

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

Linda L. Tepper

Date/Time*

9/28/2018

3:15 PM

Tourism Traditional Application - Submission #302

Date Submitted: 9/28/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

N/A

Project Title*

Malin RV Park Restrooms

Grant Cycle*

Fall 2018

Amount Requested*

\$25,000

Total Project Cost*

\$50,000

Entity Federal Tax ID Number

93-6002203

Do not enter if putting in SSN

Entity Name*

City of Malin

Grant Contact Name*

Kay Neumeyer

Email Address*

cityofmalin@yahoo.com

Address*

2432 4th Street

City*

Malin

State*

OR

Zip Code*

97632

Phone Number*

541-723-2021

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)

Kay Neumeyer

reply email

cityofmalin@yahoo.com

reply email

cityofmalin@yahoo.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-b...

Project (250 words or less)*

The City of Malin is seeking infrastructure grant funds for the construction of restroom/shower facilities at the Malin RV Park, which adjoins the 60-acre Malin Community Park and Malin Park Swimming Pool. The City has engaged Structural Integrity Engineering in Klamath Falls to complete design plans for the new building. The one-building structure would contain two adjoining showers/restrooms for men and women. The RV Park has 11 camping spaces with room to accommodate large groups. The sites offer full hookups with water, sewer, and electricity, but there are no restroom/shower facilities available. The Malin Public Works Department would provide continued maintenance of the new facilities.

The ability to provide restroom/shower facilities would improve access and visitation to the Malin RV Park and encourage longer stays. The new facilities would provide proper waste disposal for tent campers and small RV's, along with providing A.D.A. accessibility. It would also provide accommodation for families and large out-of-town groups. It would allow the City to market the RV Park to visitors and work with tourism partners to promote the lodging opportunity.

This infrastructure would also help address the need for more lodging in the rural Klamath Basin communities, a priority for the region in attracting visitors. Malin currently has many visitor amenities, along with proximity to natural attractions. However, the RV Park is the only lodging available in Malin, so offering permanent bathroom/shower facilities is crucial to keeping visitors in the community longer and developing the Malin RV Park into a true visitor asset.

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)*

Visitors to the Malin RV Park have expressed the need for shower/restroom facilities. This would provide accommodation for families, large groups, and out-of-town hunters. New facilities would encourage more use and increased length of stay, especially during the shoulder season. This would appeal to many regional visitors, with the potential to attract visitors from throughout Oregon, Washington, Nevada, and California, bringing much needed revenue into Malin.

There is a need for the Klamath Basin's rural communities to develop tourism products and amenities that attract more visitors and keep them longer. In 2008, all our small towns were hit extremely hard from the recession and several businesses were not sustainable. It has become a regional priority to provide needed services and attract more business into each community, and have businesses to provide services for tourists and create job opportunities and vibrant communities. The creation of tourism products that increase access for visitors and encourage new business opportunities are necessary for the vitality of our rural communities and to improve quality of life for residents. This includes the need for more lodging opportunities.

There is a need for increased marketing to promote the Malin RV Park, but it is difficult to adequately market without proper facilities for visitors. New facilities would allow the City of Malin to work with tourism partners to better promote the lodging opportunity. There are many visitor amenities and attractions within and near Malin and adequate lodging would allow the City to further capitalize on their visitor potential.

Describe the need for your project

Long-Term (250 words or less)*

Our long-term plan is to develop sustainable tourism experiences and marketing materials that increase family friendly visitor opportunities and encourage longer stays. This includes working with economic development partners to recruit and expand our lodging inventory and encourage new unique lodging opportunities.

The Malin Park District is embarking on a large renovation of the Malin Park Swimming Pool. The District has partial funding and is in the top twenty projects being considered for an Oregon Parks and Recreation Grant. If approved, the Park District is anticipating upgrades will be completed by summer 2019. The City will then market the pool, Community Park, and RV Park as the ultimate family friendly experience in Klamath Country encouraging more visitors to explore our rural areas. The City plans to create marketing material promoting all three visitor assets. We anticipate more family friendly activities will be established in coordination with the RV Park and swimming pool upgrades.

Key to our success will be the ability to sustain the effort through increased marketing. There is currently no marketing being utilized to advertise the Malin RV Park. We will strengthen partnerships with Discover Klamath, Travel Southern Oregon, and Travel Oregon for promotion, including updated listings in visitor/lodging guides and websites. New marketing efforts will attract more visitors to the region and new amenities will encourage longer stays. With increased use the City would like to install a visitor kiosk highlighting regional attractions. The City will also work with ODOT on signage to promote the RV Park.

What is the long-term plan for your project

Measurability (250 words or less)*

We will measure short-term and long-term success of the project through the following means.

- Construction of RV Park restrooms/showers in conjunction with Malin Swimming Pool renovations
- More visitors utilizing the Malin RV Park leading to longer stays, especially during the shoulder season
- Increased usage of the Malin Community Park and Malin Park Swimming Pool
- More visitors patronizing Malin businesses and eateries
- Strengthened partnerships with DMO's and RDMO's to promote RV Park with updated listings in visitor/lodging guides and websites
- Partnering with local events to market the Malin RV Park
- Partnering with community organizations to provide family friendly activities for visitors
- The Malin Public Works Department provides continued maintenance of restroom/shower facilities
- City is working with ODOT on signage for Highway 39/Highway 50 intersection to promote the RV Park
- The development and distribution of marketing material to promote the RV Park, pool, and 60-acre Community Park as ultimate family friendly visitor experience
- Construction of new visitor kiosk at the RV Park highlighting area attractions
- Expanded lodging inventory and new unique lodging opportunities available (Airbnb, ranch/farm stays)
- With expanded lodging there are more visitors to Malin and increased overall visits to the region

We will measure success by the increase of family friendly visitor amenities in the region. This will lead to increased visitor spending and length of stay. Our goal is to grow overnight lodging numbers by 20% in the future. We will continue partnerships with local economic development organizations to encourage new tourism-related businesses.

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)

The City of Malin is a member of the Rural Klamath Connects (RKC) Network, a collaborative of five small communities in the southern Klamath Basin, including Merrill, Malin, Bonanza, Tulelake, and Dorris. RKC supports the creation of programs, projects, and events that encourage tourism, promote economic development, share our history, beautify our downtowns, and create opportunities for residents to invest time and resources into their communities.

In 2016, RKC collaborated with the South Central Oregon Economic Development District (SCOEDD) to participate in the Travel Oregon Rural Tourism Studio. Travel Oregon delivered the Klamath Basin RTS workshops October- December 2017 as a bi-state initiative with over 50 community members participating. RTS participants learned how to leverage regional assets to develop agricultural, cultural and recreational tourism opportunities, with the goal of encouraging visitors to explore our rural areas. Action Teams formed focusing on tourism product development to increase visitor stays. They are also working with the farming and ranching community on strategies for developing unique lodging, a priority for the region.

Our Network goals are complimentary to Klamath County, SCOEDD, and Discover Klamath in that all organizations seek to increase economic development through promotion of destination tourism. RKC is committed to developing and improving its unique features and creating activities that will engage and entertain visitors once they arrive, encouraging longer stays. The installation of bathroom/shower facilities at the Malin RV Park is in line with our regional goals of attracting more visitors to the rural communities and providing family friendly amenities.

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

Support & Involvement (250 words or less)

We will work with many partners to develop tourism opportunities that encourage visitors to explore our rural areas for family friendly activities. The City of Malin has invested \$1,200 in the project to Structural Integrity Engineering in Klamath Falls to complete design plans for the restroom/shower facilities. The Malin Public Works Department has agreed to complete plumbing work on the building and maintain the facilities.

The City of Malin will work closely with local community partners, including the Malin Park District, the Malin Park Swimming Pool, the Malin Community Service Club, the Broadway Theater, the Malin Historical Society & Museum, and local businesses for marketing and cross promotion, and to encourage more community activities in conjunction with visitor stays.

The RKC Network will support the project through regional promotion and information on the RKC website. The RKC Network is supported by two Community Builders that provide communication, coordination, and technical assistance with planning and project management.

The Ford Family Foundation provides Community Building and coaching support to the RKC Network in support of rural community development initiatives and engagement.

We will utilize partnerships with DMO's and RDMO's for expertise, marketing, and cross promotion, including Discover Klamath, Travel Southern Oregon, and Travel Oregon.

The City will continue to partner with the South Central Oregon Economic Development District (SCOEDD) and the Small Business Development Center (SBDC) of Klamath Community College, and other economic development partners to provide start-up support and financial resources to small businesses and entrepreneurs for tourism related business development.

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)

In conjunction with the Travel Oregon Rural Tourism Studio, Malin and the RKC communities participated in a community and regional branding initiative with Lookout Co. to develop professional branding and marketing content to tell the story of their unique offerings and promote the communities to visitors. Lookout provided a professional assessment of the successes and challenges of the region in terms of attracting visitors. Lookout's strongest recommendation included the development of new tourism products and amenities, including expanded lodging. The new infrastructure at the Malin RV Park would help to address the need for more rural lodging opportunities, a priority for the region in attracting more visitors.

The installation of new restrooms/showers at the Malin RV Park would have significant local impact on the Malin economy and lead to more visitors patronizing local businesses and encourage new small business development. The RV Park is the only lodging facility in Malin and providing additional amenities would increase visitor usage and encourage longer stays. Additional facilities would also allow visitors attending local events to stay overnight in the community. Longer stays at the Malin RV Park with new amenities would encourage exploration of neighboring communities. This would be a significant boost to the southern Klamath County region, as there is very limited lodging available and it is difficult for small, rural communities to support traditional hotel/motel style lodging. Our goal is to recruit and expand our lodging asset inventory and encourage new unique lodging opportunities, such as camping, Airbnb, and farm/ranch stays.

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)

Since there are currently no restroom/shower facilities at the Malin RV Park, it is difficult to provide adequate accommodation for all types of travelers. Having this amenity available to visitors would be huge asset to the community in attracting families with young children, travelers with disabilities, senior citizens, and out-of-town workers who frequent the area due to proximity to local utility operators. Many visitors have expressed the need for shower/restroom facilities that would allow for longer stays, so this new amenity would appeal to a variety of diverse travelers. The City of Malin is also looking forward to providing A.D.A. accessible facilities at the RV Park, so all visitors have access to the lodging opportunity and can enjoy their visitor experience in Malin.

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)

A primary motivation for increasing visitor amenities in Malin and participating in the Rural Tourism Studio has been the need to bring new revenue into our community to support existing small businesses, while encouraging new business development that leverages regional visitor opportunities. Local small businesses recognize the value of tourism and the need for adequate facilities at the RV Park to attract more visitors and keep them in the community longer. Educating visitors about our region and supporting initiatives leading to a stronger economy are a priority for Malin small business owners, including the development of new tourism infrastructure. We will continue to work with our local business community for marketing and cross promotion.

As part of our regional tourism efforts, the RKC communities are working with local businesses on additional strategies to increase the visitor potential of the region. We are engaging with the farming and ranching community to encourage new agritourism ventures, including unique lodging and farm stays. We continue to work with our economic development partners to provide start-up support and financial resources to small businesses and entrepreneurs, fostering more tourism related businesses. By working with local businesses and area lodging establishments to provide visitor/guest services training and sponsoring regional FAM tours, owners and front-line staff will be better educated on how to market their business and promote local tourism attractions. These efforts present an opportunity to develop a stronger economy while encouraging entrepreneurial business ventures and new opportunities to support and grow Oregon-based small 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 [dropdown arrow]

Does the project/event occur outside urban growth boundaries?

yes/no*

yes [dropdown arrow]

Required supporting documents*

Klamath County Tourism Grant City of Malin 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 fulfilment must be submitted.

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I agree.

Electronic Signature

Kay Neumeyer

Date/Time*

9/28/2018

5:45 PM

Tourism Traditional Application - Submission #304

Date Submitted: 9/29/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

Discover Klamath Video Campaign

Grant Cycle*

Fall 2018

Amount Requested*

5000.00