

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Marketing The Crater Lake Century & CASA _
Funds Requested: \$8,800 _____
Organization Applying: The Lost Cascades Bicycle Club _____
Contact Person: Zach Gilmour _____
Phone Number: 541-331-5247 _____
Email Address: zach@hutchsbicycles.com _____
Mailing Address: PO Box 5072 Klamath Falls, OR 97601 _____
Web Site Address: www.craterlakecentury.com _____

Brief Description of Project including date, time and location:

This project is a targeted marketing push to re-brand the existing and successful Crater Lake Century bike ride as a full weekend event rather than a single day. It will be combining the existing CASA Ride for the Child on the following day in an attempt to bring people to Klamath County for an entire weekend, rather than just a single day. It will take place on the weekend of August 20th and 21st and will be at Fort Klamath that Saturday and Mia's and Pia's on Sunday.

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 _____

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

Signature of Organization _____ Date _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

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

The Crater Lake Century is a long standing cycling event held in mid August in and around the Fort Klamath region. Coming into its 12th annual event, this event attracts people from not only around the country, but has even formed a following in other countries. The event has regularly sold out to a crowd of three hundred riders. We are looking to capture those three hundred people's attention for a longer weekend by partnering with another long standing ride, The CASA Ride for the Child and pairing them on back to back days. We hope that this will benefit the brand equity of the Crater Lake Century ride and simply improve the participation of CASA's ride.

Both events will remain mostly unchanged except for the dates that they take place. The CASA ride will be moving to the Sunday following the Crater Lake Century (which is traditionally on the third Saturday of August). We may need to purchase equipment to handle extreme heat better for the CASA ride (that's why they normally do it in the fall), but that will come out of the event budget. The success of either event should not be negatively impacted by these changes by enough to worry about. The potential for having a large positive effect are enough to look at this carefully.

The project, as far as the Klamath County Tourism Grant is concerned, will center upon a marketing push for the weekend of events. We strongly feel that to make this change a success for both events, it will require a change of marketing from both events. This will require a bit of a push for riders to jump into the second event. As you will see from this proposal, convincing people to make that jump to stay an extra day is a very realistic goal.

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?

The Crater Lake Century mostly attracts people from out of town. Only 12 of the 300 participants in the 2015 event were from Klamath County. Most of the participants were from California with 32% of the total riders, the next most was Oregon with 31%. A breakdown of the 2015 participants by state can be seen in the following table. Similar participation patterns can be seen in previous years as well and data can be provided upon request.

California	United States	97
Oregon	United States	94
Washington	United States	41
Virginia	United States	16
Idaho	United States	10
Nevada	United States	8
British Columbia	Canada	5
Colorado	United States	5

Maryland	United States	5
Utah	United States	3
Unspecified	Unspecified	3
Alabama	United States	2
District of Columbia	United States	2
Georgia	United States	2
Wyoming	United States	2
Alberta	Canada	1
Alaska	United States	1
Canecas	Portugal	1
Minnesota	United States	1
New York	United States	1

All participant information is tracked via registration using an online service. We do not expect much change in out of county visitors for future events of the Crater Lake Century.

CASA's event has traditionally attracted mostly local riders. The scope of this project is not centered around the attendance of this event. The focus is instead on getting the people that are already here for the first event to stay an extra day. For this reason, we are not concerned with historic or predicted attendance rates of out of town riders for the CASA ride as it relates to this project.

4. 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 track the number of extra days?

The entire scope of this project revolves around getting people to extend their stay. Our marketing will involve these major points as incentives to stay the whole weekend.

First off, the commitment a person needs to make to ride the Crater Lake Century is fairly substantial. There's the training time that one must put in on the bike, the travel arrangements (traveling long distances with a bike can be very difficult) and lodging arrangements are amongst the biggest of the hoops that somebody needs to jump through to participate. There would be no need to make these plans again for this participant to do another ride the next day, besides booking the hotel room for one more night.

There is also a certain accomplishment to riding multiple centuries in a weekend. It becomes a sort of challenge for some people. A good example is the Seattle to Portland ride, considered to be one of the biggest recreational bike rides in the world. This event combines two back to back century (100 mile) rides and attracts close to ten-thousand riders. We open ourselves up to a bigger target audience by restructuring our event like this.

Alternatively, the pairing of the two events as such can attract people to participate in separate events for the whole family. While the Crater Lake ride attracts a more experienced cyclist, the CASA ride is typically beginners or family rides. This would be a great way for a spouse and/or children to participate the next day as well. Having this structure is a great way to have something for everybody

and increase the attractiveness of both events.

Finally, the CASA ride is a very flat ride taking place in the farm roads south of Klamath Falls. This makes for a perfect combination of events, with the easy day the second day. Many people consider the Crater Lake Century a very difficult ride mainly due to hilly nature of the ride. People will regularly do an easy ride the day following to give them a sort of cool down after the hard day. This event would give those people an organized and supported way of doing that, on top of showcasing a completely different yet equally captivating part of Klamath County.

We have never made any sort of marketing push towards these points. In fact, the Crater Lake event has such a good reputation that our total marketing expenditures for the 2015 event was less than \$15.00. We will be in a sense lending some of our reputation to the CASA event. But since we are reinventing the event in a way, we need to appeal to a different market now. We want to do everything we can to convince people to stay and ride an extra day.

Growing an event that is limited to a certain number of people and that sells out somewhat quickly, takes a certain amount of creativity. The obvious way to grow something like this is to simply raise the price. We will be doing this, recognizing that we want to ride the pricing point in which an incremental increase in price yields an incremental decrease in attendance. This will also help account for increased fixed costs that we are seeing in the event. But we want to do much more than just this.

We will consider the event as growing if we can get people to stay an extra day and participate in the CASA event. This will be the primary objective of the project that the Klamath County Tourism Grant will be funding. It is capitalizing on the opportunity that we have to get almost 300 people to stay an extra day from out of town. We can quantify this by simply comparing registration data of the two events. Identifying the people that did both events will give us a good idea of how well the marketing worked.

QUALIFICATIONS OF APPLICANT

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

Project Management for each event will remain unchanged. Events will pool resources where it makes sense (marketing specifically), but volunteers and organizational efforts will largely remain separate. Very little overlap currently exists between the people organizing each event, so this should be a realistic goal.

Project management team for the Crater Lake Century draws mostly from members of the Lost Cascades Bicycle Club. The team consisted of Zach Gilmour, Drew Honzel, Susan Huntley, Adam Burwell, Debbie Rodgers, Jim Calvert, Lillian Schiavo, Jan Goodyear and Grant Weidenbach. That list of people provided a deep pool of talent with backgrounds in Accounting, Marketing, Engineering, Medical, Administration and Management.

Project management team for the CASA ride consists of CASA's Executive Director, CASA's Development Director, CASA board members, and local cyclists. CASA board members and local cyclists have been participating and managing this ride for several years. CASA's ED leads this group and did so last year. Last year this team pulled together the most successful Ride to date. They increased ridership and increased total number of sponsors. The program received many positive responses from riders noting it was well managed and pleasure to participate.

Karri Mirande, the new permanent Executive Director, a business owner and oncology nurse by trade with a Master's degree in nursing education, has lived in the community for over 20 years and has an amazing track record of outreach and community service. Karin Hughes, Klamath native and new permanent Director of Development, has been a successful grant writer for over 4 years and has brought into the community over 315,000 dollars to local parks and the CASA program. Both Karri and Karin are highly connected to the local community, through business, schools, and organizations. This team is highly qualified to do project management and their individual and collective successes proves their leadership abilities.

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

Both of these events have been long running at 11 and 12 years running respectively. While the management of both events have changed since the start, most of the organization has remained intact. The transition of the Crater Lake ride to the Lost Cascades Bicycle Club was seamless, and many participants noted that it was even better.

PROJECT PLAN

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

Credit will be given to Klamath County as one of its top sponsors. This will include mention in all publications and advertisements, inclusion of the logo on all advertising web and print marketing.

8. Provide a detailed time line of your marketing efforts leading up to the event or project.

The time line for most of these strategies needs to remain flexible. We want to pique people's interest just before registration so that we plant the seed to stay and participate in a second event. We typically open the registration as soon as the parks permit is approved, which is normally around late March but could be as late as the end of April.

To be the most effective, we plan to start advertising in January and slowly ramp up our PR campaign to climax just before registration opens. It does not make sense to continue advertising after the event has sold out, but some advertising between opening and sell-out does make sense. To help time this, we will probably delay opening of registration until two weeks after the permit comes back approved.

Sending people to the events in the spring will be a big part of the marketing push. As noted above, word of mouth is one of the most effective forms of advertising. The Solvang Century on March 12th is a very well attended ride (selling out 3,000 spots) at a key time frame. The Chico Wildflower ride is another of the key events, attracting about 4,000 people, taking place April 26th 2016. Following that, the Tour of the Unknown Coast on May 7th, 2016 is another attractive event to solicit. Events much past this may simply be advertising for a sold out ride.

Work on the website and graphic redesign will begin immediately (if the grant is awarded) with the goal that it is completed well before the beginning of the new year.

9. Describe your target market/audience.

The target audience for both events has traditionally been two different types of riders. This will be advantageous in marketing as it will appeal to a broader range of cyclist (say an experienced cyclist looking to plan a vacation for the family). We feel this dichotomy will fit together nicely.

Participants for the Crater Lake Century are almost all experienced cyclist. It is well known that just

doing the Crater Lake rim road can challenge seasoned cyclist, much less the entire 100 miles. Most people that show up tend to participate on mid to high performance bicycles, indicating a trend of higher disposable income. No data has ever been collected on average income levels of participants.

Families make up a large portion of the riders of the CASA event, which typically do the shorter distance rides. Beginner riders often make up a large portion of this event as well as riders that are looking to complete their first 100 mile ride (a major milestone for many cyclist). This ride can appeal to the types of people that are looking to participate in a non-intimidating, easy organized ride.

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

-Graphic redesign of our logo, branding and website: \$1550. The Crater Lake Century has always branded itself in an experiential manner, banking on the quality of the experience to draw people in. To make this appeal to riders looking for a challenge (which is what riders looking to do two centuries in a row are looking for), we need to present it as such. We will also need to pay attention to making it a family event as well. In the event of the grant being awarded, special care will be taken to include the Klamath County Logos as per the guidelines given.

-Sending people to similar events to talk about the potential of our event: \$1250. Word of mouth is still one of the most powerful tools in selling a bike ride. Once a clear picture of what events are on the calendar for next year, we will formulate a plan to get members of the Lost Cascades Bicycle Club out to these events. The money from this will go to cover travel expenses and entry fees of club members for these events.

-Buying advertisements in bicycle related publications: \$3000. A very important tool for reaching cyclist of all skill levels. We are not only stamping our authority about being the best ride in Oregon, but we are letting people know that there is now more to it. We are specifically looking at publications like Bicycle Paper that target recreational cyclist.

-Direct Mailers \$2000. While a seemingly dying form of advertising, this is still a way that many people hear about events like this. We will be careful not to spend too much money on this as it seems have a limited return on investment.

-Social Media \$1000. We need to modify our current strategies. This is the only place where we have spent any money on in the past. We will be leveraging our already active and positive Facebook page to reach a broader range of markets. We will boost posts with the biggest marketing drive shortly before the registration of the Crater Lake ride opens (since that one normally sells out). Social media is a way we can solicit our target audience in a very pointed fashion, and thus will give us the highest rate of return.

In the event of partial funding, we will simply scale each of the above strategies back accordingly to fit our new budget. Priority will be given to the website and graphic design package and taken away from direct mailers. We feel that those are the most important and least important strategies respectively.

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

We have already been tracking where participants are coming from using our registration software, Active.com. We will continue to do that as well as compare registration data between the two events to see how many people did both events.

12. If your project is already underway, explain how this award will increase your likelihood of

success.

This project is still in the planning stages. If the grant is not awarded, the CASA event may still continue to have their event later in the year, separate from the Crater Lake event. Pairing of the events without a respective marketing campaign to sell it doesn't make much sense. Neither organization wants to sacrifice what could be almost all of their income/donation to just marketing the new paired event.

13. 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.

For the 2015 Crater Lake event we had in-kind donations from many local businesses, including (but not limited to) Subway, Sherms-Thunderbird, Herald & News, Hutch's Bicycles, Rodeo's Pizza as well as many others. Volunteer efforts are estimated at around 50 people and about 400 hours. We fully expect similar support for future events as we paid attention to making sure support was mutually beneficial and well appreciated.

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

Brian Gailey Photography – Event photography and rider support on day of event.

Fort Klamath Museum – Use of museum grounds for parking and event operation.

Herald and News – In-Kind advertisements both before and after event.

Gathering Grounds Coffee – Supplied Coffee at our first rest stops.

Pepsi Bottling Company – Provided soda at each of our lunch rest stops.

Rodeo's Pizza – Provided pizza for riders and volunteers during event registration.

The Oregon Gift Store – Provided discounts on wine tastings.

Subway – Provided 250 sandwiches for lunch rest stops.

Wong's Potatoes – Provided potatoes that were cooked for rest stops.

The Daily Bagel – Provided bagels for rest stops.

Sherms Thunderbird – Provided in-kind donations of merchandise as well as discounts.

Hutch's Bicycles – Provided tools and supplies as well as hosted registration.

15. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

The Crater Lake Century has operated on very little if any marketing budget. It has, however, sold out every year. We owe that to the wonderful reputation of the ride, as well as the enjoyable experience. Word of mouth has been our most powerful tool in marketing this event. The CASA ride has used a variety of channels to market in the past with mixed success and no tracking to tell how well it worked. One of the purposes of this project is to use Crater Lake's reputation to bolster the CASA ride.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		8800	8800		
Cash Revenues -					
Source: Entry Fees		22500	22500		
Source: Merchandise Sales		7000	7000		
Source: Selling Advertising Space		1500	1500		Selling advertisement/sponsorship spots for jerseys and other marketing
Total Cash Revenues	-	39800	39800	-	
In-Kind Revenues:					
Source: Volunteer Labor		4000	4000		
Source: Food Donations		500	500		Sherms Donated some small items and discounted others to this amount
Source: News Paper Ads		1000	1000		Herald and news ran several ads to help recruit volunteers and a thank you ad for the end of the event.
Total In-Kind Revenues	-	5500	5500	-	
Total Revenue	-	50800	50800	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs		8800	8800		
Rentals					
Supplies		7000	7000		Cost of food, water, equipment for the event such as tables and chairs for rest stops (more are needed)
Other: Insurance	-	800	800	-	Cost of insurance required by permit
Other: Park Permit and Fees		3050	3050		Park entry fees and Permit application fee
Other: Merchandise		6500	6500		Total costs of all merchandise
Other:					
Total Cash Expenses	-	26150	26150	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	26150	26150	-	
Net Income<Expense>	-	13650	13650	-	

NOTES

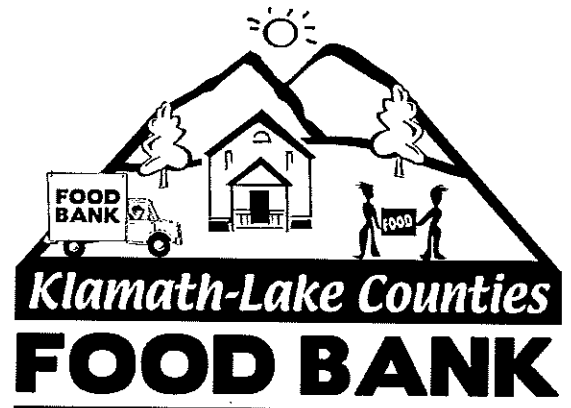
Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or lines if necessary to provide complete information
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		8800	8800		
Other Sources					
Total Revenue	-	-	-	-	
CASH EXPENSES					
Advertising					
Print		3000	3000		Bicycle Related publications
Web		1550	1550		Includes graphic design package
Other Internet		1000	1000		Social Media posting
Other					
Total Advertising	-	-	-	-	
Printing		2000	2000		All costs associated with direct mailers
Postage					
Misc/Other (Explanation Req'd):					
Other: Event Ambassadors		1250	1250		Sending people to events for in word of mouth advertising
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	8800	8801	-	
Net Income<Expense>	-	0	0	-	

NOTES

- Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.**
- 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 \$10.00 per hour for in-kind revenues and expenses.**



Mailing Address: PO Box 317 • Klamath Falls, OR 97601
3231 Maywood Drive • Klamath Falls, OR 97603
Ph (541) 882-1223 • Fax (541) 882-0065
www.klamathfoodbank.org

September 28, 2015

Klamath County Tourism Grant Review Committee
Klamath Falls, Oregon

To Whom It May Concern,

I would like nothing more than to throw my support behind the marketing grant application being submitted for the Crater Lake Century Bike Ride.

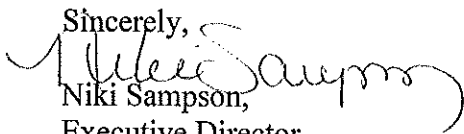
For years this event has been a win, win, win for the Klamath Basin:

- Providing an event people can't wait to be a part of
- Boosting our economic base
- Helping people in need in our community

Over the past few years proceeds from this event have allowed the Food Bank to access about 350,000 pounds of food. Food which benefited cancer and hospice patients, seniors, kids, those with disabilities and people struggling to make it on a part-time income or seasonal work.

In rural America we're stronger and better together!

Sincerely,


Niki Sampson,
Executive Director

September 29, 2015
Klamath County Tourism Grant Review Committee

To whom it may concern,

I am writing to offer my strong support of the Crater Lake Century's marketing grant application.

I am a relatively new transplant to Klamath falls, arriving in June of 2014 to start working at the Cascades East Family Medicine Residency Program. One of my chief interests is community development, and it is with this in mind that I offer my support.

In the short time that I have resided in Klamath Falls I have been greatly impressed by the development efforts underway, especially those concerning cycling. I have seen development of new mountain bike trails, discussions of protected bike lanes, and a burgeoning bike to work culture. I have seen the birth of a new bike club that now boasts 241 participants. I have seen crowds of cyclists in town for events such as cyclocross races, Oregon Outback rides, and the Crater Lake Century itself. Most importantly, I have seen the immense influx of business, tourism, and name recognition that occurs as a result of these latter events.

When I rode the rim a few weekends ago I met people who traveled from Texas, from Rhode Island, from Mexico. They stayed in Klamath Falls. They shopped in Klamath Falls. They ate in Klamath Falls.

I envision a future in which Klamath Falls is a cycling destination, on the list of "great road rides of North America." In order to realize this dream we must invest in a diverse and thorough marketing campaign for marquee events like the Crater Lake Century. I believe that we will become a household name among the cycling community if allowed a sufficient national foothold. I believe that with this grant application we will have that foothold.

Please do not hesitate to contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stewart Decker', with a long horizontal flourish extending to the right.

Stewart Decker, MD

deckest@ohsu.edu

<http://www.ruralresidency.com/>



Klamath County Museum Est. 1954

Anthropology, History, Geology and Wildlife of the Klamath Basin

Sept. 22, 2015

Klamath County Tourism Grant Review Committee

Dear Sirs,

We are pleased to express our support for the marketing grant application being submitted for the Crater Lake Century bike ride.

Museum staff and volunteers have been involved in this event for each of the first 11 years it has occurred. We continue to be impressed with the excitement and fulfillment this event creates for its participants.

Drawing hundreds of cyclists and their traveling companions from around the Northwest and across the country, the Crater Lake Century without a doubt generates a tremendous amount of business for local hotels, restaurants and other establishments.

The event would not be possible without the many hours of volunteer service provided by members of the Lost Cascades Bike Club, the Klamath Lake County Food Bank, and the Klamath County Museum. We highly recommend consideration of tourism grant funding to match the in-kind effort provided by the dozens of volunteers involved.

Sincerely,

Todd Kepple
Manager
Klamath County Museum
tkepple@klamathcounty.org
www.klamathmuseum.org