

TOURISM GRANT APPLICATION

Organization Applying: Klamath Falls Freedom Celebration _____
Address: 4638 Lombard Drive _____
City, State, Zip: Klamath Falls, Oregon, 97603 _____
Contact Person: Douglas Brown _____
Phone Number: 541-281-7094 _____
Tax ID # or SSN: 45-2407624 _____
Email Address: dcspecialties@tulehorseradish.com _____
Web Site Address: www.klamathfc.org _____
Title of Project: Klamath Falls Freedom Celebration _____

Brief Description of Project:

This is a Tribute to our Veterans, Military, Police, Firemen and women who risk their lives for us daily to keep our Freedoms and for all Americans!

Our centerpiece and partner is the American Veterans Traveling Tribute AVTT,

Are mission is to raise funds for are non profits our Local VFW Post 1383, and also our local DAV.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date 9/19/11

Signature of Board Chair _____ Date 9/19/11

Douglas Brown



Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000.00	10,000.00		
Cash Match -					Please see website for listing of sponsors www.klamathfc.org
Source: AVTT	10,000.00		10,000.00		
Source:					
Source:					
Total Cash Match	10,000.00	-	10,000.00	-	
Other Funding Sources:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	Non-profit	-	-	-	
EXPENSES					
Advertising					
Print Magazine & Radio	25,050.00		25,050.00		Magazine, Radio, Print
Web	1,850.00		1,850.00		Design
Other Internet	750.00		750.00		Travel site
Other Bill Boards & TV	7,400.00		7,400.00		Bill Boards and TV
Total Advertising	35,050.00	-	35,050.00	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Other: Photography /video	11,300.00		11,300.00		
Other:					
Other:					
Total Miscellaneous/Other	0	-	0	-	
Total Projected Expenses	46,350.00	-	46,350.00	-	
Net Projected Income<Expense>	-	-	-	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal? To bring awareness of the sacrifice our first responders deal with both past and present, we as a Country tend to forget. It is our and the AVTT hope that we can build the Premier West coast event celebrating the Independence Day weekend, focused towards those that continue on a daily basis to keep our American Freedoms and the American Dream alive.

2. What are the project activities? We have many to chose from, listing in order, Escort of the Wall and Cost of Freedom Displays from Kingsley Field to the Fairgrounds, Cost of Freedom Rodeo, Crater Lake/ Vietnam Wall poker run, Freedom car and bike show, National Entertainment slated this year the Lt. Dan Band with its featured A list star Gary Sinise of CSI New York and star of countless movies including Forest Gump, of which his character of Lt Dan was used for the band. I would like to add a little more about Gary Sinise and his relationship with our first responders, in short he is considered the new Bob Hope of this Generation, with awards and achievements to long to list, and recently started the Gary Sinise Foundation, which supports and raises money for many wonderful non profits, and recently released the Lt. Dan Band movie For the Common Good, please take the time to research this incredible Patriot. Continuing with the schedule slated after Lt. Dan will be our Freedom Fireworks from the Fairgrounds, rounding out the weekend will be Klamath Got Talent, KFFC Strongman and Women contest, and the Nikki Crawford Fitness Invitational, there will also be Klamath Kids land, local and regional live entertainment, and vendors of all types.

3. When will the project occur? How long will it last? The secured dates are June 28th through July 1st 2012, 4 days.

4. Who is the target market? What is your strategy for reaching the target market? This is truly an American event with much to offer for any type of person, but is focused towards our Veteran; Military, Police, and Fire, target states include Oregon, California, Washington, Idaho, and Nevada. Are strategy will include marketing with the AVTT Nationally, regionally and locally, will include radio, print, posters postcards, TV, organizations such as Discover Klamath, SOVA, Travel Oregon and other above state organizations related to advertising.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals? We hope to capture and attract 20,000 visitors for this event with what it represents and with what we've bought onboard it's certainly possible. As in prior years a count will be done by hand out of brochures, count made by the AVTT.
6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure? It is our hope that with the activities we've put into place that people will understand that it's a full weekend with much offered and slated to attract them. With the lineup we are confident of early arrival and late departure.

QUALIFICATIONS OF APPLICANT

7. Describe your organization. KFFC is made up of many volunteers including many of who we represent such as Veterans, Military, police and fire we have also included county and city officials, Kid club organizations, schools, churches, and many other citizens who want to be involved. Recently added to organization was the AVTT as a partner to help in the development of the project.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project? Klamath Freedom Celebration is in its 3rd year, and has grown with each year. Our event brought several thousand out of town guests last year. Founders include Doug Brown Manager/ Sales National Fitness also member of Patriot Guard and co owner of DC Specialties an internet based business also legal partner Traveling Wall Foundation, Christina Brown Sales & Marketing Director for Quality Inn, Best Western Klamath Inn, Comfort Inn & Suites, Econo Lodge, and Oregon 8 Motel & RV Park, co owner DC Specialties, and a sitting officer for the VFW Ladies Auxiliary, partner Traveling Wall Foundation, Ron Ballard past and current Post Commander of VFW Post 1383, partner Traveling Wall Foundation and proud Vietnam Veteran. Partner/ Colonel Special Forces retired Don Allen owner AVTT and Traveling Wall Foundation. Committee members include following coordinators, Debbie Shearer/ Klamath Gymnastics, Poker run/ Tom and Cheryl Wyland BTS bus service and Klamath Gymnastics, Nikki Crawford Invitational/ Nikki Crawford, Miss Fitness USA 2011 and National Fitness Trainer, Cost of Freedom Rodeo/ Jamie Berg founder Great Northwest Pro Rodeo, Bullmania and Pacific Power, Event Chaplain/ Tom Franks Crossover Church, National Fitness, Kids land/ Bonnie Wallace Klamath Crisis Center, Volunteer Coordinator/ Candy Burt Quality Inn, AVTT Security/ Bridgette Marker Oregon State Officer DAV, and Vendor Coordinator/ Ashley Parks Comfort Inn & Suites, wife of deployed Soldier Cory Parks, we are a team with countless experience in our individual assignments, and in every way are uniquely qualified to make this project a huge success.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors. We target the event as a whole and also by individual events, variety attracts a vast target market, the more you offer the better the attendance, it can be advertised with a variety of methods, print, radio, TV, etc. and broke down as a event or by activities including National Entertainment, Rodeo, Fireworks, poker run, car & bikes show Fitness etc. this advertising will be done Locally, Regionally and Nationally.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific) Ticket sales, brochure handouts, AVTT count, and heads in beds.

11. If your project is already underway explain how this grant will increase your likelihood of success. We started our event coordination for 2012 one week after the conclusion of the 2011 event, the sooner you start the more likely your chances of success, this grant will be used for a percentage of advertising we have already committed and established for 2012.

12. Describe any in-kind or volunteer assistance 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. We had 97 volunteers last year in kind, we have no paid employees, for pictures link and information about last year's event go to www.klamathfc.org