

Print

Klamath County Tourism Grant Application - Submission #1647

Date Submitted: 3/11/2021

I have read the Grant Guidelines posted on March 1, 2021

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

N/A

Project Title*

Weekly Live Music & Food Truck Events

Grant Cycle*

Spring

Amount Requested*

25000

Total Project Cost*

25000

Entity Federal Tax ID Number

833051574

All expected expenditures including your amount requested and your required 30% cash match (only if your amount requested is \$3,000 or more)

Do not enter if putting in SSN

Entity Name*

Trajan Corp - Crater Lake Resort

Grant Contact Name*

Matthew Hadler

Email Address*

Matt@craterlakeresort.com

Address*

50711 HWY 62

City*

Fort Klamath

State*

Oregon

Zip Code*

97626

Phone Number*

415-301-1396

Fax Number

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

reply email

Matt@craterlakeresort.com

reply email

Matt@craterlakeresort.com

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

yes

If yes, please enter name

Name

Matthew Hadler

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Drive year-round destir



Project (250 words or less)*

We will host live music with Michael Quinn & Cherry Wine and Heavenly Thai food truck every other Friday and Saturday for a total of 16 weekends. The band and food trucks are Klamath County businesses that will partner with Crater Lake Resort to bring needed family-oriented entertainment, prepared food, and foot traffic for tourists, guests and locals to unwind and enjoy the Summer days in Fort Klamath. This event will benefit the lodging in the immediate surrounding area of Fort Klamath and also in the greater Klamath County area. The impressions made here will bring repeat businesses for years to come. Looking at last years success, we found that people really enjoyed the events and further, we found that the events were something people in Fort Klamath and Chiloquin needed very much. This event will also help support our employees by adding an additional 42 man-hours per event minimum for a total of an extra 672 man hours that otherwise we would not be able to support. The intent here is to bring up the average length of stays, make solid impressions on those guests and tourists who stop in to attend the event bringing back repeat and new business. We anticipate up to 50 people per event in May and June and up to 100 people per event in July and August. Heavenly Thai experienced 83% increase in revenue here compared against their days in Klamath Falls. Our main lawn will host the event where people can layout on the grass with their families while they eat and enjoy the music but also maintain the space, they feel is safe for social distancing. Tables, seating and areas to eat will also be provided.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

We are requesting funds in support of this event for the following items;

1. Additional payroll to support the event
2. Costs associated with procuring the band and stage materials
3. Personal protective equipment and supply for the safety of attendees and employees
4. Hardgoods in support of providing adequate tables, seating, shade and security for all who attend and employees.
5. Consumables
6. Promotional materials
7. Website marketing
8. Hardgoods for cleanup and trash collection
9. Increased operational costs associated with the added number of people and waste
10. Increased operational costs associated with the increase energy and utilities for the food truck

Describe the need for your project

Long-Term (250 words or less)*

Our plan is to prove that Fort Klamath and Klamath County are less of a stopover for those traveling here to visit the National Park and more of a destination. We want to provide a place where people come to stay longer and enjoy life better. We are looking to improve both the lodging experience and length-of-stays in our immediate area. We intend to improve the success of all lodging here including the Aspen Inn, Crater Lake Country Inn & Suites, Jo's Motel, and other private lodging enterprises. We also need prepared food here and the provision of Heavenly Thai on-site fills this large gap for both guests and locals. We intend to provide a permanent fixture and pad for the food truck so that a food truck can become a permanent fixture on-site. Something that has been reported to me by everyone, guests and locals that is not an option at the moment.

What is the long-term plan for your project

Measurability (250 words or less)*

With the use of these funds the County will be supporting an additional \$17,280k in payroll to our employees. We will realize an additional \$64k in revenue. Heavenly Thai food truck will realize an additional \$43k in increased revenue from what they would earn in Klamath Falls. The band will realize fixed revenue plus additional tips, approximately \$9,600 in contractual costs plus \$8000 in tips. The surrounding lodging will find walk-ins arriving and filling up their cabins after those guests had stopped, eaten and enjoyed the music and decided to stay. As an example, the Aspen Inn realized an increase of 22% in walk-in traffic during our events last year. Our repeat business from last year has already started to come in and we intend to continue to create more repeat business for Klamath County in 2022 and beyond. This event supports this endeavor. The projected total revenue generation of this Summers events will be approximately \$135k plus an additional \$17,280k in payroll for our employees. That's a ROI for the grant funds of 540%. Pretty good return on the County's money.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

Our community needs this. We do NOT have a place to eat that is safe for families. We do NOT have events here. Guests don't have these either. Our community is a working community where their time is balanced between hard work on the ranches, daily labor and services and bringing up their families. This event offers a respite from the daily grind, providing a safe and wonderful place to relax during the hot summer nights. We have received thanks many times over for putting this together. Testimonials from past guests and locals offering thanks for this have given us further proof of a need that was being filled.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Local Partners/Sponsors:

1. Discover Klamath has demonstrated their support through a letter written outlining the value of this event.
2. The Fort Klamath CI club stands in support of this event.
3. Our employees stand to gain from this event in the form of a positive work-environment and additional money in their pockets
4. Heavenly Thai will gain additional business and exposure and a wonderful place to work.
5. Michael Quinn and Cherry Wine will gain the security of a set playing schedule, increase revenue through contract and tips and increased exposure.
6. Employees will receive an additional payroll that otherwise would not be provided.
7. The immediate local community will have a place to bring their families and enjoy each others company while also being able to visit and develop ties.
8. Tourists will find a place that they will want to visit again in the future and may even want to move to.

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

With this unique event we are building our community and bringing people together. There is a definitive need for an event such as this in Fort Klamath and the surrounding community. Fort Klamath once had an event called Fort Klamath Days but since 2012 hasn't seen anything like the event we are proposing. We feel that this event will create lasting and fond memories for our guests, passing patrons and tourists. This will generate return tourism dollars to the area annually not only for ourselves but the surrounding lodging industry. As we receive more annually returning guests, we will be able to provide heightened tax revenues year-over-year. This event will provide a getaway for Klamath Falls residents as we are a short drive up HWY 97. Partnering up with local Klamath County and Klamath Falls businesses builds strong relationships and develops a prosperous environment to support one another.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

This event provides an all-inclusive place for attendees. There is no cover charge. All may attend, walk-ins, drive-byes, guests, non-guests, locals or non-locals. Doesn't matter. All may attend.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

We are partnering with you the County, our local band Michael Quinn & Cherry Wine and our local food truck Heavenly Thai. We are also partnering indirectly with local lodging like the Aspen Inn and others.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season (October through May)? **yes/no***
yes

Does the project/event occur outside urban growth boundaries? **yes/no***
yes

Required supporting documents*

Klamath County Grant Application.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 ***All grant applicants are required to submit a grant timeline. ***All grant applicants are required to submit proof of insurance and insurance packet. ***These documents must be uploaded as ONE complete PDF file.

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

Matthew I Hadler

Date/Time*

3/11/2021

10:15 AM



March 5, 2021

Mr. Matthew Hadler
Crater Lake Resort
50711 OR-62
Fort Klamath, Oregon 97626

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

RE: Letter of Support: Crater Lake Resort Summer Festival Series

Dear Matthew & Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports Crater Lake Resort's effort to secure a **Klamath County Tourism Grant**, to help facilitate a summer-long series of music/food events at the Crater Lake Resort property on Highway 62 near Fort Klamath.

There are many aspects of this proposal that are noteworthy: (a) Goals: the Event Manager's goals are consistent with those of Discover Klamath, particularly with respect to extending the visitor's stay, (b) Location: Hwy 62 during summer weekends is highly travelled, meaning the likelihood of out of town attendance at these functions is high, (c) Demand: food, music, and family-friendly events are not plentiful in the Fort Klamath area, meaning these events will establish and support themselves quickly with a large local audience, in addition to out of area visitors staying in the Crater Lake, Fort Klamath, Rocky Point, and Chiloquin areas.

Inasmuch as the property's owners piloted this program in 2020 and are now ready to elevate this to a higher level, we are confident they'll be successful. If awarded a tourism grant, our organization looks forward to supporting ongoing efforts of the Crater Lake Resort's owners to develop and promote this summer-long series of family-friendly food and music events.

A handwritten signature in black ink that reads "Jim Chadderdon".

Jim Chadderdon
Executive Director

GAMBLER 500 LLC

March 16, 2021

Grant Committee,

This is a letter in support of Matthew Hadler and the Crater Lake Resort. I've had the pleasure of working with Matt in collaboration with our event the Gambler 500 an annual festival of sorts that occurs in North Klamath County.

Their obvious commitment of furthering tourism in Klamath County is admirable as is their skill and professionalism. I admire Matt's ability to think out of the box to develop fun events that are sure to draw people to this beautiful area for generations to come.

I believe that evolution of the events held at Crater Lake Resort are sure to draw an increased level of annual visitors and I look forward to supporting his efforts in perpetuity.

Sincerely yours,

Tate Morgan
Gambler 500
tate@gambler500.com
971-284-3477

March 16, 2021

To Whom It May Concern,

We are Randall and Jeanie Kizer, Loosley Ranch, 8181 Loosley Rd, PO Box 512, Fort Klamath, OR 97626. Jeanie Kizer is currently the President of Civic Improvement Club, PO Box 483, Fort Klamath, OR 97626. Jeanie is also the Secretary of the Fort Klamath Community Church, PO Box 444, Fort Klamath, OR 97626.

It has been brought to our attention that Crater Lake Resort is applying for a Spring Grant for 2021 live music events. With COVID our CI Club and Church Events have been greatly diminished and as a community we are very close and sadly many of our folks have chosen to stay in. Last summer Crater Lake Resort had several weekend music events with all the precautions and safety in place. Our community ventured out on those nights to fresh air, good food and enjoyed seeing one another. The events bring continuity and pleasure back to our lives. We look forward to 2021 with more freedom, exercise through dance and seeing our community come back together healthy and safely.

We highly recommend Crater Lake Resort receive this honor of your grant. Thank you for taking this into consideration.

Blessings,

Handwritten signatures of Randall and Jeanie Kizer. The signature for Randall is written in a cursive style, and the signature for Jeanie is written in a simpler, more legible cursive style.

Randall and Jeanie Kizer

Business Crater Lake Resort
 Event Name Weekly Live Music and Food Truck Event
 Time 1130am-730pm

BUDGET BREAKDOWN

Category	Entity/Item	Cost/Pay Rate	Quantity	Total
Music	Band	\$300	32	\$9,600
Food	Food Trucks	\$650	2	\$5,200
Hardgoods	Seating	\$35	40	\$1,400
	Tables	\$200	10	\$2,000
	Umbrellas/Shade	\$200	10	\$2,000
Consumables	Refuse Supplies	\$25	1	\$100
	Increased Refuse Capacity	\$200	2	\$1,600
	Bathroom Supplies (paper products an	\$25	1	\$100
	Hand Sanitizer & Other Cleaners	\$40	1	\$160
	Water Treatment System Supplies	\$25	1	\$100
	Employee Personal Protective Equipme	\$20	7	\$560
Payroll	Safety/Security Personnel	\$15	8	\$4,320
	Parking Attendants	\$15	8	\$4,320
	Cleaning Personnel	\$15	8	\$4,320
	Maintenance Personnel	\$15	8	\$4,320
Marketing	Promotional Materials	\$200	1	\$3,200
	Signage	\$900	1	\$900
	Website Promotion Activities	\$2,000	1	\$2,000
	Social Media Promotion (ongoing)	\$600	2	\$1,200

Total \$47,400