



CITY OF KLAMATH FALLS

Parks Division

226 S. 5th St. – PO Box 237

Klamath Falls, OR 97601

Sister City – Rotorua, New Zealand

PHONE (541)883-5351 – TDD (541)883-5324

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September 28, 2012

Review Panel and Commissioners
Klamath County Tourism Grant
Klamath County Finance Department
305 Main Street
Klamath Falls, OR 97601

Panel and Commissioners:

Thank you for the opportunity to submit a Tourism Grant on behalf of the Veterans Memorial Committee. The City of Klamath Falls Parks and Cemeteries Division is proud to be the host for the Veterans Memorial and all the great events which take place in the Park. The Committee, under the guidance of Major Bruner from the Air National Guard, the City of Klamath Falls, the Klamath County Veterans Service Officer and Veterans Service Organizations will promote Veterans Memorial Park through pamphlets and Discover Klamath's target marketing campaigns.

The community has an opportunity to highlight Veterans Memorial Park's assets for visitors and guests. This year, event coordinators and the City Parks Division estimated that Veterans Park events and the Memorial attract over 30,000 visitors per year. With increased out-of-area marketing we anticipate visits will increase to 40,000 or more.

If you have any further questions, please feel free to contact us at 541-883-5318 or by email at khay@ci.klamath-falls.or.us .

Sincerely,

Kenneth Hay
Park Superintendent, Programs & Development
& Executive Board Member, Veterans Memorial Committee

Enclosed:
Tourism Grant Application

TOURISM GRANT APPLICATION

Organization Applying: Veterans Memorial Committee

Address: c/o Klamath Falls City Parks, 226 S. 5th Street

City, State, Zip: Klamath Falls, OR 97601

Contact Person: Committee Chair Major Tim Bruner

Phone Number: 541-885-6310

Tax ID # or SSN: 93-6002195

Email Address: timothy.bruner@ang.af.mil

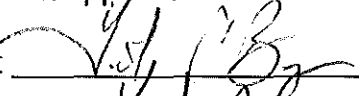
Web Site Address: http://ci.klamath-falls.or.us/veterans-memorial-project


Title of Project: Klamath Veteran's Memorial

Brief Description of Project: Design and print pamphlets, and market, w/

Discover Klamath's assistance, Veteran's Memorial Park and the Klamath Veteran's Memorial as one of "the top 10 must visits" in Klamath County. In addition to the Memorial, the park hosts numerous community events throughout the year, is the trailhead for Lake Ewauna & Link River Birding trail systems, is home for a 1906 Southern Pacific Steam Engine, and provides year round marina & geothermally heated trail access to the Klamath River.

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 

Signature of Board Chair 

Date 27 SEP 12

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Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		4,600	4,600		
Cash Match -					
Source: Vets Mem Comm	400		400		From individual donations
Source: City Parks	50		50		
Source:					
Total Cash Match	450	4,600	5,050	-	
Other Funding Sources:					
Source: Volunteer Services	600		600		
Source: City Hosting Website	200		200		
Source:					
Total Other Funding Sources	800	-	800	-	
Total Projected Revenue	1,250	4,600	5,850	-	
EXPENSES					
Advertising					
Print	400	2,600	3,000		
Web		500	500		Discover Klamath helping
Other Internet	200		200		City hosting web site
Other Television spots		1,500	1,500		Discover Klamath helping
Total Advertising	600	4,600	5,200	-	
Printing					
Postage	50		50		City Parks provides
Misc/Other (Explanation Req'd):					
Other: Packaging & Handling	100		100		Volunteers & Park Staff
Other: Pamphlet Design	500		500		Volunteers & Park Staff
Other:					
Other:					
Total Miscellaneous/Other	600	-	600	-	
Total Projected Expenses	1,250	4,600	5,850	-	
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?

To promote Klamath Falls' and Klamath County's Veteran's Memorial and Park all year long; and attract veterans, events, and US97 travelers to a park with a variety of facilities and activities within the Klamath Falls downtown corridor.

2. What are the project activities?

Market the Veteran's Memorial and Veteran's Park's patriotic events: Memorial Day Parade & Ceremony; July 4th Parade, Celebration & Fireworks; and Veterans Day Parade & Ceremony. Other notable events include Cinco de Mayo Parade and Celebration; International Migratory Bird Day; Klamath Kinetic Challenge; Ewauna Rowing Club Regatta; Blues Festival; Hands Across the Bridge; and the Snowflake Festival Tree Lighting,

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

The Klamath Veteran's Memorial is open year round and the Park and Memorial events are held annually over all four seasons under agreements and permits with the City of Klamath Falls.

4. Who is the target market? What is your strategy for reaching the target market?

I-5 Corridor between Seattle and Bay area. Partnership with Discover Klamath, AMTRAK, airlines, and hotels. Promotions/advertising through social media, print media, radio, TV, and travel news.
Reach out to extended families of our Klamath County Citizens - To encourage our citizen's support and participation by growing the Memorial, recreation facilities, and Park patriotic and social/recreational events.

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?

For the Veteran's Memorial, we estimate at least 2.5 visitors per brick annually. With almost 5,000 bricks already in place and plans to expand the Memorial by another 2,200 bricks, we project attendance to increase from 12,500 to 18,000. We also hope to double the participation in patriotic events.
For counts, the Veteran's Memorial Committee will continue counting overall participation in the patriotic events. Memorial fund raising activities during patriotic events will continue to gather the addresses for all purchases. The other events use satisfaction surveys.

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

Veteran's Memorial Park is more than just honoring our service men and women. Already, the Memorial on site touch screen kiosk and web site provide information about events and other activities in the area. Visitors to the Memorial are directed by sign and web page links to Discover Klamath, Veteran Service Organizations, Kingsley Field, and recreation agencies for additional information/experiences.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Veteran's Memorial Committee is an advisory group to the City of Klamath Falls. The Committee consists of representatives from many Veterans Service Organizations, Klamath County Veterans Service Office, Klamath County Citizens, Kingsley Field ANG, and the City of Klamath Falls.

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?

Veterans Service Organizations and the Veteran's Memorial Committee have been coordinating community patriotic events since the early 1900s. The Veteran's Memorial Committee was established 5 years ago by agreement with the City and manages a perpetual fund for the Monument. Other park events have brought visitors to Klamath County annually and have been coordinated by various non-profits & public agencies for 20 years or more. The City of Klamath Falls manages the park and 30 other areas in the Urban Growth Boundary w/ more than 700 acres.

MARKETING PLANS

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

We will design, print, and distribute a pamphlet about the Veteran's Memorial and Veterans Park for local and external distribution to tourism agencies, motels, and Chambers. Discover Klamath will help with web design/links and will include spots in their TV and print marketing for target areas.

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

The Veteran's Memorial Committee will continue to gather names and addresses from the fund raising activities and the other non-profit events will use their satisfaction surveys. Fund raising activities by the Veteran's Memorial Committee include: apparel sales, brick sales, 50/50 raffles, and parade entry applications.

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

The Veteran's Memorial, patriotic events, and other Park events already exist. This grant will allow the Veteran's Memorial Committee and other event organizers to grow their facility and event offerings to visitors and the community.

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 Veteran's Memorial Committee and its member organizations provide volunteers and funds for the Memorial and various patriotic events. City Parks Staff also provide materials and services, under agreement, to the Memorial and various events. Other agencies and non-profit organizations provide volunteers and funds for various other events and facilities. Facilities include trails, boat house, marina, landscaping, and restrooms.

DISCOVER
KLAMATH
OREGON UNEXPECTED

September 25, 2012
Major Tim Bruner
Committee Chair
Veterans Memorial Committee
226 S. 5th St.
Klamath Falls, Oregon 97601

Dear Major Bruner,

Discover Klamath Visitor and Convention Bureau is happy to support Klamath Veterans Memorial project efforts towards receiving a Klamath County Tourism Grant in the current (Fall) Grant cycle.

We understand your proposed project – to design and print pamphlets, and then in turn market and distribute these brochures will increase the awareness of Veterans Memorial Park as one of Klamath County's "top 10 must see" sites. Because the park is an integral hub of our community activities, Discover Klamath feels promotion of the park would benefit the rest of the area... Development and distribution of the brochure helps reinforce the homage Klamath County pays to its Veterans and the pride we take in the events we hold at the park.

We appreciate the well-thought-out proposal you are preparing to submit and fully support this programs' objectives, strategies, and tactics as detailed in your proposal.

If awarded a Fall Tourism Grant by Klamath County, we look forward to discussing possible partnership(s) with you in support of the "Klamath Veterans Memorial" project.

Best Wishes,

Jim Chadderdon

Jim Chadderdon
Executive Director
Discover Klamath Visitor & Convention Bureau
205 Riverside Dr., Ste B
Klamath Falls, OR 97601
www.DiscoverKlamath.com
541-882-1501

Cc: Ken Hay