

**Print**

**Tourism Traditional Application - Submission #467**

**Date Submitted: 3/31/2019**

I have read the Grant Guidelines posted on March 1, 2019

**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\***

Oregon Gambler 500 Marketing Improvement & Enhancement

**Grant Cycle\***

Spring 2019

**Amount Requested\***

\$25,000

**Total Project Cost\***

\$37,400

**Entity Federal Tax ID Number**

81-3384681

Do not enter if putting in SSN

**Entity Name\***

Gambler 500, LLC

**Grant Contact Name\***

Tate Morgan

**Email Address\***

tate@gambler500.com

**Address\***

PO Box 118

**City\***

Marylhurst

**State\***

OR

**Zip Code\***

97068

**Phone Number\***

971-284-3477

**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)**

James Morgan

**reply email**

jim@gambler500.com

**reply email**

jim@gambler500.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**

no ▼

If yes, please enter name

**Name**

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

**choose one\***

Maximize economic ret ▼



**Project (250 words or less)\***

The 2019 Oregon Gambler 500 will be held June 28th through the 30th in North Klamath County. If awarded, we intend to use grant funds to accomplish two goals:

1. Increase the number of participants in this year's event from 3,600 (2018) to 6,000 (2019).
2. Encourage participants to explore all of Klamath County and extend their stay beyond just the event.

To accomplish these goals, we plan to do the following:

1. Website Update and staff training Partner with a company for the following services. 1) Creation of multiple Klamath County destination pages to highlight events, goods, and services that may interest "Gamblers" (aka Participants) to include; lodging, RV parks, campgrounds, restaurants, gas stations, grocery stores, auto parts, emergency services, and information on things to see and do in the area. 2) Create links to blogs highlighting area attractions. 3) Highlight North County opportunities. 4) Train staff to maintain the website.
2. Digital Media Development Partner with media development company to produce 2 videos and 500 still images. The first video will be a pre-event promotion piece that will prominently feature what to do and see in Klamath County. The second will be a post-event video that will highlight activities during the Gambler 500.
3. Year-round Social Media Coordination Develop and implement a collaborative online marketing strategy using our existing social media platforms with cross-promotion to other Klamath County destination entities. Develop new forms of social media to include search platforms, blogging, discussion boards, wikis, RSS feeds, etc.

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)\***

The Oregon Gambler 500 is the biggest event of its kind in the country. Since its inception in 2013, the number of participants has grown from 22 people and 14 cars to nearly 3,600 people and 1,700 cars this past year. The event encourages participants to explore backroads on private, Forest Service and BLM lands using inexpensive automobiles that cost less than \$500 – the term “Gambler” comes from the hope that one’s car will make it back to Gambler Town each night. From feedback we have received at the North Klamath CAT group and Discover Klamath, there is a strong need to develop and grow tourism in the North Klamath County area. We want to partner with the local business community, as well as Klamath County and Discover Klamath to:

Marketing of the Gambler 500 to this point has been primarily via our website and social media platforms. To this point, nearly all creative has been native, meaning done “in-house”. While successful by most standards (200 million digital impressions in 2018 and 1 -3 million Facebook content engagements a month), we feel with the support we are requesting, we can significantly grow our audience and upgrade the professionalism of our platforms. By including information about visiting Klamath County across all of our existing platforms (and new ones to be developed) we will be able to provide our attendees with the information they need to extend their stay and visit other areas. More eyeballs, more clicks, more Gamblers, more tourists!

Describe the need for your project

**Long-Term (250 words or less)\***

The long-term plan for this project is to continue to bring the Gambler 500 back to North Klamath County every year. We want to be good stewards of any support we receive and use it to not only grow our business, but also drive new people and new tourism dollars into the area. An example is an event we are developing called the, "Fambler". This would be a smaller event with the focus on exploring and having fun with the family. We have identified Train Mountain in Chiloquin as a possible location. Based on early discussions, they seem interested in working with us for a 2020 event.

The website update, staff training, and the year round media coordination are two project elements that will have a long-term impact. We will be able to continually update Klamath County agencies with specific information and links to the information visitors want. Investing in social media coordination will allow us to better partner and cross-promote with area destination entities and Discover Klamath. The digital media that is developed through this project will be repurposed and updated each year to promote the Gambler 500 in Klamath County. The videos will be posted to our YouTube page. Links to these videos will be posted across all social media platforms.

The event makes good use of private property as the base for Gambler Town. As the event grows, we will add additional infrastructure like a medical tent, water tanks, and generators.

What is the long-term plan for your project

**Measurability (250 words or less)\***

Success of our project will be measured three ways:

1. Event Attendance. Attendance at the Oregon Gambler 500 has doubled every year since its inception in 2013. Our goal for this year is 6,000. We feel this is aggressive, but achievable. We measure attendance by the number of individuals who purchase a wristband. Most attendance is pre-registration through TicketSpice.
2. Social Media Interaction. We will be able to track the number of times Klamath specific web pages are viewed through a pass-through tracking function. We will also measure and how many clicks are made on Klamath specific links from social media platforms.
3. Feedback from local businesses and Discover Klamath. This will be gathered by feedback meetings with North Klamath CAT and working with Jim Chadderdon and Discover Klamath.

In the long term, we believe that the Gambler 500 can transform North Klamath into a destination for outdoor recreational activities. In five years, we expect that the logging tax revenue from North Klamath will have doubled. This will be tracked through the County's tax collection data

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)**

Klamath County's primary tourism objective is focused on generating incremental lodging tax revenues through increasing transient recreational and cultural visitation. This is consistent with both Discover Klamath and the North Klamath Community Action Team (NKCAT) goal of attracting and promoting events that draw tourists from more than 50 miles away to the area.

Of the 3,600 attendees to last year's Gambler 500 in Chemult, 99% would fall into the category of coming from more than 50 miles away. We had people from 40 States and 3 Canadian Provinces. Just over half of the attendees were from Oregon; with 70% of those being from the Willamette Valley and Portland Area.

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

**Support & Involvement (250 words or less)**

Over the past year we have been fortunate to work with the North Klamath Community Action Team. (NKCAT). We have found this group to be very supportive of the Gambler 500 and extremely helpful in promoting the event in the area, helping us source local vendors for needed products/services and identifying possible event locations.

Plans are to return to South Chemult Pumas again this year. The landowner could not have been easier to work with or more accommodating last year. In many ways the location proved to be ideal for us.

We are in discussions with the Crescent Fire District this year to collect and recycle the thousands of empty bottles and cans the event will generate. The deposits collected would be used to fund the various needs of the Volunteer Fire Fighters in the department. Going forward, we will continue look for ways to partner with other non-profits in the north county.

Jefferson State Pumping will be our Porta-Toilet vendor this year. They have proven to be very easy to work with and are huge fans of the event.

The Bigfoot Tavern was our food vendor last year. They will be back again this year as well as several other food trucks from the area.

We are enclosing the following Letters of Support:

Jim Chadderdon	Executive Director	Discover Klamath
John Driscoll	Secretary	NKCAT
Dylan Webb	Fire Chief	Crescent Fire District
Board of Directors		Crescent Community Club
Stan Townsend	Manager	Pilot Travel Center - Chemult

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)**

The Gambler 500 appeals to a wide ranging demographic of people; the primary being the 25 to 45 age group. Based on our experience, we know our customers don't often read newspapers, they rarely listen to broadcast radio, and when they watch video, it's usually recorded or streamed. If you want to reach this group, you need to use the media they use. It has been estimated that this demographic gets as much as 90% of their news and information from their phone.

Our project is designed to improve and expand our web, social media and digital media presence. We will use the media that they use to educate them on all of the fun and interesting things the area has to offer. Information on what to see, where to play, where to stay and where eat will be promoted year round on the media our look at every day.

The recreational opportunities on lands around North Klamath are a well-kept secret that the Gambler 500 has taken advantage of. Gamblers who attend the event, come back during other seasons to venture off-road again.

Effective marketing on the North Klamath area as a great outdoor recreational venue has the potential to draw tourists year-round to the area. Cross-marketing with other destination entities will entice those recreationalists to stay longer.

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)**

The motto of the Gambler 500 is, "Have fun and don't be a d!@k". While it's not, "Have a Coke & a Smile", it does perfectly describe the culture of the event. The Gambler 500 was founded on the idea of cheap, attainable fun. We welcome every person, every car make and every budget. We celebrate people's creativity and ingenuity. Humor and silliness are hallmarks of the Gambler 500. Our attendees know that discrimination, racism and intolerance have no place within the Gambler community.

We feel that with the improved marketing efforts as a result of this project will further increase awareness of the event. To this point we see a lot of first-timers every year. If you're not mechanically inclined, building your first Gambler Car might be intimidating. Fear not. Time and again the Gambler community has proven itself to be very willing to help anyone build their car. With over 42,000 followers on Facebook, you have but to ask for information or help.

Building your Gambler Car is most often a team project with family and friends. Attendees have told us that building their car with a son or daughter has been a great experience and brought them closer together.

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 believe the best way to keep public lands open to the public is to recognize them as a valuable gift and always treat them as such. Being good stewards of the land is a cornerstone of the Gambler 500 culture. Our commitment has always been obey all restrictions and all signs, gates and fences and that we will never knowingly allow a broken down vehicle to be left on public land.

All participants are given trash bags to collect any trash they find along the way. At last year's event, participants collected over 160 cubic yards of trash and debris. This included a water heater, several couches and a boat! Prizes were awarded for the most trash collected and most unusual trash collected (i.e. the boat!).

Fire Danger in the summer is an obvious concern. In discussions with the local fire districts last year, we strictly forbid fires and fireworks in the event area. Attendees need to always carry a fire extinguisher, shovel and axe in their Gambler vehicle and all vehicles are required to have spark arrestors installed.

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

Is this project/event in shoulder season? **yes/no\***

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

**Required supporting documents\***

KCTG EmpVeh Ins Letter.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

**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**

Tate Morgan

**Date/Time\***

3/31/2019

2:30 PM