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HUMAN RESOURCES

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Tourism Grant Application:  
Klamath Falls Warriors  
Women's Flat Track Roller Derby



**PLAY  
ROLLER  
DERBY**

**TOURISM GRANT APPLICATION**

Organization Applying: Klamath Falls Warriors  
Address/ mailing: 2039 Huron Street  
City, State, Zip: Klamath Falls, Oregon 97601  
Contact Person: Christina Giordano AKA Mafia Princess  
Phone Number: 541-220-6005 # 007  
Tax ID # or SSN: 600988544  
Email Address: anewlifeinuc@yahoo.com  
Web Site Address: KlamathFallsWarriorsRollerDerby.com  
Title of Project: Lets Bring Roller Derby to Klamath Falls!

Brief Description of Project: Recruiting for female players  
18+ (any size, shape, or skill level), refs,  
sponsors, and helpers for Klamath Falls  
Warriors Roller Derby League. Roller Derby  
is the fastest growing full-contact sport  
in the world, and is in the works to join  
in the 2020 Olympics.

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

Signature of Applicant Christina Giordano Date 3-20-12  
Signature of Board Chair \_\_\_\_\_ Date \_\_\_\_\_

**Tourism Grant Budget Form** *(attached paper)*

<b>INCOME</b>	<b>Committed</b>	<b>Pending</b>	<b>Total</b>	<b>Actual</b>	<b>Comments/Explanations</b>
Tourism Grant Request					
Cash Match -					
Source:					
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	-	-	-	-	
<b>EXPENSES</b>					
Advertising					
Print					
Web					
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	-	-	-	-	
Net Projected Income<Expense>	-	-	-	-	

**NOTES**

Do not include any items listed on Page 3 of the application as not eligible  
 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

## Income + expenses:

I am currently working with Nerds R US to get <sup>1,000</sup> flyers, <sup>1,000</sup> business cards, and banners (to display in town, and local events.); to recruit/advertise for players, refs, helpers, and sponsors.

Once I have the flyers/business cards I and local supporters will walk all over Klamath Falls advertising roller derby.

I created a website, and facebook account to advertise, and keep in touch with everyone/anyone involved with league.

I plan on advertising in Herald + News, Nickel, hospital, radio, + TV commercials.

Because this is a not for profit league any money recieved will remain for and within the league.

All players are responsible for monthly dues, and we will be primarily funded by sponsors, donations, and events/bouts (ticket sales, and merchandise.)

The league will attend community events, and do as many things to bring in support (ex: car wash, bake sales, ect...) and increase tourism to and from the area.

**PROJECT DESCRIPTION**

Introduce and  
Bring roller derby to Klamath Falls.

Project Plan:

1. What is the main focus of this proposal?

Roller Derby is an amazing sport that combines athleticism and entertainment, while increasing local business revenue + tourism/travel to + from the area.

2. What are the project activities?

- 1.) Advertise about Roller Derby but, #1 Recruit players, refs, helpers, fans, and sponsee.. Find place to rent for practice and eventually have bouts.
- 2.) Long-term goal is to be bout ready in 1 year to intra-league bout and travel to surrounding areas.

I currently have connections to interested leagues in Oregon, California, Nevada, Arizona, Idaho, Utah, + Washington. that interested in working with us.

3. When will the project occur? How long will it last?

I have been working, and planning to start a league over a year. I am

planning to recruit/advertise this month and there after in the future.

Goal: In 1 year hopefully be self sufficient + fully functional.

Plan is for Roller Derby to be around for generations to come.

4. Who is the target market? What is your strategy for reaching the target market?

Please check out WFTDA (women's flat track derby association) and Wikipedia/Roller Derby.

Roller Derby is open to everyone/anyone, any age, race, sex, \$ status, or occupation. Family oriented + community based sport.

- Right now my target market is female skaters 18 years +, refs, sponcers, and support.  
Project Goals: Flyers, business cards, word of mouth, online, newspapers, ect...

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

Roller Derby creates fans just like any other sport and those fans spread like wild fire both locally + world wide. My goal is to bring people to and from the area by the hundreds.

Still working on a plan regarding tracking visitors vs locals.

Ideas: 1) contact page online and when sell tickets have a guest book, and or sign in sheet requesting fan's to list

best way to stay in touch with the league

(name, address, e-mail) to send info.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

Plan roller derby bouts around holidays, + events in Klamath Falls. Example - Blues Festival, car show ect...

work with local business to give coupons, discounts for hotels, ect... Over all goal is to bring tourists to the area year round so other areas can enjoy this diamond in the ruff.

QUALIFICATIONS OF APPLICANT

The Roller Derby

7. Describe your organization. Warriors will be a Not for profit (female skaters) league. Over all goal is to increase community, team

work, and self esteem. Roller Derby is a life style and a family. It is spreading like wild fire all over the world and I know it will bring positive changes to this wonderful town.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

I am a Nurse at SkyLakes.

I am a derby girl. (I ♥ Klamath Falls) (18,000 people) in Arizona. I moved to Elko Nevada 2010 and joined my first team

on a roller derby league, + instantly was hooked. I was apart of the original players to join, + start The Boomtown Betty Bashers, and then the Nevada East league which later combined into one, and even was on the All-star team that traveled out side of the town. I love Roller

MARKETING PLANS

Derby + I have the determination, + heart to bring this awesome sport + life style to Klamath

9. Describe specifically how you will market the event to visitors.

Falls.

① Flyers 1,000 to start just focused on introducing the sport to Klamath Falls, + recruiting.

② I have already created a facebook + website to advertise, promote, + talk about roller derby, + the plan to start a league.

③ 1,000 Business cards as everywhere I go some how roller derby comes up in conversation.

④ Place ads in newspaper, commercials, and radio

⑤ make banners hang in town, + drive at events in town.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Success will be seen with time and as fans increase, and the league gets more organized/~~strong~~ this time next year we will be self sufficient, and boot ready. At the bouts we will sell tickets and before can purchase in person or via mail. Plan is to have a fan mail guest book too.

11. If your project is already underway explain how this grant will increase your likelihood of success.

This is literally the beginning of starting this league and bringing roller derby to Klamath Falls. Any funds granted will help this project be successful as of right now I am doing this on my own out of pocket and with only a handful of others that love roller derby, + see the potential, and possibilities of bringing

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

it to  
this town.

I have derby family in many local cities, and states very interested in working with me, + down the road play with us in bouts both here in Klamath Falls + in their area (when we have a travel team.)

I am currently working with several local business to get this started, while increasing community teamwork, + unity.

I skate with Sis-Q Roller Girls on occasion in Medford and along with many other teams/leagues they have voiced their excitement to have another local team to play, + work with.

Thank you for your time,  
+ consideration of my proposal/project,  
+ dreams. Sincerely, Christina Guidano