

ECONOMIC DEVELOPMENT GRANT APPLICATION COVER PAGE

Title of Project: KFDA Business Plan Competition

Funds Requested: \$10,000

Organization Applying: Klamath Falls Downtown Association

Contact Person: Kendall Bell

Phone Number: 541-591-0024

Email Address: kendallbell945@gmail.com

Mailing Address: 945 Loma Linda Dr. Klamath Falls, 97601

Web Site Address: downtownklamathfalls.org

Brief Description of Project: Business Plan Competition in order to fill one of our empty store fronts downtown.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Economic Development 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 Kendall Bell Date 09/08/2016

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

Signature of Organization Kendall Bell Date 9/8/16

_____ Funds from this grant will go to business start up expenses. This would include supplies, fixtures, signage, inventory and other working capital. These costs are variable depending on the type of business the winner has proposed. It would be different depending on whether the winner is planning a restaurant versus retail for example. The goal of the competition would be to encourage a business that compliments other businesses already established in the area. See Attached proposed budget. Again, if only partially funded by the county grant, the balance would have to come from the applicant or possibly another private party.

9. Identify the specific economic development benefits from the project:

_____ The economic development benefits include, job creation and increasing vibrancy downtown. This additional business will increase traffic that will boost the other locally owned businesses downtown. That increased vibrancy will also help attract other businesses to the area.

10. Identify how this project is consistent with regional or local economic development plans:

_____ As mentioned in the Community Development section of the South Central Oregon Comprehensive Economic Development Strategic plan, the attention and promotion of downtown is vitally important to a community. Also, when referring to the Implementation/Action plan section of the report, Goal A mentions working with the Klamath Falls Downtown Association on revitalization strategies. Goal D suggests the importance of collaborating with OIT and the development of curriculum geared towards meeting the needs of the regular business community. Goal E directly addresses the business plan idea. We feel that this proposal aligns very well with the intentions of the Strategic Plan.

11. Describe the prospective applicant's experience in administering and/or delivering similar types of projects:

This is the KFDA's first endeavor relating to a business plan competition. The KFDA is currently studying similar programs from around the state (provided by the SBDC) and has the support of the Oregon Main Street organization. The SBDC has also offered to help administer the program.

12. Describe how the prospective applicant's intends to publically acknowledge the assistance received from the County:

This would be accomplished by placing the county logo on all printed materials in which the competition is promoted. It would also be included in the press releases, newspaper articles, social media,(we have over 2000 followers) and emails to the KFDA membership.

**Klamath County Economic Development Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
County Grant Request		\$10,000.00			
Cash Revenues -					
Source:Private Donation		\$5,000.00			
Source:KFDA		\$1,000.00			
Source:Applicant/Winner Match		\$12,000.00			
Total Cash Revenues	-	\$28,000.00	-	-	
In-Kind Revenues:					
Source:Building-Lease Forgiveness 2 months		\$3,000.00			
Source:Marketing Package		\$1,000.00			
Source-Advertising		\$2,000.00			
Total In-Kind Revenues	-	\$6,000.00	-	-	
Total Revenue	-	\$34,000.00	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs - Salary (2 months)		\$4,000.00			
Travel costs					
Materials and supplies-Start up costs		\$23,000.00			
Professional services					
Other:	-		-	-	
Other:Utilities (2 months)		\$1,000.00			
Other:					
Other:					
Total Cash Expenses	-	\$28,000.00	-	-	
In-Kind Expenses					
Other:Marketing package		\$1,000.00			
Other:-Advertising		\$2,000.00			
Other:Lease		\$3,000.00			
Other:					
Total In-Kind Expenses	-	\$6,000.00	-	-	
Total Expenses	-	\$34,000.00	-	-	
Net Income<Expense>	-	0	-	-	

**NOTES Actual Start up costs are not defined until after competition is complete and type of business is determined.
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 \$12.50 per hour for in-kind revenues and expenses.



Oregon Institute of Technology

September 13, 2016

Economic Development Advisory Committee
c/o Klamath County Board of Commissioners
305 Main Street
Klamath Falls, OR 97601

Klamath County Economic Development Advisory Committee:

I am writing on behalf of the Oregon Tech Business Management Department to endorse an economic development grant for the Klamath Falls Downtown Association (KFDA). For months, the business management department has been meeting with Kendall Bell, the KFDA President, to collaborate on a business plan competition that would include Oregon Tech and the community.

Currently, there are many empty retail spaces downtown. Realizing that the downtown area is the heart and soul of a community, Kendall Bell decided to hold a business plan competition to help fill those spaces. By partnering with the Oregon Tech Business Management Department, Kendall Bell will be able to work with marketing, entrepreneur, operations management, information technology and accounting students to gather the research necessary to go forward with the business plan competition. I foresee Oregon Tech students serving in a variety of roles—from conducting a feasibility study to gathering market research to providing consulting services—our students are poised to have a strong role in reshaping the downtown area. By better understanding what millennials want from a downtown area, we may very well have a positive impact on retaining Oregon Tech graduates and attracting young professionals as well.

The Klamath County economic development grant that KFDA is seeking would greatly assist with revitalizing our downtown area, which will in turn revitalize our local economy.

Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads "Hallie Neupert".

Hallie Neupert
Professor/Department Chair/ETM Dean
Business Management Department
3201 Campus Drive
Klamath Falls, OR 97601
541-885-1480 and Hallie.neupert@oit.edu

Hands-on education for real-world achievement.

3201 Campus Drive, Klamath Falls, OR 97601 | 541.885.1000 | www.oit.edu



September 13, 2016

RE: Letter of Recommendation, Klamath County Economic Development Grant

Dear Advisory Committee,

I am writing to you as a Realtor® and downtown business owner. A frequent part of our daily discussions with potential building and/or business owners is the prevalence of empty store fronts on Main Street and in our downtown core. These empty spaces give the feeling of a lack of vibrancy that so many of us are working hard to reverse.

The Klamath Falls Downtown Association (KFDA) has been researching the feasibility of a Business Plan Competition that would be geared towards filling one of those spaces. This additional business is expected to increase traffic as well as improve the overall vibrancy of our downtown.

I am impressed with the collaborative effort that is planned for this process. For example, the KFDA has worked with OIT students and staff to provide general marketing and business management support for the business plan winner to better ensure their success. This will provide a wonderful real life experience for one or more students. They have also coordinated Technical Assistance from KCC's Small Business Development Center to further assure the success of the new business.

I think it is vitally important to embrace these innovative ideas in order to further our downtown revitalization efforts. I therefore respectfully request that you consider the Klamath Falls Downtown Association and their Business Plan Competition for an economic development grant.

Sincerely,

A handwritten signature in black ink, appearing to read "Allison York", with a long, sweeping flourish extending to the right.

Allison York, Principal Broker/Owner
Windermere Real Estate



Oregon Small Business Development Center Network
Helping Build Oregon's Best Businesses

Klamath Community College

Advising Offices | 803 Main St. Ste 204 | Klamath Falls, OR 97601

Classrooms | 7390 South Sixth Street | Klamath Falls, OR 97603

541-205-5404 | sbdc@klamathcc.edu | BIZCENTER.ORG/KCC



Klamath County Economic Development Program
305 Main Street
Klamath Falls, OR 97601

September 13, 2016

To Whom It May Concern:

On behalf of the Klamath Community College Small Business Development Center I would encourage the selection committee to seriously consider the application of the Klamath Falls Downtown Association for a KFDD Business Plan Competition.

I have been working with Kendall for a couple of months on the concept which we are modeling in part on a program that has been running in the Coos Bay area for many years. This concept brings together a number of agencies, groups, and private business owners to support and encourage a new business concept with operating capital, business services, and in-kind support. Further the program will be our first attempt to put something like this together and I expect we will learn much that then can be applied to competitions in the broader community down the road. So, in addition to helping to seed a new business in the downtown area, this will be seeding a new program that can be expanded later.

As I am sure has been pointed out, strengthening our downtown is one of the keys to economic recovery and this is a great collaborative idea to that avail.

The SBDC is committed to supporting the KFDD's participants with one-on-one no-cost confidential business advising, business planning support including the use of Live Plan software for 30 days at no cost, as well as low-cost training. Additionally, the winner will receive a \$100 training scholarship to be used within 12 months of the award for business training.

Obviously we believe that continuous business advising and support is important to a business' success in the long run and are happy to be a partner in this endeavor!

Sincerely,

Kate Rudledge

Director
Klamath Community College
Small Business Development Center (SBDC)