


TRADITIONAL TOURISM GRANT APPLICATION

Title of Project: Klamath Freedom Days
Funds Requested: \$15,000
Organization Applying: Klamath Freedom Foundation
Contact Person: Mark Dodson
Phone Number: 541-331-6219
Email Address: mark.dodson@live.com, klamathfreedom@gmail.com
Mailing Address: 2890 Patterson St., Klamath Fall, OR 97603
Web Site Address: https://klamathfc.or/klamath-freedom-days-schedule

Brief Description of Project including date, time and location: Starting on July 4, 2017 we will be promoting and running Klamath Freedom Days in Klamath Falls. Currently on July 4, 2017 we are setting up a family celebration and fireworks display at the Klamath County Fairgrounds outside arena area. The celebration at the fairgrounds will start early afternoon after the parade is done on Main St. On July 5, 2017 we will move the freedom days from the fairgrounds up to Steen Sports Park for the remainder of the week. Each night will feature family activities, music, and food vendors leading up to the closing event of this year's Klamath Freedom Days, the 3rd annual Basin Brew & Q. By creating a 5 day Klamath Freedom Days celebration throughout Klamath Falls we are hoping to have something that interest everyone, and encourages out of town visitors to stay multiple days if not the whole week. Currently we have been working with Discover Klamath, and the Herald and News to already start marketing the event this year. We are using focused digital media to target our different audiences for each day of the freedom days.

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  Date 05/01/17
Mark M. Dodson

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.
Signature of Organization  Date 05/01/17
Douglas M. Brown

PROJECT DESCRIPTION

1. July 4, 2017

- a. Main St. – 10:00 am Organize and promote the annual 4th of July parade, engage with the downtown association to encourage traffic in shops and restaurants.
- b. Klamath County Fairgrounds – 1:00 pm activities begin at the Klamath County Fairgrounds. Activities to include vendor booths, Kids games, Music, and competitions
- c. Klamath County Fairgrounds – 10:00 pm Firework show at Fairgrounds

July 5, 2017

- 1. Steen Sports Park – 3:00 pm – 8:00 pm Activities and music**
 - i. Red Cross Blood Drive
 - ii. Baseball Tournament (Triad)
 - iii. Adult Softball Tournament
 - iv. Archery Tag
 - v. Knockerball games
 - vi. DJ and Live music
 - vii. Food Vendors and Beer Garden

July 6, 2017

- 1. Steen Sports Park – 3:00 pm – 8:00 pm Activities and music**
 - i. Baseball Tournament (Triad)
 - ii. Adult Softball Tournament
 - iii. Archery Tag
 - iv. Knockerball games
 - v. DJ and Live music
 - vi. Food Vendors and Beer Garden

July 7, 2017

- 1. Steen Sports Park – 3:00 pm – 8:00 pm Activities and music**
 - i. Baseball Tournament (Triad)
 - ii. Adult Softball Tournament
 - iii. Archery Tag
 - iv. Knockerball games
 - v. DJ and Live Music (Country Theme)
 - vi. Food Vendors and Beer Garden
 - vii. BBQ competitors arrive and begin prep work

July 8, 2017 Encore event Basin Brew and Q

- 1. Steen Sports Park – 11:00 am – 10:00 pm Basin Brew and Q**
 - i. Beer and BBQ Tasting and Judging
 - ii. Baseball Tournament (Triad)
 - iii. Adult Softball Tournament
 - iv. Archery Tag
 - v. Knockerball games
 - vi. DJ and Live Music
 - vii. Food Vendors

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?

Since this is the first time that we have been able to combine the 4th of July activities and the Basin Brew & Q we are being cautiously optimistic that we will have 500 out of town visitors within the Freedom Days events. Tracking the out of town visitors will be completed a couple of different ways, we are hoping to partner with Roe outfitters and the Running Y as we have in previous years and offer a raffle for out of town guest. The entry form will contain the zip code, which we can then determine the % of out of town visitors. With the Basin Brew & Q specifically we are also able to track where the ticket purchases are coming from during the online sales portion. Combining these two methods will give us a final number of unique visits to the area.

3. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

By adding events on Wednesday, Thursday and Friday we are hoping to increase the length of stay for all of our visitors. We are also encouraging other event promoters to join us at either location to increase the potential attraction to out of town guest. Having a strong BBQ completion on Saturday July 8, 2017 will also be important in increasing the number of early arrivals and/or late departures. Both competitors and tasters will arrive a day ahead of the event, and with the event lasting until Saturday night it will encourage them to stay and enjoy our city on Sunday.

QUALIFICATIONS OF APPLICANT

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

Klamath Freedom Celebration/Foundation is a 501 (3)c organization that has been bringing many different events into the Klamath Basin for the last 8 years. Recently the organization has been responsible for running the Memorial Day, Fourth of July, and Veteran's day parades on Main St. We have also been hosting many other events in Klamath Falls. Motorcycle rallies, Movies in the Park, and live music concerts are just some examples. Working with Steen Sports Park we are going into our 3rd year of running the Basin Brew & Q, a event that we developed together to bring people to our community every summer.

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

We have a very dedicated group of volunteers that have been doing large events for over 10 years throughout Klamath Falls. Year after year our events have grown in size and popularity, which speaks for the quality of the teams experience running large events. The first year that we partnered with Steen Sports Park to put on the Basin Brew & Q we had over 2000 visitors to our one day event, without any problems being reported. Combining our two organizations for the Klamath Freedom Days just made sense and adds a lot of experience and energy to this event.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?
All marketing material used to promote the Klamath Freedom Days will have the appropriate Klamath County logo on it acknowledging the sponsorship. We will also have a banner made with all of our event sponsors on it, which will include Klamath County. This banner will be placed at the daily events and at the entry area to the Basin Brew and Que. We are also partnering with Discover Klamath and the Herald and News to produce the marketing material and will acknowledge the grant monies that way as well.
7. Provide a detailed timeline of your marketing efforts leading up to the event or project.
Marketing for some aspects of the Klamath Freedom Days has already begun digital and television ads are already being placed outside our home market. Currently we are the only community doing a Freedom day's event and we are hoping to capitalize on that with increased outside visitors. Starting in May of this year we have placed save the date ads in newspapers and online to start telling people about the event. We are also producing a 30 second commercial that will be airing on KOB1, and KRRCR out of Northern California. These commercials will begin running the last weekend of May through the 1st of July. At the same time that we are producing the commercial we have also started our digital and print media campaigns, these will run from May through July with a heavy influence 7 to 10 days before the week event starts. Finally the last week of June we will be going on KOB1 5 on 5 and doing a live interview about the event and everything that it has to offer families in Southern Oregon and Northern California.
8. Describe your target market/audience.
With the Klamath Freedom Days we are marketing to families and extended families. With the parade and the fireworks at the beginning of the week, the sports tournaments throughout the week, and the Basin Brew & Q as our final event of the week we truly feel we can offer something for everyone.
9. Describe specifically how you will market the project to out of county visitors.
We are using the two television stations that cover people who are within in driving distance of our event. KOB1 covers from just south of Eugene down into California and from the coast to the high desert to the east of us. KRRCR is similarly positioned, just is further south than KOB1. They allow us to reach areas like Redding, Red Bluff, Eureka, Chico, etc.
Our digital marketing plan is also geared to out of town visitor, by placing it on pages that are about our area it is our intention to capture those people interested in visiting Klamath Falls. The sports tournaments in particular will help with this, since most of those are going to be multiple day tournaments that will bring region teams.
10. How will you measure attendance in drawing out of county visitors to the project?
Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)
 - a. Online sales of tickets for Basin Brew & Q
 - b. Vacation raffle entry tickets
 - c. Verification of ID's for beer garden's at individual events
 - d. Hotel occupancy for the week of Klamath Freedom Days, includes event discount with hotel partners
11. If your project is already underway, explain how this award will increase your likelihood of success.

Getting this award will dramatically increase the reach that we have with our marketing dollars. Every dollar that we spend on marketing the Klamath Freedom Days outside of Klamath Falls is one more potential hotel room, restaurant meal, and tank of gasoline purchased that week in our community.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

To date we have already had in-kind donations from the following groups in our community:

- Klamath County Fairgrounds
- Steen Sports Park
- Columbia Distributing
- Cook's Glass
- Kingsley Field

In the past we have also partnered with local sports teams to help with the setup and tear down of the events. We expect the same participation this year with Klamath Freedom Days.

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

- a. Klamath County Fairgrounds – Site and Expertise
- b. Steen Sports Park – Site and Event Management
- c. Discover Klamath – Marketing and Budget
- d. City of Klamath Falls – Parade Permit, Fireworks
- e. Klamath County – Fireworks
- f. Pacific Crest Credit Union – Series Sponsor
- g. Toyota Corp. – Fireworks
- h. High 5 Fireworks - Sponsor
- i. Herald and News – Marketing
- j. Cooks Glass – Storage, volunteers
- k. Coldwell Bankers – Mug Sponsor
- l. US Cellular – Mug Sponsor, Vendor
- m. Bullet Rentals – Generator Sponsor
- n. Klamath Metals – Sponsor
- o. United Mechanical Contractors – Sponsor
- p. Klamath Falls Honda / Subaru – Sponsor
- q. PacifiCorp – Sponsor
- r. Rogue Federal Credit Union – Sponsor
- s. Metal Masters – Sponsor
- t. Columbia Distributing – Basin Brew and Q Primary Sponsor, Vendor
- u. US Bank – Sponsor
- v. Columbia Forest Products – Sponsor
- w. Klamath Falls Brewing – Sponsor, Vendor
- x. Mia and Pia's – Sponsor, Vendor
- y. Lithia Ford – Sponsor
- z. Borrer Cabinets – Sponsor
- aa. El Palacios – Sponsor
- bb. Napa – Sponsor
- cc. Basin Glass – Sponsor

dd. Diamond Home Improvement – Sponsor

- 14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.**

Since this is the first year that we are combining the 4th of July celebration and the annual Basin Brew & Q, we are going to be relying upon our established marketing network with both Discover Klamath and the Herald and News to promote the Klamath Freedom Days. As standalone events both of these are very successful in their own right, but by combining them we hope to further encourage out of town visitors to enjoy our community. Both Discover Klamath and the Herald and News are already on board as not only suppliers but as partners for this event.

Specifically for the Basin Brew & Q we are placing our event in some regional event magazines to further the reach of the event. Currently this event is the only one of its type in the state on that weekend, and we are hoping to continue to capitalize on that market positioning.

Both websites (www.klamathFC.org), (www.basinbrewandq.org) are live year around with information about upcoming events within our community. These websites also act as the point of contact for everything a visitor would need; vendor registration, brewery registration, BBQ registration, online event ticket sales.

- 15. If your organization is not awarded full funding, how will you modify your plans?**
Without receiving the full amount of the requested award, we would adjust our marketing dollars appropriately. We would still hope to maximize our marketing budget, but also realize that with a smaller dollar investment, comes a small market reach.

**Klamath County Tourism Grant Application
Project Budget**

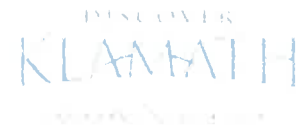
INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		15000	15000		
Cash Revenues -					
Cash Match		4500	4500		
Source: Sponsors		11426	11426		Sponsors
Source: Vendors		625			\$25 per vendor/ 25 vendors
Source: BB&Q Ticket Sales		30000	30000		3000 @ \$10
Source: Band Ticket Sales		900	900		\$3 pp, 3 nights, 100 people per night
Source: Knockerball Sales		500	500		Knockerball, \$250 per session, 2 game goal
Source: Archery Tag		500	500		Archery Tag, \$20 pp
Total Cash Revenues	-	63451	63451	-	
In-Kind Revenues:					
Source:			0		Marketing
Source:					
Source:			0		
Source: Volunteer Labor		1500	1500		15 volunteers @ 10 hrs
Total In-Kind Revenues	-	1500	1500	-	
Total Revenue	-	64951	64951	-	
EXPENSES					
Cash Expenses -					
Personnel costs:			0		Bands
Marketing costs		20540	20540		See marketing budget
Rentals			0		
Supplies		12800	12800		Mugs, Fireworks
Other: Tickets	-	300	300	-	
Other: Bands		2000	2000		
Other: Food		500	500		
Other: Beer		3000	3000		
Total Cash Expenses	-	30990	30990	-	
In-Kind Expenses					
Labor: Volunteers		1500	1500		15 volunteers @ 10 hrs
Other: Steen Sports Park		2000	2000		4 days
Other: Bullet Rental		1800	1800		generators
Other: Fairgrounds-4th of July		2500	2500		2 days
Other: Columbia Distributing		350	350		Event Poster
Other: Discover Klamath		2175	2175		Discover Klamath In-Kind Marketing
Total In-Kind Expenses	-	10325	10325	-	
Total Expenses	-	34665	34665	-	
Net Income<Expense>	-	21036	21036	-	

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 \$10.00 per hour for in-kind revenues and expenses.



Event Dates: July 4-8, 2017
Klamath Freedom Days
Marketing Activity by Discover Klamath and Klamath Freedom Celebration



KFRC (Cash Match):	\$	4,500.00
KFRC (Grant):	\$	15,000.00
Discover Klamath Contribution (In-Kind):	\$	2,175.00
Total Budget:	\$	21,675.00

Out of County Advertising

EVENT DATE: July 4-8, 2017		D.K.	KFRC	Grant	Total
1) Television :30 sec commercials					
a) Production Management-DK		\$ 100		\$ -	\$ 100
b) KOBI-run dates May 28-July 1				\$ 7,500	\$ 7,500
c) KRCR-run dates June 5-July 1			\$ 1,040	\$ 1,460	\$ 2,500
c) Patriotic Background from iStock				\$ 60	\$ 60
d) Commercial Development				\$ 450	\$ 450
2) Electronic/Web					
a) DK Calendar of Events-Apr, May, Jun, Jul		\$ 200			\$ 200
b) DK Web Ad-(Events Page) May, Jun, Jul		\$ 75		\$ 30	\$ 105
c) Targeted Digital Ads-Aquamedia (Rogue Valley & Redding)				\$ 2,000	
d) Targeted Digital Ads-Bowen CA (Redding & Rogue Valley)				\$ 2,000	
c) Submit event to NWTravelMag.com		\$ 50			\$ 50
d) Submit event to OregonFestivals.org		\$ 50			\$ 50
e) Submit event to TravelOregon.com		\$ 50			\$ 50
3) Social Media Activities					
a) Facebook Ads				\$ 1,580	\$ 1,580
b) Social Media Mentions on DK Pages		\$ 250			\$ 250
4) Print Advertising					
N/A					
5) Print Collateral					
a) Poster - created by Columbia Distributing 100 qty (donated)					
b) Display poster in DK Lobby		\$ 50			
c) Post Card			\$ 800		
d) Mugs- Qty 1500			\$ 1,800		
9) Public Relations					
a) KOBI 5 on 5		\$ 150			\$ 150.00
b) DK to distribute press release to media contacts		\$ 600			
10) Creative Development					
a) Graphic Design		\$ 600			\$ 600

In County Advertising

1) Radio					
a) KLAD					
b) Wynne Broadcasting					
2) Print					
a) Herald & News			\$ 1,900		
3) Commercial					
a) KOBI spill over					
4) Public Relations					
a) H&N					\$ -
Total		\$ 2,175	\$ 4,500	\$ 15,000	\$ 21,675.00

Marketing flowchart based on Klamath Freedom Days receiving Spring Klamath County Tourism Traditional Grant for \$15,000. Klamath Freedom Days is required to have a 30% cash match (\$4,500).

DISCOVER
KLAMATH
OREGON UNEXPECTED

April 27, 2017

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

RE: Letter of Support – Klamath Freedom Days

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the efforts of Doug Brown and his organization (Klamath Freedom) which seeks a **Klamath County Tourism Grant**, which (if granted) would help facilitate development and implementation of the 2017 Freedom Days Festival this July 4-8 2017.

I've had the pleasure of working with Doug on no fewer than two dozen events over the past 8+/- years. I can say without hesitation Doug is by far the most experienced and results-oriented Event Developer/Promoter in our area. There's a lot to like about Doug, but, what excites me is that he's (a) always trying new things, (b) Recognizes the critical nature of effective partnerships (e.g. lodging, food and beverage, equipment suppliers, volunteers, etc...) to the success of his events, and, (c) Recognizes the importance of attracting both locals and out of town visitors. Doug strives to grow his events into regional destination type events (as opposed to just locals).

This year, the KLAMATH FREEDOM FESTIVAL (3rd Annual) has been extended by several days, and will include new activities geared towards families and youth. Two activities: (a) Archery Tag and (b) KnockerBall are new and exciting sporting activities and have proven themselves as attractions (and money makers) in other areas.

In addition, the key event of this year's Festival – The Basin Brew & Q – is once again poised to bring in between 20-30 beer brands from around the region, and will include live music, food, additional activities and family-friendly fun.

If awarded a tourism grant, our organization looks forward to supporting efforts of the proponent group to encourage additional tourism this July.

Jim Chadderdon

Jim Chadderdon
Executive Director

Klamath County Event Center

April 28, 2017

To Whom It May Concern:

This letter is offered in support of the Klamath Freedom Celebration which is held, in part, at the Klamath County Fairgrounds.

Doug Brown, Founder and Chair Person, of the Klamath Freedom Celebration brings a noteworthy performance to the Klamath Falls community every year celebrating our service men and women, as well as cancer survivors and victims of all ages. This event has risen to a level that is one of the Klamath County Fairgrounds-Event Center's premier events.

Doug continues to maintain a level of professionalism in all aspects of this event, striving for event excellence and marketability to the entire community, as well as the surrounding areas of Oregon and California.

Doug and his volunteers are to be commended for their excellence and work bringing the Klamath Falls Community an outstanding celebration.

Warm regards,



Richard T. Hoggarth, Manager
Klamath County Fairgrounds-Event Center



April 24, 2017

Klamath County Finance
Tourism Traditional Grant Program
305 Main St.
Klamath Falls, OR 97601

RE: Letter of support for Klamath Freedom Celebration-Klamath Freedom Days

To Whom It May Concern:

Please accept this letter on behalf of The Klamath County Chamber of Commerce in support of Klamath Freedom Celebration's grant application to the Klamath County Tourism Sponsorship Grant Program. The organization's application for funds to be used to market Klamath Freedom Days (July 4th through the 8th) has our support for funding.

The Klamath Freedom Days celebration will be a 5 day event with the 4th of July activities at the beginning, and the Basin Brew & Q at the close. The 4th of July celebration will be located at the Fairgrounds; on July 5th, the festivities will be moving to Steen Sports Park. The entertainment for the subsequent days of the event include live music, activities such as baseball and soccer, family games, children's entertainment, and the encore event, the Basin Brew & Q. This four day celebration will encourage participation from outside the community, providing an economic boost, while engaging and marketing the services of numerous local businesses.

We strongly support a grant award to promote Klamath Freedom Days as this event benefits the entire community.

Sincerely,

A handwritten signature in blue ink that reads "Heather Tramp".

Heather Tramp
Executive Director
Klamath County Chamber of Commerce

Doug Brown
President Klamath Freedom Foundation
4638 Lombard Dr.
Klamath Falls, OR 97603

Date: 24, April 2017

Dear Mr. Brown,

I am writing this letter to support Klamath Freedom Foundation in initiating the Klamath Freedom Days project in Klamath Falls, OR. It will bring more tourism dollars to the Klamath Basin this summer and honor our local veterans and families affected by cancer.

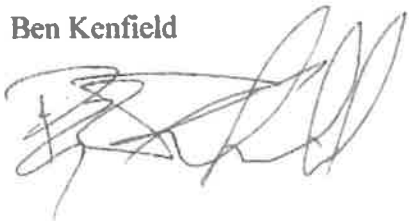
The Klamath Freedom Celebration has really grown and with the inclusion of other organizations in the Klamath Freedom Days, the project will surely grow and continue to draw more people from out and spend their hard earned money with our local businesses at the same time, honoring our veterans and the Cancer Foundation.

The Herald and News would like to show its support by using our resources to help market the Freedom Days Celebration in order to draw more attention to the Klamath Basin, its veterans, and the Cancer Foundation. The event brings in many vendors and participants, many of whom are local, and some from out of town. We plan to help the Klamath Freedom Foundation to grow attendance of visitors and residents.

I offer my support to the Klamath Freedom Days project as the Ad Director of the Klamath Falls Herald and News. Please contact me at 541-885-4423 with any questions you may have.

Sincerely,

Ben Kenfield

A handwritten signature in black ink, appearing to read "Ben Kenfield", written over a horizontal line.

April 25, 2017

To Whom It May Concern:

Please accept this letter in support of a Klamath County Tourism Grant for the 2017 Klamath Freedom Celebration. Pacific Crest Federal Credit Union has chosen to be the series sponsor for the Celebration this year. We are proud to be a partner for the Klamath Freedom Celebration events. The Klamath Freedom Celebration represents honor, respect, and remembrance of those who have served this great country. The series of events throughout the year create ongoing sustained velocity to tourism opportunities in Klamath County and promote family participation.

Pacific Crest Federal Credit Union strongly supports its communities and is proud to support the Klamath Freedom Celebration.

Sincerely,

Sharon Hartley,

Executive Assistant

2016 Best of the Basin

~Reader's Choice Awards~

2nd Place



Best Community Festivals
Klamath Freedom Celebration

Herald and News

empowering the community



FESTIVALS

- 1st • *Snowflake Festival & Parade*
- 2nd • *Klamath Freedom Celebration*
- 3rd • *Tulelake-Butte Valley Fair*

FUNDRAISER EVENTS

- 1st • *Humane Society Fur Ball*
- 2nd • *Relay for Life Walk-a-Thon*
- 3rd • *Benefit for the Basin*

 A promotional graphic for the Klamath Freedom Celebration. At the top left is a bald eagle. The main title "KLAMATH FREEDOM CELEBRATION" is in large, bold, blue letters. Below it, the slogan "Honor • Respect • Remember" is written. The website "www.klamathfc.org" is prominently displayed. A central photograph shows a motorcycle parade on a street. To the right of the photo is a circular award seal for "BEST OF THE BASIN 2nd 2016". Below the photo, the text "KLAMATH FREEDOM CELEBRATION" is repeated. A testimonial quote from Doug Brown, Founder, is included, along with the website and phone number "www.klamathFC.org • 541-281-7094".