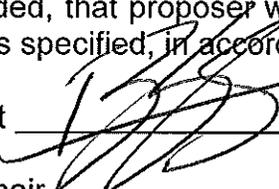


TOURISM GRANT APPLICATION

Organization Applying: Klamath Basin USBC Association
Address: 3901 Brooke Drive
City, State, Zip: Klamath Falls, Oregon 97603
Contact Person: Brian Smith
Phone Number: 541-273-0700
Tax ID # or SSN: 20-4848979
Email Address: brian@indadv.com
Web Site Address: (StateUSBC) <http://www.osusbc.webs.com/>
Title of Project: 2013 Oregon State Bowling Tournament

Brief Description of Project: The State of Oregon USBC Association has awarded the 2013 Oregon State Bowling Tournament to Hanscams Bowling Center in Klamath Falls, Oregon. This tournament will highlight Klamath Falls to bowlers from the entire state over a period eight weekends beginning April 13, 2013 and ending June 2, 2013. The Klamath Basin USBC Association is responsible for managing the tournament and will be advertising to all bowling centers throughout the state of Oregon to sign up as many teams as possible to compete in the state tournament. In 2006, the last time this event was held in Klamath Falls, over 670 five man teams participated over the eight week period. These tournaments generally bring spouses, kids and friends for two and three day trips to the host town.

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 9/27/2012

Signature of Board Chair _____

Date _____

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	\$10,000.00				
Cash Match -					
Source: State USBC	2,500.00				
Source:					
Source:					
Total Cash Match	2,500.00 -	-	-	-	
Other Funding Sources:					
Source: KBUSBC	2,500.00				
Source: Local Sponsors	10,000.00				
Source: State USBC	2,500.00				
Total Other Funding Sources	15,000.00	-	-	-	
Total Projected Revenue	\$27,500.00	-	-	-	
EXPENSES					
Advertising					
Print	15,000.00				
Web	1,800.00				
Other Internet					
Other (Magazine/Papers)	5,000.00				
Total Advertising	21,800.00	-	-	-	
Printing					
Postage	1,500.00				
Misc/Other (Explanation Req'd):					
Other: Design Fees	1,250.00				
Other: Posters	1,500.00				
Other:					
Other:					
Total Miscellaneous/Other	1450.00	-	-	-	
Total Projected Expenses	27,500.00	-	-	-	
Net Projected Income<Expense>	0.00	-	-	-	

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?

Highlight the opportunity to market Klamath Falls as a community in support of the single largest bowling tournament of the year for all bowlers in Oregon. Also, Klamath Falls lies in a direct path to Nevada, the host of the 2013 Nationals Tournament that will allow people to fit in dual tournaments in a single trip, we are regularly a stopover point for National Bowling Tournaments in Nevada and participation has increased in years when tournaments coincide with each other.

2. What are the project activities?

The primary project activity is bowling. However, each team bowls over two or three days and has a tremendous amount of down time between three hour bowling sessions. Bowling tournaments allow for visitors to have time to engage other activities in the community and it is the intention of the Klamath Basin USBC to establish offsite activities such as Museum visits, Open Houses, Kids Activities, and other community centric events.

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

The project will begin the weekend of April 13 and be completed the weekend of June 2. It is anticipated that we will see an equal number of teams over the eight week cycle, estimates are 80 plus teams a weekend, or 400-700 visitors a weekend for eight weeks.

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

Our target market is league bowlers in Oregon. Our strategy is to develop a comprehensive marketing plan to reach out to the individual bowling centers that are also members of the USBC. We will provide those centers with materials that establish a value proposition for attending this year's State tournament, a proposition that reaches beyond the actual tournament. We will highlight the area attractions available for down time each day, specials established with companies in partnership with the Klamath Basin USBC and the value of using this tournament as a stepping or return point to the national tournament in Nevada.

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 there to be upwards of 3,200 visitors to Klamath County over an eight week period. The tournament will provide detailed guest lists of bowlers and we can compare that list to our local association list to determine the actual number of participant from out of the area. The average bowler brings a spouse or children to weekend long tournaments, we are being conservative in our estimates of guests based on the average number of five man teams participating in past tournaments.

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

We will be using functions like Early Arrival Bowling Tournaments that allow bowlers to practice on lanes prior to the actual qualifying lines. We will also have a golf event if weather permits and will actively advertise Klamath as a great stop over destination for the hundreds of Oregon bowlers that travel to the National Tournament in Nevada.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Klamath Basin USBC is a direct extension of the State and National USBC.

The United States Bowling Congress officially launched Jan. 1, 2005, as the organization to serve amateur adult and youth bowlers in the United States. It resulted from the merger of the American Bowling Congress, Women's International Bowling Congress, Young American Bowling Alliance and USA Bowling. Today, USBC serves more than 2.6 million members.

On August 1, 2005, Oregon became the first state to Merge it's bodies under the USBC. The OSUSBC is the state governing body for bowling in Oregon and is recognized by the United States Bowling Congress.

We strive to maintain the tradition of excellence in our sport established by those before us and like the USBC stand for values that include: credibility, dedication, excellence, heritage, inclusiveness, integrity, philanthropy and sportsmanship.

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?

The Klamath Basin USBC through its conversion from earlier associations has been managing tournaments in Klamath County for over sixty years. The venue, Hanscams Bowling Center has been in operation for over 55 years by the same family. Members of the local association include area professionals from all walks of life, including the ownership group of the Epicenter Bowling Complex where two Oregon State tournaments have been held with extremely successful results.

MARKETING PLANS

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

We will prepare direct marketing messages like flyers, brochures and advertisements in bowling centers across Oregon. We will also advertise in the two Bowling centric magazines as well as in the Portland based Bowling centric newspaper. We will also send a direct marketing pieces to each registered USBC bowler in the State of Oregon that describes the advantages of the 2013 tournament and how it offers a better than usual value proposition for bowling.

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

Bowling entries will be submitted to the Klamath Basin USBC by March, we will begin to see the numbers and allocation of visitors by weekend beginning in January 2013 as entries are received and processed by the State USBC.

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

While planning has begun, no advertisements have been done by either the State or Local USBC. This grant will allow us to aggressively market this event to the exact target audience needed to make it successful. We will enhance the efforts of the State and reinforce the value and personal propositions that make Klamath Falls an ideal getaway in the spring.

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 Klamath Basin USBC has over 700 active members that bowl each week for 36 weeks. Volunteers are part of the fabric of the bowling family and have been in Klamath Falls for over 60 years. Every tournament in Klamath Falls is run by the local USBC and every bit of work has been done by volunteers. This project will benefit the community because it will bring thousands of unique visitors to the area at a time that we are generally not a destination for visitors. This will provide a shot in the arm to our local economy that is reserved for very special events and will be supported by outside organizations with a vested interest in the overall success of the event; that being the National and State USBC. However, while their involvement will help to lend credibility and power behind the bowling message, they will not tailor the message to highlight the advantages of Klamath Falls and what we have to offer for the guests.