

TOURISM GRANT APPLICATION

Organization Applying: The Rodear Arena

Contact Person: Jan Hester / Babe Hamilton

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Mailing Address: 50711 Highway 62 Fort Klamath, OR 97626

Web Site Address: _____

Title of Project: Western themed shoulder season events

Brief Description of Project: The Rodear Arena will add team roping and
cattle dog events to our existing schedule, this will attract out of county visitors
to the Klamath Basin for multiple days. Equestrian events were reported to be
the number one most requested activity by the Xaterra Group in the 2014
preseason meeting.

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 9/29/14

Signature of Board Chair _____ Date _____

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.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

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?

The focus of this proposal is to gain additional funds so that we can expand our marketing budget and reach a larger demographic.

2. What are the project activities?

The activities will be youth involved team roping and cattle dog events.

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

There each event will be held twice in the 2015 season. One each in May and October. The team roping events are three day events and the cattle dog trials are two day events.

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

We target equestrian competitors as well as cattle dog handlers, as far as spectators we are a family friendly facility and draw in a large range of ages.

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?

In the past about 40-50% of our competitor have been from out of county as well as many of the spectator attendees. We know this because we capture their origin when they sign in at the gate.

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?

We are organizing demonstrations, clinics and lectures that will be held before and after our events encouraging guest to come early and stay later. Crater Lake RV Park had offered a discounted rate for our attendee's to spend a long weekend. They also offered a free dinner to anyone that booked their stay to start on Thursday night.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Rodear Arena is a competition facility that specializes in team roping, pole bending, break way roping and cattle dog trials. The arena holds many equestrian events a year and is committed to expanding the sports by involving the youth of our community as well as other communities.

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?

The Rodear Area hosted two very successful events during the 2014 summer that brought in over 300 out of county visitors each time. The Rodear Area is backed by a strong team of ranch owners, arena workers, roping and cattle dog professionals and marketing, advertising and social media professionals. The board shares a common goal and wants to provide a facility that offers quality events for all ages and levels of competition.

MARKETING PLANS

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

We plan to use radio, newspaper, mailing fliers, email, social media and printed fliers hung in feed stores, auction yards and at the Red Bluff Bull Sale. All of these outlets will be used for in and out of county marketing.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

All attendees paying and nonpaying will given an armband and their origin captured.

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

This grant would allow us to expand our marketing budget and reach a larger market of people bringing in more people to the Klamath basin.

12. 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.

The Rodear Arena has many sponsors that provide saddles, buckles, equestrian tack and other ranch and farm supplies that are used as prizes. We receive discounted lodging and food services as well as countless Volunteer hours by our board.

**Klamath County Tourism Grant Application
Project Budget**

INCOME		Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000	10,000			
Cash Revenues -						
Source:						
Source:		1200		1200		food sales
Source:		37,500		37,500		entry fees
Total Cash Revenues		-	-	-	-	
In-Kind Revenues:						
Source:						
Source:						
Source:						
Total In-Kind Revenues		-	-	-	-	
Total Revenue		37,500	10,000	47,500	-	
Column1	Column2	Column3	Column4	Column5	Column6	Column7
EXPENSES						
Cash Expenses -						
Personnel costs		2500		2500		repair and maintenance
Marketing costs		6000		6000		all printed and media
Rentals		3300		3300		cattle rental, out houses
Supplies		500		500		garbag disposal, trash
Other:		26,250	-	26250	-	prize money
Other:		900		900		computer software
Other:		1000		1000		food services
Other:		3000		3000		web design
Total Cash Expenses		43,450	-	43450	-	
In-Kind Expenses						grounds keeping and
Labor		5000		5000		arena and cattle donation
Marketing costs		500		500		printed fliers
Other:		5000	5000	5000		saddle donations
Other:		2000	2000	2000		buckle donation
Other:		1000	1000	1000		ranch supply donations
Other:		1500		1500		bill board rental donation
Total In-Kind Expenses		15,000	9,000	15,000	-	
Total Expenses		58,450		58,450	-	cash expenses + in kind
Net Income<Expense>		4050	1,000	4050	-	

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		10,000	10,000		
Other Sources		6,000			current budget
Total Revenue	-	16,000	16,000	-	
CASH EXPENSES					
Advertising					
Print	1,000	3,000	4,000		news paper and red bluff sale cataloge
Web	2,000	2,000	4,000		
Other Internet	500	1,000	1,500		email and social media marketing
Other	1,500	3,000	4,500		bill board add
Total Advertising	-	-	-	-	
Printing	700	700	700		printed fliers to be mailed
Postage	300	300	300		mailed fliers
Misc/Other (Explanation Req'd):					
Other:					
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	6000	10,000	16,000	-	
Net Income<Expense>	-	-	-	-	

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.

To Whom it May Concern:

It is my pleasure to write a letter of recommendation regarding Rodear Arena.

This is a superb facility dedicated to bringing families together with in the community for wholesome outdoors/ranch life centered activities. I have enjoyed cowdog trials and team roping events at Rodear Arena, and always, there has been a sense of cross-generational fellowship at these livestock events.

What a top notch facility, and what a great place to gather as a community for fun, friendship and enjoyment of the farm/ranch lifestyle. My son Cole, aged 7, has just ventured into the cow dog showing arena and he and his senior dog JD would love to compete one day at Rodear Arena.

Do not hesitate to call me if you should wish any further information from me.

Katrina Damon
541-538-0318

To Whom it May Concern:

I am a long time rancher, team roper, cattle dog trainer in the Klamath Basin. I have competed at the Rodear Arena on several occasions and feel any additional events will be a benefit to our community and economy. Team roping and Cattle dog events need youth participation to continue to grow and thrive from generation to generation. I believe the Rodea Arena offers a one of a kind experience for not only adults but youth participants. The Rodear arena gives children of the community a place to not only learn new skills in their sport but provides safe and competitive venue to do so.

Thank you

Rob Oates

To Whom it May Concern:

Here at Tuf Stockdogs we like to share with people of all ages interested in learning to handle livestock. Have several kids come and learn with their dog.

I think the rodear arena is also the type of place needed to help the youth go to learn the livestock handling and roping. We need to have good safe facility like the rodear to gather to and let folks learn .

Thank You

Tom Blasdell

www.tufstockdogs.com