

Print

**Tourism Traditional Application - Submission #139**

---

**Date Submitted: 3/30/2018**

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\***

7223 Ruth Dr.

**City\***

Klamath falls

**State\***

OR

**Zip Code\***

97603

**Phone Number\***

5418102288

**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**

yes

If yes, please enter name

**Name**

Tyra Dickinson

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 desti

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

A USA track and field member team to highlight track and field in Oregon, specifically the Klamath basin. To bring similar teams and clubs from other areas in Oregon and other states Nationwide to the Klamath Basin, not only to compete, but also to enjoy its wonder, natural beauty and recreations we have to offer. USATF events draw college coaches and spectators from all over. With this being a relay centric event and has javelin as a field event, we are drawing attention from all bordering states, Nevada, Montana, Arizona, etc. We want to extend our reach with the grant as well as purchase equipment and necessities for this event to be able to handle the attendance we feel we will have. Oregon is a track loving state. Track Town USA is located in Eugene, OR and the Track and Field World Championships will be in Eugene in 2021. Oregon will be THE destination for track and field icons. Klamath Falls is the home to track legends such as Dan O' Brien and Ian Dobson. We believe we have a future legendary name on in our club in Ben Carringer.

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)\***

The Klamath basin needs more sports activities for youth to join as well as Civic platforms for our youth to adopt. It is also to bring a local athletics showcase where each of the youth athletes can highlight their talents. These meets will be open for competition from similar Track clubs Nationwide, not just within the western region. We do not have anything of this caliber in Southern Oregon as of yet. Relay centric meets are fast-paced, exciting and fun. With much of Oregon being at elevation, it is also an ideal training ground for athletes of ANY sport. Klamath Falls, specifically, being at elevation and surrounded by summits, and valleys is a great place for athletes to train, then go do a nearby destination to compete. Our elevation does give us an advantage in sports and that is something we should capitalize on. This meet will introduce many clubs/athletes to a unique atmosphere, not often host to meets or competitions.

Describe the need for your project

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

To bring high-caliber athletes, their families, college coaches and Scouts to showcase the basin, it's athletes and our Hospitality on a very large scale, annually. Mountain Memorial is an event that pays homage to both parts of the name and we aim to honor this weekend annually. We want to make this event grow and become a staple in the world of youth competitive track and field, USATF, Klamath County and our communities. We have received an amazing amount of support and with each passing successful year, we would like to make this event bigger and better. Not just for the athletes and families, but for local supporters.

What is the long-term plan for your project

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

We will be doing online registration for individual athletes as well as relay teams so we will have everyone's location and we are entertaining the possibility of late registrations on site which would have a form filled out by the registrant. The form would include home address. We also have a hotel block at the Shilo Inn, and are working to get one with other hotels so we can obtain reporting from those establishments.

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)**

We want to bring people from outside of Klamath County into Klamath County while supporting and promoting youth Athletics. The goal is to introduce them to the area and give them information on all we have to offer as far as events and recreational activities. For the local athletes, they provide Civic services and are outstanding citizens. They pick up garbage at schools, shovel snow, mentor young children and that is just a few of their civic activities.

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

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

National Fitness and Racquetball Center- gym membership for our athletes. The US Army is setting up an obstacle course at the event for any non-competitors and young children. Many food vendors have reached out and will come and donate their time and prepare food for the people in attendance, and the DECA Club at Klamath Union High School will be running the concession stand as well. The school district and several notable businesses in the Basin have willingly donated their time and services. Many of the club parents have also volunteered to help with fundraising efforts, work a concession stand for beverages, and act as volunteer officials.

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)**

We believe that the amount of attendees to this event will bring a large percentage of new visitors to the Basin and once they see all of the beauty here and experience the kindness of the residents and level of competition, we believe they will be back. Good word-of-mouth describing their visit will drive new tourists from other areas in the country as well. The relay event itself will also grow and be a more competitive event year after year. We are hoping that one day in the near future this event will be something the community really gets excited for. There will be hundreds of people. This is a nationwide-open event. The potential is enormous.

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)**

Being track and field, there is no sport more diverse and more accepting of a vast pool of cultural backgrounds, ethnicities, religion, and gender. Also because this is a relay event it caters to those who like individual events or Sports as well as being a part of a team. This is also a different type of sporting event for the basin to get really excited about. Track and field is a world wide sport. Since our club is a member of USATF, our meets can qualify any of these competitors for the Olympics. We hold the event in approved locations by USATF that have ADA access so nobody is excluded from watching.

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 have had many local businesses show their support by donating products for us to raffle as well as donating time and services. We have not gone after any big corporations for sponsorships or donations. We wanted to highlight our small businesses and all of the individual people who are supporting our program and this event. Those businesses will be recognized in our print information as well as on our website. They will also be announced at the event. Without every single bit of help, we wouldn't be able to pull this off in such a short amount of time, as we only had a few months to get this together after USATF asked us to host an 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\*

no

#### Required supporting documents\*

Grant 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 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

Douglas Werner

#### Date/Time\*

3/30/2018

11:15 AM

**High Altitude Track and Field Club  
Mountain Memorial Relay Classic**

**INCOME**

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$21,000.00			
<b>OTHER INCOME</b>				
Registration	\$3,600.00			
Vendor Fundraising	\$700.00			
Raffles	\$2,000.00	\$3,565.00		
Rummage Sale	\$400.00			
Sponsorships	\$1,500.00			
Cash Donation	\$700.00			
<b>SUB TOTAL INCOME</b>	\$29,900.00	\$3,565.00	\$0.00	\$0.00
<b>TOTAL INCOME</b>	<b>\$33,465.00</b>		<b>\$0.00</b>	

**EXPENSES**

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Fully Automatic Timing system	\$8,000.00			
2	Medals	\$2,000.00			
3	High Jump Mats	\$2,500.00			
4	USATF Sanctioning	\$1,000.00			
5	Starting blocks	\$1,300.00			
6	Throwing Implements	\$1,500.00			
7	Scale (for throwing implements)	\$1,200.00			
8	Advertising	\$2,200.00			
9	Officials (10@\$75 per day)	\$750.00			
10	Uniforms	\$400.00			
11	First Aid	\$400.00			
12	Concessions	\$300.00			
13	Tent Rental	\$600.00			
14	Starting gun	\$350.00			
15	Videography	\$1,800.00			
16	Photography	\$1,500.00			
17	Graphic Design	\$800.00			
18	Website Design	\$1,000.00			
18	Crowd control barriers	\$800.00			
19	Rent/Lights	\$500.00			
	<b>SUB TOTAL EXPENSES</b>	\$28,900.00	\$0.00	\$0.00	\$0.00
	<b>TOTAL EXPENSES</b>	<b>\$28,900.00</b>		<b>\$0.00</b>	

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

# IMPRESSIONS

design + marketing

March 27, 2018

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

RE: Letter of Support – High Altitude Track and Field/Memorial Relay Classic

Dear Committee Members,

Impressions Design and Marketing is writing in support of the Memorial Relay Classic and its application for the Klamath County Tourism Grant.

Doug Werner and High Altitude's commitment to excellence is appreciated and shows great promise for their upcoming hosted event. Being the only event of its kind on the West Coast is sure to bring many out-of-area visitors to our area. We feel the demographic that would travel to this Relay will come with a desire to stay for more than one night as well as show interest in many of our local attractions and dining establishments. This event could have a significant economic impact on our local businesses.

We are hopeful that this event will be awarded the Klamath County Tourism Grant and be given the best opportunity to showcase our beloved community. Thank you for your consideration.

Sincerely,



Sara Irvine  
Owner, Impressions Design and Marketing



5228 Bryant Ave  
Klamath Falls, OR 97603

03-26-2018

Klamath County Tourism Grant Committee  
305 Main St.  
Klamath Falls, OR 97601

Dear Sirs and Madams:

I am writing this letter to support the efforts of High Altitude Track and Field club and their event, Mountain Memorial Relay Classic.

I have been working with this club for 2 years now as the team photographer. I can personally attest that these young athletes are not only talented, but also great individuals in our community. They pride themselves in civic duty and scholastic aptitude as much as they do athletic ability.

When approached by USATF to host a meet, they were excited for the opportunity, of course. However, being a relatively new club, it is hard for people to give money to an unknown organization. This is where the tourism grant plays an enormous role! This meet is bringing HUNDREDS of visitors from all over the country just from word of mouth. With an advertising budget and having all the right implements to make this a legitimate annual event, this can be even bigger. The result will be a HUGE opportunity for Klamath County tourism and businesses. I strongly urge you to fund this event! It is exciting and it will definitely draw many people to the area and for likely more than one night. This opportunity cannot be passed up!

Sincerely,

A handwritten signature in black ink, appearing to read "Tyra Dickinson". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Tyra Dickinson  
Owner, RubyBlu Images

Klamath County Tourism Grants Committee  
c/o Klamath County Finance Office  
305 Main St.  
Klamath Falls, Or 97601

March 26, 2018

RE: High Altitude Track Club's MOUNTAIN MEMORIAL RELAY CLASSIC

To whom it may concern,

My name is Rommney Werner of Vintage Salon. This letter is intended to lend my full support for High Altitude Track Club and the track meet, Mountain Memorial Relay Classic.

As a wife, a mother and a resident, I see what this team has been doing. I have personally witnessed these young men and women shoveling snow at our retirement communities and helping run the Healthy Kids Running Series, and in the process of starting up a free track and field camp for our youth. This says a lot about the character of these exceptional athletes as citizens.

As a local business owner, I see a big weekend in the Basin, economically. There is a large potential for out of town/state competitors and their families, and to be an annual event is something that could seriously benefit our local businesses. Not to mention, putting a spotlight on what the Basin offers....and on what could be a grand scale.

This is a very special format of event that has a lot of appeal to track-stars. With Oregon being one of very few states to have the Javelin event at the high school level is going to create a buzz outside of Oregon. College coaches too, as USATF is an official NCAA and NAIA scouting ground.

I ask this committee to consider this event. This team has already been ambassadors of our town, in the most positive of lights. Let us grow that. Without the help of this grant, the event may not be as robust as envisioned. I believe this will bring hundreds to Klamath County for overnight stays, dining, sundry purchases and more.

Thank you for your consideration.



Rommney B. Werner (541-810-3233)

c/o Vintage Salon  
1039 Main St.  
Klamath Falls, Or 97601



# Klamath County CHAMBER OF COMMERCE

*Lead. Connect. Advocate.*

## Board of Directors

Rachael Spoon  
State Farm Agent  
George Ormsbee  
Cal-Ore Communications  
Janet Buckalew  
Pacific Crest Federal Credit Union  
Jennifer Scanlan  
D.A. Davidson Companies  
Jennifer Scanlan  
Umpqua Bank  
Jenine Stuedli  
People's Bank of Commerce  
Rich Schuster  
173d Fighter Wing, Kingsley Field  
Pam Greene  
Amcom Tax & Accounting, Inc  
Tracy Krauss  
OSU KBREC  
Brian Gailey  
Brian Gailey Photography  
Nikki Galpin  
AmeriLife  
Joe Spendolini  
Southern Oregon Solutions  
Courtney Shaw  
Coldwell Banker  
Jason Aarstad  
Galveing Grounds  
Estella Woodley  
Klamath Orthopedic Clinic  
Gerry O'Brien  
Herald and News  
Kim Buller  
Basin Tire  
Mika Blain  
Blain Law, LLC

## Ex Officio Members

City of Klamath Falls  
Klamath County  
KCEDA  
Oregon Institute of Technology  
Klamath Community College  
KUHS DECA

## Staff

Heather Tramp  
Executive Director  
Chrystal Vaughan  
Programs & Marketing Coordinator  
Joyce Jordan  
Office Coordinator

205 Riverside Drive Ste A  
Klamath Falls, OR 97601  
Phone: (541) 884-5193  
Fax: (541) 884-5195  
www.klamath.org

March 30, 2018

Klamath County Finance  
305 Main St.  
Klamath Falls, OR 97601

RE: Letter of Support for High Altitude Track Club Event

To Whom It May Concern:

The Klamath County Chamber of Commerce is supportive of High Altitude Track Club's planned event – the Mountain Memorial Relay Classic. This track meet has the potential to draw athletes and their families from around Oregon and other parts of the Pacific Northwest. As a multi-day event, it would boost the local economy as teams and families stay in our hotels, eat in our restaurants, fill up their gas tanks, and even shop in our stores. Sports tourism can be a lucrative venture and we believe Klamath County should look to bring more events like this to the area.

The Klamath County Chamber of Commerce recognizes the High Altitude Track Club's Mountain Memorial Relay Classic as an opportunity to build on the community's profile as a great place for sports tourism.

Sincerely,

Heather Tramp  
Executive Director, Klamath County Chamber of Commerce  
541-884-5193

*"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"*



Healthy Kids Running Series  
381 Brinton Lake Road The Mill  
Thornton, PA 19373  
[hkrs@pattisonsportsgroup.com](mailto:hkrs@pattisonsportsgroup.com)  
(484) 352-2729

3/28/18

To whom it may concern:

Thank you for the opportunity to provide my support and recommendation for High Altitude Track Club as they seek to broaden their opportunities yet again. Thank you for your time and consideration of their efforts to host the Mountain Memorial Relay Classic.

I had the pleasure of working with the team at High Altitude Track Club for several weeks in 2017. I am the local coordinator for the Healthy Kids Running Series for Klamath County. Twice per year, we host a 5-week running series where we encourage healthy habits for young kids as we fight to combat childhood obesity. Our contestants are as young as 2, and as old as junior high. We rely heavily on volunteers to make a series happen, and each race requires a dozen or more volunteers. When approached for volunteerism, High Altitude Track Team jumped at the opportunity to serve. They were not only willing, but eager to help, and were excited for the opportunity. Offering every opportunity to make things work better, and for efficiently.

Being a smaller club, they were able to pull the weight of a full-sized crew, without the need for so many volunteers. They quickly jumped on board, delegated tasks, and worked seamlessly as a team. They were a pleasure to work with. I am nothing less than confident that this team will achieve many great things and I feel that any opportunity they are awarded will be handled with the utmost care, attention and diligent effort. They would be an asset to any organization whether as a host, a volunteer, or a competitor. These kids have a drive that is unmatched, and an eagerness to succeed is apparent in their every move.

They not only deserve the opportunity to host, but they are sure to provide an excellent service to Mountain Memorial Relay Classic, as they did for me. They went above and beyond for my organization and I am confident they'd do the same for any organization they serve. The

opportunity would propel them forward and give them the opportunity to earn valuable skills and once-in-a-lifetime experiences .The economic impact would be tremendous, and the personal gain unmeasurable.

I would ask that you strongly consider this team as a candidate for hosting this relay. The excitement to serve has already been so apparent that I can't imagine the lengths they wouldn't reach to attain this opportunity. I was thrilled to be able to provide a letter of recommendation for this team as I feel they deserve it beyond words able to define.

Thanks for your time and consideration!

Amber Owings

Community Coordinator  
Healthy Kids Running Series  
541-539-8244  
klamathhealthykids@gmail.com

ACR Construction  
409 South Eldorado  
Klamath Falls, OR 97601

3-27-18

Klamath County Tourism Grant Committee  
305 Main St.  
Klamath Falls, OR 97601

I am writing this letter, showing my support for High Altitude Track and Field club, and the upcoming Mountain Memorial Relay Classic.

I have seen first hand the quality young individuals who are part of the exciting club. While they are good athletes, they pride themselves on being upstanding and hard working young men and women in this community.

The Mountain Memorial Relay Classic will be a great annual event for the Klamath Basin for years to come. Not only will this be a great opportunity and a positive impact for the young athletes, it will bring great economic benefits as well. Being a national event will bring in athletes and fans from all over the country, which will introduce people to our wonderful community, and keep them coming back. Tourism is a staple in this community, and what better way to show people why with this great event. High Altitude Track and Field club has my support for this great event The Mountain Memorial Relay Classic, and I urge you to support them also.

Sincerely,

A handwritten signature in black ink, appearing to read "Andy Rusth", with a stylized flourish at the end.

Andy Rusth

Owner ACR Construction

Klamath County Tourism Committee,

3/27/2018

RE: High Altitude Track Club's MOUNTAIN MEMORIAL RELAY CLASSIC

Committee members,

My wife and I write this letter in support of the track meet: Mountain Memorial Relay Classic, hosted by High Altitude Track Club.

This is a small team, with a ton of character. Two snow days (off of school), last year, this team came and shoveled our driveway. It's a really large driveway. We were not their first stop, and were not going to be the last. They do this for people knowing that our newspaper does not cover them and recognition, if any, is nil. However, they still pickup those shovels, or paint brushes, or trash bags. They're still helping kids learn to run. Clearly, their parents did excellent work on them. My wife and I rewarded them, but they would have done it without a reward.

The track meet that they speak of sounds like a winner. It seems that this event has the potential to bring about a lot of people from a lot of different areas. Along with these high level athletes, comes the capital spreading out through town. A lot of fresh faces will get to see what the Klamath Basin and our surrounding areas have to offer, spending money in our community, and annually at that. This seems pretty big. Especially, since we have a nationally recognized sprinter running for this team and other highly touted athletes. I'd love to see our home champ and our other skilled runners, jumpers and throwers showcase their abilities at home.

I stand behind this team. These kids deserve their hosted meet, and our county could really use the income. Please fund this project. This is a very interesting and deserving project that bears a serious economic potential.

Thank you for considering these fine young men and women.

Sincerely,



Darrell and Jane Rusth

5122 Bryant Ave.

Klamath Falls, Or 97603

541-884-6046

## Marketing Distribution

Because of the short timeline we have after the initial request from USATF to host a meet in Klamath Falls, and the amount of time we have from the grant application deadline to the meet, we have to act very quickly with our marketing plan.

We are currently on the athletic.net schedule and our website should be published soon through USATF complete with registrations. This is the standard for USATF clubs to find meets and get information. However, we do still want to reach teams that do not regularly check that website, or schools who may have athletes that may want to create a team for relay or compete in individual events.

Our plan is to run Facebook ads, and reaching a wide network. We will have it charge per website click, because those who are likely to register are the ones who will go into the website. This will give us the most "bang for the buck". We will run it from the coach's page as well as our team page, because between those two networks we should be reaching our target audience.

We will also run an ad blitz. We will advertise in newspapers in Portland, Bend, Eugene, Tacoma, Seattle, Reno, Redding, Lake Tahoe, Sacramento, San Francisco, Salt Lake City, Boise, Bozeman, Phoenix, and Albuquerque.

We plan to do some radio spots too. However we do want to consult with Discover Klamath and have them help us with our ad campaign. We just want to direct people to our athletic.net event, and then to the registration page either on our website or on athletic.net after USATF gets it all set up (because it goes through them). This will also be our way of tracking who will be attending out of county.

We have been taking phone calls and emails from all over the western part of the country from interested teams. We have no doubt that this event will be well attended by out of county visitors.

Facebook ads: \$800

Print ads: \$650

Discover Klamath: \$750