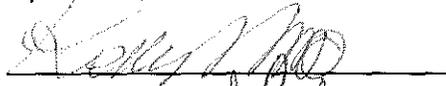


**TOURISM GRANT APPLICATION**

Organization Applying: Citizens for Safe Schools \_\_\_\_\_  
Address: 403 Pine Street third floor \_\_\_\_\_  
City, State, Zip: Klamath Falls Oregon 97601 \_\_\_\_\_  
Contact Person: Kelley Morris \_\_\_\_\_  
Phone Number: 541-882-3198 \_\_\_\_\_  
Tax ID # or SSN: 93-1292596 \_\_\_\_\_  
Email Address: kmorris@citizensforsafeschools.org \_\_\_\_\_  
Web Site Address: citizensforsafeschools.org \_\_\_\_\_  
Title of Project: Klamath County Run for Kids \_\_\_\_\_

Brief Description of Project: Citizens for Safe Schools is working to make the fourth annual Run for Kids Half Marathon and 5K and even bigger event in 2013, bringing in more participants and spectators from outside Klamath County. This popular July event combines two of the most popular race distances (13.1 and 3.1 miles) into a single family friendly morning. Due to the difficulty and beauty of the course, the race appeals to both the recreational and competitive runner. The runs start and end in Steen Sports Park, a Klamath county gem deserving of an opportunity for increased visibility. We partner with downtown merchant "The Ledge" for our packet pick up the day prior to the race to ensure participants from out of town a) stay overnight and b) spend time in downtown Klamath Falls.

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 9/27/12  
Signature of Board Chair  Date 9/27/12

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		5000			
Cash Match -					
Source: Atrio Sponsor	2500				3 of the last 3 years
Source: PremierWest Sponsor	1500				2 of the last three years
Source: Additional Sponsor		1500			Seeking an additional sponsor this year
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source: Entry Fees	4000				Approx 90 Runners
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	8000 -	6500 -	-	-	
<b>EXPENSES</b>					
Advertising					
Print listed in Competitor Magazine		2700			
Web					
Other Internet					
Other TV (Bend, Medford)		2300			Use of NBC affiliated stations in June
Total Advertising	-	-	-	-	
Printing (8 1/2 X 11 4/4 full bleed 80 lb gloss book letter fold qty 3000 KOKO graphix)	580				Race brochures
Postage					
Misc/Other (Explanation Req'd):					
Other: Steen/venue Rental	250				
Other: Equipment Rental	150				Timing equipment, tents
Other: Insurance	300				
Other: Tshirts	1000				High Desert Printing
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	580 -	5000 -	-	-	
Net Projected Income<Expense>	-	-7220	-	-	

## PROJECT DESCRIPTION

### Project Plan:

1. What is the main focus of this proposal?

Klamath County is poised to become a popular spot on the ever growing road race circuit. Most runners that travel to Klamath for a race remark they haven't been to Klamath County up to that point. This race is designed to encourage visitors to come prior to race day and explore both downtown and other parts of the Klamath basin.

The focus of this proposal is funding to support our marketing efforts outside of Klamath County. The running community is tight knit and vocal and getting runners to make the trip to Klamath County will ensure word of mouth leads to others runners and visitors in the future. It is common for runners to plan short getaways based on a road race. This gives those with disposable income motivation to travel to Klamath County.

2. What are the project activities?

The project includes a half marathon, 5K and pre-race packet pick up in Downtown Klamath Falls. All events start and end at Steen Sports Park, a premier sporting facility unmatched in quality and beauty. Race day includes pre-race instructions, a group start, the races, and a short medal ceremony for age group winners. Pre-race instructions give our agency an opportunity to tout the beauty of Klamath County and the importance of supporting non-profits who work to create healthy kids and schools.

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

July 2013. One day.

The marketing for the event is year round, but most intense from February through July. We use a variety of public relations and marketing tools including social media, our website, the websites of other entities, and traditional media to market this event.

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

We are targeting runners throughout Oregon and Northern California, emphasizing Southern Oregon and Deschutes County. Both have large, active running communities. Distance runners are the primary target of the Half Marathon event. The average age of distance runners is 39-45

years old, average household income (according to recent studies at USARunning.org) is \$75,000 annually. These are visitors with disposable income to spend in our hotels, restaurants and fuel stations. This projects equals "heads in Beds".

The target market for the 5K is recreational runners. Recreational runners, are, on average, 18-31 years old and well over the national average in level of education. (Source: USARunning.org) In order to reach our targets, we employ a multi-media approach utilizing West coast running publications and Southern Oregon centric television advertising. We emphasize social media and partnerships with like-minded organizations and clubs.

#### 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 expect to attract about 100 visitors to Klamath County for race weekend. We track locals versus visitors through our registration, multiplying each participant from outside by the area by 3 to account for family and other support they travel with. We also inquire on the sign up forms "how did you hear up us?" allowing us to hone in our marketing efforts each year.

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

The 8 a.m. start time of our Sunday race demands out of town runners at least spend Saturday night in Klamath Falls. Runners also overwhelmingly prefer to pick up race packets the day prior to the race to avoid pre-race morning stress, so a Friday and Saturday packet pick up encourage participants to get to town early and encourage "heads in beds".

#### QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Citizens for Safe Schools is a 501C3 non-profit organization working to reduce violence and substance abuse through positive youth development. Our primary strategy for achieving our outcomes is one-to-one mentoring for at risk youth. We have been recognized repeatedly for organization excellence. One of our mentor and mentee matches was recently selected by the

statewide advocacy agency Oregon Mentors as the "Match of the Year". We were recently asked to be part of the pilot group statewide to enter into the first ever accreditation process for mentoring programs in Oregon and have been designed a "Quality Based Mentoring Program". Finally, we are team players. We are active in the community wide "Stop the Hurt" Campaign, an effort to end child abuse in Klamath County.

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?

Citizens for Safe Schools has a long history of successful community event planning. We've put on this race for the last four years, and are uniquely qualified to pursue this project again.

After the 2012 race we created an online survey of our runners, as well as people who have ran with us in the past. **Survey results showed 90 percent of respondents felt our race was either highly organized or well organized.**

## **MARKETING PLANS**

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

Last year we enlisted the assistance of Discover Klamath in our marketing efforts. Under their guidance, we used a targeted, personalized direct mail campaign coupled with regional television and an increase presence on Facebook.

The year prior, we used the Northwest running publication "Racecenter" and Racecenter.com, coupled with television advertising and public relations.

If funded, we plan to split our grant award almost equally between the regional race specific magazine and online entity Competitor.com and television advertising. Competitor and competitor.com reach our target market in both California and other parts of Oregon. We are also convinced television advertising is an effective medium for sparking interest in this event from outside Klamath County.

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

We measure our success by number of participants (runners) signed up.

In years past, we've had as much as a 62.6 % increase in participation after utilizing grant funds. Last year's number of participants was down slightly, but we plan to use survey results to refine our race and perhaps even add some additional incentives for people to register. We set up a survey using surveymonkey.com and are in the process of soliciting and reviewing responses.

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

Marketing for 2013 will get underway in February 2013. Right now we are in the process of securing sponsorships and approaching a new sponsor. We are also using survey data from this year to decide if we should add a new element to our race. The beauty of the event is that we attract new runners annually, while continuing to bring those participants from outside the area who have fallen in love with the event. Both groups are great for Klamath County.

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.

Atrio Health plans expressed early interest in being the title sponsor again in 2013.

Additionally, we receive support from PremierWest Bank, Fred Meyer, Turn Thom Tire Factor, Charter Communication and Indulgence Salon.

We have developed a solid volunteer team who play a huge role in the run. We have approximately 30 volunteers committed to this project.

The Linkville Lopers, a popular Klamath based running group, provide technical assistance for the race and we partner with Steen Sports Park for the venue.