

TOURISM GRANT APPLICATION COVER PAGE

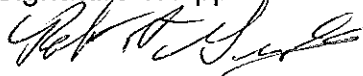
Grant Cycle: Fall 2017
Title of Project: 2018 Art of Survival Century Bicycle Ride
Funds Requested: \$2,500.00
Organization Applying: Malin Community Service Club
Contact Person: Linda Woodley / Rob Grounds
Phone Number: 541-281-5117, 541-892.1572
Email Address: linwoodley@aol.com
Mailing Address: P.O. Box 111 Malin, OR 97632
Web Site Address: <http://www.survivalcentury.com/>

Brief Description of Project including date, time and location:

The 2018 Art of Survival Century bicycle ride will be held on the shoulder season Memorial Day weekend, Saturday May 26th. The ride starts at 7am and concludes when the last rider comes in around 6:00pm. The 2017 ride drew 282 riders, 77% from out of county, traveling through Malin and Merrill, Oregon and the Lava Beds National Park finishing at the Tulelake Fairgrounds. The ride features educational rest stops where speakers will share information about our history and our beautiful region featuring things to see and do over this long weekend. We feature family friendly routes of 16 and 45 miles, with longer routes of 65 and 105 miles traversing outlying communities of greater Klamath Falls covering two states and three counties. A children's bicycle rodeo is conducted at the fairgrounds by the Highway Patrol to teach bicycle safety, and use of safety equipment. The ride organizers partner with the Lava Beds National Monument, Modoc Forest Service, Klamath Basin National Wildlife Refuges, the Cities of Malin, Merrill and Tulelake plus many local organizations and clubs to put on this great event. Youth from our high schools and 4-H clubs also participate in organizational efforts and day of event activities.

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant



Date

10/30/17

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization

Date

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

The 5th annual, 2018 Art of Survival Century Ride (AOS) continues to focus on increasing overnight stays by targeting specific larger bicycling markets with strategies that leverage local marketing organizations like Discover Klamath, the Rural Tourism Studio, and Travel Southern Oregon to promote our natural outdoor beauty.

This grant funding will be used to increase momentum gained last year in San Francisco, Sacramento, Portland, and Eugene markets by purchasing social media platforms like OR-Bike and Cycle California. The shoulder season weekend of Memorial Day weekend was strategically chosen to lengthen overnight stays of out of county visitors over the extended weekend.

The venue incorporates the outlying communities of Klamath County. Our Family Friendly focus includes route lengths doable for families, with an educational and safety focus, while encouraging outdoor recreational exploration over the weekend. We will conduct outreach to enlist hospitality venues to offer a discount code to add to our robust data gathering efforts.

We continue to grow our partner list, with nearly all event management and non-profit infrastructure committed to return including service organizations, agencies, and partnering non-profits. In addition to the cash donations, in-kind support reached 1400 hours valued at \$14,080 dollars in 2017.

AOS 2018 will leverage grant funds in two ways: The marketing committee leverages award funding with partner donations to purchase targeted advertising in key markets. We piggy back on current television and radio campaigns with Discover Klamath and social media delivery systems such as OR-Bike and Cycle California. Understanding the trend toward social media, AOS organizers work with OR-Bike and Cycle California who utilize large and growing newsletter email list servers.

The strength of our data lies in our relationship with Cycle Siskiyou and the Tulelake School District who allow us to use their after school location next to the starting/finish line. Ore-Cal RC&DC will conduct the survey for the 5th year. The Rider's Survey enjoyed 67% participation last year, 191 riders took the targeted survey out of 282 riders tracking location, length of stay, and other recreational opportunities planned. Demographics is tracked using Raceplanner Inc., a web based registration system. OR-Bike data adds to our robust data gathering to show "heads in beds" and other recreational opportunities while visiting the area.

The Bicycle Rodeo conducted by the State Highway Patrol is going into their 3rd year with 50 kids getting safety checks, free helmets if needed, and a chance to meet and discuss bicycle safety.

PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

The 2018 Art of Survival Century (AOS) is to grow participation to 350 riders from 282 in 2017. We estimate 70% will be from out of the area (77% in 2017, 60% in 2016, 57% in 2015). 2017 saw gains in San Francisco, Sacramento, Portland and Eugene markets which we hope to continue with 2018 funding.

Art of Survival Out of Town Visitor Tracking:

- Art of Survival's strongest tracking devices continue to be RacePlanner registration service and the Cycle Siskiyou Riders Survey which collect zip code information, where they are staying, and how long. The fairgrounds site has a classroom with 12 computers that riders can sit and complete the survey while they recover after the ride.
- New this year will be our efforts to coordinate with hospitality locations in Klamath County to give us discount codes and follow up with reports of visitors who stay in their locations.

QUALIFICATIONS OF APPLICANT

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

The 2018 AOS Century in our 5th year will be sponsored again by the Malin Community Service Club as the non-profit Sponsor. The core leadership group and committee continue intact. Four organizations rotate sponsorship of the event; all four have active members on the event committee from last year's event. These key organizing sponsors include Malin Community Service Club, Try Unity Community Action Group (Malin, Merrill and Tulelake), Malin Historical Society, Tulelake Downtown Revitalization Group and Malin Broadway Theater (owned by Basin Youth for Christ) all contributing time, expertise and labor to the event.

4. Describe your team's experience in operating past or similar projects.

The event committee continues to be led by Linda Woodley, Co-Chair the past four years and Steve Kandra, Co-Chair the past three years. Jim Chadderdon at Discover Klamath committed to partnering once again on the marketing deliverables to leverage their already budgeted advertising and expertise. George Jennings, Executive Director of Ore-Cal RC&DC and Cycle Siskiyou's (creators of the event) Project Coordinator will continue on the committee. The core group has grown in the last four years with great success in growing the ride from 71 riders to last year's 282 riders.

Additionally, a strong committee of dedicated community builders, representing all the communities and agencies, are continuing on the team. We know the team will improve both the number of cyclists and are committed to partner and grow this event using their collective experience gained over the last four years.

PROJECT PLAN

5. How will you give credit to Klamath County for its support in our event or project?

As in the past, pre-approved printed material will contain the Klamath County logo, in addition, invitations will be sent to county commissioners to attend the cycling event activities which include Merrill and Malin rest stops and featured educational events. Television and radio advertising (again, pre-approved) will promote the support of Klamath County as a tourism destination and active partner in economic development. Additionally, invitations will be sent to Hoteliers, Motellers and camping businesses to attend and participate in event day activities. AOS Century has two videos which credit Klamath County which we hope to update with full funding from the grant this year.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

- Review, development, and finalization of event publicity/advertising strategy: November 2017 – January 2018
- Implementation of the marketing/advertising plan and distribution of promotional materials: December 2017 – May 2018
- Update website with ride information and include detailed content on activities and recreational resources in Klamath County: November 2017
- Social media advertising: November 2017 – May 2018
- Radio advertising: March 2018 – May 2018
- Project Evaluation/Final Report: July 2018

7. Describe your target market/audience.

The target market includes those recreationalists who are most interested in the following:

- Adventurous folks who like to immerse themselves in rural culture and enjoy nice accommodations and fine dining with local food faire a prized goal
- Family-oriented activities
- Diversity of outdoor recreational opportunities (cycling, camping, hiking, fishing, photography, birding)
- Historical, cultural, educational and recreational and "agri-tourism" buffs
- Active, healthy lifestyles across the age spectrum
- Exploration of unique, unspoiled areas "off the beaten tourist path"
- Travelers looking for unique nature experiences during shoulder seasons before June and after August

8. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

- We use Raceplanner Inc., a very sophisticated online service and day-of-ride registration forms will provide crucial details with respect to rider's place of origin. Raceplanner has been a great partner and source of data over the four years the event has run.
- Last year we surveyed 192 riders of the 282 (67%) riders immediately following the event or completed later online. The post-ride survey (hard copy and digital) provides documentation of the following: length of stay, area/region additional activities occurred, type of lodging, dining locales and number of persons in party. The resulting data will be captured, tabulated and reported to Klamath County Tourism within the final report.
- Discover Klamath will collect data through lodging reports and media impressions.
- OR-Bike will collect information from their social media network related to content "looks" and location of interest.
- We are attempting to engage more hoteliers to offer a discount rate and use a special code to track stays in their establishments. Part of that data, we hope to get from the hoteliers is the area code the visitors are visiting from.

9. List your potential sponsors and partners and how they contribute to the event or project.

- The cities of Merrill OR, Malin OR, and Tulelake, CA provide personnel, infrastructure and planning support for the event
- Law enforcement supported with permitting, patrols and signage to make it a safe and fun event (CA Highway Patrol, OR Highway Patrol, Siskiyou and Klamath County Sheriff, and the Malin, Merrill, and Tulelake Police Chiefs
- Highway Patrol and local law enforcement conducted the 3rd annual Bike Safety Rodeo teaching 50+ children rider safety
- CalTrans and ODOT helped with permitting and signage for safety
- Lava Beds National Park (NPS) donates the cost of entry into the park each year. They also helped with permitting and staff at planning meetings and educational talks at the rest stops.
- The US Fish and Wildlife Service provided a rest stop and staff at their Headquarters for educational talks.
- US Forest Service staff assisted in permitting, planning the event, mapping routes and advertising. Also, recreation staff will assist in planning, lay out and operation of the Sunday Gravel Grinder event this year.
- Sky Lakes Medical Center, Avista, PacifiCorp, Albert Wedam (DMD), Dr. Wenner, Tulelake Rotary, along with businesses like Adkins Engineering, H&M Gopher Control and Walker Brothers are examples of cash donors.
- Several other local sponsors made donations of less than \$500, all donations totaled over \$4,000

10. If your organization is not awarded full funding, how would you modify your plans?

The committee will modify our budget and target a strong mix of foundation and corporate sponsors this year if we are not fully funded. We will look at our data matrix to see what worked the best and what underperformed and adjust based on our budget. Next we would look at areas we could use volunteers or donated time in place of funded outreach. The third step would be to redouble our sponsorship efforts to increase cash and in-kind contributions from organization we planned to pay for services.



United States Department of the Interior
NATIONAL PARK SERVICE
Lava Beds National Monument
Tule Lake Unit, WWII Valor in the Pacific National Monument
PO Box 1240
Tulelake, CA 96134
Telephone: (530) 667-8100
Fax: (530)-667-2737



IN REPLY REFER TO:

October 23, 2017

Klamath County Tourism Committee
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support Art of Survival Century Ride 2018

Lava Beds National Monument and the Tule Lake Unit, WWII Valor in the Pacific National Monument enthusiastically support the proposed 2018 Art of Survival Century Ride event. Lava Beds National Monument and the Tule Lake Unit have supported this event the previous four years, working closely through both the planning and the event itself and have seen tremendous benefit. This event has provided an additional way to reach new audiences, share the stories of the Modoc People and the Tule Lake Segregation center, and to expose these audiences to the area. Past years events evidence that up to half of the ride participants are new to the area, which is a great benefit to the local community.

Events such as the Art of Survival Century Ride serve as critical outreach efforts that connect a wide variety of people with Lava Beds National Monument and the Tule Lake Unit. We remain enthusiastic about this event for 2018 building off of the success from the past years, and we look forward to celebrating our National Parks through events such as this one.

Please don't hesitate to contact me to answer any other questions regarding the worthiness of this proposal. I can be reached at 530-667-8101.

Sincerely,

(Acting)

Lawrence J. Whalon Jr.
Superintendent
Lava Beds National Monument
Tule Lake Unit, WWII Valor in the Pacific National Monument

cc: NPS Files



October 24, 2017

Klamath County Tourism Committee

Dear Selection Committee,

I am writing in support of the "Art of Survival Century Ride" that has been taking place the last four years in the southeast portion of the Klamath Basin. I have witnessed first hand the success this bike ride has brought to our area and hope to see it continue.

As Mayor of the City of Malin and secretary of the Malin Historical Society our community has benefited from more tourism because of the bicycle ride. The Ride has also encouraged more physical activities for the community, family enjoyment time together, lessons in history, more volunteerism, and a way to showcase our area.

Please accept this letter demonstrating my support of the "Art of Survival Century Ride's" application for the Klamath County Tourism Grant. It is grants like these that help get the word out our Basin is a great place to live, work, and/or visit.

Sincerely,

Gary R. Zieg, Mayor
City of Malin
541-723-2021

MALIN HISTORICAL SOCIETY

P.O. BOX 29
MALIN, OREGON 97632

25 October 2017

Dear Committee Members,

Since 2015, the Malin Historical Society has had the pleasure of sponsoring the Art of Survival Bicycle Event. The event has given us the opportunity to work with several other local organizations to highlight the rich historical/cultural aspects and beautiful scenery of the Basin that we love to call home.

The event has grown exponentially every year and through the hard work of the organizing committee AOS has become a world class cycling event. Based on the overwhelming positive feedback from last year's ride, we fully expect that in 2018 we will reach our ultimate goal of 500 riders.

None of this would have been possible without the generous grants the Art of Survival Ride has received from your committee the past four years. Please consider this year's request and help us reach our ultimate goal of showcasing the Klamath Basin to visiting cycling enthusiasts from across the Western U.S..

Sincerely,

////SIGNED////////

Ryan T. Bartholomew

Malin Historical Society, President



HISTORY*EDUCATION*COMMUNITY

DISCOVER
KLAMATH

OREGON UNEXPECTED

October 30, 2017

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support – Art of Survival Century

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the efforts of the team seeking to secure a **Klamath County Sponsorship – Level Tourism Grant**, which (if granted) would support expanded marketing and programming for the May 26, 2018 Art of Survival Century bike ride event.

The event has developed an expanding and loyal group of over 300 riders / followers who see the value and benefit of this "interpretive" cycling event through the farmlands of Southern Oregon and the cultural highlands of Northern California's Siskiyou County. Along the various routes, riders not only get to see the beauty of the land with snowcapped mountains in the backdrop (e.g. Shasta), but, they also will learn from N.P.S. Staff and Wildlife Refuge Staff and Museum Staff and other local experts about the varied history of the region, from Lava Beds' geology, to the Japanese Internment Camps, to the Modoc War story. All the while enjoying one of the best and most well-organized cycling events in Southern Oregon.

Over the past 4-5 years, Event Managers have partnered with Klamath's Tourism Agency, Discover Klamath, to compliment the tourism agency's goals of drawing more visitors, and, keeping those visitors in the area longer. Their efforts have been successful and for this reason, we see this event as key towards continuing to build Klamath's tourism product, as well as to further establish the Klamath Basin as a destination cycling spot.

If awarded a tourism grant, our organization looks forward to supporting efforts of the proponent group to encourage additional tourism next May.



Jim Chadderdon
Executive Director