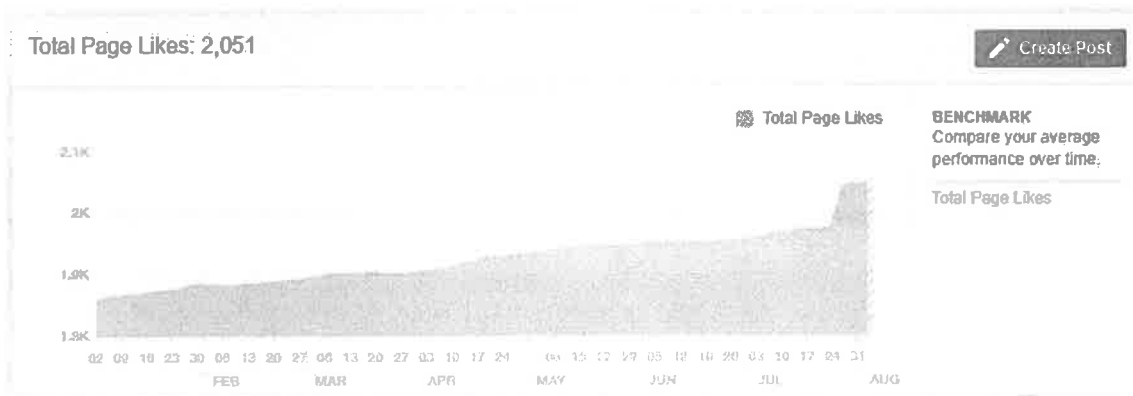


# Klamath County Tourism Grant Traditional Final Report

**Title of Project/Funds awarded:** Steens Sports Park web page - \$25,000  
**Date of Project:** November 2020- June 2021  
**Name of Organization:** Steen Sports Park  
**Contact Person:** Mike Reeder  
**Address:** 4500 Foothills Blvd.  
 Klamath Falls, OR 97603  
**Phone:** 541-892-6453

## 1. Infrastructure Project provide photographic Evidence:

The following are samples of the demographics of the web site showing an overall increase of usage over time.



Page	Pageviews	% Pageviews
1. /	4,664	41.71%
2. /tournaments/	2,246	20.09%
3. /sports/baseball/	1,142	10.21%
4. /about-us/	335	3.00%
5. /contacts/	315	2.82%
6. /sports/	302	2.70%
7. /sports/indoor-batting-cages/	234	2.09%
8. /activities/	229	2.05%
9. /sports/soccer/	219	1.96%
10. /faq/	212	1.90%

Chart showing increase in social media use over time

### Post Reach and Engagement

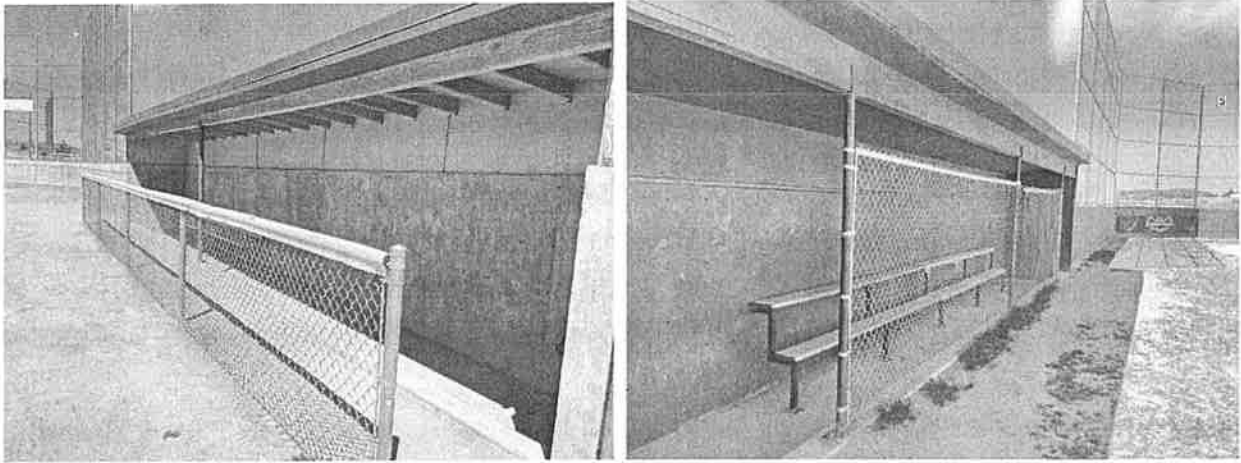
Reach: Organic / Paid | 
 Post Clicks | 
 Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/04/2021 4:50 PM	Thanks to the Klamath County Youth Sports Complex Board, Steen Sports			493	12 18	<b>Boost Post</b>
08/03/2021 10:34 PM	Register at LegacySportsFastPitch.com See you			349	4 6	<b>Boost Post</b>
08/02/2021 8:47 AM	New Cage hours until further notice			1.1K	11 6	<b>Boost Post</b>
07/26/2021 6:10 PM	This morning we woke up to the aftermath of the vermin that crawled			15.9K	5.1K 943	<b>Boost Post</b>
07/26/2021 3:08 PM	With the support of Pacific Power's Blue Sky Program, Energy Trust of			475	0 8	<b>Boost Post</b>
07/22/2021 3:14 PM	the refreshing high-desert climate averages temperatures in the			434	3 8	<b>Boost Post</b>
07/12/2021 7:12 PM	Klamath's sporting roots go back decades. With a baseball stadium			575	6 13	<b>Boost Post</b>
07/10/2021 2:03 PM	Bating Cages will be closed this Sunday, July 11. Sorry for any			307	0 0	<b>Boost Post</b>
07/09/2021 3:10 PM	The 60,000sq ft indoor space at Mike's Fieldhouse is extremely			455	4 3	<b>Boost Post</b>
07/05/2021 2:32 PM	Next Saturday, July 10th, the 7th Annual Basin Brew & Q will be held			373	18 3	<b>Boost Post</b>
07/02/2021 11:29 AM	We are so excited for this inaugural event. Come join the fun as we			465	13 3	<b>Boost Post</b>
06/30/2021 7:20 PM	At all of our tournaments you will find plenty of food and other activities to			717	40 21	<b>Boost Post</b>
06/24/2021 6:38 PM	With over 300 days of sunshine and moderate temperatures year round,			717	30 52	<b>Boost Post</b>
06/16/2021 7:07 PM	Looking for a softball tourney? Steen Sports park is the place to			2.9K	58 19	<b>Boost Post</b>
06/15/2021 6:32 PM	Daily movement is an important pillar to everyday life. As a certified Blue			359	2 8	<b>Boost Post</b>
06/10/2021 5:33 PM	In addition to being a regional destination for sporting events,			645	25 23	<b>Boost Post</b>
06/03/2021 6:33 PM				338	7 4	<b>Boost Post</b>

Screen shot of new and improved web showing its transition into a commerce site

The screenshot displays the website for Steepest Sports Park. At the top, there is a dark navigation bar with the text "COVID-19 GUIDELINES & POLICIES" on the left and social media icons for search, Facebook, Twitter, and Instagram on the right. Below this is the "Steepest SPORTS PARK" logo. A secondary navigation menu includes links for HOME, ABOUT US, FACILITIES, TOURNAMENTS, ACTIVITIES, MAXIEM DIAMOND ACADEMY, GAVEY AWARDS, and VISITORS. The main content area features a large hero image of baseball players from behind, with jersey numbers 3, 17, and 5 visible. Below the hero image is a paragraph of text: "Steepest Sports Park hosts to many tournaments of various sports for both youth and adult competition throughout the year. We will provide live streaming to members and guests. Our tournaments are events where you will find events, all for and other activities available during the year. If you are interested in participating in one or more of these events, please click on the respective sport you wish to compete in to register." Below this text is a grid of six sports categories, each with a representative image and a "SIGN UP" button: ADULT SOFTBALL (softball and bat), FASTPITCH (fastpitch softball), BASEBALL (baseball), SOCCER (soccer ball), CORNHOLE (cornhole board), and PICKLEBALL (pickleball court).

Photos showing new protective fences surrounding dugouts on softball fields and new information kiosk at batting cage building



2. Detail Matching funds and proof (attached invoices)

a. Discover Klamath	\$14,234.14
b. Superior Fence/Landscaping	\$18450.34
c. Rocky Mt. Construction	\$10,000

3. Budget attached:

4. No marketing dollars spent

**5. What part of your project was most successful, least successful?**

The most successful part of the project was the up-dated web site and social media pages. The conversion to a commerce and interactive page allowed us to post the tournament schedule for the year which allowed teams from all over the west coast to preview our park and register in advance for the tournaments. This resulted in a successful season this year as well as allowing us to pre-register teams for the anticipated tournament schedule for the next year. The changes to the fields had a smaller impact on the games and tournament play.

Signed:

  
Mike Reeder Steen Board President

*Aug 24, 2021*

Klamath community Youth Sports Complex  
d/b/a Steen Sports Park  
Tourism Grant

Web Development

Discover Klamath	11/25/2020	5,000.00
Diiscover Klamath	2/8/2021	7,000.00
Diiscover Klamath	2/8/2021	167.76
Diiscover Klamath	6/2/2021	83.88
Lindsay Smith designs	12/31/2020	<u>1,982.50</u>
		<u>14,234.14</u>

Landscaping

Gastaldi Excavating	3/22/2021	5,000.00
Go Superior Now	4/1/2021	4,285.05
Ewing	4/20/2021	2,637.10
Go Superior Now	6/4/2021	3,000.00
Go Superior Now	6/4/2021	322.84
Superior Landscape	6/15/2021	567.77
Ewing	7/8/2021	<u>2,637.58</u>
		<u>18,450.34</u>

Rocky Mountain Construction in-Kind 10,000.00

Total 42,684.48

**Steen Sports Park**

**Tourism Grant**

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$25,000.00		\$25,000.00	
<b>OTHER INCOME</b>				
Klamath Basin Pickleball Assoc	\$5,000.00			
Steen Sports Park	\$10,000		\$30,732.14	\$10,000.00
<b>SUB TOTAL INCOME</b>	\$40,000.00	\$0.00	\$55,732.14	\$10,000.00
<b>TOTAL INCOME</b>	\$40,000.00		\$65,732.14	

**EXPENSES**

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Discover Klamath Web development	\$13,400.00		\$14,234.14	
2	Landscaping (Superior Landscaping labor	\$15,000.00		\$18,450.34	
3	Gravel, soil (Rocky Mountain Construction	\$10,000.00			\$10,000.00
4	Trees, shrubs	\$1,600.00		\$0.00	
	<b>SUB TOTAL EXPENSES</b>	\$40,000.00	\$0.00	\$32,684.48	\$10,000.00
	<b>TOTAL EXPENSES</b>	\$40,000.00		\$42,684.48	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "AC