

Print**Tourism Sponsorship application - Submission #135****Date Submitted: 3/29/2018****Title of Project***

Trail Map of Klamath Falls & Surrounding Area

Grant Cycle*

Spring 2018

Funds Requested*

\$1,456

Organization Applying*

Klamath Trails Alliance

Contact Person*

Drew Honzel

Phone Number*

503-929-4561

Email address*

dhonzel@mac.com

Website (if applicable)

klamathtrails.org

Address

P.O. Box 347

City

Klamath Falls

State

OR

Zip Code

97601

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

yes/no*

no



If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no*

no

If yes, please enter name

Name

Description of project including activities, date, time and location*

Klamath Trails Alliance is seeking a sponsorship grant to update and print a newly designed Trail Map of area trails around Klamath Falls.

The pocket style map features four of our most popular multi-use trail systems; Moore Mountain, Spence Mountain, Brown Mountain and OC&E totaling over 180 miles of trails to be explored!

Map details include directions to key trailheads, trail difficulty ratings, elevations, trail network mileages, suggested routes and scenic pictures of users having fun (see enclosed draft copy). Printed in 4-color and foldable down to 4.5" x 6" the map is intended to be taken out on the trail to help wayfinding.

The map is targeted towards tourists, destination mountain bikers and new trail users. Trail Maps will be distributed locally at key retail and lodging partners in addition to the Welcome Center. Out-of-area distribution will be handled by Discover Klamath. They plan to use the maps to fulfill visitor requests for outdoor activities and to distribute at regional outdoor recreation shows such as Vancouver's Outdoor/Adventure Show, Sacramento's Outdoor Show and Chico's Wild Flower Century bike ride.

KTA funded the initial trail map design last year for \$1,500. Our grant request includes a minor update to the map then printing 4,000 copies this summer for distribution over the next year. The total grant request is for \$1,456.

Goals*

To be honest estimating the number of visitors drawn to Klamath directly from our trail map promotion and distribution would be too subjective. We do have a voluntary registration log at Spence Mountain but this is only one venue and we couldn't assume visitors were drawn there just from the trail map.

How many out of county visitors do you expect to attract? How will you track the number of out of county visitors versus the number of locals?

Team*

We have a three-member management team overseeing the project. Mark Goodman, KTA board member and skilled map-maker. Jill Nelson, owner of Asana Yoga & Sole and Nesting Well Design, providing graphic designer expertise. Drew Honzel, KTA board member and project manager of Spence Mountain.

Describe your organization/project management team. How are these individuals qualified to lead this project?

Experience*

Mark has been producing professional grade trail maps for KTA since 2014; Jill has run a successful graphic design business for many years; Drew has project management experience from his forest products career and in similar projects with KTA.

Describe your team's experience in operating past or similar projects

County credit*

We plan to credit Klamath County by adding the following content to the map. "This project has been funded in part by a grant from Klamath County".

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

Trail maps will be printed this summer. Out-of-area distribution will be handled by Discover Klamath through visitor requests and regional outdoor and recreation shows on the West Coast. Locally trail maps will be distributed at the Welcome Center, lodging partners key retail locations and at select trailheads.

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

Target Market*

We know from the Spence Mountain trail project that destination mountain bikers are willing to travel to pursue their sport. According to the Dean Runyan Study, commissioned by Travel Oregon in 2012, they identified \$400 million spent for bike related travel in Oregon, and Southern Oregon accounted for \$38.5 million; the average length of stay for destination mountain bike travel is 3.4 nights. With this in mind our trail map features the best places to ride in our area. We are also targeting hikers, trail runners and new trail users that want to explore our beautiful backcountry to connect with nature.

Describe your target market/audience

Measurability*

As mentioned previously we can't objectively measure out of area visitors from the map alone. There are several marketing initiatives that attract people to our trails such as online mapping tools like MTB Project, Trailforks and Ride Klamath Ride. Even Travel Oregon's website features Spence Mountain and it would be difficult to differentiate the lead that attracted visitors to our area to use our trails.

Events utilizing our trail systems also draw out-of-town visitors to our area. The Moore Mountain ½ Marathon and the upcoming Linkville Loper's Ultra Trail run at Spence Mountain help market area trails.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

Zach's Bikes, Asana Yoga & Sole and Hutch's Bicycles have strongly supported the effort to produce a unified map of area mountain biking and running trails as their customers continually ask for better maps. Discover Klamath is a key partner throughout the process and has offered to help with out-of-area distribution. Finally, Mark Goodman, our map maker has offered to update maps for this revision as gift-in-kind estimated at \$500.

List your potential sponsors and partners and how they contribute to the event or project.

Flexibility*

The current plan is to print 4,000 maps. Reduced funding can be accommodated with a smaller print run. Note, that the cost per piece goes up as print quantities go down.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*

Trail Map Supporting Documents.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

Drew Honzel

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LE

Klamath Trails Alliance							
Trail Map							
INCOME							
	BUDGET		Actual				
	Cash	In-Kind	Cash	In-Kind			
<i>Klamath County Sponsorship Grant</i>	\$1,456.00						
OTHER INCOME							
			\$1,456.00	\$0.00	\$0.00	\$0.00	\$0.00
			\$1,456.00				\$0.00
EXPENSES							
LINE ITEM	BUDGET		Actual				
	Cash	In-Kind	Cash	In-Kind			
1	\$1,256.00						
2	\$200.00	\$500.00					
3							
4							
			\$1,456.00	\$500.00	\$0.00	\$0.00	\$0.00
			\$1,956.00				\$0.00

POORE MOUNTAIN STEVE MOUNTAIN BROWN MOUNTAIN OCAE



KLAMATH FALLS
AND SURROUNDING AREAS

Trail Maps

MULTI-USE

Experience

Klamath Falls is located in Southern Oregon about twenty miles from the California border. By car, Klamath Falls is six and one-half hours north of San Francisco, two and one-half hours south of Bend, and five hours south of Portland.

COME VISIT KLAMATH FALLS ANYTIME OF YEAR TO ENJOY AN UNCOMMON ADVENTURE, WHETHER IT BE FOR MOUNTAIN BIKING, HIKING, TRAIL RUNNING, CROSS COUNTRY SKIING, OR ALL THE ABOVE!

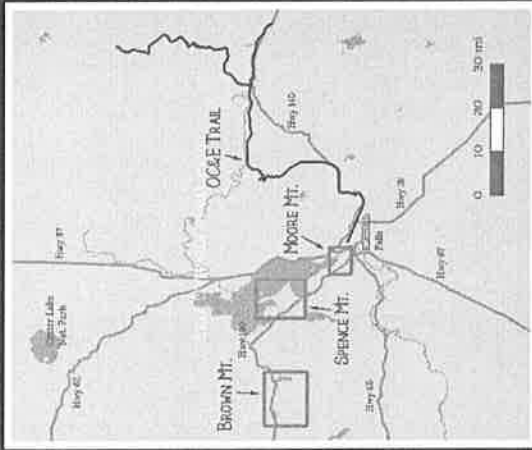
KNOWN AS THE CITY OF SUNSHINE, KLAMATH FALLS ENJOYS ABOUT 300 DAYS OF BLUE SKIES EACH YEAR.

JOIN OR SUPPORT THE KTA

SO WE CAN KEEP GROWING THIS WONDERFUL TRAIL NETWORK.

KLAMATHTRAILS.ORG

Welcome



Resources

- MAP APPS - Trailforks, MTB Project
- BIKE SHOPS - Zach's Bikes, Hutch's Bicycles
- SPECIALTY RUNNING STORE - Asena Yoga & Sole
- TOURISM OFFICE - Discover Klamath
- TRAIL STEWARDS - Klamath Trails Alliance

Trail Rating Guide



EASY

Gentle climbs and easily avoidable obstacles such as rocks, roots and potholes.



MORE DIFFICULT

Challenging riding with moderate slopes and/or obstacles, possibly on a narrow trail with mud traction.

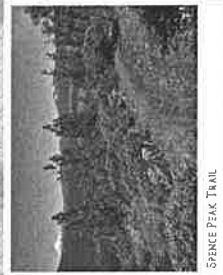


MOST DIFFICULT

May include steep climbs & descents, loose trail surfaces, numerous difficult obstacles to avoid or jump over, drop-offs and sharp corners.

DIRECTIONS:

The main Spence Mt. trailhead is located 15 miles west of Klamath Falls on Hwy 140. To access the Spence Mt. Bay Trailhead continue west on Hwy 140 for 3 more miles then turn right on Eagle Ridge Rd and continue 4 more miles.



SPENCE PEAK TRAIL

Spence Mountain

18 MILES OF TRAILS
4,140' — 5,850' ELEVATION RANGE

Spence Mountain is one of the newest (and we think the best!) professionally built mountain biking venues in Oregon. Hikers and runners also love the growing trail system thanks to directional trails that enhance the experience for all. The plan calls for 50 miles of trail on this unique and beautiful landscape offering unbeatable mountain and lake views.



#SPENCEMOUNTAIN



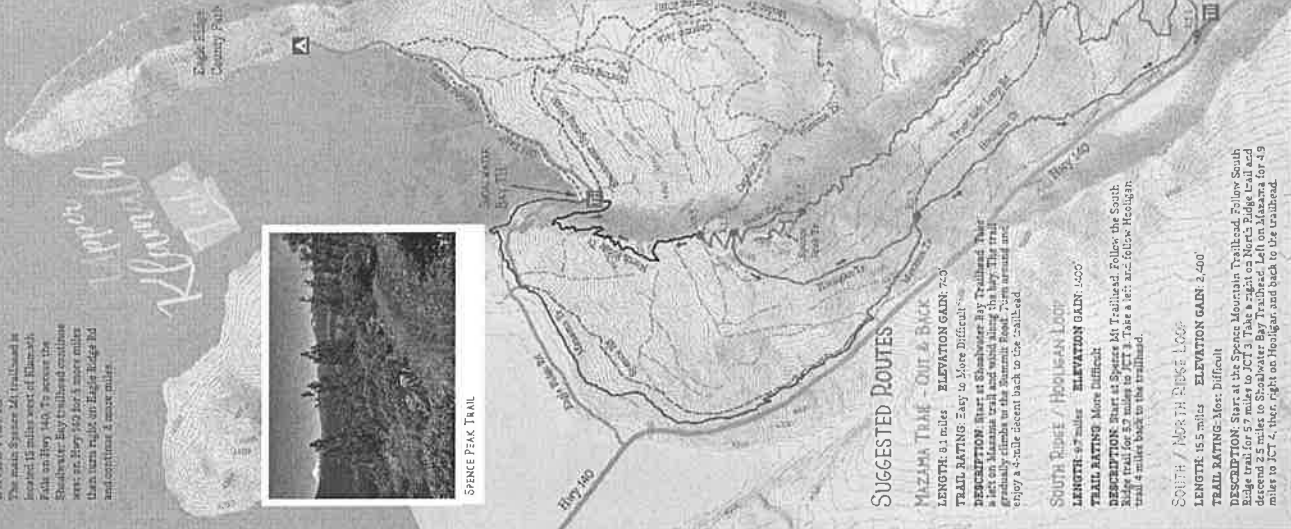
HICKMAN TRAIL



NORTH RIDGE TRAIL



MAZAMA TRAIL



SUGGESTED ROUTES

MAZAMA TRAIL - OUT & BACK
LENGTH: 0.1 miles ELEVATION GAIN: 700'

TRAIL RATING: Easy to More Difficult

DESCRIPTION: Start at Shoshwater Bay Trailhead. This trail is set on Mazama trail and ends along the Bay. The trail gradually climbs the Summit Road. Turn around and enjoy a scenic descent back to the trailhead.

SOUTH RIDGE / HOOLEGAN LOOP
LENGTH: 0.7 miles ELEVATION GAIN: 1,000'

TRAIL RATING: More Difficult

DESCRIPTION: Start at Spence Mt. Trailhead. Follow the South Ridge to the top of the mountain. Take a left and follow through trail 4 miles back to the trailhead.

SOUTH / NORTH RIDGE LOOP
LENGTH: 1.5 miles ELEVATION GAIN: 2,400'

TRAIL RATING: Most Difficult

DESCRIPTION: Start at the Spence Mountain Trailhead. Follow South Ridge trail for 0.7 miles to JCT 3. Take a right on North Ridge trail and descend 2.5 miles to Shoshwater Bay Trailhead. Left on Mazama for 4.9 miles to JCT 4, turn right on Hoolegan and back to the trailhead.

SPENCE MOUNTAIN TRAILS

0 0.5 1 1.5 2 mi



Klamath Reservoir Trail

Moore Mountain

27 MILES OF TRAILS
4,140' - 5,000' ELEVATION RANGE

Moore Mountain is an urban trail system with over 20 miles of well-loved trails, just steps away from downtown Klamath Falls. Enjoy a morning walk, an afternoon mountain bike ride or an evening trail run. Trail tip... the higher you climb the better the views of Upper Klamath Lake!



DIRECTIONS:

Trail head access points are located at the Eulachina trailhead off Cypress (north) in Moore Park on the south end of Klamath Lake and next to Buck Ridge Development on the West end of Lakeview Drive.

SUGGESTED ROUTES

POWER LINE / DELALONA LOOP
LENGTH: 2.3 miles **ELEVATION GAIN: 108'**
TRAIL RATING: Easy

DESCRIPTION: Start at the Eulachina Trailhead. Take Eulachina, then right on Spornbright right on Lawrence back to trailhead.

MOORE Mtn INTERMEDIATE LOOP
LENGTH: 2.6 miles **ELEVATION GAIN: 145'**
TRAIL RATING: More Difficult

DESCRIPTION: Start at the Eulachina Trailhead. Take Eulachina, then right on Spornbright right on Lawrence back to trailhead.

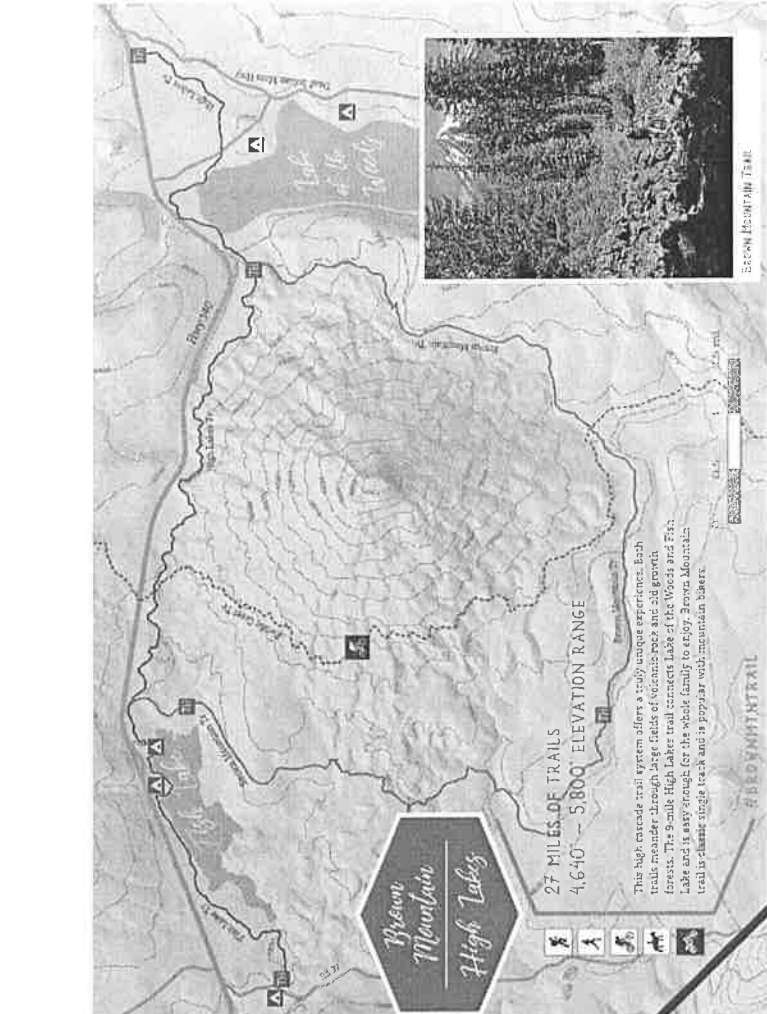
MOORE Mtn LOOP
LENGTH: 6.7 miles **ELEVATION GAIN: 987'**
TRAIL RATING: Most Difficult

DESCRIPTION: Moore Mtn Loop Route Description (start on deck and add): Start at the Eulachina Trailhead, take Eulachina, then right on Spornbright right on Lawrence back to trailhead. Take Eulachina, then right on Spornbright right on Lawrence back to trailhead. Take Eulachina, then right on Spornbright right on Lawrence back to trailhead. Take Eulachina, then right on Spornbright right on Lawrence back to trailhead.

LEGEND

- Easy Trail
- More Difficult Trail
- Most Difficult Trail
- Fresh Boundary
- Trail Discretion
- Camping
- Dirt Road / Paved Trail
- Faded Road
- Trail Junction
- Trailhead

People entering and using privately owned lands for recreational purposes are responsible for exercising due care in their use of the land. Please stay on the trails. Don't disturb, develop or tamper with trails. Exercise caution on uneven terrain. Yield to incoming trail users and don't litter. Pack it in, pack it out. Ref: Oregon Recreational Use Statute, ORS 105.672 to 105.696



Brown Mountain High Lakes

27 MILES OF TRAILS
4,640' - 5,800' ELEVATION RANGE

This high altitude trail system offers a truly unique experience. Each trail meanders through large fields of volcanic rock and old growth forests. The 9-mile High Lake trail connects Lake of the Woods and Fish Lake and is easy enough for the whole family to enjoy. Brown Mountain trail is classic single track and is popular with mountain bikers.



Brown Mountain Trail



WOODS LINE STATE TRAIL

4100 MILES OF TRAIL

OCCE starts in Yreka, California and traverses over 100 miles on an old railroad bed ending up near the town of Silver Lake. The OCCE is the start of a popular bike touring route from SoCal to Everland the Oregon Outback.



Klamath Reservoir Trail



Ridge Trail

DISCOVER
KLAMATH

OREGON UNEXPECTED

March 15, 2018

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support: Klamath Trails Alliance's (KTA) Spence Mountain Trail Development & Marketing

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports KTA's effort (Klamath Trails Alliance) to secure a **Klamath County Tourism Grant**, during the Spring 2018 cycle, to help with continued infrastructure development and marketing of the Spence Mountain Trail System.

In prior letters of support we've pointed out the economic impact recreational cycling has throughout Oregon, and, specifically to the Southern Oregon and Klamath Regions. We've noted that the cycling economy isn't a fad; rather, it's a large, sustainable, and growing segment worthy of investment. The KTA recognizes all this of course and strives to build-out trail assets for use by locals and visitors alike. And, its efforts are paying off, as the Spence Mountain project has received positive press and currently enjoys an excellent reputation among hard-core mountain bikers in the region.

KTA's efforts in 2018/19 will be to continue trail development, while adding further amenities as well as keeping its marketing fresh.

To this end, our group supports KTA's Grant Request for two elements: One is an infrastructure investment in a high-quality vaulted pit-toilet at or near the trailhead / parking lot area of the Spence Mountain site. As we understand it, this would be not unlike the pit-toilet system found at the Great Meadow Parking Lot on Highway 140 near Lake of the Woods. Such an amenity keeps the trails cleaner and more pristine.

Another element of the KTA Grant is updating and reprinting a foldable Trail System Map. We see this as a positive move because it will save Discover Klamath about \$5,000 in printing costs in 2018 because we will use KTA's Map as our main cycling fulfillment piece. Notwithstanding how KTA distributes these maps, Discover Klamath will use them in a variety of ways, including but not limited to: Distribution at recreation shows on the west coast we attend; inclusion in fulfillment packages sent out via US Mail; distribution to local hotels and other retail locations, distribution at the Welcome Center, and more.



Jim Chadderdon
Executive Director



Klamath Trails Alliance
PO Box 147
Klamath Falls, OR 97601

3/22/18

Dear Klamath Trails Alliance,

On behalf of Zach's Bikes, I would like to offer this letter of support for Klamath Trails Alliance's Tourism Grant Request for its Vault Toilets and Pocket Trails maps projects at Spence Mountain.

As a deeply involved member of the cycling community and owner of a local bike shop, I have seen first-hand exactly how effective these projects have been in increasing tourism and economic vitality, but it doesn't stop there. The efforts of the KTA have improved community pride and health as well.

Having a local trail system that has been well designed, built and publicized is a vastly important piece of the puzzle to capitalize on the already thriving tourism economy of Oregon. The Spence Mountain project has already made a large demographic of outdoor enthusiasts consider Klamath Falls for a destination that would have previously ignored us. With a centerpiece like this, we stand to gain the momentum to become a place talked about far and wide.

Sincerely



Zach Gilmour - Owner



Klamath Trails Alliance
P.O. Box 147
Klamath Falls, OR 97601

3/14/18

Dear Klamath Trails Alliance,

On behalf of Asana Yoga and Sole, we would like to extend this letter of support for KTA's Tourism Grant Request for its Vault Toilet's and Pocket Trail Maps project, at Spence Mountain.

We have seen firsthand how KTA's efforts have positively impacted recreational tourism, access to quality trails for multiple user groups, and efforts for a healthier community. As a result, we have seen sales in the trail running market increase and our business continues to become more sustainable.

Our staff regularly receives requests for maps of local trails, and a concerted effort to produce quality maps is a great way to enhance the overall user experience.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Nelson".

Joshua Nelson - Owner
Asana Yoga and Sole
1205 A Klamath Ave.
Klamath Falls, OR 97601

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 11 2014

KLAMATH TRAILS ALLIANCE INC
PO BOX 347
KLAMATH FALLS, OR 97601

Employer Identification Number:
46-0879155
DLN:
17053320325032
Contact Person: TRACY P DORNETTE ID# 31330
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
August 28, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Klamath Trails Alliance	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ 501(c)3	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>	
	5 Address (number, street, and apt. or suite no.) P.O. Box 347	
	6 City, state, and ZIP code Klamath Falls, OR 97601	
	7 List account number(s) here (optional)	

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number	
[] [] [] - [] [] - [] [] [] []	
or	
Employer identification number	
46 [] [] - 087915 [] [] [] []	

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ 	Date ▶ 10/30/17
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.
Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*
- By signing the filled-out form, you:
1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
 2. Certify that you are not subject to backup withholding, or
 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.