

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Klamath Dog Fanciers Spring Dog Events _____

Funds Requested: \$10,000_____

Organization Applying: Klamath Dog Fanciers _____

Contact Person: Julie Snyder _____

Phone Number: (541) 591-4247 _____

Email Address: jsnyder.kdf@gmail.com _____

Mailing Address: 4155 Pine Grove Road, KFO 97603 _____

Web Site Address: www.klamathdogfanciers.org _____

Brief Description of Project including date, time and location: _____

May 14 & 15, 2016 – Conformation Shows (2), Obedience Trials (3), Rally Trials (3)

May 20, 21, & 22, 2016 – Agility trials (3)_____

Time for all events: 8 AM until finished each day _____

Location for all events: Klamath Co. Fairgrounds Event Center _____

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date _____

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

On May 14th, then again on May 15th, Klamath Dog Fanciers will host a Conformation show open to all Purebred Dogs eligible to compete. Classes for these shows range from puppy, adult dogs, bred by exhibitor dogs, and Champions. Winners of each class will compete against other class winners of the same breed for the award of “Best of Breed”. Each breed winner will then compete with other breed winners in their group. The winners of each group (there are 7 groups) will compete with each other for the coveted “Best In Show” award. At the same time, several classes of Obedience and Rally will be running. The Obedience and Rally classes are open to all dogs, including mixed breeds.

The following weekend, May 20th, 21st, & 22nd, we will be hosting 3 days of Agility Competition. There are multiple levels and classes running each day. Agility is open to all dogs, including mixed breeds.

PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

For the first weekend, we usually have approximately 600 dogs each day. Owners & handlers can bring 1 dog or multiple dogs. Many bring family members or assistants with them. Our local group of dog breeders will generally compete, but most of our exhibitors are from out of town. All entries are processed by our show superintendent, who can print out a worksheet based on the entry forms they receive. It tells us where each person is from. We can break this information down in multiple ways, such as by State, by City, by Breed, etc.

For the second weekend, agility exhibitors are a smaller group. We usually have approximately 200 dogs competing, and running in as many as 6 different classes each day. Once again, these exhibitors are mostly from out of town and often bring family members with them, or travel in groups of friends.

We work with a few motels near the fairgrounds, that are willing to offer group discounts for our exhibitors, and some of these motels also waive their pet fees if people mention our club when making reservations. We should be able to ask these motels for the number of rooms that they reserved using our group rates and discounts.

3. How are you planning on extending the out of county visitor’s length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

We would like to encourage exhibitors to come for our Conformation, Obedience, & Rally Shows, then plan on spending the week, and stay for our Agility Trials. Many breeders like to put multiple types of titles on their dogs, and this would give them an excellent opportunity to do so. We would also like to offer other things for these people to do with their dogs, such as hiking, visiting places like Crater Lake and Lake of the Woods, and

maybe some other types of dog related activities, such as barn hunts, tracking, herding, or classes of some kind.

QUALIFICATIONS OF APPLICANT

4. Describe your organization/project management team. How are these individuals qualified to lead this project?

Karen Bidleman is our 2016 Show Chairman. She has been a member of KDF since 2001, and has been a member of our Board of Directors as Treasurer and is currently holding the position of 2 Year Board Member. She has been showing in conformation & breeding quality Bulldogs for many years. She was the Show Chairman in 2015 and Assistant Show Chairman for several years prior to that. Her committee includes many club members that have been involved in showing, training, and competing for many years.

Julie Snyder is our Agility Chairman. She has been a member of KDF since 1989, has held almost every office and board position in the Club, currently as Treasurer. She started out showing in Conformation and Obedience, and eventually added the sport of Agility. After showing and instructing several years in Agility, Julie helped move Klamath Dog Fanciers into adding the sport to our events here in Klamath Falls. She helped KDF form an Agility Committee, got AKC approval to hold trials and matches, and became a Trial Secretary to help KDF keep costs down. She has organized every agility trial held by Klamath Dog Fanciers. Her committee also includes club members that have been involved in agility for many years.

5. Describe your team's experience in operating past or similar projects.

In addition to the above response to Item #4, all of our committee members for both types of events have been helpful in past events. We also have long time members who are always available to offer advice if needed.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?

We hold our events at the Klamath County Fairgrounds Event Center, which is publicized in all our materials. We will also make sure the Klamath County Logo will be on any advertising and marketing which will be done with any funds from this grant. We would also like to include other Klamath County activities in our advertising and marketing, such as Crater Lake, Lake of the Woods, the OC & E Woods Line Trail, etc.

7. Provide a detailed timeline of your marketing efforts leading up to the event or project.

Provided we receive grant funds, we would like to publish a brochure with information about our Club, our events, and other local area tourism info. This brochure would be taken to as many out of area dog shows that we could get to before our May events. Some of the larger events would include 4 days of Conformation & Obedience shows in Roseburg being held November 12th - 15th, 2015. Another major event has 4 days of Conformation, Obedience and Agility, called the Rose City Classic in Portland. It is held January 21st – 24th, 2016. At these two events we would like to have a person at a booth at all times to promote our events and Klamath County. The brochure would also be

handed out at all other events that any Club Members might attend, and mailed to other dog clubs in our target market. In January, 2016, we would like to put ads in "Showsight Magazine", and "Clean Run Magazine". Both are read by dog show enthusiasts around the country. These ads, placed in January, would come out about the same time as our Premium Lists.

8. Describe your target market/audience.

Our target market is dog enthusiasts, such as breeders, handlers, trainers, competitors, instructors, junior handlers, and anyone else who loves dogs. Our general area would be Oregon, Northern California, Washington, Nevada, and Idaho.

9. Describe specifically how you will market the project to out of county visitors.

Booths at other events similar to ours, advertising in dog publications, social media such as Facebook, and hopefully a new KDF web-site.

10. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

Entry statistics from the Superintendent and Trial Secretary will give us details of where each dog and their owners / handlers reside. An entry form must be used for each and every dog that is competing.

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

Planning for our events is already underway as required by the American Kennel Club (AKC). Usually, we do not set aside extra funds for major advertising and marketing. With the additional funds, we could hopefully get more exhibitors to come to our area to see what a wonderful area & venue we have.

Web-Site: Our Web-Site is sorely in need of updating. Our out of town exhibitors should be able to go to our web-site to pull up our Premium Lists for our events, or find other information about our Club and about Klamath County. At present, this isn't possible. Many frustrated exhibitors have sent e-mails complaining about this problem, which we could hopefully resolve with a new, improved site.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

In the past, it has been our pleasure to have help from groups such as Klamath County 4-H dog groups, and more recently, help from the Henley High Air Force Junior ROTC program. The groups have helped us by providing hospitality assistance to our Judges and Ring Stewards, have worked as Ring Stewards, and have helped us with set up and tear down. I would estimate that we have had as many as 10 young adults per day for approximately 6 hours each day. For these upcoming events, we have not yet been in contact with any groups.

13. List your potential sponsors and partners and how they contribute to the event or project.

Double – C Dog Training provides obedience awards for 1st through 4th places in all obedience & rally classes free of charge.

Red Rooster Restaurant provides our food concession, and hospitality for the judges and workers at our events. We reimburse Red Rooster for the food and beverages used for our judges and workers hospitality, but not for all the additional labor.

The Linkville Kiwanis Club helps us with our day parking. The Linkville Kiwanis Club receives 50% of our day parking income for use in their scholarship program.

14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

Currently, our marketing network consists of AKC – all events are published on their web-site. Our Show Superintendent publishes our events on their web-site, and our Premium List (entry form and info) is mailed by them to their established mailing list from past entries to their shows. Our Agility Trial Secretary has an established e-mail database from our past trials and with other Trial Secretaries.

Another marketing help to us has been “word of mouth”. Our club prides itself on our excellently run events, and many exhibitors tell their friends and associates about our wonderful events.

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10000	10000		
Cash Revenues -					
Source:Entry Fees		30000	30000		
Source: RV & Day Parking		5500	5500		
Source: Vendor Fees		2500	2500		
Total Cash Revenues	-	48000	48000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	-	48000	48000	-	
EXPENSES					
Cash Expenses -					
Personnel costs - Judge's Fees		6500	6500		
Marketing costs -		10000	10000		If awarded - Brochure, Magazine Ads, Web-Site Development
Rentals - Fairgrounds		9500	9500		
Supplies		2300	2300		Decorations, Hospitality, Grounds expenses
Other: AKC Fees		4500	4500		
Other: Judge's Travel & Expenses	-	8000	8000	-	Infrastructure
Other: Awards		2000	2000		Varies each year depending on what we have left over.
Other: Equipment Improvements		3000	3000		Infrastructure ..Agility Equipment - safety improvements
Other:					
Total Cash Expenses	-	45800	45800	-	
In-Kind Expenses					
Labor		3000	3000		10 people @ 6 hrs each day x 5 days
Marketing costs					
Other: Donated awards		1000	1000		
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	4000	4000	-	
Total Expenses	-	49800	49800	-	
Net Income<Expense>	-	-1800	-1800	-	

NOTES

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
Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

Double-C

World Class Pet Resort

Shopping and Dog Training Center

4141 Washburn Way, Klamath Falls OR 97603 🐾 541-882-K9K9(5959)

Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

September 23, 2015

Re: Support of Klamath Dog Fanciers

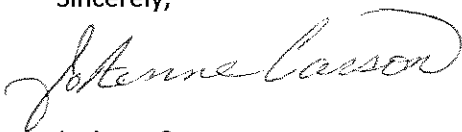
Double – C “World Class Pet Resort and Dog Training Center” is proud to support our local dog club, Klamath Dog Fanciers. This club has been a part of this community since 1949. They provide many activities throughout the year that helps with education and training of our dog community.

We support Klamath Dog Fanciers by providing space in our training center for their monthly meetings, local training events such as weekly conformation handling classes, educational seminars, and other events that they are involved with. We also provide Obedience and Rally prizes for the local Conformation, Obedience and Rally Show.

The Spring Dog Shows and Agility Trials that this Club holds brings many out of town visitors to our community, supports our local hotels, restaurants, veterinarians, and animal businesses like ours. With additional funding, this Non-Profit group will eagerly promote their multiple community events to increase awareness and to bring additional people to our area. We support Klamath Dog Fanciers in their continued efforts to bring people to these wonderful events for many years to come.

I respectfully request that you award a \$10,000 grant to Klamath Dog Fanciers to help promote tourism in Klamath County.

Sincerely,



Jo Anne Carson,
Owner
Cell Phone: (541) 891-5471

CIMARRON INN

Klamath Falls

September 23, 2015

To Whom It May Concern:

I am pleased to offer my sincere support of The Klamath Dog Fanciers contribution to the community of Klamath Falls, Oregon.

The Klamath Dog Fanciers have a mission to bring more travel and tourism into our community by applying for the Advertising Grant. Travel and Tourism greatly helps build our economy and we fully support all that they have and will continue to do.

As their Host Hotel over the past several years, The Klamath Dog Fanciers have personally helped our establishment by bringing in outside travelers for their dog shows and agility trials. To this date they have brought us thousands of dollars in revenue which in turn brings in thousands of dollars to local restaurants as well. If they are to be approved for this grant, these amounts can be doubled and even tripled. The travelers coming in now are staying two days at a time. With the approval of the grant, they will have the opportunity to convince these travelers to stay seven days at a time between their shows to take advantage of all that Klamath Falls, Oregon has to offer. The travelers bring their pets with them, which will also increase the amount spent at local pet stores and local vets.

Your valued support for The Klamath Dog Fanciers can help them improve the economy in our own backyard. We support The Klamath Dog Fanciers 100% and will continue to work with them for years to come.



Sarah Parrish

General Manager | Cimarron Inn, Klamath Falls

sarahp@oxfordsuites.com

541.882.4601 X 505

November 23, 2015

To: Klamath Tourism Grant

From : Linkville Kiwanis of Klamath Falls

RE: Annual Klamath Dog Fanciers, Inc. Dog Show

We would like to inform you of the involvement of this club in the Dog Show.

This club is organized for children of this community. We have several projects such as an annual Christmas Party for physically and mentally handicapped children, the annual Easter Egg Hunt held on Moore Park, Children's Learning Fair, assistant with low income individuals and their children at Thanksgiving and Christmas as several ideas of some of the projects completed. This is one project to assist our group to obtain funds need for these projects.

We control the parking inside the fence on the fair grounds. This provides for people showing the dogs and some members of the community. The funds earned from the parking duty for the Dog Show is put in our Scholarship Fund to provide scholarships for at least 3 graduates in the community each year.


This project is beneficial to the public to show the possibility of how to train their dogs and it provides a number of booths that provide items for care of the community dogs. A lot of individuals attend the event to enjoy the booths and the training contest. A lot of wonderful dogs well trained and beautiful.

This project assists the community in several different ways and is great for the community.

Sincerely,



Margaret John
Project Chairman
1805 Madison Street
Klamath Falls, OR 97603
(541) 331-8283


MELISSA CLINTON
~~Michael Crawford~~
Linkville Kiwanis President