

Print**Tourism Sponsorship application - Submission #140****Date Submitted: 3/30/2018****Title of Project***

Rural Business & Innovation Summit

Grant Cycle*

Spring 2018

Funds Requested*

\$2000

Organization Applying*

Klamath County Chamber of Commerce

Contact Person*

Chrystal Vaughan

Phone Number*

541-884-5193

Email address*

cvaughan@klamath.org

Website (if applicable)

klamath.org

Address

205 Riverside Drive

City

Klamath Falls

State

OR

Zip Code

97601

Are you or is anyone in your organization an employee of Klamath County Government or a relative or 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

Description of project including activities, date, time and location*

The project is a business summit designed to focus primarily on business and economic development concerns related to rural communities. The event will be held on September 12th and 13th, 2018 at Klamath Community College.

Goals*

We expect to attract one third of our attendees and speakers from outside of Klamath County, approximately 130 this year, including 10 to 12 speakers from out of the area. Ticket sales online provide zip code information; guests of the Rural Business & Innovation Summit are also required to sign in, where they receive their badges, agendas, and any special instructions. We can easily add a field requesting their location origin.

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

Team*

The Klamath County Chamber of Commerce has represented the business community in Klamath County since the early 19005. We serve as a communications hub between member businesses and the community. Our regular activities include promoting the community for relocation, economic development and tourism in partnership with a variety of organizations. Our project team has regularly hosted events such as the Rural Business & Innovation Summit and are qualified based on previous experience.

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

Experience*

The Chamber has hosted the Rural Business & Innovation Summit for three years, seeing substantial exponential increases in attendees each year. Our team is qualified to lead the project based on their past experiences hosting the Summit, with resounding success.

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

County credit*

We will follow the parameters of the grant; that is, we will not use Klamath County's logo without specific permission but will give credit to the grant funding in our marketing materials.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

In late April, electronic invitations will be sent to 52 Chamber of Commerce around the state and nearly 300 email addresses that have been collected as people have expressed interest. Additionally, we will begin including the event on social media and in our weekly newsletters. In the beginning of May, postcards will be sent to businesses, Chambers, and Economic Development agencies in rural areas outside the Klamath Basin. Starting in June, we will begin targeted social media ads. In addition to these items, we've worked with KOB1/KOTI for television commercials that will start in June.

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

Target Market*

Our target audience will include any and all individuals, entrepreneurs, non-profit, state agencies, business owners, stakeholders, or any other parties concerned with innovation in business and economic development in rural communities

Describe your target market/audience

Measurability*

Our ticket sales at Shopify captures zip code information at the point of sale; additionally, our Summit requires sign in at registration, where location information can be easily captured. Facebook insights will also provide data on the number of individuals reached through targeted campaigns.

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

Sponsors*

We have signed eighteen sponsors for sponsorship of the Summit, and estimate twenty more intermission sponsors to sign on before September. These sponsors contribute to the event either with sponsorship dollars, ear marked for the cost of facilities, or in-kind, such as television advertising. Our sponsors include: Fisher Nicholson-Margot Durand; Pacific Crest Federal Credit Union; Ace Towing; Jordan Cove LNG; PacifiCorp; Cal-Ore Communications; Coldwell Banker-Randy Shaw; Blue Zones; Edward Jones-Meredith Hoffman; Jason McMurray Films; Klamath Film Makers Group; Nerds R Us; State Farm Insurance Agent-Rachael Spoon; US Cellular; Basin Mediactive; Herald and News; Klamath Falls News; and KOTI NBC2/KOB1 NBC5 News Stations. We anticipate our intermission sponsors will largely be comprised of out of county visitors from various state and other government agencies, based on past exhibitor data.

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

Flexibility*

If we are not awarded the full funding, efforts will be made to locate the remaining funds to fully implement our marketing strategy. Barring extra funding, we will likely modify the number of mailers and/or Facebook advertising opportunities.

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

Required supporting documents*

KC Tourism Sponsorship Supporting Docs.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 fulfillment 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*

Chrystal Vaughan

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
 See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Klamath County Chamber of Commerce	
2 Business name/disregarded entity name , if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) See instructions. 205 Riverside Drive, Suite A	Requester's name and address (optional)
6 City, state, and ZIP code Klamath Falls, OR 97601	
7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number	
[] [] [] - [] [] - [] [] [] []	
or	
Employer identification number	
9 3 - 0 2 0 5 3 2 2	

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶ 3/30/18
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

DISCOVER
KLAMATH

March 26, 2018

Ms. Heather Tramp
Executive Director
Klamath County Chamber of Commerce
205 Riverside Drive
Klamath Falls, OR 97601

RE: Grant Application – Out Of Area Marketing For Rural Business Summit

Dear Heather:

Discover Klamath Visitor and Convention Bureau supports you/the Chamber's efforts to secure a Klamath County Tourism Grant to receive funds that would assist in the out-of-area marketing of the Chamber's 2018 Rural Business & Innovation Summit.

We wish you the best in your grant application.

Sincerely,



Jim P. Chadderdon
Executive Director

Pacific Crest

FEDERAL CREDIT UNION

March 30, 2018

Re: Letter of Support for Rural Business and Innovation Summit

To Whom It May Concern:

Pacific Crest Federal Credit Union is a proud sponsor of the 2018 Rural Business and Innovation Summit and have supported this conference since inception. Small business owners are the backbone of our local economy and a strong segment of our credit union's charter area. The Rural Business and Innovation Summit brings together not only local businesses but other attendees outside of our community. The Summit creates an environment for education, brainstorming, network opportunities and creative problem solving. Having "Outsiders" brings so much value in thinking outside of the box and to hear how other communities have dealt with challenges.

The session kicks off with an economic update not only with national figures but down to a granular level. This information always engages the audience and starts the innovative thinking. Participants respond to the discussions by sharing their experiences and others actively offered solutions. It definitely sets the stage for the rest of the summit and attendees engagement.

I greatly appreciate our Klamath County Chamber of Commerce offering the conference. Our county alone is very rural and covers 6,136 square miles. It is difficult for business owners or management to be away from their businesses. Yet the Summit is an effective way for business owners and other stakeholders to gather without the huge travel commitment to a metropolitan area.

The Pacific Crest leadership team found the Rural Business and Innovation Summit to be informative. After the conference, the credit union strives to enhance product and services that will meet our business members and community needs.

Again, we support the 2018 Rural Business and Innovation Summit. We are also asking for your support of this worthwhile program.

Sincerely,



Janet Buckalew
VP of Community & Business Development
541-850-7744



www.klamathbasinhba.org

March 30, 2018

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To Whom It May Concern:

RE: Klamath County Chamber of Commerce and the Rural Business and Innovation Summit

This letter is to show support for the Klamath County Chamber of Commerce and their event, the Rural Business and Innovation Summit. The summit is a vital part of the economic development landscape of Klamath County and brings awareness of rural businesses into the spotlight of community and state leaders. It allows experts in the economic development field to collaborate and converge in Klamath and to deliver their messages to an attentive and expanding audience.

We believe it is through initiatives such as the Rural Business and Innovation Summit that we are able to develop the Klamath economy and keep Klamath businesses fresh and challenged. Rural business settings such as Klamath County require different actions than in metropolitan areas, and by providing resources to rural businesses in our region, we can help support a thriving economy. It is important for all of us to come together to support business growth, economic growth, and workforce development, and to foster like-minded thinking that spurs action. We feel that the summit provides these needs and sees value in continued support of this event on a regular basis.

Sincerely,

Heather Crowder
Klamath Basin HBA Executive Officer

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