

TOURISM GRANT APPLICATION

Organization Applying: Kiger Association
Contact Person: Keith Stotts
Phone Number: 541: 891-7980
Email Address: keithstotts@aol.com
Web Site Address: kigerstadlum.org
Title of Project: Tourism Home Run

Brief Description of Project:

Kiger Stadium in Klamath Falls ranks as **America's Oldest Wooden Baseball Stadium**. That distinction attracts baseball players and fans from around the nation to participate in a cultural and historic facility. In addition to a full and active regular schedule of baseball for Klamath Basin teams, the Kiger Association is promoting Kiger Stadium as the site of the **2014 Oregon State Babe Ruth Tournament** for 16-18 year olds during three days in July. The tournament will attract more than 100 players and coaches, as well as thousands of fans to Klamath Falls from outside and within the area. Many players, coaches and fans will be in the city for five or more days — requiring food, lodging, automotive fuel, and other goods and services.

To maximize attendance and leverage other area tourism encounters, the Kiger Association wants to market the family-friendly tournament outside Klamath County, as well as enhancing the marketing of Kiger Stadium in the area.

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 Keith Stotts Date April 29, 2014

Signature of Board Chair Keith Stotts Date April 29, 2014

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of the Kiger Association is to significantly enhance the marketing of **Kiger Stadium — American's Oldest Wooden Baseball Stadium** within and outside of Klamath County. The Kiger Association provides Kiger Stadium to Little League, Babe Ruth, high school, Oregon Institute of Technology, and the Klamath Falls Gems teams. In addition, the Kiger Association wants to elevate the number of out-of-county players, coaches, and fans who come to Klamath Falls to participate in or watch the family-friendly **2014 Oregon Babe Ruth State Tournament** over a 3-5 day period in **Kiger Stadium**. The state tournament will attract approximately 2,000 individuals from outside Klamath County. The Kiger Association has a goal to have more than 49,000 people participate and watch games in Kiger Stadium from inside and outside of the county.

2. What are the project activities?

Project activities include the following:

- A. Prepare and print fliers and posters that will be sent to Klamath County baseball teams, as well as Babe Ruth districts throughout Oregon promoting the 2014 baseball state tournament in historic Kiger Stadium. Literature will feature information about Kiger Stadium, Klamath Falls, Klamath County, lodging partners, restaurants, tourist attractions, etc.
- B. Prepare and send promotional material for radio announcers broadcasting the Babe Ruth district games. The promotional material will highlight Kiger Stadium, Klamath Falls and Klamath County, nearby tourist attractions.
- C. Prepare and print fliers to hand out to Kiger Stadium attendees, as well as place in lodging guest rooms, that welcome individuals to Klamath Falls and Klamath County and features motels, restaurants, gas stations, downtown, and tourist attractions.
- D. Prepare and print vinyl decals and distribute to Klamath County and Babe Ruth players and coaches throughout Oregon.
- E. Prepare and produce banners and other signage welcoming visitors to Kiger Stadium and the **2014 Oregon Babe Ruth State Tournament**.
- F. Prepare and produce commemorative Kiger Stadium patches and limited editions of other memorabilia that players and fans will use to promote Kiger Stadium, Klamath Falls, and Klamath County outside the county.

- G. Work with the Oregon Department of Transportation to add to or modify its roadway directional signage to **Kiger Stadium — American's Oldest Wooden Baseball Stadium**. Directional or informational signage does not currently exist.
- H. The Kiger Association will strive to get the Babe Ruth World Series to make Kiger Stadium its permanent annual site or the site of the World Series every two to three years.
- I. Direct out-of-county players, coaches, families, and fans to the web sites of Discover Klamath, the Klamath County Chamber of Commerce, Klamath County and City of Klamath Falls government sites, and Kiger Stadium sites.
- J. At least \$6,000 in funds from the local business community will be used in addition to the \$10,000 in tourism grant funds.

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

Kiger's **Tourism Home Run** project will begin immediately and will primarily be implemented during the summer of 2014. During the final week of June and the first week of July, special efforts will be made to market Kiger Stadium for the **2014 Oregon State Babe Ruth Tournament** for 16-18 year olds. The Klamath Falls state tournament will be July 18-20, although many players, coaches, and fans will be here for five or more days.

We will encourage all visitors to extend their stay in Klamath County in order to visit tourist attractions. While Kiger Stadium is within Klamath Falls' urban growth boundary, significant efforts will be made to encourage tourism outside this area in order for guests to take advantage of the seven (7) wonders of the area.

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

The target market for the **Tourism Home Run** project is participants and fans attending games in Kiger Stadium, including the **Oregon State Babe Ruth Tournament**. Last year three Kiger Association partners averaged \$10,000 each for their respective motels for a tournament. College baseball teams spent at least 10 nights in Klamath Falls while playing the Owls.

During the upcoming 2014 state tournament it is estimated that 70 percent of those attendees will be from outside Klamath County. Demographic projections for those attending the tournament, as well as games in Kiger Stadium are shown below.

Demographics	Ages 1-15	Ages 16-18	Ages 19-30	Ages 31-39	Ages 40-50	Ages 51 & Above	Total
Regular Kiger Stadium Games	5,000	7,033	6,625	12,008	10,650	5,448	446,764
Babe Ruth State Tournament	400	450	375	850	700	350	3,125
Total	5,400	7,483	7,000	12,858	11,350	5,798	49,889

Additionally, fliers, posters, and radio announcements are projected to reach more than 100,000 baseball players, coaches, fans, and general public. In addition to paid print and radio advertising, the direct impact promotional approach is being used since it has proven to be the most effective medium for this family-friendly event.

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?

It is anticipated that more than 8,800 of the attendees at Kiger Stadium are or will be from outside of Klamath County. Ticket sellers will ask ticket buyers if they are residents of Klamath County to determine the number of county and out-of-county attendees.

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 Kiger Association will promote the extension of the county visitor's length of stay in advance of and during the **Babe Ruth State Tournament**. The Kiger Association will prepare and print fliers and posters that will be sent to Babe Ruth districts throughout Oregon promoting the 2014 baseball state tournament. Literature will feature information about tourist attractions, Kiger Stadium, Klamath Falls, Klamath County, lodging partners, restaurants, etc. The Kiger Association will also prepare and send promotional material for radio announcers broadcasting the Babe Ruth district games. The promotional material will feature highlight Kiger Stadium, Klamath Falls, and Klamath County, and nearby tourist attractions.

Additionally, the Kiger Association will prepare and print fliers to hand out to Kiger Stadium attendees, as well as place in lodging guest rooms, that welcomes individuals

to Klamath Falls and Klamath County and features tourist attractions, motels, restaurants, gas stations, and downtown. Patches and vinyl decals will also be distributed to attract visitors.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Kiger Association is an Oregon nonprofit corporation and federal 501(c)(3) nonprofit organization (51-0186374) whose purpose is to promote baseball, particularly youth baseball, and to preserve **Kiger Stadium — American's Oldest Wooden Baseball Stadium**. Kiger Stadium officially belongs to the City of Klamath Falls. However, Kiger officials and volunteers have been directly responsible for preserving the stadium since 1948. The Kiger Association has successfully staged thousands baseball games and tournaments, including local, state, regional, and national tournaments. It is estimated that 5,280,000 players, coaches, and fans have participated in Kiger Stadium since 1948.

Kiger Association Board of Directors leading the Tourism Home Run project are:

Keith Stotts, Co-Chair, Owner of K&D Auto Body in Klamath Falls

Don Ambers, Co-Chair, Retired, Longtime Kiger Stadium leader

Brian Haines, Board Member, Parr Lumber Company in Klamath Falls

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?

Kiger officials and volunteers have been preserving the stadium since 1948 and have successfully staged thousands baseball games and tournaments, including local, state, regional, and national tournaments. The Kiger Association's most recent successful tournament was held last (2013) summer. Kiger members successfully used \$8,000 in tourism funds last year to put on the tournament in Klamath Falls that attracted more than 1,800 players, coaches, and fans from outside Klamath County.

The Kiger Association is uniquely qualified to carry out this project since the organization has been staging games and tournaments for more than 65 years. The Kiger Association is one of the leading nonprofit groups in Klamath County to successfully bring thousands of outside tourists to the county over the years. Board

members and volunteers work hard to ensure that historic Kiger Stadium remains a cultural icon as **America's Oldest Wooden Baseball Stadium**.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

The Tourism Home Run project will be marketed to out of county visitors as follows:

- A. Prepare and print fliers and posters that will be sent to Klamath County baseball teams, as well as Babe Ruth districts throughout Oregon promoting the 2014 baseball state tournament in historic Kiger Stadium. Literature will feature information about Kiger Stadium, Klamath Falls, Klamath County, lodging partners, restaurants, tourist attractions, etc.
- B. Prepare and send promotional material for radio announcers broadcasting the Babe Ruth district games. The promotional material will feature highlight Kiger Stadium Klamath Falls, and Klamath County, nearby tourist attractions.
- C. Prepare and print vinyl decals and distribute to Babe Ruth players and coaches throughout Oregon.
- D. Preparing and printing fliers to hand out to Kiger Stadium attendees, as well as place in lodging guest rooms, that welcomes individuals to Klamath Falls and Klamath County and features motels, restaurants, gas stations, downtown, and tourist attractions.
- E. Prepare and produce banners and other signage welcoming visitors to the 2014 Oregon Babe Ruth State Tournament and Kiger Stadium.
- F. Prepare and produce iron-on transfers for the tournament that will be distributed to Babe Ruth players and coaches to iron-on tee-shirts.
- G. Prepare and produce commemorative Kiger Stadium patches and limited editions of other memorabilia that players and fans will use to promote Kiger Stadium, Klamath Falls, and Klamath County outside the county.
- H. Work with the Oregon Department of Transportation to add to or modify its roadway directional signage to include **Kiger Stadium — American's Oldest Wooden Baseball Stadium**. Directional or informational signage does not currently exist.
- I. The Kiger Association will strive to get the Babe Ruth World Series to make Kiger Stadium its permanent annual site or the site of the World Series every two to three years.
- J. Direct out-of-county players, coaches, families, and fans to the web sites of Discover Klamath, the Klamath County Chamber of Commerce, Klamath County and City of Klamath Falls government sites, and Kiger Stadium sites.

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)

Success of the Tourism Home Run Project, including its long-term impact, will be measured as follows:

- A. Ticket sales and a survey of ticket buyers purchasing tickets for the Oregon Babe Ruth State Tournament.
- B. Through the number of fliers distributed to Babe Ruth teams outside of Klamath County.
- C. Through the number of radio announcements outside of Klamath County regarding the tournament.
- D. By tracking the number of out-of-town guests staying at motels and attending the tournament.
- E. By the Oregon Department of Transportation adding to or modify its roadway directional signage to include **Kiger Stadium — American's Oldest Wooden Baseball Stadium**. Directional or informational signage.
- F. By the number of iron-on images seen on tee-shirts by players and coaches.
- G. By the number of vinyl decals seen on automobiles.
- H. By the number of patches seen on clothing items by players, coaches and fans.
- I. By the number of out-of-town guests who come early to the tournament or stay after the tournament to visit Klamath County Attractions. This evaluation will parallel item D above.
- J. By the number of out-of-town guests who return to Klamath County in 2015 for the National Babe Ruth World Series at Kiger Stadium and/or the 2016 Regional Babe Ruth Tournament.

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

The Tourism Home Run funding significantly enables the Kiger Association to effectively attract in and out-of-county visitors to Kiger Stadium and the 2014 Babe Ruth State Tournament. Limited funding availability from area supporters severely restricts what the Kiger Association can do to attract visitors. As one board member stated, "If people don't know about the event and the great things to see in Klamath County, how are they going to know to come?"

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.

The Kiger Association projects that it will have a minimum 350 volunteer hours at \$10 per hour for a total of \$3,500 of volunteer labor for the **2014 Babe Ruth State Tournament** alone. Approximately \$20,000 of in-kind labor is provided by Kiger Association volunteers annually.

The Kiger Association: Tourism Home Run

Kiger Association Tourism Budget
Tourism Home Run
April 30, 2014 Klamath County Tourism Application

	A	B	C	D	E	F
1		Committed	Pending	Total	Actual	Comments/Explanations
2	INCOME					
3	Tourism Grant Request		10,000	10,000		
4	Cash Reserves -					
5	Source: Local Businesses		6,000	6,000		Local business support
6	Source:					
7	Source:					
8	Total Cash Revenues		16,000	16,000		
9	In-Kind Revenues -					
10	Source: Volunteers		23,500	23,500		350 volunteer hours
11	Source: Radio Ads		1,500	1,500		Volunteer hours & KLAD radio ads
12	Source:					
13	Total In-Kind Revenues		25,000	25,000		
14	Total Revenue		41,000	41,000		
15	EXPENSES					
16	Cash Expenses -					
17	Personnel Costs					
18	Marketing Costs					
19	Rentals					
20	Supplies					
21	Other: Fliers & Posters		5,000	5,000		Promotional materials
22	Other: Banners		1,000	1,000		Promotional materials
23	Other: Patches & Caps		1,500	1,500		Promotional materials
24	Other: Clear Vinyl Decals		800	800		Promotional materials
25	Other: Postage		100	100		Mailing promotional materials
26	Other: Radio Ads		1,500	1,500		Advertising
27	Other: Print Ads		250	250		Herald and News Ads
28	Other: Web Site		1,000	1,000		Promotional materials
29	Total Cash Expenses		11,150	11,150		
30	In-Kind Expenses					
31	Labor		23,500	23,500		2,350 volunteers hours
32	Marketing Costs					
33	Other: Radio Ads		1,500	1,500		KLAD in-kind
34	Other:					
35	Other:					
36	Total In-Kind Expenses		25,000	25,000		
37	Total Expenses		36,150	36,150		
38	Net Income (expense)	0	4,850	4,850		

Jason Link

From: keithstotts@aol.com
Sent: Friday, May 09, 2014 2:09 PM
To: Jason Link
Subject: Re: Tourism Grant Application

we are working with the chamber and discover Klamath but not a partner with them on working on the world series.

I am promoting kiger stadium for the good or Klamath falls.

K & D AUTO BODY AND PAINT L.L.C.
4090 SOUTHSIDE EXPRESSWAY
KLAMATH FALLS, OR. 97603
PHONE: 541-883-8044
FAX: 541-882-3786

-----Original Message-----

From: Jason Link <jlink@co.klamath.or.us>
To: keithstotts <keithstotts@aol.com>
Sent: Thu, May 8, 2014 9:48 am
Subject: Tourism Grant Application

The Tourism Grant Committee met on May 7, 2014 and developed the attached letter requesting additional information. Please contact my office to schedule a time for your organization's meeting with the Committee on May 28, 2014.

Thank you,

Jason Link, CPA

Klamath County, Oregon
Chief Financial Officer
305 Main Street
Klamath Falls, Oregon 97601
Tele: (541) 883-4202 Fax: (541) 850-5385
email: jlink@co.klamath.or.us

*****CONFIDENTIALITY NOTICE*****

This e-mail may contain information that is privileged, confidential, or otherwise exempt from disclosure under applicable law. If you are not the addressee or it appears from the context or otherwise that you have received this e-mail in error, please advise me immediately by reply e-mail, keep the contents confidential, and immediately delete the message and any attachments from your system. Thank you.

Your message is ready to be sent with the following file or link attachments:

Add_Kiger

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

To whom it may concern,

I am pleased to write this letter on behalf of the Klamath Falls Babe Ruth League.

I have been impressed with the program and the professionalism of their coaches, teams and players.

They understand the level of performance required to compete on a National level and have taken all the necessary steps to bring strong and competitive teams to the field, with dedicated coaching.

I have had the privilege of being a part of the Babe Ruth program having served at one time as President of the league. The Babe Ruth program in Klamath Falls has always been committed to teaching their players what is needed to be successful both on and off the field with a positive environment.

My Family has had the privilege of working with the Babe Ruth organization as well as Kiger Stadium in the maintenance of the facility and donated countless hours to tournaments and concessions.

I am extremely confident in Don Ambers, Keith Stotts and all their staff; they are professional and good at what they do.

Their knowledge and passion for the game and their baseball experience makes the league one of the best, if not the best in the Great Northwest.

Sincerely,

American Fire Systems Inc.
Jeff, Regina, and Brandon Lowther

KLAMATH BASIN EQUIPMENT

4304 Hwy 39 • Klamath Falls, OR 97603 • (541) 882-2571 • Fax (541) 884-2199 • klamathbasinequipment.com

RE: Kiger Stadium Tourism Grant

Grant Committee Members,

Please accept this letter of support on behalf of the Kiger Stadium tourism grant application. Klamath Basin Equipment (KBE) fully supports Kiger Stadium and would like to see more events and greater community involvement with the stadium. For many years now KBE has had a working relationship with the stadium and its staff. We have had several sales of equipment to Kiger including tractors, mowers, and ATVs for maintaining the grounds. KBE in turn advertises regularly at Kiger Stadium, provides donations for various events, and thoroughly enjoys the activities at the facility.

The games and tournaments hosted by Kiger Stadium are a valuable part of Klamath County's sports culture as well as a great source of tourism income for the area. Events can bring in hundreds of players, families, and fans into the community increasing revenues for a large number of local businesses. Kiger Stadium is an asset in the community providing a unique baseball experience for people visiting as well as always taking great care of Klamath County's players and fans.

Klamath Basin Equipment has been a locally owned and operated business in this area for more than 25 years. We have seen generations of baseball players enjoy the exciting experience of playing "under the lights" as well as the thrill of watching West Coast League games. Kiger Stadium is full of history and memories and should continue to infuse the passion of baseball into our youth and to provide a great source of entertainment for our community as a whole. Please feel free to contact us if you need any further information regarding Klamath Basin Equipment's experience with Kiger Stadium and support of their work.

Best Regards,



Archie Linman
President

To whom it may concern,

We are writing to support the Kiger Association's efforts to raise funds to maintain historic Kiger Stadium. There is no park like Kiger in Oregon or the West Coast League. Its charm is second to none and its wooden structure harkens back to the glory days of good old fashioned wood-bat baseball.

The press box is a scaled down version of Detroit's old Tiger Stadium, and also one of a kind. It alone takes you back in time and makes the game, for that moment, seem bigger than life itself.

Even at its advanced age, Kiger Stadium continues to make special memories and most importantly it brings community together like no other place in Klamath County.

As an historic structure, and a ballpark that services its community and showcases the highest caliber of baseball Eastern Oregon has to offer, it deserves a tune-up as well as consistent tender loving care.

There is no doubt the facility is a GEM, but to shine brightly in the present and the future, it needs immediate care and attention. Please consider investing in Klamath's future by touching up its past by helping the Kiger Association keep Kiger looking great and in excellent playing shape.

With some additional love, Kiger will stand proudly for many years to come and continue to be the place for families in the Klamath County area to gather and for lifetime memories to be made.

We, the Corvallis Knights of the West Coast League, are big fans of Kiger Stadium, and wish the Kiger Association the very best in its quest to keep Kiger vital.

To close, Kiger is a little slice of Americana, and something we hope is preserved for future generations to not only enjoy, but as a symbol of a way of life for these parts and our esteemed national pastime.

Regards,

Dan Segel
President
Corvallis Knights
(541) 752-5656
corvallisknights.com



KLAMATH COUNTY FAIRGROUNDS

3631 SOUTH SIXTH STREET
KLAMATH FALLS, OREGON 97603
Telephone (541) 883-3796 • Fax (541) 883-3798

May 8, 2014

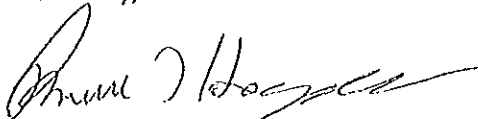
Dear Sir/Madam

Re: 2015 Babe Ruth World Series Tourism Grant Application

It is with pleasure that the Klamath County Fairgrounds board members, management and staff submit a letter of support for the opportunity to bring the 2015 Babe Ruth World Series to Klamath Falls, Oregon through the Kiger Association. This event promises to be an important one as it will host out-of-town team members, staff, family and friends who will stay, shop and eat at our local businesses. What better way to showcase our small community!

Further, the Klamath County Fairgrounds supports the Kiger Stadium and the Babe Ruth League, Inc. Sportsmanship Code as it embodies the development and growth of our youth in today's world, kids who will in turn become citizens in our communities. We also are committed to assisting, in any way possible, local and out-of-town events that in turn provide economic support for Klamath Falls and our neighboring communities.

Sincerely,



Richard T. Hoggarth
Manager
(541) 883-3796

Kiger Association Tourism Budget
Tourism Home Run
April 30, 2014 Klamath County Tourism Application

	A	B	C	D	E	F
1		Committed	Pending	Total	Actual	Comments/Explanations
2	INCOME					
3	Tourism Grant Request		10,000	10,000		
4	Cash Reserves -					
5	Source: Local Businesses		6,000	6,000		Local business support
6	Source:					
7	Source:					
8	Total Cash Revenues		16,000	16,000		
9	In-Kind Revenues -					
10	Source: Volunteers		23,500	23,500		350 volunteer hours
11	Source: Radio Ads		1,500	1,500		Volunteer hours & KLAD radio ads
12	Source:					
13	Total In-Kind Revenues		25,000	25,000		
14	Total Revenue		41,000	41,000		
15	EXPENSES					
16	Cash Expenses -					
17	Personnel Costs					
18	Marketing Costs					
19	Rentals					
20	Supplies					
21	Other: Fliers & Posters		5,000	5,000		Promotional materials
22	Other: Banners		1000	1,000		Promotional materials
23	Other: Patches & Caps		1,500	1,500		Promotional materials
24	Other: Clear Vinyl Decals		800	800		Promotional materials
25	Other: Postage		100	100		Mailing promotional materials
26	Other: Radio Ads		1,500	1,500		Advertising
27	Other: Print Ads		250	250		Herald and News Ads
28	Other: Web Site		1,000	1,000		Promotional materials
29	Total Cash Expenses		11150	11150		
30	In-Kind Expenses					
31	Labor		23,500	23,500		2,350 volunteers hours
32	Marketing Costs					
33	Other: Radio Ads		1,500	1,500		KLAD in-kind
34	Other:					
35	Other:					
36	Total In-Kind Expenses		25,000	25,000		
37	Total Expenses		36,150	36,150		
38	Net Income (expense)	0	4,850	4,850		

Kiger Association Marketing Budget
Tourism Home Run
April 30, 2014 Klamath County Tourism Application

	A	B	C	D	E	F
1		Committed	Pending	Total	Actual	Comments/Explanations
2	CASH INCOME					
3	Tourism Grant Request		10,000	10,000		
4	Other Sources		6,000	6,000		Local business support
5	Total Revenue		16,000	16,000		
6	CASH EXPENSES					
7	Advertising Print		250	250		Herald and News ads
8	Radio Advertising		1,500	1,500		KLAD
9	Web		1,000	1,000		Web information
10	Other Internet					
11	Total Advertising		2750	2750		
12	Printing		5,000	5,000		Printing Fliers and Posters
13	Postage		100	100		Mail Promotional Materials
14	Misc/Other -					
15	Other: Patches & Caps		1500	1500		Promotional Materials
16	Other: Vinyl Decals		800	800		Promotional Materials
17	Other: Banners		1,000	1,000		Promotional Materials
18	Total Misc/Other		3,300	3,300		
19	Total Expenses		11,150	11,150		
20	Net Income (expense)		4,850	4,850		