

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2017 _____
Title of Project: Klamath Basin Rabbit & Cavy Club open and youth show
Funds Requested: \$2500 _____
Organization Applying: Klamath Basin Rabbit and Cavy Club _____
Contact Person: Brittany Thompson _____
Phone Number: 541-591-3762 _____
Email Address: noahsarkrabbity@gmail.com _____
Mailing Address: 2571 Homedale Rd Klamath Falls OR 97603 _____
Web Site Address: _____

Brief Description of Project including date, time and location:
KBRCC is hosting their annual double open rabbit and cavy show at the Klamath County Fairgrounds that will take place June 9th with set up date June 8th in the exhibit hall. We anticipate this to be our largest show to-date by changing the date from May to June where we have less regional shows leaving more opportunity for exhibitors to attend. We are also hosting a youth workshop and or youth show for both cavies and rabbits. Last year's show was a huge success bring in many out-of-county visitors to the area for our show. The show is run like a dog or horse show where people enter rabbits and cavies to compete against others and winners receive awards for their animals' confirmation.
We anticipate people to travel from all over Oregon, Washington, Wyoming, California, Nevada and Idaho to attend our show. Most will occupy hotel rooms and a few possibly will rent RV parking to attend our show.

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 Brittany Thompson Date 10.27.17

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

Signature of Organization Brittany Thompson Date 10.27.17

SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.
KBRCC will host a double open and single youth show with youth workshop. Much like a dog or horse show, people bring their animals to compete against other rabbits and covies. It is a highly competitive show bringing people from all over our region (Oregon, Washington, California, Wyoming, Nevada and Idaho). Most exhibitors will stay in local hotels and eat at local restaurants and a few may stay at local campground or the fairgrounds campground. This is a very youth and family friendly event with local 4-H kids participating and putting on the youth event as well as hosting a small concession stand during the show serving coffee and small snacks.

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?
We can't give exact numbers but we anticipate to double our numbers from last year due to moving our date from May to June. We can easily track our numbers with our exhibitor entry forms. All exhibitors must submit their fees and their contact info prior to the show. This will give us an exact number of exhibitors and where they traveled from for our show. Last year we had many people from Northern Oregon, Medford area, California, Nevada and Wyoming among other locations in Oregon.
We anticipate a few hundred people to attend traveling from all over our region and expect 400-500 rabbits in the show room.
Because we were able to promote our show so much last year, we had a better turn out than we expected which helped raise funds to put on 2018 show. We already have judges lined up for our show which are highly sought after judges drawing in more people to our show. Some of these judges are coming from the East Coast. We are also adding 1 to 2 more rabbit judges and a judge for our youth show.

QUALIFICATIONS OF APPLICANT

3. Describe your organization/project management team. How are these individuals qualified to lead this project?
This year Brittany Thompson is president once again. She is former president and coordinator of the show. She is also the rabbit, cavy and over all small animal superintendent of the Klamath County 4-H where she is in charge of coordinating the small animal barn at the Klamath county fair.
VP is Ramie Grissom once again. She is a 40 year veteran of show rabbits as well as hosting local, national and internal shows. A great resource to have when putting on a show. Ramie is amazing at hiring judges for shows due to her connections; Ramie is also a rabbit judge herself and is offering her judging services to our club at discounted price.
4. Describe your team's experience in operating past or similar projects.
We have hosted a show twice before and it just keeps getting bigger and bigger. KBRCC is gaining a name in our region attracting people from farther placing and bringing returning exhibitors. Brittany also has a lot of experience hosting local 4H shows and fair and is a huge asset when it comes to coordinating.

PROJECT PLAN

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

Klamath County logo will be listed in our show catalog on its own page that we designate to list places to stay, local attraction and other activities exhibitors could add to their trip to beautiful Klamath County to extend their stay in Klamath County.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

Last year we learned a lot about how to market and promote our show. We missed a few deadlines to get our show listed on large websites and catalogs in other regional shows. We plan to not make those mistakes again. We will be posting and advertising our show on Facebook, ARBA, OLRCB, District 1 ARBA, other show catalogs and the catalog for the largest show in the West that takes place in Reno in May called West Coasts Classics. These are huge to getting the word out about our show date change and to attract exhibitors that may not know about our show. We also have 2 large signs/banners that we had made last year that we hang at shows we attend prior to our show. We will hang our banners and have information about our show available at each show prior to ours. Lastly, our local extension office send out emailed flyers to all counties in Oregon. Those counties can give the info to their local 4-H groups that have rabbit or cavy members which boosts our youth exhibitor numbers.

7. Describe your target market/audience.

We have a pretty tight audience which include rabbit and cavy breeders in our region as well as youth exhibitors and 4-H members. With that said, we are able to reach these people more easily and can guarantee reaching them more easily with the right marketing tactics.

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

We can get exact numbers of exhibitors and where they are traveling from. Our entry form requires not only their animal entries, but their personal information which must be sent to us prior to our show. With that, we can track exact number of attendees and where they traveled from.

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

4-H is a large help as the local club Long Ears and Short Tails help coordinate the youth portion of the show as well as help set up, take down and concession stand. Fairgrounds helps by giving a small discount due to how much we are promoting youth activities in our area. Sometimes the youth judge will charge us half price for judging youth. We also get the help of the OSU extension office here in Klamath as they help send out our information to all Oregon County extension offices to inform the counties of our show.

10. If your organization is not awarded full funding, how would you modify your plans?

We will continue with our event, but will not be able to market the event very heavily. Our money would strictly go to hiring judges and other items and expenses needed for the show. This grant would help immensely with drawing in exhibitors from farther distances as well as getting the word out about our date change.

Significant Changes

The county generally requires all parties to a contract to maintain insurance coverage for the duration of the contract related to general liability, auto liability, workers' compensation, indemnity clause and professional liability. Per occurrence coverage amounts should be \$2,000,000 and aggregate cover amount of \$4,000,000. The county requires each organization to name the county as an additional insured and to remit an Accord 25-S certificate of insurance with the contract. If you have questions related to the county insurance requirements you may contact the Risk Management department at 541-883-4269. Such policy will be at the applicants own expense and not eligible for reimbursement with grant funds.



Oregon State
University

**Klamath Basin Research and
Extension Center**

Oregon State University
6941 Washburn Way
Klamath Falls, Oregon, 97603

P 541-883-7131 | **F** 541-883-4582
traci.reed@oregonstate.edu

10/25/2017

To: Klamath County Tourism Grant Committee

From: Traci Reed, 4-H Youth Development Coordinator

A handwritten signature in blue ink that reads "Traci Reed".

RE: Letter of Support for Klamath Basin Rabbit and Cavy Club

I would like to write this letter of Support for the Klamath Basin Rabbit and Cavy Club as they provide a unique service to our community and so many people. This club works very closely with our local 4-H rabbit and cavy clubs to provide training and education. To continue to host a local small animal show in June 2018 will be a huge event for our local breeders and 4-H county youth.

As the 4-H coordinator, I receive fliers for shows and events that encourage youth to participate. To be able to keep a local show in our rural area brings many new families into the Klamath Basin which stay, shop, and eat and that increases tourism. This event is a chance for many local families and 4-H members to participate in an event of this caliber before they reach the fair. It is great to provide two opportunities for people to showcase their animal projects. The Klamath Basin Rabbit and Cavy Club works very closely with our program and that includes this event. Last summer's show included several 4-H members in the planning and logistics of running a large event, and that creates leaders among our youth. Along with providing business management and social skills as training for the younger generation, many 4-H members and siblings got to show their animals and could not have been happier.

I hope that you would consider extending support to the Klamath Basin Rabbit and Cavy Club so they will be able to continue to promote Klamath Falls by offering this type of small animals show. This group has shown great-continued support of the county and 4-H program along with the dedication and leadership to continue this large project. I encourage you to help in their endeavor. If you have any questions, please feel free to contact me at the above listed contact information.

RICHLAND FEED AND SEED, INC.

October 27, 2017

To: Klamath County Tourism Grant Committee

From: Mark Nelson, Richland Feed and Seed

Re: Letter of Support, Klamath Basin Rabbit and Cavy Club

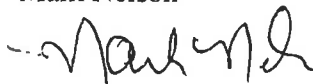
The Klamath Basin Rabbit and Cavy Club (KBRCC) is applying to your organization to receive tourism grant funds to help support a 4-H and Open show for rabbits and cavies at the Klamath County Fair Grounds in June 2018.

As a small family owned business with two locations serving rural Oregon, Richland Feed and Seed markets animal feeds and supplements. We are seeing an increase in small animal project from urban areas where the "back-yard" doesn't need to be acres in size. The KBRCC is providing an avenue for these local kids to learn stewardship of their pets, and, by hosting a regional event, introducing them to like-minded kids from other states as well as teaching leadership responsibilities.

Events like these not only bring families to Klamath Falls, but provide experiences that will last a lifetime. Having been raised in Baker City, OR, I remember driving to Klamath Falls for a youth event in the early '80's. I have many positive memories of these types of youth events from Twin Falls, ID to Sisters, OR. Now, 35 years later, I find myself living in Klamath Falls among friends I met in those youth activities.

Please consider this letter in support of the KBRCC and the Regional 4-H and Open Rabbit and Cavy Show.

Mark Nelson



Richland Feed and Seed

Letter of Support

To: Klamath Basin Rabbit and Cavy Club
From: Ironhead Metalizing owner Brock Thompson
Date: 10/20/2017
Re: Letter of Support for County Tourism Grant

I, Brock Thompson owner of Ironhead Metalizing located in Klamath Falls Oregon would like to extend my support for the Klamath Basin Rabbit and Cavy Club. They are a fantastic local club that puts on an annual rabbit and cavy show as well as a youth show here in Klamath Falls which attracts people from all over the west coast. This is a very family friendly event that attracts people of all ages and draws 4-H and youth members from all over Oregon and the Northwest Ca to participate. This is a well put together club that offers youth and family opportunity's as well as involving local 4-H members to help.

Please accept this letter as my support for this club when reviewing grant applications. This is a very worthy club that will use the money wisely in attracting out-of-county people to Klamath Falls for this annual event.

Thank you

Brock Thompson-Ironhead metalizing

Knott's Kneaded Massage by Theresa- Owner Theresa Ostrom
Klamath Falls, OR
10/24/2017

Grant committee-

Dear Grant committee-

Please accept my letter of support for the Klamath Basin Rabbit and Cavy Club. I support this club as a local rabbit breeder myself and show goer, I'm pleased that such a well-organized club has decided to host local shows here in Klamath Falls. This show has grown every year and is bringing participants from all over to our great community. It amazed me that last year the show brought people from all over Oregon, California, Washington, Wyoming and Nevada. I'm excited to see where this show can go with additional funds granted for their marketing. The KBRCC is a great family friendly and youth oriented club that allows the local 4-H clubs to help organize the youth section of the show which brings many youth from all over the west coast in as well as the amazingly well run open show that brings in so many families and participants. Last year's show was a great success and I'm happy to support them in any way I personally can which includes this letter of support on their behalf.

As a local business owner, I know how important it is to market and I believe that marketing grant funds would be put to great use if given to this club. Please consider them when reviewing grant applications.

Sincerely,

Knott's Kneaded Massage by Theresa- Owner Theresa Ostrom