

Print

Tourism Traditional Application - Submission #131

Date Submitted: 3/27/2018

I have read the Grant Guidelines posted on March 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*

205 Riverside Drive, Suite B

City*

Klamath Falls

State*

OR

Zip Code*

97601

Phone Number*

541.882.1501

Fax Number

541.273.2017

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)

Tonia Ulbricht

reply email

tonia@meetmeinklamath.com

reply email

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 4th Annual Ride the Rim at Crater Lake National Park will be September 8th and 15th 2018. 24 miles of the 33 mile Rim Drive are closed to vehicular traffic, and open only to pedestrian activity (running, walking, cycling) from 8:00 AM to 6:00 PM on two consecutive Saturdays in September. Discover Klamath began organizing and marketing this event in 2014 and has a newly issued (2017) five-year MOU (Memo of Understanding) with the National Park Service to operate this event. This event, in its most successful year, has drawn up to 5000 cyclists, runners and walkers with an emphasis on cyclists. We have recorded participants from 33 states and nearly a dozen countries. This event has now become Oregon's 2nd largest cycling event (behind only The Bridge Pedal).

This is a marketing and event-operations grant request. Discover Klamath markets this ride via many channels; and, leads/runs the majority of all operational aspects as well. Discover Klamath absorbs the costs associated with (i) transportation, (ii) event signage, (iii) event premiums to help encourage survey participation, (iv) and costs associated with hosting a Post Ride Event that encourages incremental overnight stays.

Our main goal is to get event participants to stay a minimum of one night, although we aim for two nights by including a Post Ride Event with food, beer, live music, and more.

It should be noted that following the 2016 events, Discover Klamath calculated the economic impact to KLAMATH COUNTY at \$1.75MM.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). 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)*

This project fills the following need: It provides an event where pedestrians (runners, walkers, cyclists) can experience a National Park without concern, worry, or interference from vehicular traffic. It provides an opportunity to experience one of the County's great National Parks in solitude, while enjoying epic beauty in a volcanic caldera – an experience unavailable elsewhere.

It also fills a need, and ongoing focus, by the State Tourism Office (Travel Oregon), Regional Tourism Office (Travel Southern Oregon), and Local DMO (Discover Klamath) to grow cycling tourism, which is already a \$400MM per year segment in Oregon. The location and quality of this event supports the overall objective of growing the cycling tourism business in Oregon.

Describe the need for your project

Long-Term (250 words or less)*

The long term plan for this project is to grow it (via higher numbers of participants) while ensuring an increasing amount of event revenues remain in Klamath County and accrue to Klamath County businesses, which in turns supports local economies county-wide.

We also see this event as a small, but growing, incidental revenue stream for the Tourism office. For instance, we could not sell T-Shirts or other swag the first couple years due to an agreement between the NPS and its official Concessionaire, Xanterra. Now, we are able to provide some off-premise swag for sale and in 2017 this put about \$1000 of profit into the Tourism Office. Those dollars in turn allow for a greater focus on marketing, and over time will help this event become more self-reliant.

What is the long-term plan for your project

Measurability (250 words or less)*

We plan to measure our success by utilizing our registration forms and compare the data with those that actually show up at the event. Each participant is required to give us their zip code when registering and we double check when participants check in that morning of the event. We also have a small survey that asks where they plan to overnight. We also partner with local lodging to help track overnight stays.

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)

Klamath County's primary objective (for tourism) is focused around generating incremental lodging tax revenues. In order to achieve this goal, more transient recreational/cultural visitation is needed. This project goes directly to this goal, and is delivering upon the goal in a great way. It is bringing target-rich demographic of cyclists into our community and they are staying overnight and spending money. In the process, they are getting exposure to our community's businesses, real estate, and more. Another aspect of this project that shouldn't be overlooked, is that by owning this event, Klamath County is "Taking Back" Crater Lake National Park. We all know that other communities in the region and throughout the state claim Crater Lake as theirs by using its imagery and claiming themselves as the "Gateway To" or "Home of" Crater Lake. This blatant misrepresentation went unchallenged for decades until about 2009 when Discover Klamath was formed. Klamath County IS the true home of the Park, and as such deserves to benefit from the approximately \$81MM in annual revenues and economic benefit accruing to surrounding communities. A MAJOR goal of this project is to retain as much of this economic impact in Klamath County, and prevent economic bleed from occurring to surrounding counties / communities.

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

Support & Involvement (250 words or less)

Several years ago, Discover Klamath recognized the impact this project would have on Klamath if it grew to several thousand participants. Our group has been able to recruit many partners, and in turn give them exposure and benefit from their participation and/or donations-in-kind.

Partners:

- National Park Service
- Hutch's Bicycles
- Tall Town Bike & Camp
- Klamath Trails Alliance
- Klamath Falls Downtown Association
- CLIF Bars

Sponsors:

- Lake of the Woods Resort
- Maverick Motel
- Microtel Inn & Suites
- Cimarron Inn & Suites
- Travel Southern Oregon
- Subaru of Klamath Falls
- Kla-Mo-Ya Casino

Volunteers (60 in total needed each weekend):

- Friends of Crater Lake
- Klamath Falls Community Members

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)

This project is a sustainable source of revenue for Klamath County businesses involved with lodging, hospitality, and recreation. Importantly, this project aligns well with the State Tourism Office (Travel Oregon) and its continuing focus on Cycling Tourism, which is a \$400MM a year segment and growing. As long as the NPS allows the Park to be closed to vehicular traffic for a couple days annually, this action will attract many cyclists for the opportunity to navigate around the Rim of Crater Lake in a zone safe from cars whizzing by and offering the solitude of nature while in a National Park with non-stop epic views and infinite photo opportunities. We don't see this event going away or diminishing whatsoever, as long as it's well-run, provides value for participants, and continues in the spirit of cooperative partnership with all who are involved in putting it on.

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)

Well, closing the Park to vehicles isn't exactly being inclusive. We get that. Our position is that the Park is open 365 days a year, so two days without vehicles seems reasonable. This event does cater to cyclists and pedestrian traffic, so in this sense we are striving to promote accessibility for them to use the Park in a different way. The other thing to note is that this is a FREE Event/Activity and other than paying the admission fee (\$20 per carload) to enter the Park, there is tremendous value to participants in the form of food, beverage, ride support, transportation (people/bikes) around the Park, and more.

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)

We do our best to showcase small businesses, such as Tall Towne Bike & Camp from Lakeview and Hutch's Bicycles by informing participants they can rent bikes for the event. We also encourage any/all businesses associated with the event to be included in our digital newsletters, on our official event website, as well as offering giveaways to promote their products/brands to event participants. In prior years, we have partnered with such notable brands as REI, CLIF BARS, SUBARU, AMTRAK, and others. The "Halo" effect of these well-known and well-respected local/regional brands has elevated the stature and legitimacy of this event.

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*

RTR 2018 Grant Application Supporting Documents.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

Submission Instructions

After submission of this application, please print 8 copies, and attach all your supporting documentation (8 copies) and turn in to Klamath County Finance office, 305 Main St., Room 230, Klamath Falls, OR 97601. If mailing, must be postmarked by 2:00 PM March 31, 2018.

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 fulfillment 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

Jim Chadderdon

Date/Time*

3/27/2018

3:30 PM

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201



DEPARTMENT OF THE TREASURY

Date: **MAY 10 2011**

DISCOVER KLAMATH VISITOR &
CONVENTION BUREAU
205 RIVERSIDE DR STE B
KLAMATH FALLS, OR 97601

Employer Identification Number:
26-4038270
DLN:
17053286304030
Contact Person: JAMIE N HEITBRINK ID# 31644
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
January 21, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

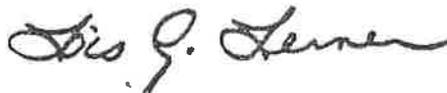
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

DISCOVER KLAMATH VISITOR &

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, reading "Lois G. Lerner".

Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

**Discover Klamath Visitor and Convention Bureau
Ride the Rim 2018**

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$20,000.00			
OTHER INCOME				
Sponsors	\$3,750.00			
DK Cash Match/Contribution	\$ 22,552.94			
Merchandise Sales	\$ 2,950.00			
Event Volunteers (120 @ \$10/hr for 10 hrs)		\$ 12,000.00		
	\$49,252.94	\$12,000.00	\$0.00	\$0.00
TOTAL INCOME		\$61,252.94		\$0.00

EXPENSES

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
Digital Marketing	\$9,988.74	\$ 700.00		
Social Media Marketing	\$1,000.00	\$ 250.00		
Print Advertising	\$4,542.00			
Printed Collateral & Shipping	\$1,702.00			
Creative Development	\$1,500.00			
Brochure Distribution	\$755.00			
Promotional Items	\$4,965.20			
Event Signage	\$1,000.00			
Transportation/Shuttle	\$7,500.00			
Snacks (In-Kind from Clif Bars)	\$6,800.00	\$ 24,000.00		
Post Ride Event Costs	\$2,800.00			
Event Volunteers (120 @ \$10/hr for 10 hrs)		\$ 12,000.00		
SUB TOTAL EXPENSES	\$42,552.94	\$ 36,950.00	\$0.00	\$0.00
TOTAL EXPENSES		\$79,502.94		\$0.00

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COLUMNS (F & G) BLANK

HUTCH'S BICYCLES

808 Klamath Ave Klamath Falls, OR 97601 541-850-2453

March 16, 2018

To: Klamath County Tourism Grant Committee

Dear Sirs and Madams,

Hutch's Bicycles in Klamath Falls enthusiastically supports Discover Klamath's efforts towards receiving a Klamath County Tourism Grant for Ride the Rim 2018. The Ride the Rim event has shown consistent growth each year. As the event offers free registration, grant funding is vital to the ongoing success of the ride.

Bicycle tourism is a relevant and viable resource for our community. Travel Oregon has gathered data from across the country as well as Oregon communities showing a positive and measurable impact of bicycle tourism on local economies. The Ride the Rim event, in conjunction with several projects in the works, raises the profile of the region as a cycling destination. This exposure helps keep Klamath County economically vital and provides a means of controlled growth of our community and economy, while showcasing the natural wonders of our region.

We whole-heartedly recommend Klamath County approve this grant application. The award will assist Discover Klamath to meet the rising expenses of organizing the Ride the Rim event and provide ongoing economic benefits as we become a destination for cyclists and recreational tourism.

Thank you for your consideration of this proposal.

Sincerely,

Joey Dust

Joey Dust

Store Manager

Hutch's Bicycles Klamath



Leading the charge in non-motorized trail development, maintenance and advocacy.

March 15, 2018

Klamath Country Tourism Grant Committee
c/o Klamath County Finance Office
305 Main St.
Klamath Falls, OR 97601

Re: Letter of Support – 2018 Ride the Rim

Dear Committee Members,

Klamath Trails Alliance offers an enthusiastic letter of support for Discover Klamath's grant request for the 2018 Ride the Rim event!

Past success of Ride the Rim has brought (in its best year) close to 5,000 out-of-area cyclists to our community. Besides filling up motel rooms, eating in our restaurants and supporting local businesses cyclist also see first-hand all the other possibilities our county offers in road biking. Scenic mountain and lake views, smooth pavement and uncrowded roads. We think many of these visitors will come back for more.

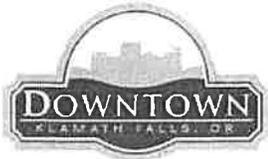
Our membership is heavily comprised of cyclist that are rewarded with having Crater Lake in our backyard all season long. We love to share this amazing resource with others. Also, I have volunteered at Ride the Rim for the past three years and have seen first-hand how it has grown to be one of our premier cycling events of the season.

In closing KTA would like to thank Discover Klamath for their leadership organizing this high value event and urge you to fund their grant.

Sincerely,

A handwritten signature in black ink, appearing to read 'Drew Honzel', written in a cursive style.

Drew Honzel
Klamath Trails Alliance
Board of Directors



KLAMATH FALLS DOWNTOWN ASSOCIATION
425 Walnut Ave.
Klamath Falls, OR 97601

March 16, 2018

Discover Klamath Visitor & Convention Bureau
205 Riverside Dr., Suite B
Klamath Falls, OR 97601

Dear Discover Klamath:

On behalf of the Klamath Falls Downtown Association Board of Directors, I am writing in support of your application for the Klamath County Tourism Grant.

We are grateful for your efforts and support of downtown. The Ride the Rim Event brings people from all over Oregon and surrounding states. With the help of Discover Klamath this event has grown tremendously over the last few years. We are so fortunate to have such a beautiful place as part of our county. We firmly believe that this event has an impact on our community and are glad that you have taken up the mantle of helping it grow. We look forward to other opportunities this presents for our community and businesses downtown.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Nicolas R. Phair". The signature is written in a cursive, slightly slanted style.

Nicolas R. Phair
President, Klamath Falls Downtown Association



Discover Klamath
205 Riverside Dr.
Klamath Falls, OR 97601

3/22/18

Dear Discover Klamath,

On behalf of Zach's Bikes, I would like to offer this letter of support for Discover Klamath Tourism Grant Request for its Ride the Rim event.

As the event coordinator for the Crater Lake Century bike ride, I know first-hand from running events at this gem how impactful it can be for somebody to see the lake for the first time. Doing so by bike is truly special experience. Discover Klamath's Ride the Rim event offers a way for a much broader spectrum of skill levels to have that same experience.

This event is a wonderful way to showcase our community to tourists and gives them a reason to make a special trip. The ability to ride up there without the worry of cars on the road is a once in a lifetime opportunity. It is these types of events that make visitors think of Klamath Falls with reverence rather than indifference.

Sincerely

Zach Gilmour - Owner

Collateral Distribution Plan and Budget

Ride the Rim 2018

Discover Klamath will create Rack Cards for Ride the Rim 2018. We have secured distribution through Cycle California Magazine who will distribute the Rack Cards throughout all the Bike Shops in California and a few in Reno, Nevada. Cycle California Magazine will also display the Rack Card at all Bike Shows they attend. You can see the associated costs below:

Rack Card Printing and Shipping	\$1702.00
Distribution through Cycle CA Magazine	\$755.00
TOTAL COST	\$2457.00



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/22/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Great Basin Insurance PO Box 69 Klamath Falls OR 97601	CONTACT NAME: Matt Hurley PHONE (A/C, No, Ext): (541) 882-5507 E-MAIL ADDRESS: dawn.rose@gr8basin.com	FAX (A/C, No): (541) 884-0052
	INSURER(S) AFFORDING COVERAGE	
INSURED Discover Klamath Visitor & Convention Bureau 205 Riverside Dr. Ste B Klamath Falls OR 97601	INSURER A: Mutual of Enumclaw Insurance C NAIC # 14751	
	INSURER B: SAIF Corporation NAIC # 36196	
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES **CERTIFICATE NUMBER:** Cert ID 2804 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			CPP001239404	10/16/2017	10/16/2018	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			CPP0012394	10/16/2017	10/16/2018	COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ 1,000,000 PROPERTY DAMAGE (Per accident) \$
A	UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			CPP001239404	10/16/2017	10/16/2018	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	770700	05/01/2017	05/01/2018	PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 Klamath County Government Center is Additional Insured per CG2012 0413.

CERTIFICATE HOLDER Klamath County Government Center 305 Main St Klamath Falls OR 97601	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – STATE OR GOVERNMENTAL
AGENCY OR SUBDIVISION OR POLITICAL
SUBDIVISION – PERMITS OR AUTHORIZATIONS**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

<p>State Or Governmental Agency Or Subdivision Or Political Subdivision:</p> <p>KLAMATH COUNTY GOVERNMENT CENTER JASON LINK 305 MAIN ST KLAMATH FALLS OR 97601</p>
<p>Information required to complete this Schedule, if not shown above, will be shown in the Declarations.</p>

A. Section II – Who Is An Insured is amended to include as an additional insured any state or governmental agency or subdivision or political subdivision shown in the Schedule, subject to the following provisions:

1. This insurance applies only with respect to operations performed by you or on your behalf for which the state or governmental agency or subdivision or political subdivision has issued a permit or authorization.

However:

- a. The insurance afforded to such additional insured only applies to the extent permitted by law; and
- b. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

2. This insurance does not apply to:

- a. "Bodily injury", "property damage" or "personal and advertising injury" arising out of operations performed for the federal government, state or municipality; or
- b. "Bodily injury" or "property damage" included within the "products-completed operations hazard".

B. With respect to the insurance afforded to these additional insureds, the following is added to Section III – Limits Of Insurance:

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

- 1. Required by the contract or agreement; or
 - 2. Available under the applicable Limits of Insurance shown in the Declarations;
- whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

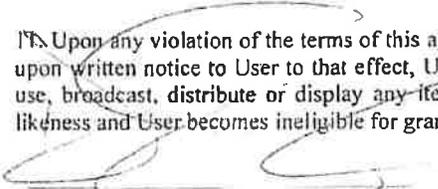
KLAMATH COUNTY LOGO USAGE AGREEMENT

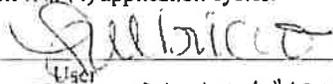
The County logo is a valuable asset of our organization. We ask that you help us preserve and protect our trademark through the appropriate use of the County logo in accordance with this agreement. The following provisions are included:

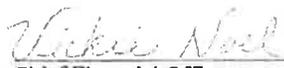
THIS AGREEMENT shall constitute a non-exclusive license granted by Klamath County, Oregon (County) to Discover Klamath VCB (User) for the use of County's name and/or logo under the following terms and conditions:

- 1. Logo will be provided by County in electronic format. The County logo may be either in single color or full (process) color and must not be scaled disproportionately. The County logo may not be altered or modified in any way. Failure to follow these guidelines may endanger our legal trademark rights.
- 2. County reserves the right to approve all uses of its name and logo. Users must provide detailed information of how logo will be used. If used in a print advertisement, User must provide name and date(s) of publication. If used in a broadcast advertisement, User must provide station call letters and flight dates of ad. If used in a promotional advertisement, User must provide date of promotional event and details of promotion's purpose. For website usage linking instructions will be emailed.
- 3. User must provide County with a copy of final proof ONE WEEK in advance of publication or broadcast.
- 4. Primary Contact for all logo requests will be the County Chief Financial Officer. Use of the County logo must be jointly approved by the Klamath County Board of Commissioners and Chief Financial Officer. Upon approval, the County Finance Department will forward the electronic files and proper logo guidelines to the User.
- 5. County reserves the right to reject requests for use of the County logo, name, or likeness.
- 6. All use of County logo, name, and likeness must cease and desist upon termination of the Agreement.
- 7. Recipient acknowledges that the name and logo are the sole and separate property of the County and any use hereunder shall not give rise to any right of use or ownership except as set forth herein.
- 8. This license shall commence the 7 day of February, 2018.
- 9. This agreement is non-transferrable. Use of the County logo by any other person or organization is strictly forbidden without prior written approval from the Klamath County Chief Financial Officer.
- 10. If logo use does not cease upon written notice from County and legal action is taken, User agrees to reimburse County for all expenses in connection with this agreement.

Upon any violation of the terms of this agreement by User, Klamath County may terminate the license forthwith, and upon written notice to User to that effect, User shall cease all use of the name, logo or likeness and shall not thereafter use, broadcast, distribute or display any items, documents, ads or other materials containing County's name, logo or likeness and User becomes ineligible for grant funds for the next four (4) application cycles.


Chairman of Board of County Commissioners


User
Tonia Ubricht, Marketing Director


Chief Financial Officer
ASST

Discover Klamath VCB
Company Name