

Organization Applying: Ore-Cal Resource Conservation & Development

Contact Person: Rennie Cleland

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Mailing Address: PO Box 383 /206 Fourth Street, Yreka, Ca 96097

Web Site Address: <http://northerncalliforniacyclechallenge.com/>

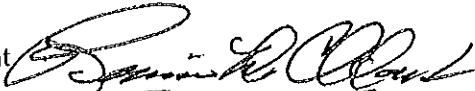
Title of Project: 2nd Annual Art of Survival Century Bicycle Ride

Brief Description of Project:

Bicycling is a \$400MM annual in-bound tourism activity in Oregon. Funding from Klamath County Tourism will be employed to provide publicity (including diversified advertising and marketing efforts) for the 2015 Art of Survival Century Bicycle Ride. Utilizing existing networks developed by Cycle Siskiyou, this new venture will specifically target activities/events taking place in South-central Oregon and Northeastern California. In-kind funding for this proposal will assist in the development of a replicable model for targeted marketing and advertising of regional bicycle tourism events including road bicycling, mountain biking and off-road bicycling, "Gravel-grinders." Working with regional partnerships, a unique and innovative strategy will be developed which incorporates aspects of eco-, historical- and cultural-tourism with an emphasis on family-oriented recreational tourism.

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.

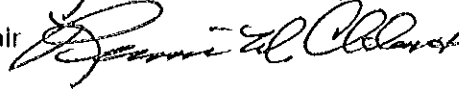
Signature of Applicant



Date

9-30-2014

Signature of Board Chair



Date

9-30-2014

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

Ore-Cal RC&D is partnering with community groups in the Lower Klamath Basin to expand on the success of the Memorial Day 2014 Inaugural "Art of Survival" Century ride. Bicycle tourism is a growing source of exposure and income in rural areas. Our region of South-Central Oregon/Northern California is uniquely positioned to capitalize on this new revenue source. We envision that events such as this will draw significant attention from family outdoor recreationalists, eco-tourists, stewardship tourists, and those interested in the historical, cultural, biological and geographic features of the region. The services offered by a city the size of Klamath Falls are central to attracting recreational tourists from all hemispheres.

The ride will incorporate the abundant natural features, historic sites and scenic venues. Educational rest stops will take place at the Lava Beds and Valor in the Pacific National Monuments, the Tulelake National Wildlife Refuge and the Tulelake-Butte Valley Fairgrounds/Museum. Benefitting communities include Klamath Falls, Merrill and Malin, Oregon and Tulelake and Newell in California. The ride targets the shoulder season activities to extend visitor stays in Klamath County. Marketing activities funded by the grant will attract riders and visitors from throughout the West Coast along with international recreational tourists. The format of unique and innovative marketing utilizing existing bicycling tourism networks, along with social and print media, will significantly expand awareness of the opportunities and encourage extended stay-vacations by visitors to the region.

2. What are the project activities?

Specific funded project activities for the total amount of \$10,000 include the following:

- Upgrade/update existing web and Facebook pages associated with the successful 2014 AOS ride
- Develop Pinterest site/account to capitalize on access through expanding social media markets (media impressions)
- Geographic Information Systems (GIS) specialist mapping and data population of feature mapping (\$1,500), and graphic artist services (\$500)
- Design, develop and distribute rack cards and event brochures for regional and statewide distribution.
- Purchase event-based ad space in regional tourism and international bicycling publications
- Target regional customers through purchase of social media advertising (Facebook, Twitter, Pinterest)
- Purchase of distribution services (i.e. Cycle California, Cycle Oregon, Competitor Magazine)
- Development and printing of route map featuring points-of-interest (Crater Lake, Lava Beds National Park, Tulelake Wildlife Refuge, Fort Klamath, Upper/Lower Klamath Lakes)
- Purchase of airtime (National Public Radio & Jefferson Public Radio)

Projected in-kind funding in the amount \$7,000 includes:

- Mentoring (40+ hours) from Cycle Siskiyou for the development of a replicable marketing/advertising model for family-based bicycle and recreational tourism (\$1,000)
- Discover Klamath advertising/marketing support \$3,000

- Geographic Information Systems (GIS) specialist mapping and data population of feature mapping (\$1,500)

Potential sources of \$5,000 cash match include:

- Sky Lakes Regional Medical Center, Jeld-Wen Corp., Wal-Mart, Running Y Resort, Newell Potato Company.
- Community-based organizations (Lions, Rotary, Chambers of Commerce, etc.)
- Advertising sponsorships (eateries, hotels, sports/bicycling businesses, etc.)

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

- Development of event publicity/advertising strategy: November 2014 – February 2015
- Implementation marketing/advertising plan and distribution of promotional materials: February 2015 – May 22, 2015
- Social media advertising: February 2015 – May 22, 2015
- Radio advertising: March 2015 – May 22, 2015
- Project Evaluation/Final Report: July 2015

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

The target market includes those recreationalists who are most interested in the following:

- Family-oriented activities
- Diversity of outdoor recreational opportunities (camping, hiking, fishing, photography, birding)
- Historical, cultural, educational and recreational and "agritourism"
- Active, healthy lifestyles across the age spectrum
- Exploration of unique, unspoiled areas "off the beaten tourist path"

Project Goals:

5. 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?

- a. Current projections are that more than 250 out of county participants will ride in the event. It is estimated that the total number may include as many as 500 visitors to the region.
- b. Registration sheets will include contact information including place of origin. A post-ride questionnaire will request details such as size of traveling group, length of planned stay, location of stay, etc. Data from this information will be captured and provided with the Klamath County Tourism final report.

6. 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?

- By design we chose the Memorial Day weekend to make it convenient for riders to stay an extra day
- National Park Service Interpretive Staff will highlight other recreational opportunities in the area during rest stop education talks. Riders will come back after the ride to explore the areas described during staff talks

- Partner meetings and pre-advertising are going to allow other organizations to develop parallel events on the weekend and current events will partner with the event and Discover Klamath to promote activities in the region
- The 7 a.m. start time for the 100 miles riders demands that out of town riders to at least spend Friday in the area. However, the post ride event will keep them Saturday night along with the scheduling events on Sunday and Monday (based on the Memorial Day weekend) provide opportunities for riders to extend stays and, thus, place more "heads in beds."
- A post-ride survey (hard copy and digital) will provide documentation of the following: length of stay, area/region additional activities occurred, type of lodging, dining locales and number of persons in party.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Ore-Cal Resource Conservation and Development Area Council is a regional 501(c)3 membership-based organization operating in Klamath, Lake, Siskiyou, Western Modoc, and Northeastern Shasta Counties. The mission of the organization is to encourage diversity and community prosperity through education, conservation, promotion, development and continued sustainable stewardship of natural resources. We work in rural, resource-based areas in support of projects and programs which reflect the economic, social and cultural aspirations of communities. Activities include but are not limited to: organizational development, strategic planning, project/program development, identification of funding and community resources, grant writing and grant management, community stakeholder partnership development, and provision of educational seminars, community-forums and conferences. Successful collaborative and individual projects have included construction of the Art of Survival Exhibit Project, partnering with the Art of Survival Century Bicycle Ride, coordinating the development and construction of the Butte Valley Community Center, partnering in the development of the Volcanic Legacy Scenic Byway, assisting with the acquisition of the Bill Scholtes Klamath Sportsman Park, and production of the "Klamath Watershed-An American Success Story" video to name just a few.

8. 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?

- a. This project represents a relatively new avenue of endeavor for Ore-Cal RC&D and, as such, we are pleased to partner with *Try Unity Community Action Group of Malin, Merrill and Tulelake; Discover Klamath*, and *Cycle Siskiyou*. The collaboration also includes local community-benefit organizations such as Rotary International, Lions International and the associated the Chambers of Commerce. The National Park Service, Tulelake/Valor in the Pacific National Monument and the Tulelake National Wildlife Refuge are also valued partners.
- b. Ore-Cal has not measured the impact of the Volcanic Legacy Scenic Byway or the Bill Scholtes Sportsman's Park in terms of bringing visitors to the region; however, of the 75 riders involved in the AOS Century ride, more than 70% were from out of the area (San Francisco Bay Area and Portland metro area). Many of the volunteers either camped or stayed in local hotels and took their meals in local restaurants. Surveys from the 2014 AOS Ride will be utilized to expand the targeting of riders for the 2015 event.
- c. Ore-Cal's area of expertise lies in the development of successful partnerships/collaborations in isolated rural communities to further economic vitality and support cultural aspirations. For the

past three years, representatives of Ore-Cal RC&D have been engaged in recreational tourism growth and development activities through The Economic Growth Group (EGG) and its off-shoot, Cycle Siskiyou. Members have participated in economic training specifically relating to bicycling and recreational tourism. These training opportunities have been provided with funding from the Ford Family Foundation.

MARKETING PLANS

9. Describe specifically how you will market the project to out-of-county visit Marketing Objectives:

Marketing Objectives:

- With a marketing budget of approximately \$22,000, we seek to generate one million gross media impressions, or greater, during the period November 2014 through May 2015.
- Innovative marketing will result in a ridership of 250 persons.
- Partnerships will develop and publicize complimentary events/opportunities to encourage extended stays in the area.
- Overall, it is anticipated that more than 500 persons will visit the area as a result of the event.

Marketing Strategies:

- Use a variety of marketing approaches (mediums) in order to maximize the reach and frequency of our messaging ("Roads Less Traveled")
- Work with/tie into marketing efforts of Discover Klamath to leverage our funding.

Marketing Tactics:

- Printed Materials: We will spend approximately 10% of our budget to design, develop, and distribute via Certified Folder Company an AOS Century Bicycle Ride rack card. It will go to Welcome Centers, Hotels/Motels, and other venues throughout our target geographies,
- Print Advertising: We will strategically place half-page to full-page sized print ads in key publications. It is anticipated that sponsor recognition on printed materials, brochures and ride jerseys will offset advertising costs. We expect to apply 25% of our marketing budget to this activity. Publications such as Cycle California, Competitor, Cycle Oregon Newsletter, Bicycling Magazine, VIA Magazine, Adventure Cyclist Magazine, and others, will be evaluated for appropriateness, market share of target market and affordability.
- Public Relations: Allocating 15% of our budget to PR activities will get the event listed on many media websites and calendars. This will also generate "Earned Media," stories about the Exhibit in widely read magazines, newspapers, websites, and electronic media outlets. Our PR efforts will also address traditional PR activities such as drafting and issuing Press Releases to a broad list of media outlets, local and regional media interviews, and more,
- Television/Radio: With the support (financially and developmentally) of Discover Klamath, we will create and air a :30 second radio spot about the event and run it in key markets,
- Web/Interactive: With the support of Discover Klamath we will engage in several digital efforts including: (a) being part of their quarterly Digital Magazine, (b) Having a web banner ad on DKs website, (c) engaging in a 'retargeting' campaign that puts banner ads in front of most likely to attend prospects.

10. How will you measure your success or attendance in drawing out of county visitors to the project.

- On-line and day-of-ride registration forms will provide crucial details with respect to rider's place of origin. A post-ride survey (hard copy and digital) will provide documentation of the following: length of stay, area/region additional activities occurred, type of lodging, dining locales and number of persons in party. This post-ride survey may be accessed electronically through the AOS Century Bicycle Ride website can be completed immediately after the ride or later. The resulting data will be captured, tabulated and reported to Klamath County Tourism within the final report.
- Discover Klamath will collect data through lodging reports and media impressions.

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

This project is currently in the development and organizational formation phase until November 2014. Stakeholders have and will continue to meet and formulate strategies for a successful event.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

- a. Cycle Siskiyou will provide mentoring services (40+ hours) for the development of a replicable marketing/advertising model for family-based bicycle and recreational tourism (\$1,000). Cycle Siskiyou will provide coordination time, mileage, website and Facebook and Pinterest marketing support.
- b. Discover Klamath advertising/marketing support \$3,000. Discover Klamath will engage in several digital efforts including web banner ads and a retargeting campaign to support the banner ads. Additionally, DK will include AOS Century ride information in various publications DK is already planning. The Visitors center will make space for ride forms and help on occasion with printing as needed.
- c. Geographic Information Systems (GIS) specialist will match paid for time with mapping and data population of feature mapping in-kind services (\$1,500)
- d. A volunteer committee is currently soliciting contributions from the following sponsors: Sky Lakes Regional Medical Center, Jeld-Wen Corp., Wal-Mart, Running Y Resort, Cal-Ore Communications and local agricultural enterprises. Community-based organizations (Lions, Rotary, Chambers of Commerce, etc.) are also being approached for project support, several of whom have indicated their intent to financial support. Advertising sponsorships (eateries, hotels, sports/bicycling businesses, etc.) will provide additional cash match.

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	10000		10000		
Cash Revenues -			0		
Source: Event Registrations		17000	17000		200 Riders
Source: Others		2000	2000		
Source: Skylakes		3000	3000		
Total Cash Revenues	10000	22000	32000	-	
In-Kind Revenues:					
Source: Discover Klamath	3000		3000		
Source: Others		2000	2000		
Source: Others		2000	2000		
Total In-Kind Revenues	3000	4000	7000	-	
Total Revenue	13000	26000	39000	-	
EXPENSES					
Cash Expenses -					
Personnel costs	6000		6000		
Marketing costs	22050		22050		See Marketing Budget
Rentals	3000		3000		
Supplies	950		950		
Other:	2000	-	2000	-	
Other:			0		
Other:			0		
Other:			0		
Total Cash Expenses	34000	-	34000	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	0	0	0	-	
Total Expenses	34000	0	34000	-	
Net Income<Expense>	-21000	26000	5000	-	

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	10000		10000		
Other Sources	12050		12050		
			0		
Total Revenue	22050	-	22050	-	
			0		
CASH EXPENSES			0		
Advertising			0		
Print	5600		5600		
Web	5000		5000		
Other Internet- Survey	150		150		
Other TV & Radio	7300		7300		
Total Advertising	18050	-	18050	-	
Printing-Maps	1500		1500		
Postage	300		300		
Misc/Other (Explanation Req'd):			0		
Other: Mileage	1000		1000		
Other: Social Media	1200		1200		
Other:	0		0		
Other:	0		0		
Total Miscellaneous/Other	2200	-	2200	-	
Total Expenses	22050	-	22050	-	
			0		
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.

DISCOVER
KLAMATH

OREGON UNEXPECTED

September 25, 2013

Mr. Rennie Cleland, Project Director
Ore-Cal RC&D
206 4th Street
Yreka, California 96097

RE: 2nd Art of Survival Bike Ride - Letter of Endorsement and Support

Dear Mr. Cleland,

Discover Klamath Visitor and Convention Bureau endorses this project, which is to rerun the popular "Art of Survival Bike Ride" for a second time in 2015. The event began this past summer as an adjunct to the summer long Favell Museum art show entitled "The Art of Survival". And while the art exhibit is no longer at the museum, the bike ride can live on in 2015 and beyond.

The inaugural event was a good start, in that it attracted cyclists from outside the area to ride in the Southern Oregon / Northern California region and see such Klamath Basin attractions as: Lava Beds, Camp Tulelake, Newell Internment Camp, Klamath National Wildlife Refuges and more. The majority of these cyclists would likely "base" themselves out of Klamath Falls, thus increasing lodging stays pre and possibly post event.

Discover Klamath, the Official tourism agency of Klamath County, Oregon, looks forward to supporting this effort, including supporting it with our own budgeted tourism dollars. We envision partnering with you on out-of-county promotional activities aimed at generating ride awareness, ride registrations, and in the process creating new/incremental tourism in Klamath County as well as lodging visits to the Klamath Basin.

Bicycling is a \$400MM annual in-bound tourism activity in Oregon and strategically this event is on target as both Travel Oregon (the State tourism office) and Discover Klamath are attempting to grow our respective shares of bicycling tourism.

Good luck in the granting process and with your event.

Jim Chadderdon

Jim Chadderdon
Executive Director
JimC@DiscoverKlamath.com
Discover Klamath Visitor & Convention Bureau
205 Riverside Drive
Klamath Falls, Oregon 97601
(800) 445-6728
www.DiscoverKlamath.com

September 27, 2014



Dear Selection Committee:

The Try Unity Community Action group consists of residents of the communities of Malin, Merrill and Tulelake in the southeast portion of the Klamath Basin. We value our rural communities and desire to make them great places to live and to encourage others to visit. We have successfully completed several tri-community projects and aspire to continue working as volunteers to promote our basin.

Therefore, we strongly support the Second Annual "Art of Survival Century Ride" project and proposal submitted for the fall 2014 Klamath County Tourism Grant. This annual event promotes so much more than physical activity; e.g. quality family time, rich history lessons for all age groups, natural resource enjoyment, healthy lifestyles plus tourism. Our local resources and rich history are invaluable and should be shared with others outside the basin.

One exciting component of this bicycle project is the involvement of the youth volunteers helping with the aid stations, serving the lunch and general clean-up activities. Training our youth to be involved in community is priceless. Several students are on board again with the high school Rotary InterAct group and the elementary and high school 4-H groups.

We envision more projects like the "Art of Survival Century Ride" to tie our outlying areas more closely to Klamath Falls in a regional marketing attempt to showcase our multiple resources.

We pledge our active support of this project!

Respectfully,

Economic Team Leaders
Linda Woodley
Robin King
Kay Neumeyer



United States Department of the Interior

NATIONAL PARK SERVICE

Lava Beds National Monument
WWII Valor in the Pacific National Monument
Tule Lake Unit
PO Box 1240
Tulelake, California 96134

IN REPLY REFER TO:

30 September 2014

Rennie Cleland, President
Ore-Cal RC&D
PO Box 383/206 Fourth St,
Yreka, Ca 96097

Dear Sir or Madam:

This letter is to confirm that both the Lava Beds National Monument and the Tule Lake Unit of WWII Valor in the Pacific National Monument supports this important effort to promote both tourism and economic growth within the basin. The 2nd annual Art of Survival Century ride will build on the successes of the 2014 ride. We see this as another opportunity for the National Park Service to share in the growth of the basin. The event will also promote both National Park Service sites, which will spur greater tourism to this unique area.

It is our intent to work with the group to assure this event will be a success and a valued partnership between the local communities and the National Park Service.

If you have further questions please do not hesitate to contact Mike Reynolds, Park Superintendent at (530)667-8101.

Sincerely,

A handwritten signature in black ink, appearing to read "Radford Dew", written over a horizontal line.

Radford Dew
Acting Superintendent



“Ore-Cal’s mission is to increase the vitality of our natural resource-based communities.”

Mr. Jason Link
Chief Financial Officer-Klamath County
305 Main Street
Klamath Falls, Oregon 97601

October 21, 2014

RE: Klamath County Tourism Grant Application; Response to Questions

This response is in regards to your letter dated October 10, 2014 and our initial application for Klamath County tourism grant funds. It must be noted that this is a bicycle ride in southeastern Klamath County and the Lower Klamath Lake Basin of Siskiyou and Modoc Counties in California. It builds on the success of last years inaugural Art of Survival ride.

1) How does this event promote people staying in Klamath County?

Duplicating and building from last year's success is the foundation of this years ride. Leaders of Merrill, Malin, Tulelake and Klamath Falls are taking ownership of this second ride with vested enthusiasm. Though still early in the planning process, the proposed “event” is family-friendly and incorporates a strong educational component inherent to this part of the Lower Klamath Basin. This four day weekend was selected because it will encourage out of area participants to plan ahead and substantially extend their stay in the region. Klamath Falls, without a doubt, will attract the majority of the transient-tourism dollars. Collaborations with the National Park Service, US Forest Service, area museums, communities, civic groups and businesses have already been established. Regional history, strong stewardship of the land and abundant natural resources will enhance the educational and recreational experience for outside visitors. Three hundred (300) to five hundred (500) actual riders are expected to participate; most drawn from outside the Klamath Basin. Early promotion is key and awarding of this grant will allow for the widespread, effective marketing during this “saddle-season” for regional tourism.

2) What is your proposed ride route?

Rest assured, this event has a strong Klamath County presence. Last year, three (3) different paved, road-bike routes (30/50/100 miles) connected portions of Modoc, Siskiyou and Klamath Counties. Those will be used again due to their popularity. The longer route loops well north of Merrill, east through Poe Valley and south on Harpold Road near Malin. This year, proposed routes expand to include a sixteen and a twenty mile round-trip ride from the Tulelake/Butte Valley Fairgrounds to Merrill and Malin, respectively. We are still early in the planning process, and other compatible/flexible routes are being considered.

We look forward to answering any further questions your committee may have of us after they meet on October 30, 2014.

Respectively,


Rennie D. Cleland
Ore-Cal RC&D