

Print

Tourism Traditional Application - Submission #460

Date Submitted: 3/29/2019

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

yes/no*

yes ▼

I plan to apply for two projects

yes/no

yes ▼

If yes please rank this project for level of priority

priority

1st ▼

Project Title*

Spence Mountain Trail Project

Grant Cycle*

Spring 2019

Amount Requested*

\$25,000

Total Project Cost*

\$43,400

Entity Federal Tax ID Number

46-0879155

Do not enter if putting in SSN

Entity Name*

Klamath Trails Alliance

Grant Contact Name*

Drew Honzel

Email Address*

dhonzel@mac.com

Address*

P.O. Box 347

City*

Klamath Falls

State*

Oregon

Zip Code*

97601

Phone Number*

503-929-4561

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

dhonzel@mac.com

reply email

dhonzel@mac.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*

Develop destination-ba ▼



Project (250 words or less)*

Klamath Trails Alliance is seeking funds to professionally build a new 3-mile trail called North Star on the Spence Mountain trail project.

North Star is located in the middle of the Spence tract in gentle terrain best suited for beginner level mountain bikers. When combined with Shoalwater, Modoc and Old Eagle trails the new North Star trail will make it possible to ride a contiguous 10-mile loop all rated "easy" in difficulty. This is important because it will provide a full day of riding for families and will hopefully result in more overnight stays.

Our grant request of \$25,000 will be matched with \$18,400 in KTA funds to cover trail construction expenses. Other 2019 development plans (not included in this grant) include construction of 4 miles of trail, highway signs on Hwy 140, trail signs, kiosk and an updated master plan. The additional investment of \$90,000 is half funded through public tourism grants and half through private funds.

North Star trail construction will start late spring and likely finish during the fall.

Since day one, the Spence Mountain project has targeted the destination mountain biking crowd. Thanks to Discover Klamath's help they have distributed over 2,000 trail maps promoting Spence Mountain at key outdoor/adventure shows and cycling events in the Northwest. The word is getting out that Klamath is an up and coming mountain biking destination!

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)*

Increase Tourism:

Klamath has vast outdoor potential but lacks a trail system large enough to attract the destination mountain bike crowd. We hope to change that with our ongoing trail development at Spence Mountain and are starting to see results. Mountain bike tourism also helps bolster "shoulder season" numbers as riders seek out trails in the Spring and Fall when dirt is at its best (with some moisture).

Enhancing our Community:

In addition to attracting more tourists, adding new trails will create a more vibrant and healthy community over the long-term. Eventually, we hope to attract new residents (and employers) to our area seeking a higher quality of life.

Describe the need for your project

Long-Term (250 words or less)*

The revised Master Plan calls for over 60 miles of purpose-built mountain biking trails and associated infrastructure. Currently we have 28 miles or 47% completed. By the end of 2019 an additional 7 miles of trail will bring mileage up to 35 miles with a total investment of over \$500,000. To complete the remaining 25 miles of trail and associated infrastructure in the Master Plan another \$700,000 will be needed.

What is the long-term plan for your project

Measurability (250 words or less)*

Expanding our trail network by 3 miles is the most immediate measure of success. Completion of the planned 60-mile trail network is our long-term goal. The ultimate measure of success is to draw destination mountain bikers (and other trail users) to Klamath.

We achieved a milestone last year with our first competitive event, the Spence Mountain Run, an ultra-trail running event held on June 2, 2018. Although attendance wasn't huge at just over 60 participants, 50% were from out-of-area and raved about our trails. The second annual Spence Mountain Run is scheduled for May 18th and we should see numbers grow. Two other mountain biking events are being discussed for 2020, but we don't have confirmation yet.

A registration box was installed at the Spence trailhead kiosk in order to gather information from trail users in 2016. Data provided by a voluntary sign-in sheet shows growth in overnight stays and out of area visitors. Key findings from log entries in 2018: (a) 40% are from out-of-area (as defined by greater than 50 miles), (b) visitors remain in the area on average 1.9 nights, (c) 45% of visitors are from Oregon, 28% from California, 7% from Washington and another 20% from other areas. Keep in mind that this data is only recorded if trail users stop and fill out the registration log at our kiosk, so this information shows trends more than anything. It is also heavily slanted to new users and hikers that are more likely to stop.

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)

Growing trail infrastructure is aligned with Oregon's Healthiest State Initiative. The Robert Wood Johnson Foundation's County Health Rankings have consistently ranked Klamath County last among Oregon counties. In part to address this challenge, the City of Klamath Falls recently became the first Blue Zone Demonstration Community in 2015, implementing community health interventions ranging from diet, lifestyle, and community cohesion efforts to improvements to the built environment. Access to new trails within a 20-minute drive of the city increases local options for healthy, outdoor activity for exercise and relaxation.

Our economic development group, KCEDA, also promotes Klamath's outdoor assets to attract employers. Development of trails enhances these assets and improves the potential recruitment of employers valuing a better quality of life for their employees.

Regionally, Southern Oregon Visitors Association's strategic plan focuses on outdoor recreation under their Destination Development strategy. Two of their tactics include trail projects in the Rogue Valley so expanding the trail network at Spence Mountain will complement their strategy.

Finally, we align well with Discover Klamath's strategic plan which has several objectives directed towards growing cycling tourism by 10% per year in Klamath County.

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

Support & Involvement (250 words or less)

Since inception, in 2014, the Spence Mountain project has largely been successful because of community support. It all started with JWTR, the landowner, enthusiastically supporting the project. Next, Oregon Department of Forestry cleared a small parcel of their land and provided key access off of Highway 140 for our first trailhead.

Local donations from over 100 businesses/individuals have provided valuable matching funds for local and state grants. Gift-in-kind services from 13 business have also helped defray the cost of development. In 2018, KTA recorded over 100 days of trail maintenance and accumulated 1,002 hours of volunteer labor. Equally important, Klamath County Tourism Grants have funded Spence since inception.

Financial Sponsors – Zach’s Bikes, EcoSolar & Electric, Linkville Lopers Running Club, Great Basin Insurance, Windermere Realty, Isler of Klamath Falls, Hutch’s Bicycles, Tucker, Tucker & Gailis Dental Group, Asana Yoga & Sole, Muffler King, Chancellor Drilling, Jeld-Wen Foundation, Sky Lakes Medical Foundation, Sky Lakes Medical Center and over 100 individuals.

Grants & Foundations – Klamath County Tourism Grants, Travel Oregon Tourism Grants and Private Foundation Grants.

Gift-in-Kind Sponsors – Smith-Bates Printing, Rhine-Cross Engineering, Adkin’s Consulting Engineering, Oregon Department of Forestry, Nesting Well, Abbey’s Pizza, Running Y Ranch Resort, Base Camp Brewing, Rodeo’s Pizza, Dirt Mechanics, Gaucho Collective, Rocky Mountain Construction and Mountain Pacific Construction.

Partners – JWTR (landowner), Dirt Mechanics (professional trail builder), Discover Klamath (marketing), IMBA (education and training) and Oregon Department of Forestry (landowner).

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)

Growing trail infrastructure aligns well with local, regional and state needs in the following areas: (1) Developing destination-based products that are in concert with Oregon’s natural environment (2) Boosting shoulder season travel (3) Growing cycling tourism (4) Offering Economic and Health benefits to our local community.

Providing Klamath County with a demonstrable ROI for the Spence Mountain project will be difficult but we can offer results from a recently published study in March 2018 by BBC Research & Consulting titled “Economic and Health Benefits of Bicycling in Northwest Arkansas”. Northwest Arkansas is an unlikely mountain biking mecca but after decades of building quality single track they now have multiple IMBA Ride Centers, a coveted designation. One of the objectives of the study was to examine the ROI of bicycle infrastructure investments. Results showed the following: (1) Bicycling in Northwest Arkansas provides \$137 million in benefits to the economy annually (2) Bike tourism is a significant economic driver with tourists spending \$27 million at local businesses each year (3) Investments in soft-surface mountain bike trails is a key driver of tourism with at least 55% of mountain bikers traveling to Northwest Arkansas from outside the region (4) Bicycling in Northwest Arkansas generated \$85 million annually in health-related benefits.

We feel the economic and health benefits cited in the study will also be realized by investments in trail infrastructure at Spence Mountain.

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)

Investments in trail networks provide “free” recreational opportunities for all.

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)

Several of our business sponsors are small businesses. To name a few EcoSolar Electric, Tucker & Gailis Dental, Zach's Bikes, Asana Yoga & Sole and Rodeos Pizza all see the value in growing the Spence trail network to their businesses.

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

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

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

Required supporting documents*

Supporting Documents.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

Drew A. Honzel

Date/Time*

3/29/2019

5:30 PM