

Print

Tourism Traditional Application - Submission #459

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*

Klamath Freedom Days

Grant Cycle*

Spring 2019

Amount Requested*

15,000

Total Project Cost*

\$83,000

Entity Federal Tax ID Number

47-2490090

Do not enter if putting in SSN

Entity Name*

Klamath Freedom Foundation

Grant Contact Name*

Mark Dodson

Email Address*

mark.dodson@live.com

Address*

2750 California Ave.

City*

Klamath Falls

State*

Oregon

Zip Code*

97601

Phone Number*

541-331-6219

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)

Mark M Dodson

reply email

mark.dodson@live.com

reply email

mark.dodson@live.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

yes ▼

If yes, please enter name

Name

Matt Dodson

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

choose one*

Develop destination-ba ▼



Project (250 words or less)*

Beginning on July 4, 2019 and running through Saturday July 13, 2019 Klamath Freedom Foundation (KFF) will be hosting the Klamath Freedom Days. On July 4th this will include the annual parade and community band concert downtown, free family activities at the Klamath County Fairgrounds, new this year is Eagle Mania concert inside the event center, and finally the annual fireworks at dusk to end the day. The first two weekends in July we are also joining with other community partners in sponsoring softball tournaments, motorcycle rides, and street dances. The final weekend of Klamath Freedom Days is focused at Steen Sports park and the annual Basin Brew and Q. This stand alone event will continue to grow this year, with a larger cash prize for the BBQ competition and new beer varieties already committed for this years event.

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)*

We will be using the Klamath County Tourism grant to greatly expand on our regional marketing plans to capitalize on the increased draw of bringing in world renown entertainment this year. This includes using multiple media avenues to reach all demographics for our 10 day Klamath Freedom Days event. We are also going to increase the connection with our media partners Hearld and News, Discover Klamath, and NBC to leverage all marketing monies. We are also going be purchasing another canopy this year to further develop the family atmosphere of all of our events.

Describe the need for your project

Long-Term (250 words or less)*

We will continue to develop opportunities that help drive new visitors to all of Klamath County throughout the year. We are also continuing to grow the size of all of the events that KFF sponsors and runs. Each year we continue to see more parade entrants, more vendors, and more visitors enjoying Klamath County and what it has to offer. Specifically with the Basin Brew and Q we are continuing to grow the size of the event and the entertainment options available during the event. By bringing in live entertainment this year on the 4th of July it is our desire to continue to build the largest patriotic event on the west coast.

What is the long-term plan for your project

Measurability (250 words or less)*

Short term measurement will be at each individual event that we host during the Klamath Freedom days. We track parade entrant, vendors, and even document media response through out the events. At both the Klamath County Fairgrounds and Steen Sports park we will be using ticket information to better capture the number of out of town visitors that purchase tickets for the music events. Klamath Freedom Festival will also be running a extended weekend raffle that will be open to out of the area visitors, to convince them to return for another weekend of fun.

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)

Klamath Freedom days being a multiple weekend event will always have something for everyone. This includes the retired couple, a young family with kids, and even the young college age demographics. We are continuing to build the largest patriotic event on the west coast and bringing in new and exciting entertainment that hasn't been in the region before. Klamath Freedom Days also includes softball, baseball, and other athletic activities, and exposes two of Klamath Counties most unique properties, the Klamath County Fairgrounds and Steen Sports Park.

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

Support & Involvement (250 words or less)

This year we are excited to be partnering with the Herald and News to sponsor Eagle Mania the largest grossing Eagles tribute band in the world. This unique partnership is allowing both organization to come together to expand the potential of Klamath Freedom days 10 fold. We will also continue to work with Discover Klamath, Columbia Distributing, Skyline Brewing, Mia and Pias, and Klamath Basin Brewing to further market the great work that these businesses do in the region. Working with our series sponsor Pacific Crest Federal Credit Union we are excited to offer more family friendly entertainment through out the entire length of Klamath Freedom Days.

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)

Klamath Freedom Days has established itself over the last 10 years as one of the largest and multi-faceted patriotic events in the Pacific Northwest. Since we began 10 years ago we have been asked to run the parade, facilitate the fireworks, and sponsor and run all of the community celebrations during the 4th of July holiday and others. We are creating a destination event that continues to draw visitors to our county and help expose the many exciting events that are hosted year around here.

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)

All of our events are based around family and the many veterans that call the Pacific Northwest home. We try very hard to develop events and invite other event coordinators to join us in providing multiple events throughout the Klamath Freedom Days.

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)

In order to bring more attention to Klamath County and the numerous venues and events that we have in our communities, Klamath Freedom Foundation and the Hearld and News have partnered to bring in Eagle-mania for a one night concert on July 4th. We are also partnering with Discover Klamath, Steen Sports Park, Oregon Combat Vets association, Klamath County Fairgrounds, Kingsley Field, and other local event planners to produce and market all of the events going on in Klamath County during the Klamath Freedom Days. We are hoping to have a platform that everyone in Klamath County can use to market their events on during this time period. We have already reached out to other communities in Klamath County and included their celebrations on our calendar and insert set for Klamath Freedom Days that will be in print media and social media.

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

2019 Klamath Freedom Foundation Grant .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

Mark M Dodson

Date/Time*

3/29/2019

1:30 PM