

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Spring 2017 _____
Title of Project: Rural Klamath Connects Community & Regional Branding
Funds Requested: \$2,500 _____
Organization Applying: City of Malin _____
Contact Person: Kay Neumeyer, City Recorder _____
Phone Number: 541-723-2021 _____
Email Address: cityofmalin@yahoo.com _____
Mailing Address: 2432 4th Street Malin, OR 97632 _____
Web Site Address: www.cityofmalin.org and www.ruralklamathconnects.org

Brief Description of Project including date, time and location:

The Rural Klamath Connects (RKC) Network, representing Bonanza, Merrill, Malin, Dorris and Tulelake, is seeking funds to hire a branding/marketing professional to help identify brand promise (value proposition) and create conceptual brand designs for the individual communities and the Rural Klamath Connects region. Community and regional branding has been prioritized by the Network as key to further strategic community development efforts to attract outside visitors to the region.

The communities will jointly hire a branding professional during the summer of 2017. Community teams will work with the branding consultant during the late summer/early fall to design brand concepts in preparation for the Travel Oregon Rural Tourism Studio workshop series beginning in October 2017. We will validate concepts and get broader community feedback during the Rural Tourism Studio program that will occur from October-December of 2017.

Jim Chadderdon of Discover Klamath has provided the Network with training and guidance on community branding strategies and led a workshop to identify initial branding ideas. The branding/marketing professional will work with individual communities and the larger Rural Klamath Connects Network to further develop these ideas resulting in conceptual designs. The City of Merrill, the City of Malin, and the South Central Oregon Economic Development District (on behalf of Bonanza Cares) are each requesting funds and submitting separate branding proposals for the Klamath County Tourism Sponsorship Grant to further individual community branding efforts, along with more regional branding.

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Kay Neumann Date 4-27-17
City Recorder

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

If tourism is to become a more significant part of the economic base in rural Klamath, professional branding and marketing are needed to tell our story to the outside world in a compelling and enticing manner. The Rural Klamath Connects (RKC) Network (including the communities of Bonanza, Merrill, Malin, Dorris and Tulelake) has embarked on a branding initiative designed to develop distinct, yet interconnected, brands for each of its member communities as well as the southern Basin region.

We are seeking funds from Klamath County to support a strategic planning and design process to develop conceptual branding ideas and preliminary designs. A brand paints a picture of how the community views itself and showcases its assets. A successful brand will show visitors what the rural communities and south Basin region can offer visitors. Successful branding has been shown to lead to increased tourism.

This fall RKC will participate in Travel Oregon's Rural Tourism Studio (RTS), in collaboration with South Central Oregon Economic Development District (SCOEDD). The RTS assists rural communities with the development of their tourism industry in a way that will help stimulate the local economy, protect and enhance local natural and cultural resources, and foster pride among participants.

RTS workshops will assist the region in developing agri-tourism, cultural tourism, and recreational tourism opportunities, with the goal of encouraging visitors to explore more rural areas outside of Crater Lake National Park and Lava Beds National Monument. Other initiatives of the RKC are targeted towards developing and improving its unique features and creating activities that will engage and entertain visitors once they arrive, encouraging longer visitor stays. Our partnership with TO will also better train our region on developing family friendly visitor opportunities.

Travel Oregon has encouraged RKC to develop branding concepts prior to the RTS workshops. Jim Chadderdon, Executive Director of Discover Klamath, recently engaged over fifty RKC community team members in a dynamic, motivating discussion and brainstorming session on community and regional branding. A copy of the initial ideas and attributes identified for each community along with a synthesis of preliminary regional branding themes is included with this application.

This brand brainstorming activity, along with completed asset mapping, provide a strong foundation for the next step of creating conceptual designs. The Network is ready to move forward with development of a Strategic Concept which will identify the "Big Idea" that will bring people to the region, result in community buy in and be consistent with the Discover Klamath brand. To do so will require funding to hire a conceptual branding/marketing professional to work with the teams to flesh out, build on, and refine the initial concepts. More broadly, the branding professional would work to identify brand promise (value proposition) for each individual community and the RKC Network region. Simple, initial brand sketches or visuals will be created. Once that is complete, the communities can validate concepts and get broader community feedback during the Rural Tourism Studio workshops.

After the Rural Tourism Studio, the Network will be eligible to seek funds from Travel Oregon and other resources to continue working with a branding creative team to make refinements based on community feedback and strategic goals from the Rural Tourism Studio. This subsequent funding will allow us to complete development of a Creative Brand and a comprehensive Marketing Plan, in a way that ensures continuity, consistency, and greater connection to the Discover Klamath brand.

The Rural Klamath Connects Network includes five small communities: Merrill, Malin, Bonanza, Tulelake, and Dorris. Volunteer teams from each community are leading the charge in identifying local improvement and community engagement projects with dozens of additional residents involved in specific community improvement projects. The goal of the Network is to create programs, projects and events that encourage tourism, promote economic development, share our history, beautify our downtowns, and provide opportunities for our residents to invest their time and resources back into their communities.

The Rural Klamath Connects Network started nearly three years ago, following a 2014 regional Economic Vitality Summit in Klamath Falls with over 125 participants who identified downtown development and regional branding/marketing as priorities. Following the Summit, several community leaders initiated a revitalization/branding process for the Basin's rural communities, with the support of Community Systems, funding from The Ford Family Foundation, and Oregon Main Street. They have spent the past three years developing and implementing downtown revitalization projects including façade and streetscape improvements, murals, seasonal flower baskets and flags, new signage and walking paths and parks.

PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

The goal of working with a branding professional is to develop the tools needed to better market the region to out of county visitors. The branding effort will set the stage for increased out of county visits in the future. We will develop brands that are integrally related to community improvement projects, a variety of family-friendly events and activities of interest to out of the area visitors, and consistent with the Discover Klamath brand.

Final results of this project will include a clear message and identity plus creative marketing materials. Once the communities conclude the final step of the project in 2018 with creative designs and a marketing plan, we will work closely with Discover Klamath to market the rural region to out of county visitors and develop a visitor tracking process.

The branding initiative and Rural Tourism Studio project will help our area better plan and strategically develop the visitor potential of our region, creating opportunities to attract more visitors to our area and keep them longer. We will work closely with Discover Klamath and Travel Oregon to learn how to better track out of county visitors as we move forward with these initiatives. We can also learn from activities such as the Art of Survival Century Bicycle Ride who has used registration and survey tools to track visitor stays. As the rural region builds more lodging, (one of our goals), we will collaborate with lodging owners to count additional 'heads in beds' stays outside of Klamath Falls.

QUALIFICATIONS OF APPLICANT

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

Team Lead representatives from the Malin Community Service Club, the City of Malin, Bonanza Cares, Project Merrill, the City of Merrill, the Tulelake Revitalization Committee, and the Butte Valley Chamber of Commerce provide the organizational backbone support for the Network and leadership for their teams that include many additional organizations and community members, including business owners, local government, Chamber representatives, community members, the agricultural community, and local organizations. The teams have an extensive breadth of expertise and experience and are very committed to championing these efforts and getting others involved in the process.

The community teams are supported by a full-time RARE AmeriCorps participant who has been working with community members since September. The AmeriCorps participant is being hosted by the South Central Oregon Economic Development District (SCOEDD) under the guidance of Executive Director, Betty Riley. Betty has worked in the economic development for nearly thirty years and was integral in receiving the Rural Tourism Studio for our region.

The communities are collaborating with Discover Klamath and its Executive Director, Jim Chadderdon. The partnership and support of Discover Klamath will be important as we move forward with branding efforts, as community and regional branding will be complimentary to the Discover Klamath brand. We will work closely with Jim on recommendations for selecting a branding/marketing professional. Jim is also a member of the Rural Tourism Studio Steering Committee, as is Larry Whalon, Superintendent of the Lava Beds. We have also recruited Tonya Dowse, Executive Director of the Siskiyou Economic Development Council to the Steering Committee. SEDC has initiated a TBID (Tourism Business Improvement District) and is interested in working cooperatively with the Network as we develop tourism and our branding initiative.

The Network communities have also worked closely with Roi Crouch of Community Systems, (a consultant with The Ford Family Foundation) who provides community coaching support in the Basin. Roi has been involved in community building efforts as a trainer, facilitator, and resource broker with our rural communities for over a decade and will continue to provide support and guidance as we further develop their branding and tourism-related efforts.

4. Describe your team's experience in operating past or similar projects.

The Rural Klamath Connects Network has created the framework for the five communities to work cooperatively on more regional projects. One example is the annual Art of Survival Century Bicycle Ride over Memorial Day weekend. This event promotes the southern Klamath County and northern Siskiyou and Modoc County region by exposing riders to the many assets, and historical importance of our area. This event is in its fourth year and has been named the fifth best bike ride in Oregon by ORbike. This event is coordinated by a number of team members from multiple communities, along with the National Park Service and U.S. Forest Service. RKC Network has a proven track record of collaboration between different communities, along with outside organizations.

In March 2017, members of the Network launched the Rural Klamath Connects website, a collective site for all five communities developed with the assistance of Community Systems and funding support from The Ford Family Foundation. Representatives from each of the five communities received training and developed content for the website. Locals can share news

and project information, post links and directory information, and have access to a shared calendar. This essential communication tool was made possible by the support of all five communities working together. More information can be found at www.ruralklamathconnects.org.

The 4th of July partnership is an example of the communities working together to promote events in the region. The communities created an itinerary for the day encouraging community members and visitors to attend the Chili-Cook-Off in Bonanza, then join the Malin Car Show at Malin Community Park, and cap off the evening with a fireworks show in Tulelake. This collaborative effort works to promote events in the region, while encouraging people to explore the area further, providing an opportunity for people to attend multiple events in all three communities.

Several other regional projects that will help to promote tourism and family friendly activities are in planning stages, including a Barn Quilt project, historic pictures for storefront window displays, historic and cultural murals, and self-guided tours accessible by QR codes.

PROJECT PLAN

5. How will you give credit to Klamath County for its support in our event or project?

We will include information regarding Klamath County support in all our publicity and outreach materials for the community branding initiative, including flyers, mailings, and surveys. We will also include information about Klamath County support in all of the local outreach efforts, including Herald and News newspaper articles, interviews with Paul Hanson on KLFS radio, community Facebook pages, the Rural Klamath Connects, and other local community websites. Klamath County support will be mentioned when conducting workshops or meetings in relation to the branding initiative. We will also recognize Klamath County support of community branding efforts during the Rural Tourism Studio workshop series with Travel Oregon.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

We will work with Jim Chadderdon of Discover Klamath in determining an appropriate community and regional branding consultant. We anticipate that a branding professional will be selected and hired during summer 2017 and begin working with the communities during the late summer and fall months prior to the start of the Rural Tourism Studio in October 2017. Marketing and outreach efforts for the community teams will take place in summer/fall 2017 after a branding professional has been hired. We will also do marketing throughout the Rural Tourism Studio program to solicit feedback and input from Network community members regarding potential branding concepts. This community outreach effort will occur from October-December of 2017. The communities will post information on the Rural Klamath Connects website, local community websites, community Facebook pages, and create a survey with potential concepts to distribute to community members.

Once the Conceptual Designs are completed we will move forward with the Creative Brand Development and Marketing Plan in 2018, assuming we have received adequate community feedback, secured additional grant funds needed, and engaged services of a creative and marketing professional. We anticipate that marketing efforts for the community and regional branding effort will take place in 2019 when we begin selling our community and regional brand to outside visitors. We will work with Discover Klamath, the Southern Oregon Visitors

Association, Travel Oregon, and Siskiyou Economic Development Council with marketing efforts to promote the identity and stories of our region.

7. Describe your target market/audience.

The target market/audience to create the community and regional branding initiative is community members in Merrill, Malin, Bonanza, Tulelake, and Dorris. The effort will initially work with the community teams to build on the branding work recently brainstormed. As these ideas become more solidified, representative feedback from the greater community will be sought, including business owners, local government, organization representatives, youth, and members of the Latino community.

The ultimate goal of the branding efforts is to market the region to out of county visitors interested in family friendly outdoor recreation, cultural and historical sites, agricultural tourism, and those wishing to experience a more authentic rural setting. The SEDC's TBID project has hired a marketing/branding firm from Sacramento. They identified an initial target market that extends south to California, north to Bend, Portland, Seattle and other parts of northern Oregon and Washington, as well as western Idaho and Nevada. We expect to have similar target markets based on the recommendations of these outside experts.

8. How will you measure attendance in drawing out of county visitors to the project?
Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

This proposal represents a strategic planning effort currently focused on brand development for the five RKC Network communities which will set the stage for increased out of county visits in the future. Once we have a marketing plan in place and creative materials developed, our rural communities will have a clear message and identity to market that will bring more people to our area.

The branding initiative and Rural Tourism Studio project will help our area better plan and develop the visitor potential of our region and work to create opportunities to attract more visitors to our area. Action items will be identified through the Rural Tourism Studio, allowing newly created action teams to move forward with visitor related projects. We will develop tracking strategies as the action teams develop and implement projects that promote increased tourism. We anticipate working with hotels, campgrounds, event groups, and those that track visitor data to measure if overnight lodging stays have increased in the region. We also hope to create a survey to better understand if the branding message is being received by visitors and how that influenced their decision to visit the region.

9. List your potential sponsors and partners and how they contribute to the event or project.

Team Leads from Merrill, Malin, Bonanza, Tulelake, and Dorris will work closely with the branding professional. They will provide coordination, outreach, and follow up throughout the branding process, working closely with their teams and other community members for input and guidance on community and regional brands.

Community groups spearheading these efforts include the Malin Community Service Club, the City of Malin, Bonanza Cares, Project Merrill, the City of Merrill, the Tulelake Revitalization Committee, and Butte Valley Chamber of Commerce. The teams include business owners, Chambers, service clubs, city representatives, farmers/ranchers, and many others interested in economic growth.

The South Central Oregon Economic Development District (SCOEDD) will support these efforts, along with the RARE AmeriCorps participant housed at their organization. This will involve securing an appropriate branding professional, coordinating branding meetings and workshops, communicating with the community teams, and providing further resources. The City of Malin will assist with reporting requirements for the Klamath County Tourism Sponsorship Grant.

Discover Klamath is a partner on this venture and Jim Chadderdon will assist the team leads in selecting a branding professional and work with the communities to align their branding efforts with Discover Klamath. He will also assist with marketing efforts once the communities have solidified their brand.

Community Systems, under contract with The Ford Family Foundation to support community building efforts in the Basin, will continue to provide coaching to the Network communities and work with the branding professional to provide background information.

10. If your organization is not awarded full funding, how would you modify your plans?

If the RKC Network communities are not awarded funding for this initiative, it will delay the hiring of a branding consultant until additional grant funds are available. The Network communities hope to complete conceptual designs for the branding initiative before the start of the Rural Tourism Studio in October. This would allow us to gather more broad community feedback during the Rural Tourism Studio. The RTS program does not encompass branding, but Travel Oregon has encouraged work on this prior to the Studio so that branding can be integrated into action strategies.

The funds provided through a Klamath County Tourism Sponsorship Grant would allow the communities to develop branding conceptual designs and then apply for Travel Oregon Rural Tourism Studio grant funding to move forward with completing creative designs and developing a marketing plan in 2018. If we do not secure Klamath County Tourism funds, the communities could apply for funds through the new Travel Oregon small grants program in July. However, receiving those funds is also uncertain and would likely not give the community teams enough time to finish the conceptual design phase of the branding effort before the Rural Tourism Studio. We could potentially consult The Ford Family Foundation for additional funds through a Technical Assistance Grant to assist with hiring a community and regional branding consultant.

The communities will be eligible for Rural Tourism Studio grant funding after completion of the program in 2018. If we need to wait until that time, the community branding effort will be delayed by almost a year and the current ideas and momentum for the project may be harder to gather. This is a very important priority for the communities; however it is also very time sensitive as we move forward with the Rural Tourism Studio this fall.

Rural Klamath Connects

Branding Exercise – Led by Jim Chadderdon, Discover Klamath on 3/16/17

Town	Brand Promise	What makes you Unique	How Describe Now	How Describe in Future
Bonanza	Use our unique name to brand Bonanza as a Wild West town . Play on the name " Bonanza ," meaning plentiful.	Small town feel Extended family Sense of community Our name Our 100's of springs Farming/ranching- Specialty Agriculture (entire region)	Peaceful/quite Beautiful Slow Safe	Fun Unique Inviting Friendly Wild West town
Dorris / Butte Valley	Flag Eagles / raw nature "Just passing through? Me too" (with drawing of eagle) Gateway to 1 st National Wildlife Refuge	Wide-open spaces Raw nature People – Salt of the Earth America's tallest (?) flag	Rundown City Hall +	Patriotic, friendly, inviting
Malin	A Family Friendly Town (1), City (2), Community (3) Making Memories (city tag line)	Park, Swimming Pool 1 st park District in Oregon Oldest running gas station Baseball fields Churches Theater Czech Heritage	Revitalized Short Main Street	A great place to raise your family Beautiful farming community
Merrill	Potatoes / Agriculture Culture Gateway to Rural America Quilting Built by Veterans Gateway to Adventure (Fun place to come) Lava Beds History, Culture, Entertainment, Fair Tours: Tour Tulelake / Tour Tule	Hwy 39 runs through city Destination w/ unique business & history (Modocs, Applegate Trail, Carl Barks)		
Tulelake		Scenic / Natural Wonder Ever Changing Weather Wide Main St Family Fun Fair Water Tower	A work in progress	Beautiful Safe Clean

Reoccurring themes

Possible brand for that community

Possible Regional Brand

Possible Regional Themes

Gateway to Rural America / Gateway to Pacific NW Agricultural Community (farming/ranching) / Gateway to National Wonders (Lava Beds, Wildlife Refuge, Volcanic Legacy Byway)

- Beauty, clean
- Wide open spaces, views
- Peaceful, quiet, safe
- Friendly, salt of the earth people, family oriented
- Potatoes (horseradish, strawberries, beef....)

Diverse Cultural Experiences

- Wild West (Bonanza)
- Farming/ranching
- Czech Heritage (Malin)
- Quilting (Merrill)
- County Fairs (Tulelake)
- Patriotic (Flags, Eagles, Veterans) (Dorris / Tulelake) – Gateway to 1st National Wildlife Refuge
- History: (Native history/diverse cultures)

Unique Landscape

- Scenic, Raw nature, Wide open spaces
- Natural Wonder(s): Lava Beds, Springs, (Wildlife Refuge, Mt Shasta)

Recreational Opportunities

- Biking
- Fishing
- Hiking
- Bird watching
- Family fun: swimming, ball, fairs, parks, theater, family activities, 4th of July

MALIN COMMUNITY SERVICE CLUB

PO Box 133 Malin, Oregon 97632

Organized for the charitable and educational purpose of preserving and improving the Malin Community, Malin Park and the surrounding area activities and needs.
MCSC is recognized as a 501 C (3) Organization.

April 26, 2017

RE: Klamath County Tourism Grant Selection

Please accept our support for the City of Malin application for your Tourism Grant.

This small southern most city of Klamath County is a proud community. As a service club that has worked at promoting the Malin community, we have first hand experience of what a small area and hard working people can do. Our director (s) and members have worked on the steering committee of the Rural Tourism Studio project and the Rural Klamath Connects website development. We have seen first hand what collaboration of small rural communities can achieve.

One of our goals is to help share and promote our areas activities and attributes. With grant monies, Malin could pursue further outreach and branding of what the community has to offer visitors and possibly new residents. This opportunity is vital to the rural communities of Klamath County, thank you for offering the grant. We hope that your committee will award this grant to our deserving town to advance tourism in our locality.

Please contact us for any further information.



Jan Walker
Secretary/Director
Malin Community Service Club
541-281-4165



J&W Walker Farms, Inc.
Gold Dust Potato Processors, Inc.

800-683-0546 P.O. Box 830 Merrill, OR 97633 Shipping: 30203 Micka Rd Malin, OR 97632

April 26, 2017

RE: Klamath County Tourism Sponsorship Grant Application by Malin, Oregon

As a business in the Malin community, we are especially supportive of our area. We hope to see some initiative built for future tourism and advertising that involve the agricultural aspect of our locale.

It has come to our attention that the Malin City will be applying for a Klamath County Tourism Sponsorship Grant. We would like to show our support for the application and the need for a strategic concept planning in identifying what will bring people and tourism to our end of the Klamath Basin.

Our Malin community could benefit with a branding professional to help promote visitors to come experience our area and what it has to offer. The Malin group of people that have been assisting with the Rural Klamath Connects group has already shown their endless support for furthering tourism to our town. The funding from this grant would reinforce that effort.

Thank you for considering Malin for a Klamath County Tourism Grant. Please contact me if needed.

Sincerely,

Bill Walker

CEO


Gold Dust Potato Processors

J& Walker Farms, Inc.

Walker Brothers Farms

Office: 541-723-2600



PO Box 551
BONANZA, OR 97623

(541) 892-5537
BONANZACARES@GMAIL.COM

April 27, 2017

Klamath County Tourism Sponsorship grant
305 Main Street
Klamath Falls, OR 97601

Re: Klamath County Tourism Sponsorship Grant

Dear Grant Reviewers:

Bonanza Cares, Inc. has been a part of Rural Klamath Connects since we formed three years ago. The communities that make up Rural Klamath Connects (Merrill, Malin, Tulelake, Butte Valley and Bonanza) have worked tirelessly to bring vitality to our communities. Each community has accomplished so much individually and as a region. We have the ideas, momentum, and energy to make a difference in Klamath County. We just need a little professional help.

We are asking the review committee to please consider awarding us a sponsorship grant so we could continue with our efforts in branding our communities individually and as a region. This is something none of us are experienced in and we want to be successful. Of course the goal is to market ourselves for the purpose of bringing in tourism dollars. This small investment could benefit the entire county. We ask that you please consider this project when making your awards.

Respectfully,

Danise Brakeman
President
Bonanza Cares, Inc.

Bonanza Big Springs Market



31880 Hwy 70 • Bonanza, OR 97623 • Phone: 541-331-0685 • Fax: 541-545-1532
E-Mail: hauryhaven@gmail.com

Date: April 28, 2017

Klamath County Tourism Sponsorship Grant
305 Main Street
Klamath Falls, OR 97601

Re: Klamath County Tourism Sponsorship Grant

Dear Grant Reviewers:

As a local business owner, I would like to express my strong support for Rural Klamath Connects and Bonanza Cares in receiving the Klamath County Tourism Sponsorship Grant.

This project is important to me not only because of the increase in revenue, but the ability to keep employees working through the slower times of the year. Securing jobs will lift community moral and hopefully create new jobs. Bonanza Cares and the Bonanza Revitalization Team have done a lot of work beautifying our town, creating resources for residents in need, senior services and new events. I am proud to support them and their vision to brand Bonanza and link us to the other communities in the region.

I am extremely grateful for the opportunity that Klamath County Tourism is providing with this sponsorship grant, and I again strongly recommend the awarding of this grant to Rural Klamath Connects. I look forward to hearing about its success!

Sincerely,

Lori M. Haury, Owner
Bonanza Big Springs Market

April 26, 2017

Klamath County Commissioners / Tourism Review Panel
305 Main Street
Klamath Falls, OR 97601

Dear Board of Commissioners and Review Panel,

As the co-owners of Tater Patch Quilts in Merrill Oregon we are eagerly pledging our support to the Rural Klamath Connects Network's funding request for your Tourism grant.

We are a part of the Merrill, Malin, Tulelake Tri- Unity group and are very excited to welcome Doris and Bonanza in the last three years. We are experiencing a resurgence of community interest and involvement. We realize the importance of downtown development and regional branding to help grow and promote tourism and attract new thriving businesses to sustain economic growth.

Our agricultural economy, diverse history, rich wildlife opportunities and breathtaking landscape offer much for tourism opportunities.

We feel the timing and communities motivation and involvement is prime. We encourage your support and greatly appreciate the opportunity this could bring the Klamath Basin.

Thank you for your consideration.

Sincerely,
Diane Mckoen
Robin King
Tater Patch Quilts
109 E Front Street
Merrill, OR 97633
541-798-5955



CITY OF TULELAKE

591 Main Street
P. O. Box 847, Tulelake, CA 96134
Phone 530-667-5522 - FAX 530-667-5351
cityoftulelake@cot.net



April 26, 2017

Klamath County Tourism Sponsorship Grant
305 Main Street
Klamath Falls, OR 97601

To: Klamath County Tourism Sponsorship Grant Reviewers,

The City of Tulelake would like to voice support for the Klamath County Tourism Sponsorship Grant application by the Rural Klamath Connects region. This Grant would provide the seed capital for strategic work needed to get to the next level of a branding effort by hiring a branding professional to work with the communities on these efforts. Tulelake, in partnership with the communities of Merrill, Malin, Bonanza and Dorris have been working together over the last three years as a regional Network to move forward with a branding initiative which will require developing a "Strategic Concept".

This effort is to develop an idea that will bring people to the region and will connect the five communities. This will require community by-in and be consistent with the Discover Klamath Brand. To do this, will require funding to hire a conceptual branding/marketing professional to work with the community teams to develop and refine concepts. The branding professional would work to identify a branding concept for each community and also for the Rural Klamath Connects region. When this is complete, the communities can move forward validating these proposed concepts and get broader input and feedback from each of the five communities during the Rural Tourism Studio workshops. We hope that our support can be of assistance in the Klamath County Tourism Sponsorship Grant Application being successful.

Respectfully,

A handwritten signature in black ink, appearing to read "Henry A. Ebinger". The signature is fluid and cursive, with a long horizontal line extending to the right.

Henry A. Ebinger
Mayor
City of Tulelake

Rotary Club of Tulelake



April 30, 2017

Re: Klamath County Tourism Grant

To Whom It May Concern:

We are writing today to show our support of the Klamath County Tourism Grant to be used for strategic branding of the South Basin communities of Malin, Merrill, Bonanza, Tulelake and Dorris. As a service club based in Tulelake, California and having been re-branded as an international organization within the past year, we have seen first-hand the positive effects of a branding initiative and feel this will have a significant impact on our community.

Please let me know if you need any more information regarding our whole-hearted support of this grant project. You can reach me at 541-723-2600 or lexic@golddustfarms.com.

Best Regards,

Lexi Crawford

Club President 2016-2017

April 25, 2017

Klamath County Commissioners / Tourism Review Panel
305 Main Street
Klamath Falls, OR 97601

Dear Board of Commissioners and Review Panel:

I am writing to enthusiastically support the Rural Klamath Connects Network's funding request for their regional branding initiative. This project is a key element in their comprehensive program of community development efforts to create, grow and promote regional tourism, tourism-related businesses and sustainable economic growth.

The Network came together three years ago as a direct result of a Klamath Economic Development Summit whose participants prioritized downtown development and regional branding as strategies to grow tourism and the economy. Since then the participating rural communities of Bonanza, Merrill, Malin, Tulelake and Butte Valley have completed downtown beautification projects (flower baskets, signage, seasonal flags, façade improvements and murals), developed parks, museums, walking paths and other visitor and family-friendly amenities; attracted new resources to support tourism development (Travel Oregon's Rural Tourism Studio and a RARE, AmeriCorp volunteer); and created a regional website with a calendar of events to promote activities, as well as a directory listing amenities, businesses and services.

Rural Klamath Connects has turned its attention to regional branding in preparation for the upcoming Rural Tourism Studio (in collaboration with key partners -Travel Oregon, Discover Klamath, Southern Oregon Visitors Association, Southern Oregon Economic Development District and Siskiyou Economic Development District). The Network recognizes the importance of having a clear and inviting brand to successfully promote tourism to the area. The RTS will help them explore ways to leverage agricultural, cultural, and recreational assets to develop new attractions and family friendly activities that will increase visitors and visitor stays. Dynamic branding is a way of capturing these assets and communicating them to the outside world.

As a community building coach, under contract for The Ford Family Foundation, I've had the privilege of working with these communities for the past decade. I believe the timing is strategic; leadership capacity and motivation is high; and their focus on economic and community development strong. Your support for regional branding of rural Klamath will greatly leverage economic growth and encourage increased tourism.

Regards,

Roi Crouch

Community Systems

P.O. Box 517
Ashland, OR 97520

Tel: 541.488.6234
roi@communitysys.net