

RECEIVED
SEP 29 2014
By _____

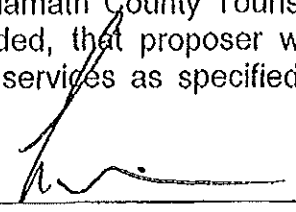
TOURISM GRANT APPLICATION

Organization Applying: Citizens for Safe Schools _____
Contact Person: Kim Abel _____
Phone Number: 541-882-3198 _____
Email Address: kabel@citizensforsafeschools.org _____
Web Site Address: www.citizensforsafeschools.org _____
Title of Project: Klamath County Run for Kids _____

Brief Description of Project: The Klamath County Run for Kids creates an opportunity for tourism, family fun, increased health and community pride each July. The Run for Kids is collection of road races, with distances ranging from a half marathon to a beginner obstacle course 5K. The 2015 event will be our 6th annual. Last year we added the unique 5K mud run/obstacle course to our race day and that event grew our attendance by 18% and gave us our best attendance event to date. We've enjoyed welcoming runners from Pennsylvania, Michigan, Virginia, California, Washington and Texas over the years who have attended the event and stayed in local establishments.

The event is appealing to runners from outside the county due to the difficulty and beauty of the course and the unique aspects of the race. The course starts and ends in Steen Sports Park and runners enjoy amazing views of Mount Shasta for the background of their race. Additionally, the 5K mud run/obstacle course is a unique opportunity for those new to obstacle racing to try out the event in an easy to manage way. We've taken advantage of the events "newness" and used it to grow our event.

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 26 SEPT 2014

J.M. Evenden, CO-CHAIR
↑ (Board)

Signature of Board Chair

[Handwritten Signature]

Date 9/29/14

↑ (Applicant)

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 increasing the number of visitors who come to the Klamath basin each summer and stay overnight for a fitness related event and to elevate the reputation of Klamath County as a healthful community. Through the marketing of the Klamath County Run for Kids, we can show our neighbors to the north and south that Klamath is a vibrant community with plenty of activities for fitness and outdoor enthusiasts. The last time we received a tourism grant (2013) we increased our event attendance over the previous year by 161%, with a 24% increase in visitors from outside the county. We are confident funds from this grant would grow this event even larger.

2. What are the project activities?

The project includes a 5K mud run/obstacle course, Kids Dash, Quarter Marathon and Half marathon. All events start and end at Steen Sports Park, giving those attending the race to support a particular runner a fun place to enjoy as they wait for participants to come in, further enhancing their view of Klamath County as a vibrant community. Prior to the race, participants are invited to pick up their race packet at a local business, the Ledge, in downtown Klamath Falls. Race day includes pre-race instructions, a group start, the races and an awards ceremony. The pre-race instructions allow us the opportunity to talk about the importance of supporting positive youth development in Southern Oregon.

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

This event is scheduled for July 12th, 2015. Packet pick up will be July 10th and July 11th. Marketing for the event will begin in early February and will continue until race day. We employ a multi-media marketing strategy including traditional media (radio, TV, print), outreach, social media and web based advertising. Our marketing efforts are also supported by word of mouth from past participants and fans.

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

Geographically, our target market is recreational runners of all ages from Southern Oregon (Jackson, Josephine Counties), the Willamette Valley, Deschutes County and Northern California.

Our target demographic includes all runners, who, statistically speaking, are more educated and affluent than the general population. According to the 2013 National Runner Survey (runningusa.org), as a group, runners are highly educated with 75.8% having earned a college diploma versus the overall U.S average of 30.4%. 72% of runners report a yearly income of more than \$75,000, which is significantly higher than the U.S. median household income of \$52,700.

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?

We gather information about where each registered runner resides. In the past, we've had as many as 20% of our participants visit from outside of Klamath County. With a tourism grant, we are confident next year we could get close to 200 total participants, with 20% from outside Klamath County. Visiting a community to run in a well-organized race develops a stronger relationship between visitor and the community than if someone had simply driven through town. Participants get a chance to positively interact with residents in an inspiring and uplifting environment. This develops good will between visitor and community, leading to a life-long affectionate relationship.

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?

The vast majority of runners prefer to pick up their packet prior to race morning to alleviate any pre-race stress so our Friday and Saturday packet pick up encourages

participants to arrive early. Over the years, participants have indicated they've stayed both Friday and Saturday nights in Klamath Falls prior to the Sunday race.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Citizens for Safe Schools is a 501 c3 non-profit focused on positive youth development. The agency was formed in 1999 in response to an epidemic of school shootings across the country. The mission of the agency is to prevent school violence and help youth increase their likelihood of academic achievement. The goals are fairly simple- help youth do better in school and empower adults with the skills to help young people.

Citizens for Safe Schools (CFSS) concentrates our efforts in three areas. First, the agency equips teachers and administrators with the resources they need to promote a culture of respect and safety in schools. This includes providing them with assemblies and curriculum, among other strategies. CFSS also partners with like-minded agencies on projects aimed at improving the lives of Klamath County youth. For example, CFSS was a key partner in launching the Southern Oregon Meth Project and the Stop the Hurt Campaign to end child abuse. Finally, CFSS recruits and trains volunteer mentors to work with at-risk youth. At any given time, we are serving about 100 kids and volunteer mentors. The strategy of one to one mentoring is proven to help youth do better in school, help increase the chances they will plan for their future and helps reduce the chance they will commit an act of delinquency.

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?

This will be our 6th Run for Kids and we've solidified strategies for success each passing year. Over the last 5 years, we've been able to grow a dedicated group of volunteers to partner with our agency, ensuring this event's success. We are uniquely qualified to carry out this project because of the strength of our volunteer base. Putting on an event of this magnitude requires several dozen volunteers and we have access to over 120 through our mentoring programs, advisory council and board of directors. We've attracted as many as 20% of our race participants from outside Klamath County in previous years. While we've had success bringing tourists to Klamath County, we know investing additional marketing dollars in some of the regional media outlets would likely result in an even greater turnout.

MARKETING PLANS

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

Our strategy for marketing to out of county visitors is three fold. First, we will purchase ¼ page ads on www.runoregon.com to run each month from February through May. We will also run smaller ads on Runoregon.com through July. We will also create and run advertisements on KOB TV, covering Jackson/Josephine counties and Northern California. We will, again, be a sponsor at the Pear Blossom Run at the \$500 level for the privilege of hosting a booth at their pre-race packet pick up event. Only sponsors are allowed a booth to promote their events and we consider this a very target rich audience since it attracts 10,000 runners from the region. Finally, we will print high quality race forms to display in running stores in Eugene, Portland, Bend and Medford.

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

We measure attendance through our registration process. All participants must indicate home address when registering.

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

This is an annual event so we plan year round. A tourism grant will greatly increase our likelihood of getting out of county participants. Last year we did not have a tourism grant and consequently we had only 6% of our runners come from outside of the area (although we had an increase in our total number of runners). With a tourism grant in 2013, we had 20% of our participants come from outside the area. The major difference in what we are able to do with the tourism grant involves the use of the Runoregon blog and KOB Television. Both these media outlets help us connect with runners outside of the county. Due to our budget constraints, we cannot afford to utilize those avenues without a tourism grant.

11. 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.

Each year, we receive in kind donations of food from Sherm's Thunderbird, Fred Meyer and Cash and Carry. We also receive water bottles from Turn Thom Tire.

Last year, we were able to secure donations from 8 local businesses to use as prizes for the successful racers. These ranged from gift certificates to socks.

We have more than 30 volunteers who contribute 4 hours of time on the day of the event (total 120 hours). We also have another 4 volunteers (our steering committee) who each contribute about 30 hours in the planning and execution of the event (total 120 hours). On the budget form, you will see we estimate the total volunteer hours at 240, for a total in kind contribution of \$2400.

The Linkville Lopers, a local running club, donate their services to run the technical aspects of the race (for a very small fee).

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		5,000			
Cash Revenues - Participant fee		4500			(150 runners at \$30)
Sponsor Atrio		1500			
Sponsor Bank of the Cascades		1000			
Sponsor Heartfelt Ob-gyn		500			
Sponsor Sanford Children's Clinic		500			
Total Cash Revenues	-	13,000	-	-	
Other Funding Sources:					
In Kind Fred Meyers		75			
In Kind Sherm's Thunderbird		50			
Volunteer hours in kind	-	2400	-	-	
Total Revenue	-	15,525	-	-	
EXPENSES					
Cash Expenses - Personnel costs					
Marketing costs		5000			runoregon blog, KOBI TV, sponsor Pear Blossom, race brochures
Rentals		85			
Supplies		570			race numbers, prizes, chalk, ribbons
Other: Tshirts for runners	-	800	-	-	
Other: Race timing equipment rental		75			
Other: steen sports park rental		250			
radio announcer		50			
medical personnell		50			
Other: Insurance ryder		400			
Total Cash Expenses	-	7280	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	-	8245	-	-	

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

ADKINS



Engineers ▲ Planners ▲ Surveyors ▲ Testing

September 26, 2014

Citizens for Safe Schools
P.O. Box 243
Klamath Falls, OR 97601

RE: Run for Kids Events

To Whom it Concerns,

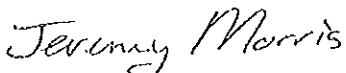
I am writing this letter to support the Run for Kids events that occurs each July in Klamath Falls, Oregon. I have participated in this event the past two and feel it is a great event and well organized. It not only promotes the Citizens for Safe Schools Organization but also gives children positive examples of how to be healthy and allows them to participate in fun activities.

Our company sponsored the event because we are a local business and enjoy giving back to our community, especially the children and schools. I feel this type of event increases the exposure of the City of Klamath Falls, surrounding communities, and Klamath County. I believe there is a positive economic impact and that it helps support local businesses. Each year I have met several new people participating in the event who traveled from out of the area. Without this event, we would not have a local half marathon distance race.

I wholeheartedly support an effort to continue to grow this event and view it as worthwhile experience for visitors to the City of Klamath Falls, surrounding communities, and Klamath County.

Please call or email (jmorris@adkinsengineering.com) if you have any questions or need additional information.

Sincerely,


Jeremy Morris, P.E.

2950 Shasta Way • Klamath Falls, Oregon 97603 • (541) 884-4666 • Fax (541) 884-5335

Serving Oregon & California since 1983

Washington Federal.
invested here.

5215 S Sixth Street
Klamath Falls, OR 97603
o: 541-883-3366
f: 541-884-6850
www.washingtonfederal.com

To Whom it Concerns

The Run for Kids past event was a huge success in our community. I participated in this event with my daughter and 8 other colleagues. The event was well promoted and involved all levels of participants.

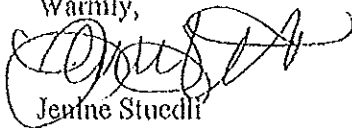
The event showcased what this Organization is all about and that is the kids. As a company, Washington Federal is proud to have been a sponsor. This group is very well organized and is highly respected in our community for what they accomplish with our youth.

I feel as though this is the type of event increases the exposure of Klamath County and gets more people to come visit Klamath County. I believe there is a positive economic impact and that it helps support local businesses.

I wholeheartedly support an effort to continue to grow this event and view it as worthwhile experience for visitors to Klamath County.

Please don't hesitate to call for further inquiry.

Warmly,



Jenne Stuedli
AVP, Washington Federal
5215 S. 6th Street
Klamath Falls, OR 97603

Steven Farris
Klamath Surgery Center
Beihn Street, Klamath Falls Oregon
97601

To Whom this Concerns

As a member of the Klamath County running community, and as a father, I've been really pleased to be involved with the Klamath County Run for Kids over the years. I've participated, volunteered and helped sponsor this unique event. I see this event as a huge plus for the basin and it clearly has the ability to attract visitors to our area.

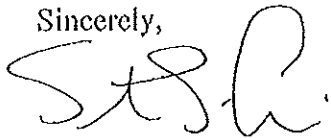
As a runner, I frequently travel outside of the county to attend races that pique my interest. When attending those events, I pay close attention to the organization and spirit of the community where the event resides. I have to say, the Run for Kids is one of the best organized events I've attended. I also feel as though it has the unique ability to help show off Klamath County to visitors.

I feel as though this is the type of event increases the exposure of Klamath County and gets more people to come visit Klamath County. I believe there is a positive economic impact and that it helps support local businesses.

I wholeheartedly support an effort to continue to grow this event and view it as worthwhile experience for visitors to Klamath County.

Please don't hesitate to call me at 541-891-5711 with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'S.Farris', written in a cursive style.

Steven Farris



Where Character Counts and Mentoring Matters.

Citizens For Safe Schools | P.O. Box 243 | Klamath Falls, OR 97601 | (541) 882-3198

www.citizensforsafeschools.org

To Whom it Concerns

My name is Rose Beardsley. I've been a mentor with the MAC2 program with Citizens for Safe Schools for four years. I've also participated in the Run For Kids as a runner and as a Volunteer Support Person.

As a runner, I've found the event to be positive in many ways. Runners are given plenty of support to be successful in their attempt to finish any of the events. Safety is evident on the courses. As a volunteer support person, I've seen firsthand the efforts put into making this event safe and successful for all involved.

I'm aware that participants come from outside of the Klamath Falls area. Having people participate from other cities in Oregon and even from other states is a great exposure for the Klamath Falls area. This helps to increase awareness of what our area has to offer. This has the potential to help our local businesses and the local economy.

I wholeheartedly support an effort to continue to grow this event and view it as a worthwhile experience for visitors to Klamath County.

Please don't hesitate to call for further inquiry.

Warmly,

Rose M Beardsley
183 Crestdale Way
Klamath Falls, OR 97603
541-880-4262



Where Character Counts and Mentoring Matters.

Citizens For Safe Schools | P.O. Box 243 | Klamath Falls, OR 97601 | (541) 882-3198

www.citizensforsafeschools.org

October 13, 2014

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

RE: Klamath County Tourism Grant Application

Dear Mr. Link:

Please find the following information requested from The Tourism Grant Committee Executive Team;

1. How many participants did you have in the last event? How many from outside the county participated?

Our last *Run for Kids* event was held July 21, 2014 with a total of 127 participants, a 10.4% increase from 2013, of which 6% were outside Klamath County.

2. Do you plan to partner with Discover Klamath?

Yes, we are collaborating with Jim Chadderdon for event support and discussing possibilities to further our marketing capabilities while expanding the overall visitors to the Klamath basin and capitalizing on recruiting runners.

3. The grant requires a 30% cash match on eligible expenditures. The ask of \$5,000 would require a \$6,500 marketing budget. Please revise your event budget and resubmit.

Please see attached revised event budget.

4. Provide a marketing budget.

Please see attached marketing budget.

Thank you,

Kim M. Abel
Program Manager

Enclosures

Klamath County Tourism Grant Application
Marketing Budget Form

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		5000	5000		
Other Sources / Match	1500		1500		CFSS Fundraising Event / Individual Donors
Total Revenue	1500	5000	6500	-	
CASH EXPENSES					
Advertising		1500			KOBI TV (Jackson/Josephine/N. Cal.)
Print		961.8			(2) Qtr. Size Ads in the Herald & News \$480.90/ea. one in March "Save the Date" & one in June
Web		770			Run OregonBlog.com 22 wks @ \$35.00/wk
Other	500				Charter Communication - Television
Other	1000				Wynne Broadcasting - Radio/TV
Total Advertising	-	3231.8	-	-	
Printing		550			Race Brochure/Registration Form
Postage					
Misc/Other (Explanation Req'd):					
Other:		500			Pear Blossom Run - booth at pre-packet pick up
Other:		718.2			Promotional/Branded Racer Welcome Bags
Other:					
Other:					
Total Miscellaneous/Other	-	1218.2	-	-	
Total Expenses	1500	5000	-	-	
Net Income<Expense>	0	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

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		5,000			
Cash Revenues - Participant fee		4500			(150 runners at \$30)
Sponsor Atrio		1500			
Sponsor Bank of the Cascades		1000			
Sponsor Heartfell Ob-gyn		500			
Sponsor Sanford Children's Clinic		500			
Total Cash Revenues	-	13,000	-	-	
Other Funding Sources:					
In Kind Fred Meyers		75			
In Kind Sherms Thunderbird		50			
Volunteer hours in kind	-	2400	-	-	
Total Revenue	-	15,525	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs		6500			runoregon blog, KOBI TV, sponsor Pear Blossom, race brochures
Rentals		85			
Supplies		570			race numbers, prizes, chalk, ribbons
Other: Tshirts for runners	-	800	-	-	
Other: Race timing equipment rental		75			
Other: steen sports park rental		250			
radio announcer		50			
medical personnell		50			
Other: Insurance ryder		400			
Total Cash Expenses	-	8780	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	-	6745	-	-	

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