

TOURISM GRANT APPLICATION

Organization Applying: Klamath Ice Sports Inc.

Address: 5075 Fox Sparrow Drive

City, State, Zip: Klamath Falls, OR 97601

Contact Person: Suzette K. Machado

Phone Number: (541) 850-5758 ext. 7 (office)

Tax ID # or SSN: 93 - 1279736

Email Address: funontheice@klamathicesports.org

Web Site Address: www.klamathicesports.org

Title of Project: SKATE, PLAY, AND STAY IN THE KLAMATH BASIN!

Brief Description of Project: SKATE, PLAY, AND STAY IN THE KLAMATH BASIN!

will reach out to residents of Northern California, Central Oregon, the Willamette Valley, the Rogue Valley, and the greater Portland area to come to the Bill Collier Community Ice Arena to skate, play, and stay over for one of our many special events. The season opens November 2nd and ends March 3 1st...from our Veterans' Day Weekend skating seminars taught by Canadians Gerhke and Moffard to our Eleventh Annual Figure Skating Spectacular February 2nd to our bid for the state hockey championships at the end of February and more.

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 *Suzette K. Machado* Date 9/20/12

Signature of Board Chair *Suzette K. Machado* Date 9/20/12

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$10,000	\$10,000		
Cash Match - Source: KI Ice Sports	\$1,000		\$1,000		
Source:					
Source:					
Total Cash Match	\$1,000 -	-	\$1,000 -	-	
Other Funding Sources: Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	\$1,000 -	\$10,000 -	\$11,000 -	-	
EXPENSES					
Advertising Print Newspapers		\$3,011	\$3,011		
Web Newspapers		\$753	\$753		
Other Internet Other Radio - NPR		\$4,536	\$4,536		
Total Advertising	-	-	-	-	
Printing Posters/Flyers/etc..		\$2,500	\$2,500		
Postage		\$200	\$200		
Misc/Other (Explanation Req'd): Other:					
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	-	\$11,000 -	\$11,000 -	-	
Net Projected Income<Expense>	-	0 -	0 -	-	

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?** The main focus of this proposal is to bring visitors to the Bill Collier Community Ice Arena for overnight stays throughout our season. Our ice arena enhances the cultural, athletic, and artistic offerings of the Klamath Basin during the fall and wintertime and we both want and need to encourage and promote participation in all of our activities - broomball, curling, figure skating, and hockey. This proposal will encourage and attract visitors to the Klamath Basin during our tourism 'shoulder season'; it is expected that repeat visits both during and outside of this 'shoulder season' will occur as a result of these visitors having had a positive experience attending and participating in one or more of our many events.

2. **What are the project activities?**
Specialized hockey and figure skating seminars, holiday and other themed skating sessions, our first annual adult hockey tournament, our Eleventh Annual Figure Skating Spectacular, our Sixth Annual Collier Challenge Cup High School hockey tournament, a bid for the state high school hockey championships, and season end jamborees for all of our youth hockey teams.

It is possible that KIS could host a regional curling event as well.

3. **When will the project occur? How long will it last?** Veterans' Day Weekend 2012 through the end of our local spring break 2013.
November: Vets' Wknd Skating Seminars (eight different seminars - both hockey and figure skating); Thanksgiving weekend events.
December: 1st Annual Adult Hockey Tournament, Winter Break special events
January: 6th Annual Collier Challenge Cup High School Hockey Tournament
February: Eleventh Annual Figure Skating Spectacular; high school hockey state championships
March: Season end jamborees (two separate weekends); spring break special events

4. **Who is the target market? What is your strategy for reaching the target market?**
Our target market is Oregon (Greater Portland, Ashland, Medford, Grants Pass, Roseburg, Eugene, Bend and Sisters) and Northern California (Mt. Shasta, Redding, Sacramento, Davis, Santa Rosa, and Lake Tahoe/Truckee). All of these drives are within approximately 300 miles or a relatively easy 5 1/2 hour drive; many of these cities are full of recreation enthusiasts. We will be primarily be purchasing radio spots; in addition we will be purchasing ink and digital newspaper ads, and creating poster advertisements. All will link to our website which is updated almost daily. We also have an active Facebook page and are beginning to use our Twitter account more frequently.

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?**
The shows, seminars, tourneys and jamborees should attract approximately 550 - 700 out of town guests. The holidays and special themed event weekends could attract an additional 100 - 200 guests. Visitors vs. locals are counted by collecting zip codes. Please note that the holidays and special themed event weekends could attract more participants than we have estimated; it is dependent upon our marketing budget and how often we can 'hit' the target areas with our information.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

The majority of the events listed have multiple events over a two or three day period, thus staying for a long weekend is a given. Winter and spring break lend themselves to multi-day stays due to the nature of the potential time off people have during that part of the year. We also have the benefit of being located on property of a beautiful destination resort and the Running Y has created special lodging rates for all of our guests. In addition we have the benefit of being linked to their website and their multitude of summer guests drive right by the ice arena as they enter the resort - this in and of itself is an invitation to come back, skate, play and stay.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

KIS is a community based, grass roots, 501 (c) (3) organization dedicated to providing valuable outdoor wintertime exercise and recreational and cultural activities to visitors to and residents of the Klamath Basin. KIS is run by dedicated volunteer and a small paid staff and offers a wide variety of skating and non-skating activities (to include lessons, hockey leagues, a multitude of public skating sessions, birthday parties, curling, broomball, and more). We are all passionate about health and fitness and building and maintaining a strong community, which includes encouraging and promoting guest visits from outside the Klamath Basin.

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?

KIS will be celebrating its eleventh anniversary next January! KIS persevered and the Bill Collier Community Ice Arena opened in January 2002. Since that time the ice arena has averaged approximately 16, 500 to 18,500 skater visits per season (not counting spectators) and we estimate that a minimum of 15% of these skaters are attracted to our ice arena from outside of the Klamath Basin to attend our special events. Tourism is expected to increase during our five month skating season with the addition of our curling program as there are no other curling programs in our state outside of Portland and the closest curling program south of us are west of Sacramento. Curlers love to travel and socialize both on and off the ice.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

1. Our calendar of events is finalized and we are in the process of transferring that information to our website and our Facebook page.
2. Our lodging partner agreement with the RY has been negotiated so that we can offer Skate, Play, and Stay packages.
3. Printed posters and the like will be created for each of these events and distributed via email (tourism and chambers of commerce) and mail where applicable.
4. Newspaper (ink and digital) ads and radio spots will be created for each event and will be purchased and aired approximately two weeks prior to each special event. The goal would be to advertise a minimum of seven times over a two week period in each of the target markets (as budget allows).
5. Public Service Announcements will be utilized in each of the target market arenas.
6. It is of note that KIS will have marketed to the approximately 1500 Cycle Oregon participants on Friday, September 14, 2012, with an invitation to come SKATE, PLAY, and STAY in the KLAMATH BASIN! via a printed flyer that outlined not only our activities, but additional area winter activities with discounted lodging links.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Ultimately our success will be measured by filling the ice arena with skaters and other on ice participants who appreciate the superior quality of our ice surface and who enjoy the warmth of our local hospitality. Ticket sales provide an accurate head count for the number of guests in attendance for events such as the ice show and hockey game admissions. Registrations (online and in person) provide an accurate head count for special seminars. It is relatively easy to tally the number of out-of-town skaters during our special themed and holiday sessions. Direct feedback from the skaters and other guests in attendance provide us with our Klamath County 'report card', i.e. how we are doing in terms of welcoming out-of-town guests, how our services are received (such as quality of lodging, restaurants, etc.), what we can improve upon and so forth.

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

Planning for each subsequent season of on ice activities begins before the close of the current season. It never ceases to amaze us how many people in Klamath Falls do not know that we have an ice arena - especially in light of the fact we have been fully operational for over ten years. Do the people out of town know we exist? Our repeat customers do and with a successful application for a Klamath County Tourism grant we can market to thousands of potential new customers; if our grant application is not successful our marketing to out of town guests will be limited to PSA's and word of mouth.

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.

The Executive Director of the Bill Collier Community Ice Arena is a completely volunteer position, as are the positions of Skating and Publicity. We have a solid core group of volunteers who help with school field trips (everything from lacing skates to mentoring on the ice), coach hockey teams, teach group lessons, serve as parking lot attendants and special event ushers, and more. Other volunteers head up fundraisers, keep score and time for the hockey games, squeeze Plexiglass when it is foggy, train staff to drive the Olympia (Zamboni) and more. KIS and the BCCIA are fueled by passionate volunteers on many fronts!

Below are the criteria that the Tourism Review Panel follows to score each application:

Selection Criteria Summary

How well does/will this project increase tourism?
Will it encourage longer-term or repeat visits?
Does it fit with Tourism Marketing Plan?
What is the effect on Klamath County?
Does the applicant have the ability to complete the project?
Is the budget and plan realistic?
What is the potential to succeed?
Is the management and administration capable?

Is there demonstrated community support?
Is there evidence of in-kind support?
Are there endorsements by community groups?

Is the presentation clear, concise and attractive?
Points will be deducted for vague or rambling responses.

Is there a strong evaluation method?
How will the applicant document the long-term impact?
Are the indicators measurable and objective?

Shoulder Season – before June and after September
Outlying areas
Length of stay – encourage early arrival and/or late departure
Family Friendliness

Points are deducted when the previous tourism projects are not completed on time or final evaluation not submitted on time.



Where Character Counts and Mentoring Matters.

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

www.citizensforsafeschools.org

September 19, 2012

To Klamath County Commissioners:

Citizens for Safe Schools works with approximately 85 at-risk (at promise as we like to say!) youth each year and has 85 volunteer mentors. A key strategy for encouraging bonding between youth and the adult volunteers is providing them the opportunity to take in new experiences together. We are excited about all of the special events Klamath Ice Sports plans to provide this year including an annual ice show, annual high school tournament, first annual adult tournament and end of season youth hockey jamborees.

Citizens for Safe Schools is committed to connecting youth with responsible adult mentors and providing resources to promote character education and bully prevention in area schools. Additionally, it is in the stated mission of Citizens for Safe Schools to work with like-minded community partners on programs and/or projects promoting the health and all over wellness youth. Citizens for Safe Schools is pleased to have partnered with Klamath Ice Sports many times over the years.

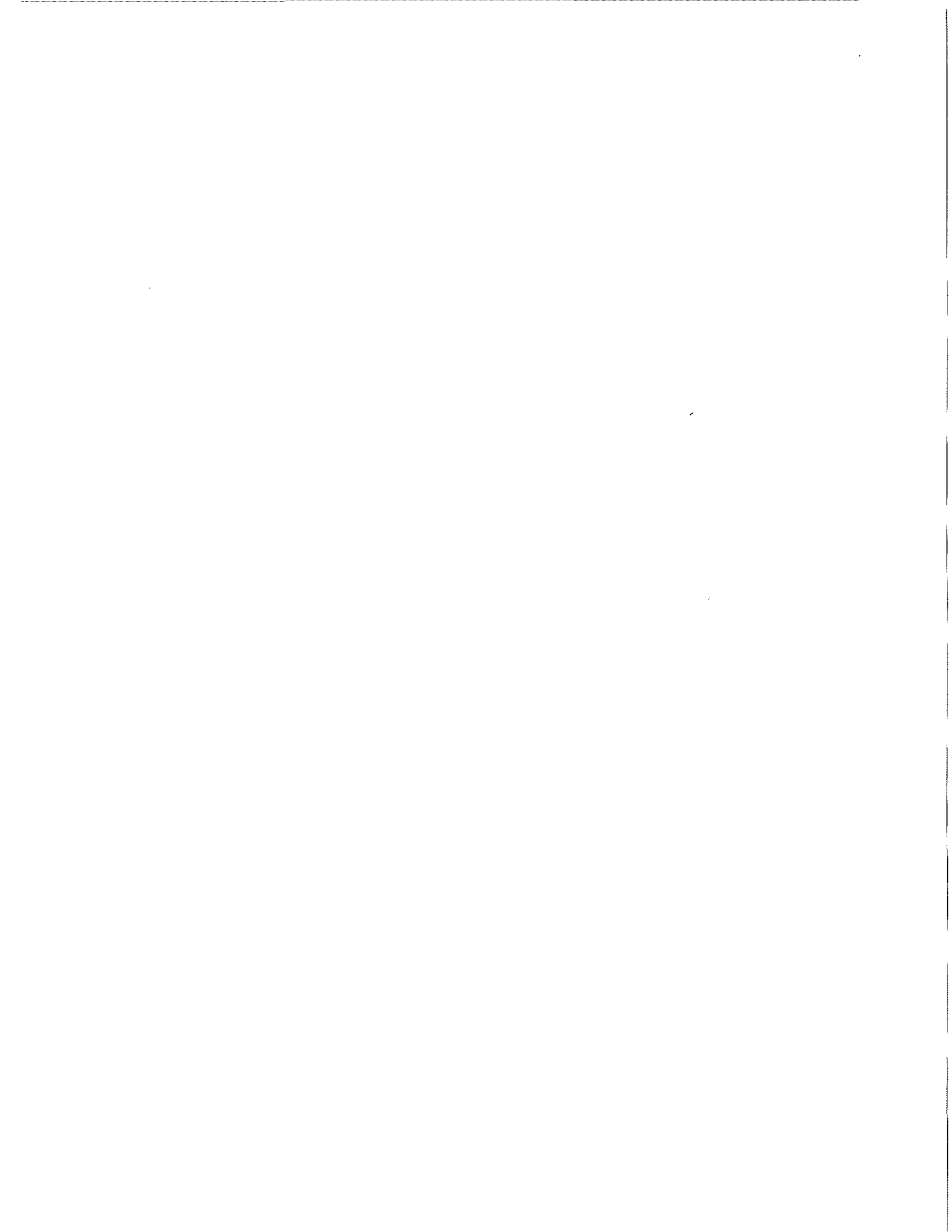
With enthusiasm we as a community group support the efforts of Klamath Ice Sports and view them as a wonderful partner for helping bring opportunity for Klamath County youth. We believe they are capable managers and administrators with the ability to make many special events happen.

Please don't hesitate to contact me with any questions.

Warmly,

Debbie Vought

Debbie Vought
Executive Director



Klamath County Commissioners

Klamath Falls, OR

Dear Commissioners

I am writing to support the Klamath Ice Sports application for a Klamath County Tourism Grant.

The Bill Collier Ice Area and Klamath Ice Sports is a true jewel in our community.

Coming into peak use during the time when many people visiting our community or residing in nearby communities at are wondering "what to do" during those long winter months.

Activities and programs offered at KIS include an annual ice show, holiday theme skates, hockey leagues, tournaments and jamborees, skating lessons, curling, broom ball and family oriented open skating.

The organization is run by dedicated staff of volunteer and paid employees. These people operate a first class facility and strive to make every skate visit a positive and memorable experience. Every event is well organized, fun and safe.

This is a wonderful opportunity to show off another fantastic piece of our community to our neighbors.

I fully support this request.



Kris Ransom

Manager of Industrial Markets

Avista Utilities

PO Box 310

Klamath Falls OR 97601

