

Print

Economic Development Grant Application - Submission #299

Date Submitted: 9/28/2018

Title of Project*

Marketing RV & Boat Services

Funds Requested*

\$3719

Grant Manager/Contact*

lauralee@FoxyStitchesUpholstery.com

Organization Applying*

Foxy Stitches Upholstery

Applicant Type*

Please check one

Non Profit

Private Business

Public Body

Other

Tribe

Phone Number*

541-205-3805

Email Address*

lauralee@foxystitchesupholstery.com

Address

7242 Hilyard Avenue

City

Klamath Falls

State

OR

Zip Code

97603

Brief Description of Project*

Marketing of services to approximately 6000 DMV registered RV & boat owners within 45 mile radius of Klamath Falls, to be executed upon receipt of signed agreements.

Also provide a project schedule if possible.

Explain the source of all funds for this project*

Foxy Stitches Upholstery has committed \$1593 to this campaign which represent 30% match of requested county funds. \$500 in kind for new chamber members from Basin Mediactive is reflected. If only partial funding from the County is obtained, we will scale the campaign appropriately for funds available. This campaign success will be easily tracked.

In addition to this answer, a project budget is necessary. A detailed budget is not required; in the box below provide a general financial description. Identify how this project would be modified if only partial funding from the County is obtained. Be sure to include the required 30% cash match in your budget

Explain what exactly the project funds (and especially the county funds) will pay for*

The cornerstone of this campaign is direct mail with a call to action to approximately 6000 DMV registered RV & boat owners within 45 mile radius of Klamath Falls and additional radio/TV.
 \$3171: printing and mailing of 6000 postcards
 \$730 mailing list
 \$690 KLAD, KAGO (50 spots each station)
 \$720 Spectrum Cable, Fox News (80 :15 bookends)
 In case of partial funding, we would scale the radio/TV appropriately. A 2% ROI of 6000 leads could modestly result in projected \$70,000 in revenue.

Identify how this project would be modified if only partial funding from the County is obtained. Be sure to include the required 30% cash match in your budget

Identify the specific economic development benefits from this project*

Recognizing the lack of full time upholstery services in our county and that our new 2500 sq ft shop is one of the best equipped upholstery shops in the region, and based on our own data collection; we can confidently confirm the majority of our \$76,694 revenue (8 months 1/1/18-8/30/18) would have left the county. Of that revenue an excess of \$24,000 was with local businesses and \$15,901 in aviation. In the past year we have turned away 10 or so RV & boat projects as we did not have the facilities to securely store them while working on the project. With the acquisition of our new 2500 sq ft facility, we are prepared to properly serve the RV & boat market. 2% return of 6000 DMV RV & boat registrations could modestly result \$70,000 in revenue that currently bleeds out of county. This increase could create another job

Reference to economic development objectives in section 5 in grant memorandum

Identify how this project is consistent with regional or local economic development plans*

This project will create new county revenue that currently bleeds out of county, provide new services for existing businesses and residents.

<http://www.scoedd.org/docs/2013%2020CEDs%20Final.pdf>

Describe the prospective applicant's experience in administering and/or delivering similar types of projects*

Foxy Stitches received and successfully executed \$3400 grant awarded in 2017. This campaign was developed by and will be executed by an 18 yr veteran business owner, former VP Sales & Marketing for Disney World approved Kingdom Vacations, former director of marketing for 30 member cast production show in Branson,MO with experience in business development and sales & marketing. .

Describe how the prospective applicant intends to publically acknowledge the assistance received from the County:*

Foxy Stitches will acknowledge assistance received from the County with 1) press release to Herald and News 2) website www.FoxyStitchesUpholstery.com, on the direct mail postcard, Facebook.

At a minimum, the applicant will provide a press release to local media

Let us know of any questions, comments or concerns that you would like to give us about the Economic Development Grant Program or any feedback you would like to offer

Supporting Docs (put them all in one file)*

2018 KCED attachments.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 ***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 fulfilment 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

Lauralee E. Nichols