

**Print**

**Tourism Traditional Application - Submission #451**

**Date Submitted: 3/28/2019**

I have read the Grant Guidelines posted on March 1, 2019

**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\***

City of Malin 110th Celebration and Malin Park 75th Celebration

**Grant Cycle\***

Spring 2019

**Amount Requested\***

\$10,000

**Total Project Cost\***

\$40,000

**Entity Federal Tax ID Number**

93-6002203

Do not enter if putting in SSN

**Entity Name\***

The City of Malin

**Grant Contact Name\***

Kay Neumeyer/Jody Applegate

**Email Address\***

cityofmalin@yahoo.com

**Address\***

2432 4th Street/P.O. Box 61

**City\***

Malin

**State\***

Oregon

**Zip Code\***

97632

**Phone Number\***

541-723-2021

**Fax Number**

541-723-2011

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**

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

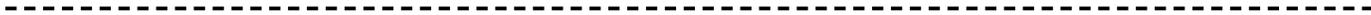
**Name**

City of Malin

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

**choose one\***

Drive year-round destir ▼



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

The summer of 2019 marks the 110th Anniversary of Malin and the 75th anniversary of Malin Park District; the first Park District in the state of Oregon. This year we have expanded the number of days we will hold our family-friendly events, which, in turn, will promote more overnight stays in local lodging facilities.

The Anniversary Celebration will be held July 3rd-7th with the main events taking place in the Malin Park or downtown area. Historically, our celebration events have drawn in ample crowds from far and wide. In 2009, for our 100th anniversary, our celebration drew over 3,000 visitors, 15% which traveled farther than 50 miles to attend. We anticipate, this monumental event, will draw an even more diverse crowd of visitors from outside the area by focusing on improving our marketing tactics. This intentional approach to bolstering our marketing outreach will greatly benefit our local commerce and economy, while also showcasing the City of Malin's rich cultural history.

A variety of family-friendly events will be held each day, beginning the evening of July 3rd and ending in the afternoon of the 7th. This year we are excited about the addition of our brand-new disc golf course, and we will hold our First Annual Disc Golf Tournament during the celebration. We also expect a large volume of visitors from outside the area for our All Schools Class Reunion, parade, 26th Annual Car Show, Fireworks Display, Annual Cruise Night, kid friendly events, free-lunch and free swims, Agri-Tours and The Kurt Van Meter Band playing for our Street Dance. Kurt Van Meter has a fourth-generation connection to our community. We expect, in excess of 4,000 people in attendance for these events.

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)\***

There is a need for the Klamath Basin's rural communities to develop tourism events and activities that attract more visitors to the region and keep them here longer. The creation of tourism destinations that increase visitors stays and encourage new business opportunities are necessary for the vitality of our rural communities in the Klamath Basin and to improve the quality of life for all our residents.

In the fall of 2017, Malin participated in a community and regional branding initiative with Lookout Company to develop professional branding and marketing content for promoting the community to visitors. We were provided with a professional assessment of the successes and challenges of the region in terms of attracting visitors. Lookout Company's strongest recommendation included the development of new tourism products and events.

There is also a need for increased marketing to promote Malin's 110th and Malin Park's 75th Anniversary Celebration to out of town visitors. In the past, our Annual Car Show has not only drawn local participants but numerous entries from California, Nevada, Idaho, and Washington. There are a variety of visitor amenities and attractions within and near Malin and better marketing would allow the City to further capitalize on their visitor potential and enhancing visitor experience, contributing to economic boost.

Describe the need for your project

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

Our long-term plan is to develop sustainable tourism experiences through a strategic marketing plan and regional collaboration that will increase family friendly-visitor opportunities. This approach, encourages repeat stays in our area, promotes our unique communities and highlights our commitment to the preservation of Agriculture. Additionally, our goal is to improve our lodging and economic capacity; regionally, as we continue to collaborate with Tulelake and Merrill to promote yearly events that support economic development. Each community is committed to hosting at least one regional family-friendly focused event; per year, that would promote repeat stays, enhance community pride and strengthen our economic infrastructure.

The key to the success of this project will be our ability to sustain the effort through strategic marketing, with a goal of 10% increase of tourists, traveling farther than 50 miles from the communities year after year. We will track the increase of outside stays by collecting the data via local stays, Agritourism registration via Rural Klamath Connects (RKC) website. We will utilize the RKC website to promote and book all available lodging options (Bed and Breakfasts, RV, Hotels etc). Additionally, we will strengthen partnerships with DMO's and RDMO's to promote this tourism asset, including Discover Klamath, Travel Southern Oregon, Discover Siskiyou and Travel Oregon. This includes updated listings in visitor/lodging guides and websites. Intentional marketing efforts, coupled with regional city collaboration, we strategically align to better attract tourists to our area; resulting in repeat stays and increased local spending.

What is the long-term plan for your project

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

The yearly car show, hosted by the Malin Show and Shine Car Show Committee, and Malin Park, attracts approximately 1,000 participants from as far as Castle Rock, Wa. The city will continue to measure the success of our event, by tracking the car show registration, with the continued trend of an approximate 10% increase; year after year. Due to this year's unique celebration, the City is hoping to attract 2,000 participants for July 4th alone, resulting in a 100 % of increase in participation from last year. One creative method we plan on implementing is a "Best of the Basin" coupon book. The City of Malin, in partnership with Rural Klamath Connects, will develop the coupon book that encourages tourists; farther than a 50-mile radius, to come: shop, eat and celebrate with us! This coupon books will be given to those who book local lodging, attend our celebrations or shop/dine locally; all while providing an incentive to return (ex: 10% off a meal at Bigoni's Pizza Barn during "X" time). We will analyze the impact of this method, by collecting the coupons used from participating businesses after the event. If effective, we will be able to gauge next year's goal of participation and increased tourism for our annual 4th of July celebration.

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 regional collaborative of five small farming and ranching communities in close proximity to each other, with similar resources and needs. The Network supports the creation of programs, projects, and events that encourage tourism, promotes economic development, share our history, beautify our downtowns, and create opportunities for residents to invest time and resources into their communities. Our shared vision is to: have improved economic infrastructure, create local jobs, provide community resources, new business, and attract tourism throughout the region. In 2016 The RKC Network collaborated with the South Central Oregon Economic Development District (SCOEDD) and successfully applied for and received the Travel Oregon Rural Tourism Studio program. Travel Oregon delivered the Klamath Basin RTS workshops as a bi-state initiative with over 50 community members participating. 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. These efforts present the opportunity to collaborate with many diverse partners and work together towards a shared vision for the region. Our network goals are complementary to SCOEDD, Discover Klamath, and Travel Oregon in that all organizations seek to increase economic development through the promotion of destination tourism. This event encompasses our shared vision and will present the opportunity to collaborate with many diverse partners and work together towards a shared tourism vision for the region.

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

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

For this event, we have coordinated with many local and regional vendors to provide for an exemplary visitor experience that will encourage tourism, not only for our Anniversary Celebration, but also for events scheduled throughout the year, and for years to come. The City of Malin will be working very closely with our local community business partners, including Malin Community Service Club, Malin Historical Society and Museum, Malin Park and Pool, Broadway Theater, Rural Klamath Connects, the City of Merrill, the City of Tulelake and many other local business for marketing and cross-promotion of our shared vision, and also encourage more community activities in conjunction with this and other annual events. In addition, we receive numerous contributions for our Fireworks Display and sponsorship for the Annual Car Show from individuals in Malin, Merrill, Tulelake, Klamath Falls, and surrounding areas. Several local businesses, including Basin Fertilizer, Les Schwab Tires, Circle-C-Marketing, Baley-Trotman Farms, Cal-Ore Produce, Malin Country Diner, Kalina Hardware, Martin's Food Center, Gold Dust Farms, Bigoni's Pizza Barn, and Macy's Flying Service also make contributions to our event. The city's and park's employees and board members are also very involved in the planning and volunteer numerous hours for these events.

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)**

With this celebration, we anticipate significant impacts to our community and region. This year we have expanded not only the number of events we will hold, but also the number of days we would normally hold events, in honor of our Anniversary Celebration. As such, we expect an even greater impact to our region than experienced in previous years, in the form of extended visitor stays in our local lodging facilities, more visitors in our local museums/park/pool, increased tourism to Lava Beds National Monument and Crater Lake National Park, significant financial impacts to our local businesses and commerce, and a more profound sense of community instilled through partnerships with many of our local vendors and businesses, as well as, in surrounding towns and throughout the Klamath Basin.

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)**

Within the city of Malin we strive to include all members of our community and especially visitors from outside the area in this family-friendly Anniversary Celebration. Everyone is invited! We will hold events that specifically showcase and promote our cultural Czechoslovakian roots and Hispanic influences. Many of our visitors and members of our community are from low-income families, and so, in the spirit of stewardship, we will be holding a free lunch and swim on the 6th. This is for all our visitors. Our talent show is opened for anyone to participate. We want to ensure that everyone can participate in and enjoy the full day's events. Our Annual 4th of July Parade provides another opportunity for all sectors of the community to participate.

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)**

It is only through collaboration and cooperation with our local partners in the rural Klamath Basin that our project will be successful. We receive tremendous support from our local community business members. Basin Fertilizer, Les Schwab Tires, Circle-C-Marketing, Baley-Trotman Farms, Cal-Ore Produce, Pacific Power, Avista, Malin Country Diner, Kalina Hardware, Martin's Food Center, Gold Dust Farms, Bigoni Pizza Barn, and Macy's Flying Service, to name a few, are regular contributors to our events. We will partner with Cascade Potato Co. to conduct one of our tours and showcase the newest agriculture business in Malin in over thirty years. Last year we instituted another feature to our celebration. We developed a program to instill within our elementary aged youth the idea to give back to their community through community service projects. The Malin Royal Firecrackers, as part of the Malin Community Service Club, formed and is now in the 2nd year of being celebrated as a group who serves the community and is then rewarded by being honored as a volunteer during a special ceremony on July 3rd and again on the 4th as they ride on a special float during our parade. Our project will showcase our partnerships with many Oregon-based small businesses through a variety of ways, including radio advertisements, television ads, crediting sponsorship on posters and on flyers, also our Master of Ceremonies will be making announcements through all the events, giving credit to all our partners.

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

Is this project/event in shoulder season?

yes/no\*

no ▼

Does the project/event occur outside urban growth boundaries?

yes/no\*

yes ▼

**Required supporting documents\***

20190322163536845.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**

Kay Neumeyer

**Date/Time\***

3/28/2019

8:45 AM