

**Print**

**Tourism Traditional Application - Submission #461**

**Date Submitted: 3/30/2019**

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\***

Klamath October Fest

**Grant Cycle\***

Spring 2019

**Amount Requested\***

\$20,000

**Total Project Cost\***

\$51,000

**Entity Federal Tax ID Number**

93-0654603

Do not enter if putting in SSN

**Entity Name\***

Klamath County Economic Development Association (KCEDA)

**Grant Contact Name\***

Rick Abel

**Email Address\***

rick@teamklamath.com

**Address\***

205 Riverside Drive

**City\***

Klamath Falls

**State\***

OR

**Zip Code\***

97601

**Phone Number\***

5418829600

**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)**

Andrew Stork, Randy Cox, Julie Matthews

**reply email**

andrew@teamklamath.com

**reply email**

randy@teamklamath.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**

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

**choose one\***

Drive year-round destir ▼



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

The Klamath County Economic Development Association (KCEDA) is looking to prepare a regional “beer festival” or “October Fest” to promote regional vendors and brewing products. The scope of this project requires grant funding to ensure effective marketing and operational success. This event is scheduled for September 21st, 2019 at the Running Y Ranch and Resort, starting at 11AM and going until 8pm. The goals and objectives for this event include the following: 1) Show off region’s brewer’s and their products; there is an abundance of local and regional breweries that have not encountered their due exposure considering the quality of their offerings, and we believe that this presents an opportunity to invite increased economic development and tourism to Klamath; 2) To bring region’s different food options (locally based, with an emphasis towards small business and entrepreneurial vendors); 3) To create an event that grows into a destination type gathering, drawing people from throughout the Southern Oregon and Northern California region (if not further), to attend; 4) Provide local entertainment and family-friendly activities (as the event continues to see successful results, we eventually envision the entertainment and activity offerings to expand).

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)\***

In 2016 there was an economic impact of \$4.49 billion from the beer industry in Oregon’s economy, creating more than 31,000 direct and indirect jobs. In more recent years, these numbers have continued to grow in benefit for the state as the industry has become a recognized staple of things that make Oregon’s economy prosper. It is evident that this industry’s relationship to tourism is in particular highly influential to the state economy and the economies of many areas within it. Proof of this can be demonstrated when you consider that over 19,000,000 tourists visit brewery, pubs, or tasting events over the course of annual cycle. What is more interesting and relates to Klamath is that our county has not effectively tapped into the economic opportunities made available through this industry to the full extent it can; especially considering the close thematic ties that the Northwest brewing industry has to areas that are outdoor and recreation based, Klamath is in prime position to capitalize on ways that can address this large regional demand.

Describe the need for your project

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

Simply put, we want this to become a hallmark of Klamath Falls tourism. KCEDA, along with partners involved in the process will be working tirelessly to ensure that there is annual growth occurring with this event each year, as our initial audience aims to attract residents from Southern Oregon and Northern California, our ambition is to stretch our reach into other markets. With consistent event success there will be multiple ways in which we can increase revenue that can be reinvested into making the event more and more attractive, simultaneously introducing more revenue opportunities for Klamath County, made evident in the “Impact” section of this grant application.

What is the long-term plan for your project

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

The short-term efforts will be connected to community investment from brewers and food operations, both from internal (sales and activity) and external (satisfaction levels) standpoints; we will also take time with our marketing efforts to place other forms of tracking through things like social media and other applications that could help give us the option to do larger scale mobile monitoring of the event (pre and post-event as well). The event is scheduled in alignment with Discover Klamath’s “Ride the Rim” bicycling event at Crater Lake, and we will also be coordinating with them closely to track correlations between tourism activity that feeds both their endeavor and ours. With continued event success, KCEDA’s long-term goal is to ultimately have a range of effective resources that allow for us to directly measure impacts to local business. This will aid in making educated modifications to the event that accommodate attendees’ wishes, helping improve satisfaction levels while at the same time putting us in place to attract an ever-growing tourism base.

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)**

Our community becomes further immersed in a focus to be pro-development oriented, aligning stakeholders across various backgrounds in the public and private sector; along with non-profit partners. Part of this alignment is a mission that is wrapped around leveraging area strengths and assets, in addition to taking better advantage of things that are identified as high demand but not sufficiently utilized for maximum economic benefit. We see that our area is a well-suited outdoor and recreation destination that can be a mecca for a complimentary industry such as brewing, and that Klamath is in good position to capitalize on this by creating a culture through events like "October Fest" to give depth to our area tourism market.

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

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

Our organization represents a significant portion of area employers and partners from throughout the County that understand the importance of creative investment (these employers are also a valuable avenue for volunteer support along with other services that can be helpful to realizing the event's full potential). Simple examples of this are made evident in letters of support we have received from local enterprises such as the Running Y, Discover Klamath, and Klamath County Chamber of Commerce; several preparations have already gone underway to put in the foundation for this event with these partners. We have begun preparations and only been met with major intrigue and excitement for what places this event concept can go for years to come. From a public standpoint, the tourism grant allows for us to highlight the County's support of local business as our membership along with many vendors will be intimately involved with the bringing this event to life. We are also in close conversations with Skyline Brewing Company at this time.

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)**

At KCEDA, we measure economic impact very closely. Using top of the line software programs, we evaluate the inputs to see what value something can create for the economy on a regular basis to determine whether or not it has validity within the economic goals Klamath County has set for itself. Considering this is the genesis of the event, it is difficult to assess the impact until we have an experience or sample to pull from that allows us to more precisely calculate local impacts. As a result, we must defer to examples from neighboring areas to support the importance of this event. In 2017, the Oregon Brewers Festival (OBF) generated an estimated \$15.3 million in direct, \$4.4 million in indirect (additional input purchases made by local businesses) and \$4.1 million in induced (expenditures by employees from wages paid by companies in direct contact with tourists) economic impact. Visiting OBF patrons spent an average of \$532, where 48.7% were out-of-town visitors. OBF generated \$1.3 million in indirect business taxes for state and local government. This event is held in Portland, so understandably from a quantitative standpoint, we cannot assume we will be in proximity with these numbers but find this impact data exemplifies what value such events can produce and highlights an audience we can be pulling from.

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)**

Deschutes Brewery is a great example of success when it comes to event management around beer products. Their success is a direct product of the motto they approach each event with, that being, "Good Beer Brings People Together" – the inspiration behind this local event comes from the same ideology. Returning to the concept of 'sense of community', KCEDA sees this event as an opportunity to endorse a greater sense of community, subsequently bolstering community pride. We want to showcase the unique strength of existing local entities, as well invite outside entities and visitors to embrace the environment we create - KCEDA recognizes that within these goals, having a diversity of attendees and vendors will be an enormous factor in the success of the project, and therefore wishes to make an affordable event that attracts people from all backgrounds.

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)**

Please refer to the "Support and Involvement" section of grant application for information on partnerships. Also, please feel free to contact us for more details on this section directly as we are happy to expand upon the involvement of those noted in the "Support and Involvement" section, along with other entities.

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\***

Grant Application Attachments (KCEDA 2019) .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 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**

Richard C. Abel

**Date/Time\***

3/30/2019

12:45 PM