

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Celebrate the Blues: Summer Kick-Off Festival
Funds Requested: \$2,500
Organization Applying: Klamath Falls Downtown Association (KFDA)
Contact Person: Chantal Alatorre
Phone Number: 541-591-9444
Email Address: downtownklamathfalls@gmail.com
Mailing Address: PO Box 372 Klamath Falls, OR 97601
Web Site Address: www.downtownklamathfalls.org

Brief Description of Project including date, time and location:

Celebrate the Blues: Summer Kick-Off Festival will be on Thursday June 16, 2016 from 6-9PM on Main Street in Downtown Klamath Falls. It is a free and family friendly event that will have interactive demonstrations, games, activities, arts and crafts, live music, and a beer and wine garden for those 21 and over-for a small fee. The purpose of Celebrate the Blues: Summer Kick-Off Festival is to highlight Crater Lake National Park, Blue Zones Project, and our historic downtown Klamath Falls while creating a successful and inviting community festival. KFDA is anticipating that Celebrate the Blues: Summer Kick-Off Festival will draw close to 5,000 people to downtown Klamath Falls; this estimate is based off of the success of it's predecessor 3rd Thursday which brought close to 6,000 people downtown.

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 *Chantal Alatorre* Date 05-01-16

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organizator



Chantal Alatorre
Coordinator
Klamath Falls Downtown Association

T: 541-591-9444
F: 541-883-3724
downtownklamathfalls@gmail.com

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

Celebrate the Blues: Summer Kick-Off Festival is projected to quickly become a family favorite. It is the new and improved version of what was formerly known as 3rd Thursday. Celebrate the Blues: Summer Kick-Off Festival will have interactive demonstrations, games, activities, arts and crafts, live music, and a beer and wine garden for those 21 and over. The event will highlight Klamath County favorites such as: Crater Lake National Park and Blue Zones Project. It is an event created to celebrate what makes Klamath County unique and will provide the opportunity for guests to explore Klamath County's unique features in a festival form.

There will be a block highlighting Crater Lake National Park which will have park rangers and other staff available to discuss amenities such as zip lining, food and lodging, snowshoeing, and tours. Celebrate the Blues: Summer Kick-Off Festival will also have a block dedicated to Blue Zones Project where attendees will be able to participate in interactive demonstrations and activities centered around living a longer and healthier life.

PROJECT GOALS

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

This is a family friendly event to celebrate the start of summer and KFDA expects it to be well received in both out and in county markets. If awarded this grant, KFDA will advertise Celebrate the Blues: Summer Kick-Off Festival outside of the general Klamath Falls region and hopes to attract at least 500 out of county guests. Out of county visitors will be tracked via surveys at the event; volunteers will ask guests for their zip code.

QUALIFICATIONS OF APPLICANT

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

The Klamath Falls Downtown Association is made up of nine board members, one full time staff member-our coordinator, and has over 120 paid memberships. The board and coordinator play a very active role in the organization and constantly strive to create, maintain, and promote a vibrant and innovative downtown.

The Celebrate the Blues: Summer Kick-Off Festival committee is made up of five board members and our coordinator. This committee has experience planning large scale events such as 3rd Thursday, which in the past has had close to 6,000 people in attendance. This committee is very organized and dedicated to creating a quality event that highlights unique activities and programs available in Klamath County.

4. Describe your team's experience in operating past or similar projects.

KFDA has successfully budgeted, planned, and marketed community events similar to what Celebrate the Blues: Summer Kick-Off Festival will be. 3rd Thursday in past

summers, Scarecrow Row in October, and Winter Warm-Up in December have been widely successfully bringing anywhere from 2,000- 6,000 people downtown and have all been hosted by KFDA. Additionally, several of the committee members have planned and executed remarkably successful events outside of Klamath County.

PROJECT PLAN

5. How will you give credit to Klamath County for its support in our event or project?

Klamath County's logo will be on the posters and other marketing materials for Celebrate the Blues: Summer Kick-Off Festival in addition to an acknowledgement on our Facebook page.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

KFDA is currently in the process of conducting outreach with potential vendors and sponsors. On May 1st, press releases will be sent to local and regional newspapers and to other community calendars in the greater basin and Rogue Valley area. The event will be publicized widely over social media by using the 'boost' feature available on Facebook. Celebrate the Blues: Summer Kick-Off Festival will also be advertised through the radio thanks to a donation from Wynne Broadcasting and plans for advertisement on cable television are underway. Lastly, posters will be distributed to both local and regional businesses and tourist hotspots.

7. Describe your target market/audience.

Celebrate the Blues: Summer Kick-Off Festival will have live music and interactive demonstrations for all ages, games, arts, and crafts tailored to youth and a beer and wine garden available for those 21 and over. It is mainly a family friendly but will also have an appeal for adults without children due to the beer and wine garden.

8. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

Out of county visitors will be tracked via surveys at the event; volunteers will ask guests for their zip code and additional questions if need be.

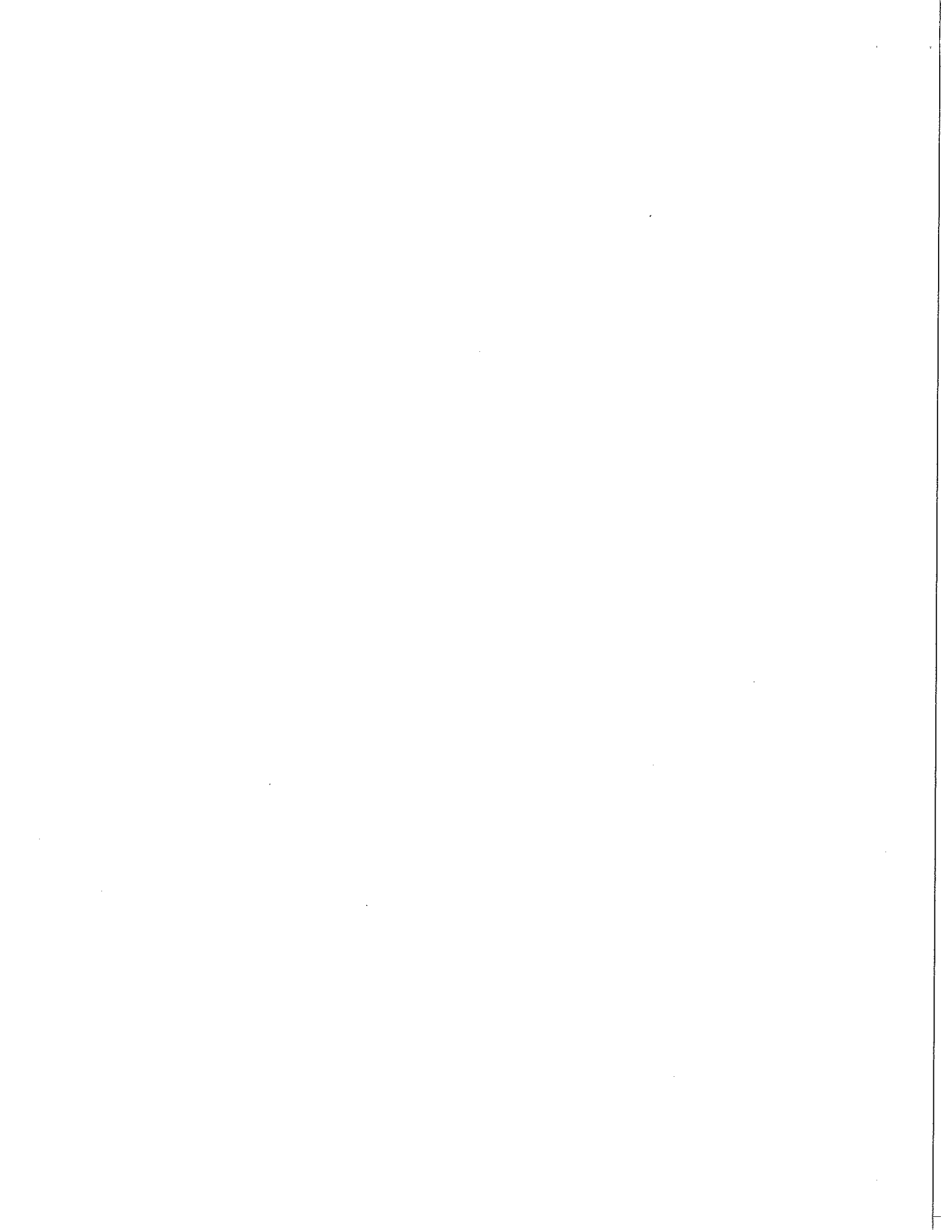
9. List your potential sponsors and partners and how they contribute to the event or project.

Wynne Broadcasting: airtime donation

Pacific Power: pledged monetary sponsorship

Blue Zones Project: festival partner, will provide activities and interactive booths

City of Klamath Falls: partner, will help with street barricades and beer and wine garden logistics



gaucho
[collective]

1038 Main Street, Klamath Falls, OR 97601

4-26-16

To whom it may concern,

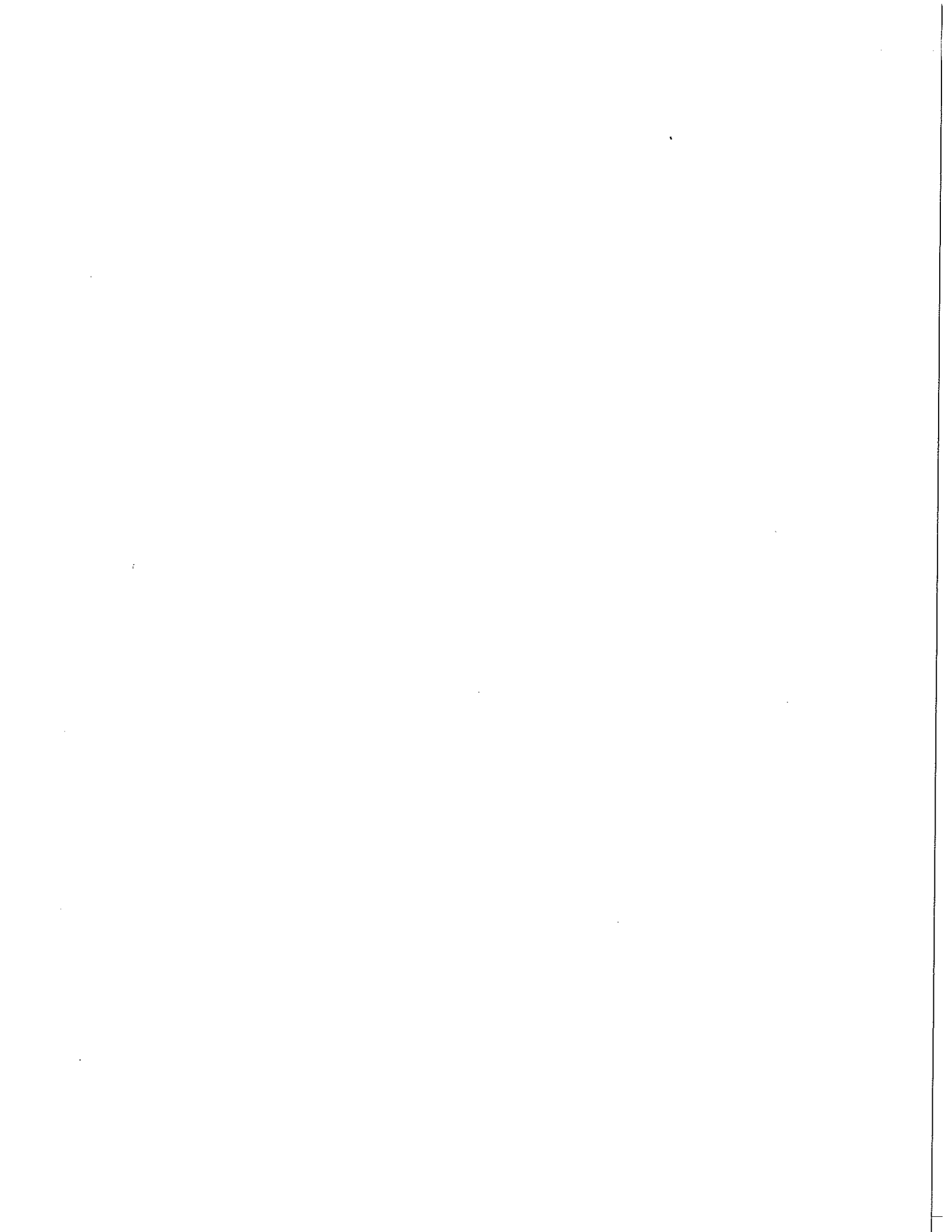
The Klamath Falls Downtown Association (KFDA) has a track record of professionalism and excellence in the events and projects they undertake, so it is with great enthusiasm that we prepare to participate in the Celebrate the Blues: Summer Kick-Off Festival.

We depend on events like this to create visibility from visitors as well as County residents who do not typically visit our downtown. More broadly, the continued existence of our business depends on maintaining the momentum behind downtown's revitalization. Events like the Summer Kick-Off are critical to this mission, and we believe this will be the premier downtown event this year. It is exactly the kind of fun, family friendly, cultural event that appeals to the large, diverse communities of this region.

Thanks to the KFDA and its members we have seen beautification projects and cultural events come to life and bring vitality back to our community. We wholeheartedly support their next great endeavor—Celebrate the Blues: Summer Kick-Off Festival.

Randal Pope


Co-Founder, Gaucho Collective





CITY OF KLAMATH FALLS, OREGON

226 South 5th Street • P.O. Box 237 • Klamath Falls, Oregon 97601

Sister City - Rotorua, New Zealand



Sister City
ROTORUA, NEW ZEALAND

April 28, 2016

Dear Klamath County Tourism Grant Committee:

The City of Klamath Falls is proud to write this letter in support of Klamath Falls Downtown Association's (KFDA) Celebrate the Blues: Summer Kick-Off Festival. KFDA's downtown events have become community favorites and with the tourism efforts brought forth by Discover Klamath's new campaign "Meet Me in Klamath" it is only fitting that the City of Klamath Falls supports an event like Celebrate the Blues: Summer Kick-Off Festival which will attract people that otherwise would not travel to Klamath Falls on a weekday. This event will be at the beginning of the summer season and will highlight one of Klamath County's major tourist attraction- Crater Lake National Park. Celebrate the Blues: Summer Kick-Off Festival will bring people to our downtown while highlighting other regional favorites and potentially enticing guests to visit Klamath County's additional gems at a later time.

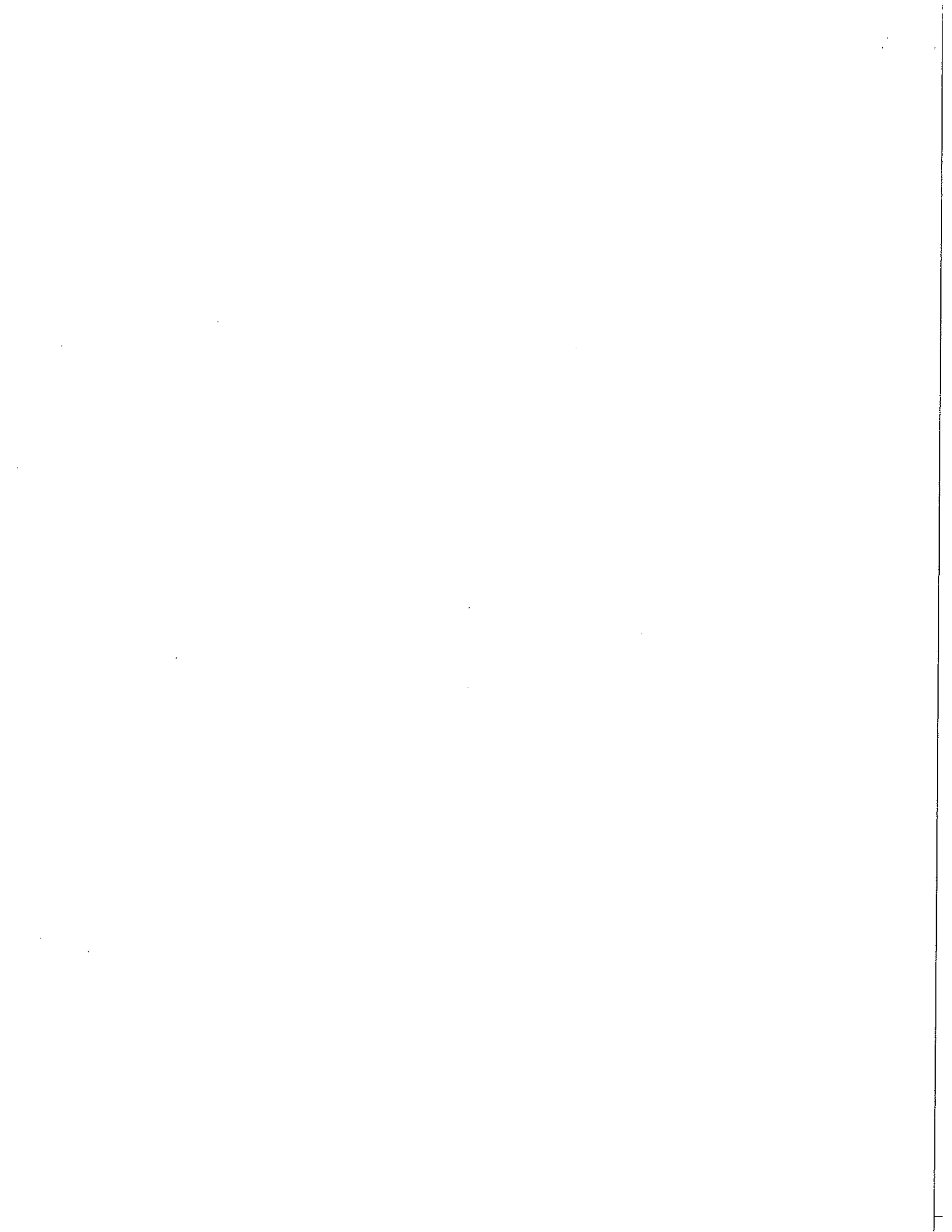
Since it's establishment in 2008, Klamath Falls Downtown Association has been an advocate for innovation and for improving our community through economic development and downtown revitalization. We believe that with the tourism grant they will again accomplish their goal of creating a family friendly event that showcases the different facets of the Klamath Falls community.

For the previously stated reasons, the City of Klamath Falls has chosen to help the Klamath Falls Downtown Association with their efforts. It is our hope you come to the same conclusion.

Please feel free to contact me if you have any questions.

Sincerely

Erik Nobel
Planning Manager
City of Klamath Falls
541-883-5361



April 28, 2016

Klamath Falls Downtown Association
PO Box 372
Klamath Falls, OR 97601

Dear Klamath Falls Downtown Association:

The Blue Zones Project is excited to offer our support of Celebrate the Blues: Summer Kick-Off Festival. The purpose of the Blue Zones Project is to lead a community well-being transformation initiative, where the healthy choice becomes the easy choice through permanent changes in the environment, policy, and social networks. Celebrate the Blues: Summer Kick-Off Festival aligns with our project goal of increasing community pride to create a healthy, prosperous Klamath Falls. We would like to partner with the Downtown Association to showcase all that Klamath Falls and Klamath County have to offer.

The Blue Zones Project is prepared to support the initiative in a number of ways. We can provide volunteers to work at the event, Blue Zones Project healthy signage, and Blue Zones Project materials that highlight healthy community activities. We can advertise Celebrate the Blues: Summer Kick-Off Festival on all of our social media outlets, and we will plan to donate giveaways and prizes for the festival.

We look forward to working with the Downtown Association to create a healthier Klamath Falls.

Best regards,



Merritt Driscoll, MPH
Project Manager
Blue Zones Project- Klamath Falls

