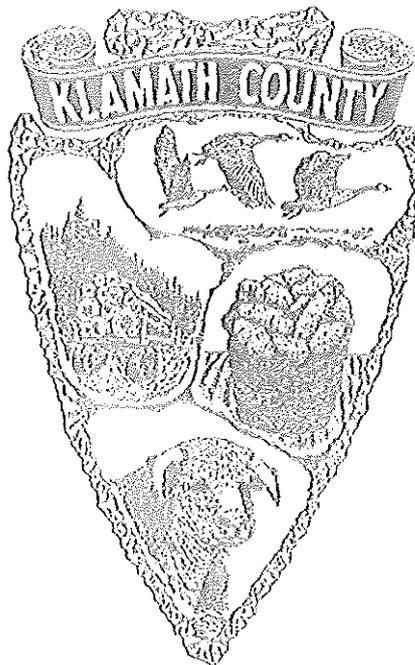


**KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS**



Date Issued: September 1, 2013

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: 2:00 p.m., April 30, 2014

TOURISM GRANT APPLICATION

Organization Applying: Klamath Falls Gems

Contact Person: Dustin Howell

Phone Number: 541-883-4367 or 541-539-1278

Email Address: dustin@klamathfallsgems.com

Web Site Address: Klamathfallsgems.com

Title of Project: 2014 West Coast League All-Star Game

Brief Description of Project: The Klamath Falls Gems are hosting the 2014

West Coast All-Star game on July 21, 2014. The Goal of this project is to bring

And Families in to Klamath falls for two to Four days so that they can see some

Sites that Klamath Falls has to offer and have them see the 2014 All- Star Game

And the home run derby.

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date _____

Signature of Board Chair _____ Date _____

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus for this proposal is for the Klamath Falls Gems to reach out to the other West Coast League Teams and have their Fans come see the 2014 West Coast League All-Star Game. The Game is going to be held on July 21, 2014 at Kiger stadium. The Gems Plan to make packages for Fans to advance purchase so that they can be included in all event. This would make it possible for Fans to be in Klamath for three to four nights while this event is going on.

2. What are the project activities?

The Klamath Falls Gems have scheduled many events to take place during this time.

Starting July 19, 2014

Families and Fans arrive and pick up packets from the Gems office of what they have purchased in advance.

July 20, 2014

Afternoon trip to either the Lava Beds or Crater Lake

7: 00 – 9:00 Welcome Party for the players (all fans and families welcome to attend wit ticket purchase.

July 21, 2014

Morning is left to Families and Fans to explore Klamath Falls on their own with a provided map
12:00 – 1:30 Luncheon at Reames Golf and Country Club with a Key Note Speaker from the
Giants.

1:30 – 4:00 Time to see Klamath Falls and get ready for the game

4:00 – 5:30 Home Run Derby

6:05 – Game time

After Game ends is After Party for fans and Players

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

The 2014 West Coast All-Star game will be happening On July 21, 2014. The Gems plan to
have events for the weekend prior to the events to attract Families and Friends to come to
Klamath Falls early and see what we have to offer. The Gems see this event as lasting from
July 19 – 21, 2014.

4. Who is the target market for attending the project?

The Target market for this event is twofold, we want to target baseball fans in the Salem Kiser
area through the use of the Salem Keizer Volcanoes Highway reader board that approximately
6 million people see while driving by, and there will also be information available inside the
Team Shop area. There will also be a banner inside the stadium that will also advertise to the
baseball fans from Salem, Eugene, and Hillsboro Oregon, Vancouver, B.C., Everett and
Spokane Washington, with this banner also comes with Radio drop in ads that reach the
audience on the radio that cannot make every game. The next group that we will be targeting
through the help of Discover Klamath is areas around the West Coast League; Discover
Klamath is willing help the Klamath Falls Gems market the All Star in key locations to grab fans
from those areas to come into Klamath Falls for this weekend. The areas that we are looking to
concentrate on are the Bend, Corvallis area in Oregon and the Kitsap, Bellingham and Yakima,
Walla Walla areas in Washington. We will also be sending out special invitations out to players
families so that they have a personal invite to the area that includes a list of things that we are
offering for families to do.

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you count the number of out of county visitors versus the number of locals?

We are expecting that half of our attendance will be from out of county visitors. This event has fans that will want to be involved from all over the northwest. Since the West Coast League has teams in 11 other cities that all have fan voted players along with three other All-Stars that get to come and play in the All –Star game we see many of the fans and host homes coming into town to watch and participate. The main way that we can track who is coming to the game is through advanced purchased tickets. When Fans purchase tickets in advance the Gems staff will have to put in all of the information regarding that person. So we can track most people that way. The other way that we are going to track information is through room nights. We will be asking our hotel partners to give us an idea how many nights that each person stayed we will track this through having promo codes that say they are there for our event.

6. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

The Gems are planning many small events that are part of the overall weekend to encourage fans and families to come in to town early and stay to see what Klamath Falls has to offer. These smaller events include a trip to one of the national parks, time to explore downtown and the museums, a welcome party, a luncheon and after parties are all events that the Gems are offering to fans to encourage them to come in early and stay through Tuesday July 22. We will track these in the same form as the others because all fans will need to call and order the parts that they would like to participate in so we can again in put their name and address to track where they are coming from.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Klamath Falls Gems are a colligate summer baseball team that play at Historic Kiger stadium. The Gems operate from June until August; the Gems also run concessions year round for all events at Kiger Stadium as part of our agreement with the Kiger Association. The Gems

Strive to be part of the local community and are always looking for ways to bring people to Klamath so that they can enjoy the area.

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

This is the first time that the Gems have gotten the All-Star Game; the West coast League has been very successful in running this event every year. Last year the Game had an attendance of 4000 plus people. We are trying to build on the success of last year and we are a more accessible location for this game. Last year's game was in Victoria Canada which for travel to see the game is more difficult than it is to Klamath Falls. The Gems also host 30 other games throughout the season which attract parents and Scouts to visit the area.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.
Our Marketing plans are to use our Partnerships to promote this event. Through our Partnership with the Salem Kiser Volcanoes and through Discover Klamath we will be able to reach out and market too many individuals that are close enough to Klamath that it would be a nice mini vacation and they would get to see some of the great young talented baseball players in the country.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The Gems are planning on measuring our success through the different events attendance that we are offering. We will know how many tickets are sold to each event and to the game and what the actual attendance of the Game was. These are all indicators in to how well we did at our marketing. The Gems again will be able to measure where people were coming from this will help us to see if the marketing dollars spent were spent well

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

This award will help the Gems to do more out of county marketing, in different markets then just inside the current team's stadiums. This award will also help us to give baseball fans from around Oregon and Washington that do not always go to West Coast League Baseball Game to get the information on the All-Star game which is a special event that some may want to attend for the added value of the special point.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

We do have some in-Kind labor as we have interns that have been working on this project for the last six Months trying to get all of the events planned and scheduled. This has taken approximately 100 hours. There will also be many volunteers here on the day of the game to make sure the Field is ready and the fans have a great experience which will be another 8 Hours per volunteer up to 5 volunteers.

SELECTION CRITERIA SUMMARY

Below are the criteria that the Tourism Review Panel follows to score each application:

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?
Does it fit with Tourism Marketing Plan?
What is the effect on Klamath County?
Does the applicant have the ability to complete the project?
Are the budget and marketing plan realistic?
What is the potential to succeed?
Is the management and administration capable?
Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?
Is the presentation clear, concise and attractive?
Is there a strong evaluation method?
How will the applicant document the long-term impact?
Are the indicators measurable and objective?

Preference points will be added for projects that meet the following criteria:
Event occurs in the Shoulder Season – before June and after September.
Event is held outside of the Klamath Falls urban growth boundary.
Length of stay – event encourages early arrival and/or late departure.
Family Friendliness.

Points will be deducted for applicants with a history of not submitting reports on time or vague or rambling responses.

Reminder that applicants that are delinquent in meeting any of the requirements for their prior awards are not eligible for new awards until the prior award is brought current.

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		9000			
Cash Revenues -					
Source: Ticket Revenues based on 2000		24000			
Source: Klamath Falls Gems	3350	0	3350	3550	
Source: Presenting Partner		5990			Finding a regional partner
Source: Discover Klamath matching funds		2500			
Total Cash Revenues	3350	41490	3350	3550	
In-Kind Revenues:					
Source: Staffing Interns	600		600		
Source: Volunteers		800			
Source:					
Total In-Kind Revenues	1200	800	600	0	
Total Revenue	4300	42290	3950	3550	
EXPENSES					
Cash Expenses -					
Personnel costs		1020			
Marketing costs		9000			
Rentals					
Supplies		5000			
Other: Logo Design	1000	1000	1000	1000	
Other: Pocket Schedules for local area	1100	1100	1100	1100	
Other: First run T-shirt	355	355	355	355	
Other: Ross ragland program	900	900	900	900	
Total Cash Expenses	3355	18375	3355	3355	
In-Kind Expenses					
Labor					
Marketing costs					
Other: FaceBook pages (Hotels, local business)		500			
Other:					
Other:					
Other:					
Total In-Kind Expenses	0	500	0	0	
Total Expenses	3355	18875	3355	3355	
Net Income<Expense>	945	23415	595	195	

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 \$10.00 per hour for in-kind revenues and expenses.



April 24, 2014

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

RE: West Coast All Stars Tournament July 20-22, 2014

Dear Committee Members:

I am writing this letter in support of the West Coast all Stars Tournament and their efforts and focus in providing Klamath Falls with such a great recreational experience for all ages while attracting tourism to our area. Their lineup of events and activities over the duration of the event can only enhance the experience of our visitors and locals shedding a very positive experience with our community.

The city of Klamath Falls, along with numerous businesses and merchants will benefit from the draw of an anticipated crowd of 4,200. We understand any effort and support we can provide as a host hotel can only be magnified by the funds of a Klamath County Tourism Grant.

Sincerely,

Patrick Fetsch | General Manager
P: 541.850.5599 | C: 541.880.8840 | F: 541.850.5573
patrickf@runningy.com



OREGON UNEXPECTED

April 30, 2014

Mr. Dustin Howell, Marketing Director
The Klamath Falls GEMS
2001 Crest Street
Klamath Falls, Oregon 97603

Dear Dustin,

Discover Klamath Visitor and Convention Bureau support you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle to produce and implement marketing events/activities to attract out of town visitation to the 2014 All-Star Game, to be held this summer in Klamath Falls.

Our community is fortunate to have a minor league baseball team present, and, to have an excellent stadium in which to play. Thank you and your management team for the investment and efforts you've made, and continue to make, towards capitalizing on the wonderful baseball heritage present in the Klamath Basin.

Discover Klamath has been a marketing partner with the GEMS for several years. We support your efforts and add many of our own in an effort to draw visitors to our area (or, conversely, get visitors who are already here) to come out to see a game.

On top of this, your local leadership and efforts in the city have resulted in positive energy and support for baseball in the community. Your "inside-out" efforts are being noticed and rewarded.

You and your management team have now secured the 2014 All-Star Game to be played in Kiger Stadium this year on July 21st. Your (in-place and planned) efforts toward promoting this event to out of town baseball fans is exactly what is needed. As you know, Discover Klamath and the GEMS already have a 2014 co-marketing agreement so any/all grant dollars received will go towards supporting marketing programs and plans already in the works.

We look forward to working with you/the GEMS in 2014 as you build your franchise both in and out of the county.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director



March 30th, 2014

Victoria Haley
Director of Marketing & Sales
2500 S. 6th St.
Klamath Falls, OR 97601
541-882-1111
ComfortInnAndSuitesKlamathFalls.com

To the Klamath County Tourism Grant Committee,

I am writing to voice my support of the 2014 All Star Game in their efforts to get a grant for marketing. The hotels in our community support any event that has the potential to encourage new people to come to our community.

The 2014 All Star Game is an event that will bring people into the area from out of town. With their plans to structure smaller activities and event around the main event it will encourage people to spend multiple nights in the area, and in our local hotels.

With the marketing grant they would have a better opportunity to show case their events to people outside the county. With successful execution of a marketing plan I think that the event will have the potential of bring in many families, and sports enthusiasts to Klamath Falls.

Thank you kindly for your consideration,

A handwritten signature in black ink, appearing to read "Victoria Haley".

Victoria Haley
Director of Sale and Marketing