer & Other Cleaners	\$40	1	\$160	
	Water Treatment System Supplies	\$25	1	\$100	
	Employee Personal Protective Equipme	\$20	7	\$560	Masks, gloves, face shields, wipes and other sanitary consumables for our employees
	Payroll	Safety/Security Personnel	\$12	2	\$864
	Parking Attendants	\$12	2	\$864	2 employees for 6 hours. From 1130 to 130pm it will only be light traffic and the band will start at approximately 3 pm.
	Cleaning Personnel	\$12	2	\$864	3 employees for 6 hours. From 1130 to 130pm it will only be light traffic and the band will start at approximately 3 pm.
	Maintenance Personnel	\$12	1	\$432	1 employees for 6 hours. From 1130 to 130pm it will only be light traffic and the band will start at approximately 3 pm.
Marketing	Promotional Materials	\$200	1	\$800	
	Signage	\$900	1	\$900	One time cost
	Website Promotion Activities	\$2,000	1	\$2,000	One time cost
	Social Media Promotion (ongoing)	\$600	2	\$1,200	Social media advertising for each event but at a monthly cost run. Thus only 2 quantity.

Total **\$24,744**

Additional Incomes

Category	Income	Total Per Event
Food Truck	\$2,000	\$8,000
Store Sales	\$3,200	\$12,800
Lodging	\$4,200	\$16,800
Employee Tips	\$400	\$1,600
Band Tips	\$500	\$2,000

Total **\$41,200**