

**TOURISM GRANT APPLICATION**

Organization Applying:

Mary White: Friends of Crater Lake

Address:

P.O. Box 88 Crater Lake

City, State, Zip

Klamath Falls, Oregon

Contact Person:

Mary White: Special Events

Phone Number:

541-884-2403

Tax ID # or SSN:

93-1111787 Friends of Crater Lake

Email Address:

frommary@whites.com  
FRIENDS OF CRATER LAKE.ORG

Web Site Address:

Discover Klamath & RRT

Title of Project:

Crater Lake Appreciation

Brief Description of Project:

This event will launch the new Crater Lake Park film, and we hope to showcase Klamath County as the "Home of Crater Lake". The film will be presented at the Ross Rogard Theater & Cultural Center during the meet & greet at Taste of Klamath. May 16th, 2013

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 Mary White

Date 3/28/2013

Signature of Board Chair George E. Buckingham  
President of the Board  
Friends of Crater Lake National Park

Date 3/28/2013

by Mary White

Friends of Crater Lake  
National Park



Friends of Crater Lake National Park  
P.O. Box 88  
Crater Lake, Oregon 97604  
Website: [friendsofcraterlake.org](http://friendsofcraterlake.org)  
E-mail: [friends\\_ofcl@yahoo.com](mailto:friends_ofcl@yahoo.com)

Check out our website:  
[friendsofcraterlake.org](http://friendsofcraterlake.org)

## Event Calendar 2012 - 2013

Item	Date	Contact
Adopt-a-Highway	Weekends Before <ul style="list-style-type: none"><li>• Memorial Day</li><li>• 4th of July</li><li>• Labor Day</li></ul>	Greg Reddell 541.882.6257
Art Show	July 14-15, 10a—5p	Beverly Paulson 541.672.5011
Project Weekend	August 17-19	George Buckingham 541.783.3136
Cycle Oregon	September 11	George Buckingham 541.783.3136
Annual Meeting	October 6	George Buckingham 541.783.3136
Winter Rim Desk	November - April	Larry Smith 541.899.7402

### Board Members:

<i>George Buckingham:</i>	President
<i>Mary White:</i>	Vice President
<i>Larry Filosi:</i>	Secretary
<i>Beverley Hartell:</i>	Treasurer
<i>Judy Buckingham:</i>	Membership
<i>Niel Barrett:</i>	Ski Patrol & Webmaster
<i>Beverly Paulson:</i>	Historian
<i>Greg Reddell:</i>	Member
<i>Bob Allen:</i>	Member

### Non-board member positions:

<i>Leslie Buckingham:</i>	Newsletter editor
<i>Marsha McCabe:</i>	Park Liaison

### Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000	10,000		
Cash Match - Source: <i>SPLM BIKES</i>		1,000	1,000		
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	-	11,000	11,000	-	
<b>EXPENSES</b>					
Advertising					
Print		14,000	4,000		
Web		500	500		
Other Internet					
Other <i>Producers</i>		3,000	3,000		
Total Advertising	-	7,500	7,500	-	
Printing		2,000	2,000		
Postage		500	500		
Misc/Other (Explanation Req'd):					
Other: <i>Theater Rental</i>		700	700		<i>Film showing as part of Grant Fund (entire)</i>
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	300	300	-	
Total Projected Expenses	-	11,000	11,000	-	
Net Projected Income<Expense>	-	-	-	-	

**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? *Appreciation & Awareness of Klamath County - "Home of Crater Lake."*  
*Perfect event to celebrate what a treasure Crater Lake is to Klamath County.*

2. What are the project activities? *"Experience Crater Lake at the Ross Ragland"* is a unique opportunity for locals & visitors alike to learn about history, culture & the adventures they can participate in Klamath County (KLC).

3. When will the project occur? How long will it last?  
*The film will be May 16th, 2013 & will be available during the Taste of Klamath. The film will be shown at Discover Klamath & Crater Lake after the event.*

4. Who is the target market? What is your strategy for reaching the target market?  
*"Anyone that appreciates Crater Lake"*  
*Hopefully, Outreach to all tourism markets & families that can attend. The film will be free to public. (Dream to fill Ross Ragland Theater) approx. 700 people*

### 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?

*Our focus is to provide the best experience to the almost 2 million people that come to Crater Lake. From data: surveys, Discover Klamath, Ross Ragland, websites, etc. Crater Lake, Amtrak, Trolleys, etc.*

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure? Networking with other venues, businesses, families, friends, groups such as (people working on trails Crater Lake, museums, etc. Partner with experts) (DISCOVER KLAMATH) <sup>example</sup>

**QUALIFICATIONS OF APPLICANT**

7. Describe your organization. Anyone that wants to show that Klamath County is the home of Crater Lake. "Team Klamath Group - whose mission is to appreciate Klamath County + Crater Lake is in Klamath County."

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? Too many to mention.

- Prof. Anne Wanner - Winter Wings
- Jim Robinson - Crater Lake Trolleys
- Tracy Ronnigen - Sagebrush Rendezvous
- Craig Ackerman - Sup. of Crater Lake
- Jim Chadderton - Discover Klamath
- Chip Massie - Chamber of Kfalls
- Todd Kepple - museum

**MARKETING PLANS**

9. Describe specifically how you will market the event to visitors. To partner with experts in marketing, promotion, media, Volunteer groups schools - outreach to visitors that love Crater Lake.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific) By surveys, word of mouth feedback on the web sites - combination of other businesses & non-profits thanking us for volunteering at their events, people choice awards, etc.

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

Again, this grant will be used to partner with experts & contacts in their field of expertise to make this a wonderful event.

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.

Discover Klamath, Team Klamath, Chamber, Ross Rogland Guild etc.

This event will be supported by local community: business & members of Friends groups "Crater Lake Trolley" Building relationships at RRT. Crater Lake & surrounding area

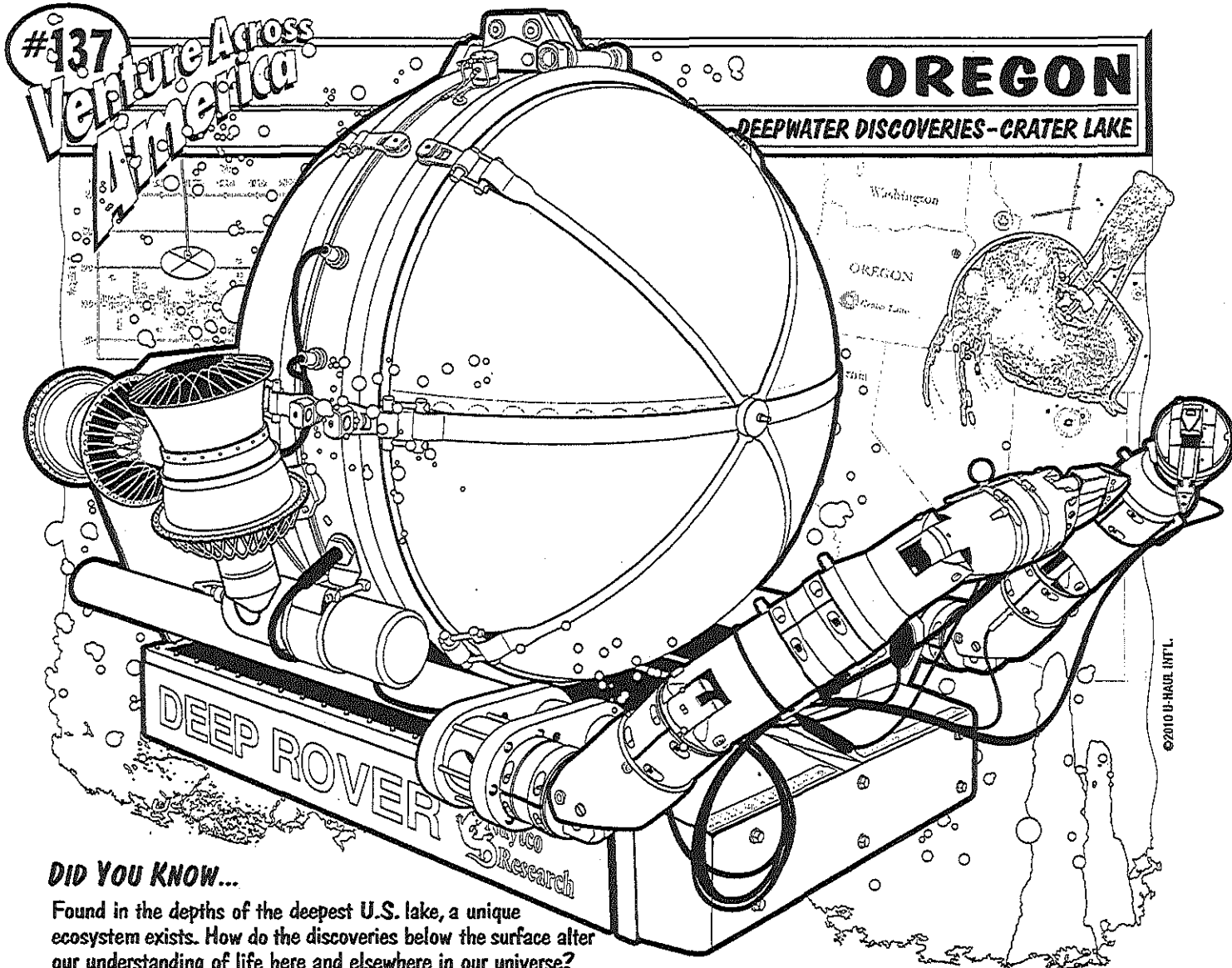
Ref: on file - Mirror of Heaven - film of Crater Lake

Mary White: special events  
Great-Great Grandfather - Isaac Sketers  
was packer/guide on the Hillman  
Party that discovered Crater Lake "1853"  
(example) assisted Ashleigh Wagner: U-Haul  
unveiling of the U-Haul SUPERGRAPHICS  
OF CRATER LAKE on 1800 trucks worldwide.

She is an extremely busy person, but she would tell you our event was awesome.

The truck I signed goes all over the world & is tracked & is available on web-site.

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## Where Will U Go Next?®

*I can get permission to use at events (fun for kids)*  
*Mary White*