

Print

Economic Development Grant Application - Submission #741

Date Submitted: 9/30/2019

Title of Project*

2020 Home & Outdoor Expo

Funds Requested*

15,000.00

Grant Manager/Contact*

Heather Crowder

Organization Applying*

Klamath Basin HBA

Applicant Type*

Please check one

- | | |
|--|---|
| <input checked="" type="checkbox"/> Non Profit | <input type="checkbox"/> Private Business |
| <input type="checkbox"/> Public Body | <input type="checkbox"/> Other |
| <input type="checkbox"/> Tribe | |

Phone Number*

541-884-8570

Email Address*

eo@klamathbasinhba.org

Address

205 Riverside Drive, Ste G

City

Klamath Falls

State

OR

Zip Code

97601

Brief Description of Project*

Since 1975 the Klamath Basin Home Builders Association has been operating the annual home show in Klamath Falls. This annual event provides over 75 local businesses with the opportunity to market their products and services to over 4,000 attendees. It offers those attendees more than just a walking through and talking with businesses experience, as seminars, presentations and hands-on demonstrations are also available with more being developed each year. Additionally, vendors offer event specials to increase their sales and all vendors donate products and services to be given away daily or at the end of the event.

Proceeds from the event fund the HBA operating budget and donations to seven local non-profits. Additionally, over a thousand pounds of food is collected for the local food bank.

Exhibitors profit from sales made during the Expo and our community profits from the additional time and money spent locally which boosts the economy of our community.

If awarded a grant, the HBA will begin development of advertising and will advertise as soon as November 1 Marketing to the public to begin about Jan 15 and run through March 15
A final thank you ad is customarily run at the end of March.

Also provide a project schedule if possible.

Explain the source of all funds for this project*

The Home & Outdoor Expo is funded through booth sales, sponsorships and admission fees. Receiving a grant from the county will enable us to increase the advertising reach and frequency, which will help boost attendance. If a smaller grant is received the HBA will still increase the advertising based on the best frequency and reach we can with the available funds.

In addition to this answer, a project budget is necessary. A detailed budget is not required; in the box below provide a general financial description. Identify how this project would be modified if only partial funding from the County is obtained. Be sure to include the required 30% cash match in your budget

Explain what exactly the project funds (and especially the county funds) will pay for*

The HBA is asking the County for funds to expand our advertising in and outside Klamath Falls. Through 2018 the HBA only dedicated \$5,000 to advertising. We were fortunate that most of our regular outlets allowed the pricing to stay the same for a long time. Prices have gone up and in 2019 the costs were \$7,500 with a few changes. Our goal is to increase the advertising done locally (radio, tv, outdoor boards) as well as pushing the advertising over to surrounding areas like Medford, Eugene, Bend and into Northern California.

Identify how this project would be modified if only partial funding from the County is obtained. Be sure to include the required 30% cash match in your budget

Identify the specific economic development benefits from this project*

The direct economic benefit to the community is three-fold. First, additional funds will be spent with local advertising and marketing agencies, Television stations and billboard companies. Secondly, this additional advertising will bring in a larger volume of attendees who, as our experience has shown, will in turn buy from vendors at the Expo. Those vendors have local employees.

Lastly, since the Expo is trying to feature local outdoors activities this has a dual function for local and non-local attendance. Those who come here from other areas will need lodging and food and fuel – helping businesses that are not participants in the Expo as well.

Reference to economic development objectives in section 5 in grant memorandum

Identify how this project is consistent with regional or local economic development plans*

The Expo (and its preceding 44 shows) have always been a source of fostering economic growth of our area and businesses. The transition from the Home Show to the Home & Outdoor Expo reflects the changing business and consumer dynamic in our area.

The promotion of the local building industry, working towards affordable housing in Klamath & Lake Counties as well as the workforce shortages are focal points for the HBA. The success of the Expo is directly tied to the HBA's available time and resources to work on these issues.

<http://www.scoedd.org/docs/2013%2020CEDs%20Final.pdf>

Describe the prospective applicant's experience in administering and/or delivering similar types of projects*

Since 1975 the HBA has been running a successful Home Show which is our primary source of funding to be here and support the communities that we serve. The current leadership and staff of the HBA has been with the Association from less than one year through 20 years.

Describe how the prospective applicant intends to publically acknowledge the assistance received from the County:*

Public acknowledgement of grant funds will be done through placing the County as a sponsor of the Expo (*if acceptable). If the terminology of the County being viewed as a 'sponsor' of the event is an issue, the HBA can place the County's logo on posters for the Expo (with a notation that grant funds helped to make this possible) which are up from late January through mid-March.

Website and social media posting will also be done.

(*permissions will be requested from Klamath County per guidelines)

At a minimum, the applicant will provide a press release to local media

Let us know of any questions, comments or concerns that you would like to give us about the Economic Development Grant Program or any feedback you would like to offer**Supporting Docs (put them all in one file)***

HBA Supporting Docs 2019.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 ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally ***These documents must be uploaded as ONE pdf document. ***

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 fulfilment 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

Heather A Crowder

**Klamath County Economic Development Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
County Grant Request	15,000				
Cash Revenues -					
Source: Sponsorships	6,500				
Source: Booth Fees	55,000				
Source: Admissions	7,000				
Total Cash Revenues	68,500	-	-	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	0	-	-	-	
Total Revenue	83,500	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs (Door Workers)	3,000				
Travel costs					
Materials and supplies (Program)	5,000				
Professional services (Design/Print)	2,000				
Other: (Rentals)	10,300	-	-	-	
Other: (Radio/TV Advertising)	3,500				
Other: (Billboard Ads)	2,400				
Other: (Newspaper Ads)	2,500				
Total Cash Expenses	28,700	-	-	-	
In-Kind Expenses					
Labor (Pipe and Drape Set-up)	1,300				
Other: (TV Advertising)	1,000				
Other: (Magazine Advertising)	1,000				
Other:					
Other:					
Other:					
Total In-Kind Expenses	3,300	-	-	-	
Total Expenses	32,000	-	-	-	
Net Income<Expense>	51,500	-	-	-	

NOTES

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
Value all volunteer labor at \$12.50 per hour for in-kind revenues and expenses.



To whom it may concern,

The Klamath County Chamber of Commerce supports the efforts of the Klamath Basin HBA to obtain a grant from Klamath County to enhance the marketing efforts for the Home & Outdoor Expo in 2020.

We believe the changes the HBA has made in the last year, from the former Home & Garden Show, will be continued as they move toward the 2020 event. These changes will increase the number of local and non-local participants as well as visitors. We believe the increase in participants and visitors will bring new customers and sales to our local businesses for the coming year and years to come.

We wish the Klamath Basin HBA the best of luck in the pursuit of this grant.

Sincerely,

Heather Tramp
Executive Director
Klamath County Chamber of Commerce
(541) 884-5193



5143 South Sixth Street · Klamath Falls, OR 97603 · (541) 884-0114 · Fax: (541) 884-5096
partytimeenterprise@gmail.com website: www.partytimeoregon.com · www.powerpacrentals.com

September 30, 2019

Dear Heather,

Party Time Enterprise Inc/Power Pac Rental & Sales supports the efforts of the Klamath Basin HBA to obtain a grant from Klamath County to enhance the marketing efforts for the Home & Outdoor Expo in 2020.

We believe that the changes the HBA is making to the former Home & Garden Show will increase the number of non-local participants and visitors. These non-local vendors and visitors will mean an increase to the lodging and restaurant industries and more.

We wish the HBA the best of luck in the pursuit of this grant.

A handwritten signature in cursive script that reads "Michele Havird".

Michele Havird
Office Manager
Party Time Enterprise Inc
Dba Power Pac Rental & Sales

September 27, 2019

Heather Crowder
Klamath Basin Home Builders Association
205 Riverside Drive, Suite G
Klamath Falls, OR 97601

RE: Letter of Support for Klamath County Economic Development Grant

Dear Heather,

SmithBates Marcomm Solutions supports the efforts of the Klamath Basin HBA to obtain a grant from Klamath County to enhance the marketing efforts for the Home & Outdoor Expo in 2020.

We believe that the changes the HBA made last year to the former Home & Garden Show and is continuing to move towards for 2020's event will increase the number of local and non-local participants and visitors. This increase will bring in new customers and sales to our business for the coming year and more.

We wish the HBA the best of luck in the pursuit of this grant.



Ann Cavanaugh
Vice President/CFO

We make
you look
really good.