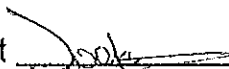


**TOURISM GRANT APPLICATION**

Organization Applying: Linkville Lopers Running and Walking Club  
Contact Person: Joshua Nelson  
Phone Number: 541-281-0100  
Email Address: josh@asanayoga.net  
Mailing Address: 1205 A Klamath Ave  
Web Site Address: linkvillelopers.org  
Title of Project: Klamath Trail Running Festival

Brief Description of Project: *The Linkville Lopers Running and Walking Club is committed to building a healthier community. To us this means providing events that inspire and encourage healthy lifestyles and encourage out of town visits to bolster the local economy. We are expanding one of our successful events, The Moore Mountain Runs, into a multi-day festival which showcases some of the best running resources in the county. To reach the levels of participation this event is capable of, we are looking to broaden our audience. Our organization is seeking financial support to help with the marketing costs associated with a more extensive campaign.*

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 9-29-14

Signature of Board Chair \_\_\_\_\_

Date \_\_\_\_\_

## PROJECT DESCRIPTION

### Project Plan:

1. What is the main focus of this proposal?

*We are seeking financial resources to expand a growing trail running event; The Moore Mountain Runs (Trail ½ marathon & 5K). The goal is to market and promote a multi-day trail running festival that would incorporate a film tour, shoe demos, and industry clinics. In 2014 our event became part of the S. Oregon Trail Series. This is a collection of races in the Bend, Grants Pass, Medford/Ashland, and now Klamath, in which runners gather points at each event. We saw a 25% increase in out of county participation and would like to double that for 2015. This would represent an additional 100 runners to the basin, most of whom would likely stay overnight at a partner hotel.*

2. What are the project activities?

*The Klamath Trail Running Festival will include, The Trails in Motion Film Festival, Moore Mountain, ½ Marathon and 5K, vendor booths, shoe demos, industry clinics, and more.*

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

*Saturday September 5<sup>th</sup> 2015:*

- *1-3:30pm event kickoff with shoe demo's, professional clinics, and vendor booths at Moore park.*
- *5:30 – 8:30pm – Trail in Motion Film Festival @ Ross Ragland Cultural Center. This will include local food vendors, and guest speakers from the Pacific Northwest.*

*Sunday 9/6/15:*

- *8am Moore Mountain Runs registration and check-in opens.*
- *9am race start*
- *10-3pm vendor booths, shoe demos, awards, and end of event ceremony.*

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

*The average profile of the runner can vary significantly. This can be attributed to length of experience in the sport, and motivations for running. We find it more successful to base our target geographically within a 250 mile radius. The event would be projected as great for the elite, novice, and for those looking for a great place to bring the whole family for a weekend of fun.*

## Project Goals:

1. 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 had 97 runners at our 2014 event. We are able to closely monitor event signups via our online registration platform (ultrasignup.com) This year, roughly 45% of all participants were from out of county runners, predominantly the Medford/Ashland area.*

2. 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? 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?

*Our goal is to provide an attractive lineup of events that encourage runners, and their families, to arrive the afternoon of 9/5/15 and stay through late afternoon on 9/6/15. In the past, most runners drive up the morning of the race. Our additional offerings of industry clinics, demos, and the film festival will encourage runners arrive the day prior to the race. This could be measured by the number of like attendees to the film series and the race. Additionally, we plan to market a package deal, at the time of registration which includes all events and a night stay with a partner hotel.*

## QUALIFICATIONS OF APPLICANT

3. Describe your organization.

*The Linkville Lopers Running and Walking Club is a non-profit group dedicated to those who share a common interest in running and walking. The club is a member of the Road Runners Club of America and is guided by a Board of Directors. Our monthly meetings are open to all members; most club business has to do with organizing sponsoring and staffing local running events. Our membership is represented by the entire spectrum of performance, including: elite runners, mid-packers, back-of-the-packers, and recreational walkers. Among our ranks are marathoners, triathletes, vegans, high school cross country team members, carnivores, the young, and the not-so-young.*

4. 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?

*The Linkville Lopers host twelve runs throughout each calendar year. Each of these races directly benefits the community and enriches the lives of our residents, by promoting healthy lifestyles. Our team consists of business owners, educators, and industry professionals. We have a combined experience of over 25 years hosting and managing events. Our capacity to host these events, both large and small scale, is evident in our continued yearly growth, positive feedback, and desire from out of county vendors to become involved.*

## MARKETING PLANS

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

*We find that most runners are technologically savvy and regularly use social media on a regular basis. There are numerous apps, blogs, race finders, and training monitors that can all be utilized to help promote events. Specifically this includes: Facebook, lrunfar.com, Strava.com, runoregonblog.com, oregontrailruns.com, trailrunnermag.com, and using traditional print methods to display at businesses in Oregon and N. California. Our marketing strategy includes placing ads, and event links on these sites using geographic targeting tactics. In 2015, we plan to offer a small cash purse for the top three male and female finishers. This attracts high profile vendors to become involved and would increase our overall exposure.*

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

*We utilize an on-line registration platform, UltraSignup, which enables us to closely monitor where each participant is from. In addition, race day entrants are inputted immediately into this system so all racers are accounted for. Promoting a package deal with each registration will provide the additional means to accurately track those who stay the night.*

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

*This year, 2014, marked our 5<sup>th</sup> running of the race. We have grown yearly and continue to refine our efforts to ensure success. Experts in the field say that we are in our "second boom" of running popularity, with trail running leading the charts. It is predicted that trail running will be at the top of the list of extreme sports, above skateboarding, climbing, mtn. biking, and others, within the next 5 years. With our fingers on the pulse of this rapid growth, we are positioned well to respond to the demand for more unique and exciting events.*

8. 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.

*As the largest trail running event in Klamath County, we have received tremendous local and national support. This includes: monetary and product sponsorship, local food donations, and more over 200 hours of volunteer work.*

Theresa Ross

9810 Buesing Road

Klamath Falls Oregon

rosst@kcsd.k12.or.us

Dear Department of Tourism Board of Directors;

I would like to recommend your consideration of the application being submitted by the Linkville Loper organization for the Moore Mountain Running Festival next fall. I am an elementary physical education specialist for the Klamath County School District. I am also a very amateur trail runner and triathlete. I have watched the trail running community grow over the last few years into a very competitive and broad based community. They have dramatically influenced my overall interest in trail running as a lifestyle and competitive sport. As I travel around the region and state to compete I am struck by the natural beauty and availability of our trail system in Moore Park as it compares to other places in the state. Other communities have worked to market this in such a way as to make it a very profitable venture for the community. I often spend at least one night in a hotel, eat meals and shop in the local stores. The Moore Mountain Trail run is a very high quality event that if promoted and enhanced is every bit as marketable as any other race I have attended. The natural beauty of the area, the proximity of the downtown area to the park and the welcoming atmosphere of the local running community make it a perfect venue to attract a large group of trail running families and friends.

As an elementary teacher I have been able to introduce my students to a different type of lifetime sport and skill when incorporating the local races at the park into my teaching. Having a world class sporting event at a local venue to bring my students and their families to participate in is invaluable. Trail running and hiking is a fun family activity that is abundant in the Klamath Basin. Any additional promotion of the splendor in our own back yard, so to speak, can only benefit the community financially as well as our overall health and wellbeing, making the Klamath Basin a destination point for healthy lifestyle activities.

Thank you for taking the time to consider this amazing project proposal.

Sincerely,

Theresa Ross

September 27, 2014

Nell Kolden and David Scott  
1527 Willford Ave  
Klamath Falls, OR 97601  
(206) 948-2416  
nellkolden@gmail.com

September 28, 2014

Klamath County Finance  
305 Main St.  
Klamath Falls, OR 97601

Dear Klamath County Tourism Grant Committee,

As community members, runners, and business owners in Klamath Falls, we are writing to show our full support for the Linkville Lopers Running and Walking Club's 2014 grant application: Klamath Trail Running Festival. We moved to Klamath Falls in 2013, and were immediately welcomed by the Linkville Lopers and drawn to their well-organized, challenging, and fun events. In our first year here, we both ran the Moore Mountain half marathon and felt lucky to have such stellar trails and a great event virtually in our backyard. We were not surprised to hear every attendee from out of town echo that same sentiment. The Moore Mountain 5K and Half Marathon event has the potential to be one of the premier trail running events in southern Oregon, and it is clear from the other events we have attended (such as Cascade Lakes Relay in Bend, and Siskiyou Outback in Ashland) that people are willing to travel for a good run!

Expanding the size and scope of the run to include a film festival, vendors, and clinics will have direct benefits to the city and county of Klamath Falls. Since runs are a morning affair, many people will arrive the night before and need to eat, sleep, and shop in Klamath Falls. Some will decide to make a weekend out of the event, staying in town for another night or heading up to Crater Lake or the Wood River Valley to recreate. We are new business owners in town (of the soon-to-be-open Rodeos Pizza), and we are not the only ones who are looking forward to offering specials and coupons to entice visitors to stay and enjoy what this area has to offer.

We urge you to fully fund the Linkville Lopers' proposal and support what they and their event will do to benefit Klamath Falls and Klamath County.

Sincerely,

Nell Kolden and David Scott

# ADKINS



Engineers



Planners



Surveyors



Testing

September 22, 2014

Linkville Lopers Running and Walking Club  
1205 A Klamath Avenue  
Klamath Falls, OR 97601

RE: Klamath Trail Running Festival and Moore Mountain Runs

To whom it may concern,

I am writing this letter to support the Moore Mountain Runs event that occurs each September in Klamath Falls, Oregon. In addition, I am in support of the Linkville Lopers Club for converting the event from a one day event into a two day festival (Klamath Trail Running Festival). Without this event each year, the local running community would not have a half marathon distance event on trails.

This event has been well organized and attended by local and non-local runners for the past five years. Each year I am surprised by the amount of new faces from both in the area and out of the area that participate. The race directors and Linkville Lopers club have done a great job marketing the event in the past. That being said, the addition of a tourism grant could help put the event "on the map" for many people out of the area. One example of the local vision for the event was to request the event be part of the Southern Oregon Trail Series (which is a regional points race). Participants from Northern California, Southern Oregon, and the Pacific North West must attend this event if they would like to be ranked and compete in the regional points race and win prizes.

This year many vendors attended which provide participants the opportunity to get to know local businesses that are associated with running, fitness, yoga, and health. Many people who live in our basin, or are from out of the area, are surprised to hear about the local resources we have in Klamath Falls. Events like this will continue to spread the word and attract people from in and out of area which will help support our local businesses.

I support all efforts by the Linkville Lopers Club and local businesses for this event. I feel that this event and other outdoor recreation events will continue to provide an economic boost for local businesses as well as provide healthy examples of an active life style to participants of all ages.

Please call or email ([jmorris@adkinsengineering.com](mailto:jmorris@adkinsengineering.com)) if you have any questions or need additional information.

Sincerely,

Jeremy Morris, P.E.

2950 Shasta Way • Klamath Falls, Oregon 97603 • (541) 884-4666 • Fax (541) 884-5335

Serving Oregon & California since 1983

Klamath County Tourism Grant Executive Team  
305 Main St  
Klamath Falls, OR 97601

10/17/14

Thank you for the opportunity to respond to your questions. I would be more than happy to meet with the committee should you feel more clarification is necessary.

1. Is this a sponsorship grant or a traditional grant application? How much money are you asking for?

*This was intended to be a sponsorship application for the amount of \$2,500. As I am new to the process, I assumed \$2,500 was awarded to each recipient of the sponsorship program.*

2. How big is the purse?

*The cash purse will be \$500 total and will be distributed as outlined below. This distribution represents overall male and female competitors. 1<sup>st</sup> - \$110 / 2<sup>nd</sup> - \$80 / 3<sup>rd</sup> - \$60*

3. Will you have advance online registration?

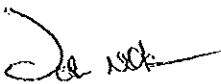
*Yes. As outlined several times in the application, we use ultrasignup.com as our online registration platform. This gives us marketing tools, financial reports, and a great way to track the demographics of our racers.*

4. Who is the national sponsor?

*We have several national and global sponsors including: Montrail, Swiltwick, Honey Stinger, Ultimate Direction, and GNC. All of which sent out multiple social media posts about Klamath Falls and our event.*

As a side note, we just wrapped up our inaugural Trails in Motion Film Festival this past weekend (10/11/14). The event was held at the Ross Ragland Cultural Center and we by far exceeded our expectations by 40%. We had 45 guests registered as of 10/10/14, and had close to 80 people by the time the show started. Additionally, we had 5 people come into town from Redding and Ashland. This was without any external marketing and 30 days to prepare. Base Camp Brewing Co. offered their beverages by donation and was able to raise \$232 for the Klamath Trails Alliance. More inspiring than any of the films, or guest speakers, was the 80 people there who all love Klamath Falls and share a collective vision for more events like this in the future. We will move the venue next year to the auditorium as numbers can only be expected to rapidly grow.

Respectfully,



Joshua Nelson  
Linkville Lopers Running and Walking Club  
1205A Klamath Ave.  
Klamath Falls, OR 97601