

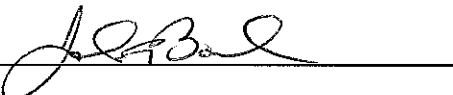
**SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE**

Grant Cycle: Spring 2017  
Title of Project: Sentry Eagle 2017  
Funds Requested: \$2,500.00  
Organization Applying: Crater Lake – Klamath Regional Airport  
Contact Person: Linda Tepper  
Phone Number: (541)883-5371  
Email Address: ltepper@flykfalls.com  
Mailing Address: 6775 Arnold Avenue, Klamath Falls, OR 97603  
Web Site Address: www.flykfalls.com

Brief Description of Project including date, time and location:

*Funds will be used for marketing the 2017 Sentry Eagle event hosted by the 173<sup>rd</sup> Fighter Wing of the Oregon Air National Guard at the Crater Lake – Klamath Regional Airport on July 22<sup>nd</sup>. Sentry Eagle is a biennial air-to-air combat training exercise featuring a public open house showcasing a wide variety of fighter and tanker aircraft in action.*

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 4/28/17

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

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_

## **SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS**

### **PROJECT DESCRIPTION**

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

*Sentry Eagle is a biennial air-to-air combat training exercise hosted by the Oregon Air National Guard's 173rd Fighter Wing at the Crater Lake – Klamath Regional Airport. The exercise allows pilots from the 173rd Fighter Wing to train against dissimilar aircraft, to practice aerial refueling and combat operations. The actual maneuvers take place in military operations areas high over Lake and Modoc counties. 173rd pilots train against some of the best pilots in the world to maintain their status as one of the best fighter units in the world. For each exercise, approximately 40 to 50 fighter aircraft supported by approximately 300 to 500 personnel descend on Kingsley Field for intense air combat training.*

*This training exercise also serves as an opportunity for Kingsley Field to open the gates to the public for an Open House event thanking them for all the support given to Kingsley Field throughout the years. The open house has grown, evolving into the most unique open house in the military. Not characterized as an air show, it is an opportunity for the public to see a wide variety of fighter and tanker aircraft in action.*

*During the Open House the public will have the opportunity to:*

- *Watch military aircraft depart and return from training exercises.*
- *View a variety of military aircraft on display.*
- *Watch an F-18 Aerial Demonstration*
- *Interact with the Kingsley Field Airmen and see their operations first hand*

*Grant funds will be utilized for a digital marketing campaign targeting a geographic area within a three hour drive of Klamath Falls. The campaign will focus on general awareness of the Sentry Eagle Open House with a goal of increasing out of town attendance at the event.*

### **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?

*Previous Sentry Eagles have attracted 10,000+ in attendance. The most recent Sentry Eagle in 2015 had upwards of 15,000. To track attendees a tally of people will be conducted as they enter the gates for the open house. At that time attendees can also be asked if they are from in or out of town. After the event, hotels will be asked to provide information on their occupancy rate for the weekend and if they can provide an estimate as to how many rooms might be attributed to Sentry Eagle attendees.*

### **QUALIFICATIONS OF APPLICANT**

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

*The marketing of Sentry Eagle will be a joint project between the Crater Lake – Klamath Regional Airport and the 173<sup>rd</sup> Fighter Wing.*

*Business Manager Linda Tepper, who has over 20 years of experience in project management and marketing for the Crater Lake – Klamath Regional Airport will serve as administrator for the project. She has established working relationships with Air National Guard and Discover Klamath personnel. Linda has been the lead for several Klamath County Tourism grants received by the Airport over the years. Outside of her position with the Airport, Linda has extensively helped organize the annual Kruse of Klamath for the past eleven years serving as the primary marketing person for the event.*

*Marketing efforts and overall event organization will be spearheaded by approximately 40 members of the 173rd Fighter Wing who manage the areas of expertise in regards to the event. These are highly trained, highly motivated Airmen who are hand selected to manage and organize the Sentry Eagle event with centuries of experience between them.*

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

*This will be the 16th Sentry Eagle the 173rd Fighter Wing has hosted at the Crater Lake – Klamath Regional Airport. The previous ones in 2015 and 2011 were a huge success with over 10,000 visitors to the Open House. As with all past Sentry Eagle events the 173<sup>rd</sup> Fighter Wing will work closely with the Crater Lake – Klamath Regional Airport on all aspects of the event.*

#### **PROJECT PLAN**

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

*Public Relations are key to crediting Klamath County for its support. Stories and broadcasts will highlight the community and all of its support. There will also be an informational brochure generated for the Open House event and the back page will list the various organizations and supporters in order to show our appreciation. The Klamath County logo will also be featured on all material produced with grant funds.*

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

- a. *February – Social media and initial media push*
- b. *March – Continue social media push*
- c. *April – Local media meet and greets*
- d. *May – Release poster, continue social media and launch digital campaign*
- e. *June – Local media blitz and continue digital campaign*
- f. *July – Final Local media push*

7. Describe your target market/audience.

*The target audiences for Sentry Eagle are aircraft enthusiasts, community members and people across the state of Oregon and Northern California.*

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)

*A count of attendees will be taken as they enter the gates for the open house. At that time attendees can also be asked if they are from in or out of town. After the event, hotels will*

*be asked to provide information on their occupancy rate for the weekend and if they can provide an estimate as to how many rooms might be attributed to Sentry Eagle attendees.*

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

*Running Y – Lodging*

*Microtel – Lodging*

*Days Inn – Lodging*

*Holiday Inn Express – Lodging*

*Hertz Car Rental – Rental Cars*

*Enterprise Car Rental – Rental Cars*

10. If your organization is not awarded full funding, how would you modify your plans?

*The Airport and the 173<sup>rd</sup> Fighter Wing will continue with pushing internally created marketing products via the Crater Lake – Klamath Regional Airport and 173rd Fighter Wing websites and social media sites as well as reaching out to local media sources with information. Out of town promotion of the event would be limited.*

DISCOVER  
KLAMATH

OREGON UNEXPECTED

April 20, 2017

Ms. Linda Tepper  
c/o Crater Lake – Klamath Regional Airport  
6775 Arnold Avenue  
Klamath Falls, Oregon 97603

RE: Letter of Support – Sentry Eagle & Crater Lake – Klamath Regional Airport

Dear Linda,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the efforts of your group and its partners to secure a **Klamath County Tourism Sponsorship level Grant**, which (if granted) would help facilitate development and implementation of the 2017 Sentry Eagle Open House on July 22<sup>nd</sup> 2017.

The biennial Sentry Eagle Open House hosted by the 173<sup>rd</sup> Fighter Wing at Kingsley Field is historically very well attended and highly anticipated, especially by those from outside the Klamath area. It is estimated that 25% of event attendees are out of town visitors who provide a significant economic boost to our community for one weekend.

Statistics from Dean Runyon & Associates (2016) show that here in Southern Oregon the average party size is 2.6, the average stay is 3.0 nights, and the average per person per day spending is \$118.00 dollars, We've assumed a room cost of \$100/night, and we know lodging accounts for 23% of total consumer spending on their trip to Southern Oregon. Assuming 25% of 7500 who attend this event are from out of the area, this would provide a projected economic impact of \$626,957 over the weekend to the local community.

Good luck on your grant application.

*Jim Chadderdon*

Jim Chadderdon  
Executive Director



April 24, 2017

Klamath County Finance  
Tourism Traditional Grant Program  
305 Main St.  
Klamath Falls, OR 97601

RE: Letter of support for Crater Lake – Klamath Regional Airport Grant Application

To Whom It May Concern:

Please accept this letter on behalf of The Klamath County Chamber of Commerce in support of the Crater Lake – Klamath Regional Airport's grant application to the Klamath County Tourism Sponsorship Grant Program. The Airport's application for funds to be used to market Sentry Eagle 2017 has our support for funding.

The biennial Sentry Eagle Open House hosted by the 173<sup>rd</sup> Fighter Wing at Kingsley Field is historically very well attended and highly anticipated especially by those from outside the Klamath area. It is estimated that 25% of the event attendees are out of town visitors which provides a significant economic boost to our community for one weekend.

The Klamath County Chamber of Commerce believes strongly that drawing attendees from outside of the region will be a benefit to Klamath Falls and its businesses.

We strongly support a grant award to promote the 2017 Sentry Eagle as this event benefits the entire community.

Sincerely,

A handwritten signature in cursive script that reads "Heather Tramp".

Heather Tramp  
Executive Director  
Klamath County Chamber of Commerce



RUNNING Y RANCH  
R E S O R T

April 28<sup>th</sup>, 2017

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

RE: Letter of support for Crater Lake- Klamath Regional Airport Grant Application

Dear Committee Members:

I am writing this letter of support for the Crater Lake- Klamath Regional Airport's request for \$2,500 to help market the Sentury Eagle Event.

In the past the Running Y Ranch Resort has seen full weekends during the time of Sentury Eagle. Thanks to the addition of our new downtown location we are already full for the weekend of Sentury Eagle with visiting airman, attendee, and other guests.

Sentury Eagle is a biannual event that gathers a large amount of local attendance and an estimated 25% out of town attendance. Running Y Ranch Resort attends the event as a booth sponsor. This opportunity allows us to market our business to both the local community and the out of town guests.

We hope that you will strongly consider granting funds to help the Crater Lake- Klamath Regional Airport in their efforts to promote this worthwhile event.

Sincerely,

**Victoria Haley** | Director of Sales and Marketing  
5500 Running Y Road Klamath Falls, OR 97601  
P: [541.850.5570](tel:541.850.5570) | C: [541.891.1253](tel:541.891.1253) | F: [541.850.5787](tel:541.850.5787)  
[VictoriaH@runningy.com](mailto:VictoriaH@runningy.com) | [RunningY.com](http://RunningY.com)