

**TOURISM GRANT APPLICATION**

Organization Applying: Babe Ruth Association - Kiger Stadium  
Address: PO Box 7935  
City, State, Zip: Klamath Falls, OR 97602  
Contact Person: Keith Stotts  
Phone Number: 541-891-7980  
Tax ID # or SSN: 51-0186374  
Email Address: keithstotts@aol.com  
Web Site Address: www.kigerstadium.com  
Title of Project: Promoting Historical Kiger Stadium

Brief Description of Project:

To promote Historical Kiger Stadium by  
inviting other organizations from Northern California  
to Central Oregon and coastal communities  
to hold events

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

Signature of Applicant Linda Stoop  
Signature of Board Chair \_\_\_\_\_

Date 9/28/11  
Date \_\_\_\_\_

**RECEIVED**  
SEP 28 2011  
BY \_\_\_\_\_  
KLAMATH COUNTY FINANCE

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	7,500.00				
Cash Match -					
Source: <i>Player Fees</i>	10,000.-				
Source: <i>WC League</i>	9,000.-				
Source:					
Total Cash Match	19,000.-	-	-	-	
Other Funding Sources:					
Source: <i>Sponsors</i>	3,500.-				
Source:					
Source:					
Total Other Funding Sources	3,500.-	-	-	-	
<b>Total Projected Revenue</b>	<b>30,000.-</b>	-	-	-	
<b>EXPENSES</b>					
Advertising					
Print	1,500.-				
Web	500.-				
Other Internet					
Other <i>TV</i>	1,000.-				
Total Advertising	-	-	-	-	
Printing	3,000.-				
Postage	500.-				
Misc/Other (Explanation Req'd):					
Other: <i>Adv.</i>	1,000.-				
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
<b>Total Projected Expenses</b>	<b>7,500.-</b>	-	-	-	
<b>Net Projected Income&lt;Expense&gt;</b>	<b>22,500.-</b>	-	-	-	

**NOTES**

Do not include any items listed on Page 3 of the application as not eligible  
 Be as specific as possible; provide explanation to help clarify budget items  
 Use the "Actual" column when preparing your final report; submit this form with the final report  
 Use additional space or lines if necessary to provide complete information

## PROJECT DESCRIPTION

### Project Plan:

1. What is the main focus of this proposal?

The Kiger Board would like to bring more baseball teams to the basin to play at historic Kiger Stadium such as tournaments, multi-game series and pool play between teams that are far apart with Kiger being the half-way point.

2. What are the project activities?

Our principal activities would be baseball games

3. When will the project occur? How long will it last?

The project would occur during 2012. It would last over the baseball season which starts the end of March and goes into August.

Individual tournaments could last a week-end or a week

4. Who is the target market? What is your strategy for reaching the target market?

Our target market will be baseball teams and their families from Redding, CA north to Salem, OR south on the I-5 corridor, including Central OR and Coastal Areas

### Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

2011 Baseball season during a 2 month wood bat league exceeded 35,000 people including locals and visitors

We are going to try and increase the amount by 70%

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

During Pool play tournaments, extends teams stay  
We would host a "Welcome BBQ" And advertise  
existing And current attractions

#### QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Riger Association is a group of volunteers  
dedicated to maintaining a 63 year old  
historic wooden baseball stadium

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

Riger Association was successful in bringing  
the West Coast League (GEMS) to the basin  
We have hosted 6 Regional tournaments And  
the stadium has hosted 8 state tournaments  
during the past 15 years

#### MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

- ① We would send packets And a video of the stadium  
to perspective organizations And invite them to  
tour the facility
- ② We will use the web site to advertise it's availability
- ③ We will use television to market the facility  
OIT baseball And the West Coast League (GEMS)  
use Riger in their recruiting And marketing.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

We will measure our success by the number of additional events over previous years  
We will also compare attendance from one year to the next.

11. If your project is already underway explain how this grant will increase your likelihood of success.

As a non-profit organization this will increase our useability for other venues such as farmers markets and garage sales. Basic amenities are already in place

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

Riger Association with the West Coast League (GEMS) welcomes out-of-town organizations to the community and historic Riger Stadium.

Visitors are encouraged to explore the area and visit local attractions including Crater Lake, The Lava Beds, Linkville Trail, etc.