

Print**Tourism Sponsorship application - Submission #132****Date Submitted: 3/29/2018****Title of Project***

Inventor & Oregon Tech: Stay & Play

Grant Cycle*

Spring 2018

Funds Requested*

2500.00

Organization Applying*

Oregon Institute of Technology

Contact Person*

Hallie Neupert

Phone Number*

541-885-1480

Email address*

Hallie.Neupert@oit.edu

Website (if applicable)<http://www.oit.edu/academics/degrees/business>**Address**

3201 Campus Drive

City

Klamath Falls

State

OR

Zip Code

976201

Are you or is anyone in your organization an employee of Klamath County Government or a relative or 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*

yes

If yes, please enter name

Name

Description of project including activities, date, time and location*

Invent Oregon (InventOR) is an annual Lemelson Foundation sponsored event that brings college and university student teams from all over the state together for a one-day prototype competition. Oregon Tech has been selected to host this year's competition on June 29, 2018 and university faculty, staff, and leadership have been working with the InventOR team to ensure this year's event reflects the uniqueness of both Oregon Tech and the local region. The day-long, family-friendly event will be open to the public and advertised widely throughout the region as an opportunity for the public to learn about and experience cutting-edge technology, interact with top student inventors and faculty throughout the state, and participate in the competition by determining the "People's Choice" prizewinner. An estimated 200+ tourists are expected to attend and will stay in Klamath Falls during the event. Read more to learn how we propose to extend their stay beyond the one-day competition.

Goals*

Our goal is to attract a minimum of 150 out-of-county visitors who will stay beyond June 29. Visitors will include InventOR competitors, their families and friends, supporting faculty, university leaders, and competition judges. The math: 12 (Schools) x 2 (Teams per School) = 24 x 4 (people per Team) = 96 + Faculty (24) = 120 + Parents (50) = 170 + Judges (30) = 200 People Total (or more). As it stands now, visitors will arrive Thursday, June 28th; student teams compete Friday, June 29th, and would most likely depart Saturday, June 30th. Through this grant, we are hoping to extend their stay to include "Stay & Play" packages that will keep them in Klamath through the weekend. Funding will allow for promotion and marketing to our target audiences by promoting other activities and events. We want participants to come and stay before and after the competition. We will track "visitation" from our confirmed registrations to the InventOR event. We will also administer (post event) a Qualtrics Survey to all registrants/participants/Judges/Faculty Advisors, etc... that will assess if they stayed longer than the one-day event and their degree of satisfaction. Because of the registration process, we will be able to monitor activity in Klamath.

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

Team*

Hallie Neupert, Oregon Tech Business Management Department, Chair
As the lead on the Catalyze Klamath competition, department chair, and member of Klamath IDEA, Hallie Neupert has had extensive experience building connections between Oregon Tech and the Klamath Falls community. Hallie will work directly with the Invent OR team and university administration to ensure the competition is a success.

Kristy Weidman, Oregon Tech Business Management Department, Assistant Professor and Marketing Program Director
Kristy Weidman brings her extensive public and private sector marketing experience to this project. In addition to facilitating community connections, Kristy will work directly with Klamath tourism and economic development agencies to ensure work complements existing efforts.

Josie Hudspeth, Associate Director of Oregon Tech Student Engagement Programs
From the Oregon Tech Music Garden to hosting comedians and lectures on-campus, Josie Hudspeth has a track record of successful project management and hosting campus-community events.

Aja Bettencourt-McCarthy, Oregon Tech Library, Head of Public Services
Aja Bettencourt-McCarthy is Oregon Tech's Business Management librarian and brings market and community research skills to the team.

Barbara Neal, Oregon Tech Director of Sponsored Projects
As Director of Sponsored Projects, Barbara has extensive experience managing grant funding.

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

Experience*

All members of this team have had experience working to support events similar to the InventOR competition (Hallie Neupert and Kristy Weidman), or have coordinated and executed community-campus events (Josie Hudspeth) as well as handling and reporting on grants (Barbara Neal). In addition, the team has previously collaborated to host successful Catalyze Klamath competitions.

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

County credit*

Klamath County will be formally recognized as a supporter of the event in all printed materials created as a result of the grant funding. In addition, Klamath County will be noted as a supporter during the event wrap-up presentation and additional materials. Depending on Klamath County, to do so.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

Date and Activity/POC:

March 20, 2018: Layout plan--develop a strategic marketing plan

March 26, 2018: Meet with Discover Klamath

March 27, 2018: Identify "Stay & Play" Ala Carte packages

March 29, 2018: Apply for Tourism Grant

April 20, 2018: Distribute "Stay & Play" email/survey (Qualtrics) to Invent OR distribution/contact list--"what do they want from Klamath?"

May 4, 2018: Finalize "Stay & Play" packages, distribute to Invent OR distribution/contact list via email or other contact information

May 18, 2018: Confirm "Stay & Play" packages--follow-up communication

May 25, 2018: Send "confirmation" emails to interested "Stay & Play" tourists who expressed interest in package travel

June 28, 2018: Evening: Hold event at Gaucho and Creamery

June 29, 2018: All-day: Event at Oregon Tech campus--food trucks, beer garden, GEMS game, etc.

June 30, 2018: Extended "Stay & Play" --Lava Beds, kayaking, Crater Lake, Train Mountain, Farmers' Market, GEMS game, etc.

July 13, 2018: Follow-up survey with participants (Qualtrics)

July 30, 2018: Meet to discuss & evaluate event (Josie, Aja, Hallie, Barb, Jim, Kristy & other key players)

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

Target Market*

The target audiences for this event are the families, friends, professors, and university supporters of entrepreneurial college students from universities across the state. Student teams and supporters will travel to Klamath Falls from all over the state, but as a result of the distribution of universities in Oregon, the majority of teams will be travelling from the Portland metro area or from other schools along the I-5 corridor. This presents a unique opportunity to raise the profile of Klamath Falls with education and community leaders as well as with regional entrepreneurs and future business leaders.

Describe your target market/audience

Measurability*

We have been working with several local hotels to set-up accommodations for student teams and competition judges. If funded, we will work with these hotels to provide a rate code or other means of tracking which of their guests are visiting in association with the competition and whether the length of their stay extends beyond the competition timeline.

Given that participants "register", we will have a populated database to work with and contact for further evaluation.

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

Sponsors*

This project is the result of a collaboration between Oregon Tech, InventOR, and regional colleges and universities. Oregon Tech is the host of this year's event and is contributing space as well as significant input in the planning of the event. InventOR is the primary sponsor of the event and is contributing to both event planning and coordination of the competition. Finally, the competition will draw student teams and faculty participants from colleges and universities across the state. Each team requires the support of their school to make it to the competition.

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

Flexibility*

Without grant support, our team will limit its focus to planning for the evening before and day of the event. As a result, we will only be able to promote the event on one day: June 29, 2018.

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

Required supporting documents*

Tourism Sponsorship- Supporting Docs.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*

Barbara G. Neal

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
OREGON INSTITUTE OF TECHNOLOGY

2 Business name/disregarded entity name, if different from above
OREGON TECH

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
 Individual/sole proprietor or single-member LLC
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
 Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
 Other (see instructions) ▶ **HIGHER EDUCATION - STATE UNIVERSITY**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) 3
 Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
3201 CAMPUS DRIVE

6 City, state, and ZIP code
KLAMATH FALLS, OREGON 97601

7 List account number(s) here (optional)

Requester's name and address (optional)

Print or type
See Specific Instructions on page 2.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the Instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number											
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Employer identification number											
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4	7	-	2	8	9	3	1	4	4		

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ *[Handwritten Signature]* Date ▶ *1/23/2015*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

PROJECT BUDGET

Oregon Tech Invent OR (www.InventOregon.org)					
INCOME					
	BUDGET				
	Cash	In-Kind	Cash		
Klamath County Grant (Sponsorship)	\$2,500				
OTHER INCOME					
InventOR	\$500				
SUB TOTAL INCOME	\$3,000	\$0.00	\$0.00	\$0.00	
TOTAL INCOME	\$3,000.00		\$0.00		
EXPENSES					
LINE		BUDGET		Actual	
ITEM	Marketing & Logistics:	Cash	In-Kind	Cash	In-Kind
1	Shuttle Bus Rental (2 Days @ \$800/Day)	\$1,600			
2	Pre-Event Mailer: STAY & PLAY PACKAGE	\$700			
3	Marketing Partnership w/ Discover Klamath	\$700			
4					
	SUB TOTAL EXPENSES	\$3,000	\$0.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$3,000.00		\$0.00	

DISCOVER
KLAMATH
OREGON UNEXPECTED

April 20, 2017

Ms. Hallie Neupert, Department Head
Ms. Kristy Weidman, Assistant Professor
Oregon Tech
3201 Campus Drive
Klamath Falls, Oregon 97601

RE: Letter of Support – Grant Request for 2018 Invent Oregon (June 29, 2018)

Dear Hallie and Kristy,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the efforts of Oregon Tech to secure a **Klamath County Tourism Grant**, to enhance the hosting of a statewide college competition called INVENT OREGON (www.InventOregon.org), which is underwritten by the Lemelson Foundation (www.Lemelson.com), which seeks to “Improve Lives through Invention”.

The INVENT OREGON program will bring approximately 150 people to Klamath Falls June 29th (which is a Friday), from all over the state, for a one-day Innovation Competition.

The goal and use of Klamath County Tourism Grant funds, if awarded, will be to create and market incremental leisure-time activities that will encourage people to stay for one to two additional days/nights in the Klamath Basin.

Our organization sees excellent potential for extending the visits of many of the out-of-area participants, and; if well-executed positioning Oregon Tech as the Host of INVENT OREGON in future years.

If awarded this Grant, Discover Klamath will commit to be an active partner in the development and implementation of programs, activities, itineraries, and the marketing thereof.

Best of luck on your grant application.



Jim Chadderdon
Executive Director

FAVELL Museum

The Favell Museum is a non-profit organizations dedicated to the enhancement and the understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art.

125 West Main Street
Klamath Falls, OR 97601
541-882-9996
www.favellmuseum.org

March 28, 2018

Ms. Kristy Weidman
Oregon Tech
3201 Campus Drive
Klamath Falls, OR 97601

Trustees & Staff

Nancy Wendt,
President

Dr. Jim Calvert,
Vice President

Judy Phearson,
Secretary

Laura Pulley
Treasurer

Debi Catron,
Director

Ann Favell Silvestri,
Director

Winifred Favell Hood,
Director Emeritus

Mel Ferguson,
Director

Richard Garbutt,
Director

Douglas Osborne,
Director

Wayne Snoozy,
Director

Pam Stoehsler,
Director

Mark Wendt,
Director

Janice Woodhouse,
Director

Walter Woodhouse,
Director

Janann Loetscher,
Executive Director

Pat McMillan,
Museum Curator

Christie Riggins,
CAP Director

Dear Kristie,

The Favell Museum is supportive of Oregon Tech's efforts in applying for a Klamath County Tourism Grant for support in hosting Invent Oregon (InventOR), an annual Lemelson Foundation sponsored event that brings college and university student teams from all over the state together for a prototype competition.

Congratulations to Oregon Tech for being selected to host this year's competition! This is a great opportunity to highlight Oregon Tech and the Klamath Basin as well, with an estimated 200+ tourists expected to attend and stay in Klamath Falls during the event.

Good luck on your grant application!

Sincerely,



Janann Loetscher
Favell Museum Director

gaucho
[collective]

1038 Main St. Klamath Falls, OR 97601

March 28, 2018

To Whom It May Concern:

We at the Gaucho Collective, Klamath Falls Coworking office and hub for entrepreneurs, would like to show our support for Oregon Tech in their application for a Klamath County Tourism Grant.

In hosting and incorporating InventOR in our community as a destination would be a perfect opportunity to build the right demographic for tourism and economic development. As we are Oregon Tech alumni, engineers, entrepreneurs and community leaders we know the importance of growth and recruiting of top talent to be successful.

We find it imperative to showcase our community's efforts and offerings to the bright minds, talent and related support system to college students around the state. The longer Oregon Tech and the community can keep the event participants attention the better our odds will be at their return either for vacation or maybe even to start/grow their business.

Entrepreneurs all across this country are in search of a place the offers the perfect work – life – balance which is why supporting academic events with tourism is a winning combination. We must maximize every opportunity to convince them that Klamath County is worth a second look.

Best,


Adam Burwell

