

**KLAMATH COUNTY TOURISM  
GRANT PROGRAM APPLICATIONS**



**Date Issued:** September 1, 2011

**Issued By:** Klamath County Finance  
305 Main Street  
Klamath Falls, Oregon 97601  
  
(541) 883-4202

**Applications Due:** 2:00 p.m., September 30, 2011

**RECEIVED**  
SEP 30 2011  
BY \_\_\_\_\_  
KLAMATH COUNTY FINANCE



**TOURISM GRANT APPLICATION**

Organization Applying: Klamath Arts Council, Klamath Kinetic Challenge  
Address: PO Box 392  
City, State, Zip: Klamath Falls, OR 97601  
Contact Person: Dawn Jennings, MD  
Phone Number: (541) 281-9426  
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Web Site Address: www.klamathkinetic.org  
Title of Project: Klamath Kinetic Challenge

Brief Description of Project:

The Klamath Kinetic Challenge (KKC) is a spectator race that creates a festival environment for the racers and spectators. The object is to design and build a human-powered vehicle and then use it to travel a course involving paved and gravel roads, sand, steep hills, mud, and water. Participants are scored on speed, engineering, and artistic qualities. The KKC is one of seven Kinetic Sculpture Races on the west coast which create a circuit that participants and spectators travel around during the summer. The largest and original race is held from Arcata to Ferndale, CA, over the Memorial Day weekend and is nearing its 50<sup>th</sup> anniversary as the largest tourist event in Humboldt County.

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   
Signature of Board Chair \_\_\_\_\_

Date 9/30/11  
Date \_\_\_\_\_

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000			
Cash Match -					
Source: Sponsors		4,500			
Source: Entry Fees		800			
Source: T-shirt Sales		1,000			
Total Cash Match	-	6,300-	-	-	
Other Funding Sources:					
Source: Discover Klamath		10,000			
Source: Match					
Source:					
Total Other Funding Sources	-	10,000-	-	-	
Total Projected Revenue	-	26,300-	-	-	
<b>EXPENSES</b>					
Advertising					
Print		5,000			
Web		3,060			
Other Internet					
Other		12,715			
Total Advertising	-	20,715-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other: please see attached					
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	6500-	-	-	
Total Projected Expenses	-	27,215-	-	-	
Net Projected Income<Expense>	-	<975>-	-	-	

**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

# 8<sup>th</sup> Klamath Kinetic Challenge

## Proposed Budget for 2012

### Advertising Breakdown

Television	10,000.00	Northern California and I-5 corridor
Newspaper	5,000.00	Northern California, Southern Oregon, I-5 corridor
Web	3,000.00	Northern California, Southern Oregon, and I-5 corridor as well as the sites of other Kinetic Sculpture Races
Public Relations	2,000.00	Northern California, Southern Oregon, and I-5 corridor as well as the sites of other Kinetic Sculpture Races
Posters	500.00	Klamath, Lake, and Jackson counties
Website	60.00	Worldwide
Facebook presence	Free	Worldwide
Third Thursday	15.00	Klamath County
Travel to Arcata for Grand Championship	200.00	Target Kinetic Sculpture Race community from throughout the West Coast
Public Service Announcements	Free	As many as possible
<b>Advertising Total</b>	<b>20,775.00</b>	

## Other Expenses

Food	1750.00	For racers and volunteers the day of the race
Course	150.00	Sand for the sand pit, fill dirt for the mud pit, etc.
Security	800.00	The Klamath Police Reserves for crowd control, especially while crossing Main Street
Permits	150.00	Park use and parade permits
T-shirts	1000.00	To encourage sponsorship and to sell for income
Portable Toilets	300.00	Required for use of the parks
KoA camping	500.00	Camping for racers at KoA this year (30 people/3 nights)
Music	750.00	For DJs/bands to perform at the awards festival, kick-off, and parties
PA System, Stage	300.00	For the announcer and entertainment
Awards	300.00	Trophies and PEL awards
Misc	500.00	Office supplies, PO Box, etc.
<b>Other Total</b>	<b>6500.00</b>	
<b>Total Expenses</b>	<b>27,275.00</b>	

## Income

Sponsors (cash)	4,500.00	Projected, based on last two years
Entry Fees	800.00	Average of last two years
T-shirt sales	1,000.00	Estimate based on previous sales
Tourism Grant	10,000.00	In process of applying
Discover Klamath Match	10,000.00	Contingent on Tourism Grant
<b>Total Income</b>	<b>26,300.00</b>	We could cover the small gap by any combination of increasing sponsorship, working with businesses for in-kind donations as we have in the past, or using our reserve funds.

## PROJECT DESCRIPTION

### Project Plan:

1. What is the main focus of this proposal?

Our committee is organizing the 8<sup>th</sup> Annual Klamath Kinetic Challenge (KKC), a fun regional event for participants mostly from Oregon and Northern California. Our experience last year has shown that without the Tourism Grant funds, we can have a successful local event with 300-400 spectators from the area. However, in prior years when we received Tourism Grant funding, we drew 400-500 spectators with the difference being made up of visitors from outside Klamath County. We also attract 30-40 participants from outside the county who stay for at least a two-day stay. Last year we expanded to a three-day event, which was well-received and extends our average stay from one to two nights to two to three nights. We are seeking support from the Klamath County Tourism Grants to allow us to fund the regional advertising necessary to draw spectators from outside of the county.

2. What are the project activities?

The Klamath Kinetic Challenge is a race of wondrous human-powered sculptures that compete by using artistic appeal, engineering skill, and physical endurance to entertain the spectators while traversing a challenging race course. The event kicks off with a parade through beautiful downtown Klamath Falls to showcase the sculptures. Race crews then navigate the course including obstacles such as KAGO hill, a sand pit, a mud pit, and Lower Klamath Lake.

We are again planning on expanding our course for the 8<sup>th</sup> race, filling the weekend more fully. Last year we basically divided the previous nine mile course over Saturday and Sunday to increase viewing opportunities. We are in the process of reviewing bike paths throughout the county, hoping to take the vehicles outside of downtown Klamath Falls for the first time. Most likely this will include part of the OC&E trail going East. We are also discussing adding a second water crossing so that the vehicles enter both Klamath Lake and Lake Euwana, since the water crossings are clear crowd favorites. The weekend concludes with an awards dinner in Veterans' Park.

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

The 8<sup>th</sup> Klamath Kinetic Challenge will occur June 22<sup>nd</sup> to 24<sup>th</sup> 2012, lasting 3 days.

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

This event is attractive to a diverse group of people, really anyone who is interested in having fun. People who have enjoyed watching the KKC previously include high school and college students, young couples, families with young children, and seniors. Anyone with an interest in art, engineering, sustainable living, or physical fitness will be able to connect with our racers and their Kontraptions and derive pleasure from cheering them on. Of course, a good sense of humor helps. The broad range of people in the target audience is evidenced by our broad range of sponsors, from South Valley Bank to Adkins Consulting Engineers to the Klamath Medical Clinic.

We do need to recruit participants as well as spectators and we focus on doing this by contacting racers from previous years as well as participating as volunteers in the Kinetic Grand Championship in Humboldt County, CA. We have developed a reputation with previous racers as a well-run, amusing, gratifying event that values our racers and treats them well, giving them a real Klamath County warm welcome. We are also going to advertise on the various race websites and we maintain a presence on the e-mail list serve. We support an active Facebook page which is linked to videos on YouTube. The Kinetic Sculpture world is very tech-savvy and a majority of the participants are easily reached through these efforts which are very cost-effective. They are also just the type of Outdoor Enthusiasts that the Tourism Marketing Plan is focusing on this year.

#### Project Goals:

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?

As in years prior when we have received tourism grant funds, we expect 400-500 spectators with approximately 25% of those being from outside of Klamath County. We also expect 13 racing teams, consisting of 1-6 people each, and that 75% of these will be from outside of Klamath County. This would give a total of 155 people brought in for an average 2.5 night stay from outside of the County, translating at an average room rate of \$69 into over \$25,000 spent on lodging here during the event. That does not include money spent on meals, gas, or other incidentals during their stay. For racing teams, we have their registration forms which allow us to know precisely whether they are locals or visitors. For spectators, we survey the crowd as discussed in Question #10

Jim Chadderdon recently shared an interesting statistic with me that he learned from a national travel publication. People travelling for cultural or heritage events tend to spend an extra \$800/trip compared to people travelling for other reasons. With the Kinetic Challenge's focus on art, we fall into the category of cultural travel and should be able to capitalize on this higher level of spending during our spectators' travel.

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

We have a welcome party Friday night which includes live music, art judging for the sculptures, and refreshments provided by Mia and Pia's. The awards dinner finishes late on Sunday, so people who need to travel are likely to stay through Monday instead of leaving that night. Both of these events are free and open to the public to promote the full 3-night stay for participants and spectators alike.

We also emphasize the many attractions in our area, such as Crater Lake and the various wilderness areas, in our promotional materials to entice visitors to plan a longer stay to explore the area before and after the race. This aligns well with the Tourism Marketing Plan that is emphasizing Klamath County as "one of the most beautiful, authentic nature experiences in the country." Our target audience includes people interested in physical fitness and sustainable living,

just the right people to appreciate the varied outdoor recreational opportunities available here in the summer and the main target audience for the Tourism Marketing Plan this year.

#### **QUALIFICATIONS OF APPLICANT**

7. Describe your organization.

The Klamath Arts Council is a non-profit organization promoting art and culture in the Klamath Basin. The Arts Council's mission is "To stimulate and encourage the practice, study, and appreciation of the Arts; to be a catalyst for the Arts, connecting creativity and arts disciplines with every facet of life and community." The Arts Council has previously worked with Travel Klamath on Century Days and the Spring and Autumn Fest of Art and was the founding organization for Third Thursdays which have become such a successful tradition for our area.

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?

Members of our organization have been coordinating this event for 8 years now, working with the City of Klamath Falls, Klamath County, and diverse partners throughout the community. Denise Currin, the founder of the KKC, continues in a supervisory role. This will be my third year as the Supreme Organizer, providing me with several years of joining with area leaders in the private and public sector and building relationships to ensure our success. Most of our organizing board will be returning as seasoned veterans as well.

The statistics collected at previous races bear out the information above, that we attract 155 people for an average of a 2-night stay (before the expansion to a full weekend event) when we have access to funding from the Tourism Grants. Previous Challenges have brought people from Nevada, Idaho, Indiana, Illinois, North Carolina, Maryland, Pennsylvania, Ohio, Georgia, Kansas, Wisconsin, Washington, Arizona, and California as well as around Oregon and even as far as England and Chile. Earlier surveys also discovered that many of the people were pleasantly surprised by Klamath County and planned a return visit to the area.

#### **MARKETING PLANS**

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

We have come together with Discover Klamath for our regional advertising this year and they have generously agreed to match our advertising budget dollar-for-dollar as well as advise us on where to focus our efforts for the greatest effect. The proposed budget was developed in discussion with Mr. Chadderdon and incorporates our experience with our venue with his knowledge of effective marketing principles for the area. For

example, the data from previous years show us not drawing many people from our radio advertising, especially compared to the cost. This is reasonable, since it requires a visual medium to convey the nature of our event to most potential spectators. Therefore, we have no plans on pursuing radio marketing this year. I anticipate this to be a very fruitful collaboration for the Kinetic Challenge and for Klamath County tourism.

Specifically, we will print posters to distribute to area business in several counties and maintain our website to make it easy to find and use. We will also place ads in newspapers, on websites, and on television with the guidance of Discover Klamath. These are visual medias that help us tell our story within the confines of a typical message and draw people's interest in the unique spectacle we create. For kinetic sculptures, one picture is worth at least 1,000 words if not more. The KKC is most likely to draw people as a "one-tank" weekend trip, so we will focus on the I-5 corridor north and south within this driving range. To maximize our regional media coverage, we will retain the services of the public relations specialist that Discover Klamath has worked with productively in the past. We will also invest in a listing in the Oregon Festival and Events Association publication.

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

We have had good success in the past with surveying the crowd, finding ~75% of people willing to answer a few questions. Our last survey focused on the number in the party, their hometown, and from which media outlet they heard about our event. This data allowed us to verify overall attendance as well as percentage of spectators from out-of-town and target our future marketing efforts as discussed above.

As requested by the review panel last year, we could easily include two more questions about where they are staying and for how long. Since we are a free event and therefore do not sell tickets, our event does not lean towards tracking through ticket sales. Also, the venues we use are open to the public (such as Veterans' Memorial Park, Moore Park, and the Link River Trail) and spectators tend to wander in and out throughout the race, attending some parts and skipping others. It would be very difficult to contain any significant part of the route and track admission and this would not necessarily be a representative sample for the weekend.

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

Without the funding provided by the Tourism Grants, we operate at the level of a great local event. We truly appreciate the wonderful community support that allows us to continue this tradition year after year, covering our operating expenses. The money provided by the Tourism Grant allows us to expand our advertising throughout the region, increasing spectators for us and increasing tourism for the local economy. We have not yet begun to seek sponsorship for the 8<sup>th</sup> race, but we do have sufficient resources in our reserve fund to cover our projected operating expenses for this year.

In reading the Tourism Marketing Plan, I was struck by the importance that is being placed on Internal Marketing. As a short-time resident of the County, I am often surprised by the lack of esteem residents have about Klamath County. It really seems to

me that the average inhabitant is clueless about the wonderful access they have to amazing activities. It is far more common to hear someone denigrating our home town, focusing on our very real problems such as drug use and poverty, than to hear someone discussing how excited they are about the positives. Some of the things our family has enjoyed are the various museums, Train Mountain, the wilderness opportunities, the Ross Ragland's many offerings, Crater Lake, and obviously the Klamath Kinetic Challenge. We have found this area to be an astounding and unique blend of natural opportunities with services generally reserved to much larger metropolitan areas. We have found people who are invested in great events like the OIT summer music series, the Winter Wings Festival, the Klamath Kruse, and Third Thursdays, events that are run by motivated citizen organizations which are often volunteers like our own Board.

In my opinion, it is by supporting the continuance of these great events that we will succeed in building hometown pride and acquiring the enthusiasm needed for Internal Marketing. We do not need new events, there are generally more things going on in a given weekend than our family can manage to take advantage of. What we need to do is to stop the failures, the events that don't come back, the businesses that close, the people who move away because they fail to see how wonderful Klamath County is. The losses are easy for people to focus on, preventing them from understanding what a magnificent place Klamath County is and then preventing them from sharing that with potential visitors, businesses, and residents. I would humbly submit to the Review Committee that this is the time to focus on promoting our strengths, helping people to discover what we already have, and not the time to invest resources in start-up programs that have failed to demonstrate success. I think this fits well with the Tourism Marketing Plan's focus on Internal Marketing this year.

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.

Since we are early in our planning cycle, we do not have any committed sponsors yet. Previous repeat sponsors have included Trekker Designs; Pacific Power; Karl Wenner, MD; Marcus Peterson, DDS; Oxford Suites; B&D Mobile Support; Pelican Charters; Klamath Pediatric Clinic; Klamath Medical Clinic; Novak's Auto Parts; Adkins Consulting Engineers; Kla-Mo-Ya Casino; and South Valley Bank and Trust. We anticipate having successful fundraising once again in our generous community that whole-heartedly supports our exciting event.

The KKC is, at heart, a volunteer activity. None of the organizers are paid for our efforts. We strive to be wise stewards of the funds entrusted to us by our sponsors, using the money to promote local businesses. We also draw many more volunteers from throughout the community to help the day of the actual event. They help with everything from crowd control to serving meals to setting up and taking down the course. We would not be able to continue without our munificent sponsors or our wonderful volunteers. Our motto is "For the Fun." We hope everyone involved revels once again in the spectacle of the Klamath Kinetic Challenge.

