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**Tourism Traditional Application - Submission #285**

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**Date Submitted: 9/17/2018**

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

yes/no\*

I plan to apply for two projects

yes/no

If yes please rank this project for level of priority

priority

**Project Title\***

**Grant Cycle\***

**Amount Requested\***

**Total Project Cost\***

**Entity Federal Tax ID Number**

Do not enter if putting in SSN

**Entity Name\***

**Grant Contact Name\***

**Email Address\***

**Address\***

5075 Fox Sparrow Drive

**City\***

Klamath Falls

**State\***

OR

**Zip Code\***

97601

**Phone Number\***

541-850-5758

**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)**

**reply email**

suz@klamathicesports.org

**reply email**

suz@klamathicesports.org

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**

yes

If yes, please enter name

**Name**

George Rogers

Select which of Travel Oregon's Key Initiatives your project aligns with:

**choose one\***

Drive year-round desti

**Project (250 words or less)\***

Goal 1. Increase Tourism at the Bill Collier Community Ice Arena (BCCIA) and in Klamath County, Nov '18 - May '19.

Objectives:

Conduct targeted print and online advertising through regional travel magazines and social media platforms: Using Google Analytics and geographical data, space will be purchased in Travel Oregon and Travel Southern Oregon Guide Partners, Outdoors NW, Bend Magazine, DK Pocket Guide, and Pacific NW Regional Program.

Develop two high-quality video commercials for social media platforms and regional television channels: We will work with a professional videographer to develop commercials that will be displayed on the Running Y and Cerulean websites, our website, Facebook page, and Instagram, and will air on KOBI, the Medford regional news channel.

Sponsor enhanced Google Ad Words campaign for the ice arena.

Optimize the BCCIA brand through brand consolidation and an updated logo: Consolidate our two organization names, update our tagline to "Don't Think Twice – Get on the Ice" and refresh our logo.

Develop and launch mobile-friendly, ticket pre-ordering platform: Partner with Eventbrite to build a pre-ordering platform for general sessions and the ice show.

Goal 2. Increase number of overnight stays in Klamath County.

Objectives:

Expand partnerships with the local hospitality industry to promote lodging packages for ice arena patrons: market discounted lodging rates on the Running Y, WorldMark, and Cerulean websites.

Integrate event advertising from local tourism organizations into the ticket pre-ordering process: users will receive a local events calendar with their purchase confirmation to encourage extended stays and exploration of Klamath County.

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)\***

As a non-profit that aims to keep consumer prices reasonable, we don't have robust marketing dollars. Without funds to implement the above strategies, we are limited in our ability to promote tourism and increase nights of stay.

-We've identified our proven markets through Google Analytics and guest geographical information.

-Mixed-media marketing strategies are more successful. Our previous, now outdated, commercial received a lot of attention; adding a new, high-quality commercial that can be promoted on a variety of platforms will help us attract more out of town guests.

-Focus on search-based Google ads as they perform better for us than digital ads.

-Consolidate our organization name (KIS) and facility name (BCCIA) as our patrons have found the discrepancies between the two confusing. Refresh our brand by updating our tagline and logo.

-Add Eventbrite: they have brand recognition and 100% mobile-optimized platform with embedded web integration. BCCIA currently only offers online ticket pre-ordering for the ice show. Patrons have expressed interest in a more user-friendly platform and want the ability to pre-order tickets for public skating sessions too. As offering pre-order ticket options has been shown to increase sales in a variety of venues, a pre-ordering platform should help us increase sales.

-Add another hotel partner – the Cerulean. As it is located in downtown Klamath Falls, this will likely increase our guests' exposure to local events and encourage guests to extend their stay.

-Advertising other local events through our pre-ordering platform will further promote increased nights of stay in Klamath.

Describe the need for your project

**Long-Term (250 words or less)\***

Our long term plan is to 1) Increase the number of BCCIA guests through the promotion of our new high-quality video, print, and social media marketing and branding materials and 2) . Increase the number of lodging nights sold through our hotel packages by 40% over the next four years. We successfully increased the number of stays through Running Y and WorldMark by 9.6% (a 37 night increase) from the 2016/17 to the 2017/18 season, and this project will allow us to continue that growth. We will use the materials created with the help of this grant in our marketing portfolio for the next five years. Further, our new collaborations with the local hospitality and tourism industry will lead to future co-marketing strategies and packaged tourism deals.

What is the long-term plan for your project

**Measurability (250 words or less)\***

In the short term, we will use analytics software to track the number and type of tickets sold through our Eventbrite platform, number of out-of-town ice arena patrons, number of hotel packages sold, number of online commercial views, and number of Google searches. We will also conduct a survey of our Eventbrite users to assess if the local event calendar received with the ticket confirmation email influenced attendance of local events. Over the long-term, we will continue to track these measures and will monitor overall user trends. We will continue to iterate our marketing strategies to increase numbers in these areas.

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 BCCIA's aim to generate tourism is supported by many local economic and tourism initiatives, including the Klamath County Economic Development Association, Discover Klamath, and the Klamath County Chamber of Commerce. This proposal is aligned with their goals to promote tourism, attract more business, and, over the long term, foment an economically sustainable Klamath County. Furthermore, the BCCIA's goal to increase the user-base of the ice arena aligns with the goals of the local health organizations to increase physical activity levels of community members. Sky Lakes Medical Center, Cascade Health Alliance, Klamath County Public Health, and Klamath Open Door identified increasing physical activity as one of the key strategies in the most recent Community Health Improvement Plan. Partnering with these organizations to promote healthy lifestyles will not only serve public health goals but also help brand Klamath County as a recreation and health-focused community, which is attractive for tourism.

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

**Support & Involvement (250 words or less)**

The BCCIA is partnering with a variety of lodging facilities, including WorldMark, the Running Y Ranch Resort, and the Cerulean Hotel, to offer discounted lodging for ice arena patrons both during (November through March) and after the ice skating season (in May when the BCCIA will be the benefactor of the 3rd Annual Arnie's Golf Tournament held at the Running Y; this tournament has a regional draw). The BCCIA is also partnering with Discover Klamath in order to align the BCCIA's marketing plan with Discover Klamath's mission and marketing expertise to increase tourism.

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)**

Klamath County brands itself as an area rich in recreational opportunities. Recreation plays a huge role in Klamath's tourism economy, yet it is more difficult to attract tourism during the shoulder season. The BCCIA is one of the only wintertime recreation opportunities that is reliable, and not dependent upon weather or snow, in the Klamath Basin. Therefore, in order to support a year-round tourism economy, it is important to promote the plethora of outdoor winter recreation opportunities that the BCCIA offers, including figure skating, hockey, broomball, and curling. The marketing initiatives supported through this grant opportunity would help shed light on this winter activity that is outside of the urban growth boundary. Improving the social media, radio, television, and print presence of the BCCIA brand will attract tourism and bring economic resources into Klamath County.

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)**

Due to the fact that Klamath County is underserved and economically challenged, we are very cognizant that inclusion of people from all socio-economic backgrounds requires that our admission prices remain as reasonable as possible. We offer four weekly sessions for \$5 per person that include both admission and skate rental. We also offer scholarships for all lessons and leagues for both youth and adults. We offer wheelchair accessible public skating and curling sessions and hope to start a sled-hockey program in the future. We have developed ongoing relationships with many out-of-state and out-of-country hockey players, figure skaters, and coaches, which further promotes diversity at our arena and in our community.

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)**

Klamath Ice Sports and the Bill Collier Community are the perfect example of a public/private partnership! We opened in 2002 after three years of intense and successful fundraising thanks to donations from elementary school children through penny drives, high school students through collecting skate-a-thon pledges, and a multitude of local businesses who donated goods, in-kind services, as well as cash. We are a community based not-for-profit charitable organization who rents land for \$1 a year at the beautiful Running Y Ranch Resort – we bring in overnight guests to both the Lodge and to WorldMark when they would otherwise not have many guests. We are expanding our lodging partnerships to include the Cerulean Hotel as well. Columbia Plywood sharpens our Olympia (Zamboni) blades weekly, Novak's Auto Parts and Emmett's Auto Repair trade advertising with us and service our Olympia so that we can maintain a spectacular sheet of ice, a number of local restaurants donate or deeply discount the price of food that we offer at special events, Holliday Jewelry sponsors a free monthly Father-Daughter skate, and the list goes on.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season?

yes/no\*

yes

Does the project/event occur outside urban growth boundaries?

yes/no\*

yes

**Required supporting documents\***

Klamath\_County\_Traditional\_Tourism\_Grant\_KIS\_Attachments\_2018.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.**

**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**

Suzette K. Machado

**Date/Time\***

9/17/2018

5:00 PM

**Tourism Traditional Application - Submission #291**

**Date Submitted: 9/24/2018**

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

yes/no\*

yes

I plan to apply for two projects

yes/no

no