

Print

Tourism Traditional Application - Submission #458

Date Submitted: 3/29/2019

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

-- Select One -- ▼

Project Title*

92 Years BECAUSE OF YOU Celebrating the grand Opening of Klamath Union High School

Grant Cycle*

Spring 2019

Amount Requested*

\$8,676.00

Total Project Cost*

\$17,614.00

Entity Federal Tax ID Number

93-6000545

Do not enter if putting in SSN

Entity Name*

Klamath Falls City Schools

Grant Contact Name*

Gayle Yamasaki

Email Address*

yamasakig@kfalls.k12.or.us

Address*

1336 Avalon St

City*

Klamath Falls

State*

OR

Zip Code*

97603

Phone Number*

541-883-4700 x 7128

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

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 ▼

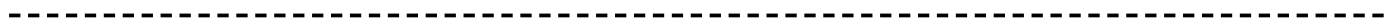
If yes, please enter name

Name

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

choose one*

Maximize economic ret ▼



Project (250 words or less)*

Project dates October 4-6, 2019

The primary goal of this project is to celebrate and bring "home" alumni to the grand opening of the completed, remodeled Klamath Union High School campus.

The objectives are:

- To invite through market and outreach efforts over 5,000 KUHS alumni.
- To have at least 1,000 alumni and guests attend this three-day weekend celebration.
- To celebrate the naming of the James Ivory Arts Center (1946 graduate)
- To have events throughout this weekend in partnerships with businesses and community
- To thank our community for they're support of this building project
- To celebrate 92 years of KUHS's graduates and Klamath Falls City Schools 100 year history in our community.

October 4: Homecoming parade and game, alumni gatherings downtown Klamath Falls and Modoc Field

October 5:

Breakfast and/or lunch sponsored by Klamath Falls City School Board and Pelican Education Foundation

Grand opening ceremonies campus tours, exhibits, events KUHS

Mia and Pia's featuring KUHS trivia night and KUHS grand opening micro brew

Alumni events and reunions, dedication of James Ivory Arts Center

October 6:

Post celebration activities

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)*

Now is the time to invite alumni back to their alma mater: Klamath Union High School. KUHS has 92 years of Pelican pride, students who have walked the halls, participating in the arts and sports, while excelling academically. The grand opening of KU provides an ideal opportunity to create the KUHS Alumni Association. Our commitment to bringing graduates to this event led us to contract with Alumni Finders resulting in locating over 5,000 graduates, in addition to class reunion lists.

The passing of the school bond in November 2014 was a momentous show of support by Klamath Falls citizens and the acknowledgment that our young people deserve a promise of safety and effective learning environments. KUHS is the outcome of our citizen's investment in our kids and our community. Five of KFCS schools were built in the 1920's and 1930's. The last construction project at KU was 1958.

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Describe the need for your project

Long-Term (250 words or less)*

The long-term plan for this project is the formation of a KUHS Alumni Association. With a 92 year history of high school experiences at KUHS an alumni association would assist in locating alumni, facilitating class reunions, distributing information about KUHS and Klamath Falls. An Alumni Association would also provide leadership in fund raising for KUHS and bringing alumni back home to Klamath for future events, employment, relocation, vacation/holidays and reunions.

What is the long-term plan for your project

Measurability (250 words or less)*

A short -term measure of success will be that at least 300 out of town alumni return to Klamath Falls for this weekend celebration and 75% or 225 will seek lodging for at least two nights. Our target is to have at least 800 people participate in this celebration.

Long-term measures of success will be the formation of a KUHS Alumni Association that will bring class reunions to Klamath Falls annually. Historically KUHS hosts at least two class reunions a year bringing with over 100- 175 graduates attending. With an Alumni Association and the newly remodeled school and strategic tourism marketing of Klamath County focused on heritage and outdoor recreation: biking, hiking, and water we anticipate generating more interest from graduates and their families and friends coming to Klamath. Our goal is to increase number of class reunions annually from two to at least four, combining graduating classes.

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)

This marketing request focuses on visitor/consumer outreach. This event will take place during the shoulder season.

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

Support & Involvement (250 words or less)

We have met with Discover Klamath, the Klamath County Chamber of Commerce, Klamath Falls Downtown Association, and representatives from the lodging industries, Klamath Falls City School Board, and the Pelican Education Foundation. Two community leaders Allison York: Principal broker at Windermere real estate and Richard Ledgerwood retired owner of Elliott-Ledgerwood & Co. stock and bond broker who co-chaired the bond campaign have agreed to co-chair this weekend celebration.

The volunteer committee is working diligently on celebration activities for the weekend, which include the KFCS Board hosting former superintendents, KUHS principals and staff and the Pelican Education Foundation hosting alumni with a breakfast or lunch. We have lodging discounts for out of town attendees. Former KUHS music teacher Dave Hamm is working with music alumni to perform at the grand opening ceremonies. Mia and Pia's will host a KUHS trivia night with a special micro brew created for the grand opening. Events are developing for the naming of the James Ivory Arts Center. The KUHS is encouraging class reunions to be held during this weekend. We are working with the Klamath County Museum and area outdoor/recreation business to sponsor and coordinate activities for this weekend.

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 addresses the expansion and promotion of the visitor industry to Klamath County. This project also demonstrates a direct tie to tourism promotion. The targeted audience has familiarity with Klamath County and it is the goal of this project to generate significant local impact annually through KUHS reunions with leadership from the KUHS Alumni Association. KUHS has a 92- year history as a high school, modestly projecting at least 23,000 graduates of KU. This project has the potential annually of bringing at least two-three reunions a year, bringing alums back to rediscover Klamath with the intention of extended overnight stays. This project will launch the formation of this Alumni association.

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)

30% of KUHS's student population is ethnic minority students. This percentage has remained consistent over the years. This population is an underserved visitor segment and we are committed to bring these alumni as well their classmates back "home" for this grand opening celebration.

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 are working with the Downtown Association, Discover Klamath, and the Klamath County Chamber of Commerce to promote this event. We are strategically targeting downtown businesses and small businesses where KUHS graduates work or own to promote this weekend of "Pelican Pride."

We will showcase for example Mia and Pia's who will host a Saturday Trivia night event. Rod Kucera's mother is a KU graduate (1952) and Rod's son (2016) and a current graduate (2019) are creating the celebratory micro-brew. We have talked with lodging representatives about this event and have commitments for lodging discounts for celebration out of town attendees. The Klamath County Museum will present a talk at a hosted event about the history of the KU site and the story behind the K on the hot springs area hill. We are working with small businesses downtown to showcase and identify KUHS alumni employees and owners in having red and white shop displays. We are in conversation with the Klamath Independent Film Festival and their participation in the James Ivory dedication. We have contacted the Klamath Land Trust and the Klamath County Museum in sponsoring a weekend walk/hike event.

This date is also KU's homecoming weekend with a downtown parade and ceremony/induction for KUHS Hall of Fame. These annual traditional events give added value complementary activities to our grand opening celebration

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

Is this project/event in shoulder season?	yes/no* <input type="text" value="yes"/>	Does the project/event occur outside urban growth boundaries?	yes/no* <input type="text" value="no"/>
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Required supporting documents*

PEF.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

Gayle Yamasaki

Date/Time*

3/29/2019

10:00 AM