IF YOU CAN'T PLAY NICE

Tourism Grant Application:
Klamath Falls Warriors
Women's Flat Track Roller Derby

PLAY ROLLER DERBY
TOURISM GRANT APPLICATION

Organization Applying: Klamath Falls Warriors

Address: 2039 Harmon Street

City, State, Zip: Klamath Falls, Oregon 97601

Contact Person: Christina Giordano AKA Mafia Princess

Phone Number: 541-220-6005

Tax ID # or SSN: 600988544

Email Address: anewlifeinve@yahoo.com

Web Site Address: KlamathFallsWarriorsRollerDerby.com

Title of Project: Let's Bring Roller Derby to Klamath Falls

Brief Description of Project: Recruiting for female players 18+. Any size, shape, or skill level. Needs sponsorship and help for Klamath Falls Warriors. Roller Derby League. Roller Derby is the fastest-growing full-contact sport in the world, and is in the works to join in the 2020 Olympics.

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: Christina Giordano

Date: 3-20-12

Signature of Board Chair: ____________________

Date: ____________________
### Tourism Grant Budget Form

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### 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
I am currently working with Nerds R US to get flyers, 1,000 business cards, and banners (to display in town, and local events), to recruit/advertise for players, reps, helpers, and sponsors. Once I have the flyers/business cards I and local supporters will walk all over Klamath Falls advertising rollerderby.

I created a website, and Facebook account to advertise, and keep in touch with everyone/anyone involved with league. I plan on advertising in Herald + News, Nickel, hospital radio + TV commercials.

Because this is a not for profit league any money recoved will remain for and within the league.

All players are responsible for monthly dues, and we will be primarily funded by sponsors, donations, and events/bouts (ticket sales, and merchandise.)

The league will attend community events, and do as many things to bring in support (ex: car wash, bake sales, etc...) and increase tourism to and from the area.
PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

   Roller Derby is an amazing sport that combines athleticism and entertainment while increasing local business revenue and tourism. Travel to and from the area.

2. What are the project activities?

   1) Advertise about Roller Derby but work on recruiting players, refs, helpers, fans, and sponsors. Find place to rent for practice and eventually host bouts.
   2) Long-term goal is to host roller derby events in 1 year to intra-league, travel to surrounding areas.

   I currently have connections to interested leagues in Oregon, California, Nevada, Arizona, Idaho, Utah, and Washington. Many interested in working with us.

   3. When will the project occur? How long will it last?

   I have been working and planning to start a league over a year. I am planning to recruit/advertise this month and there after in the future.

   4) Goal: In 1 year hopefully be self-sufficient and fully functional.

   Plan is for Roller Derby to be around for generations to come.

4. Who is the target market? What is your strategy for reaching the target market?

   Please check out WFTDA (women's flat track derby association) and Wikipedia/Roller Derby.

   Roller Derby is open to everyone, anyone, any age, race, sex, or status in occupation. Family oriented community based sport.

   Right now my target market is female skaters 18 years old, refs, sponsors.

   Project Goals: Flyers, business cards, word of mouth, online, newspapers.

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?

   Roller Derby creates fans just like any other sport and those fans spread like wildfire both locally and worldwide. My goal is to bring people to and from the area by the hundreds.

   Still working on a plan regarding tracking visitors vs locals.

   Ideas: 1) Contact page, online, and when sell tickets have a guest book, and or sign in sheet requesting fans to list (name, address, email) to send info.
6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

Plan roller derby bouts around holidays, events in Klamath Falls. Example: Blues Festival, car show etc...
work with local business to give coupons, discounts for hotels, etc... Over all goal is to bring tourists to the area year round so other areas can enjoy this diamond in the rough.

7. Describe your organization. Will be a not for profit Roller Derby league, overall goal is to increase community, team work, and self esteem. Roller Derby is a lifestyle and a family. It is spreading like wild fire all over the world and I know it will bring positive changes to this wonderful town.

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? I am a Nurse at Sky Lakes. I am a derby girl (I live in Klamath Falls) I am originally born and raised from a small town in Arizona. I moved to Elko Nevada 2010 and joined my first team on a roller derby league and instantly was hooked. I was apart of the original players to join and start The Boomtown Betty Bashers, and then the Nevada East league which later combined into one. and even was on the all-star team that traveled out side of the town. I love roller derby and I have the determination and heart to bring this awesome sport + lifestyle to Klamath Falls.

9. Describe specifically how you will market the event to visitors.

1. Flyers 1,000 to start just focusing on introducing the sport to Klamath Falls + recruiting.
2. I have already created a Facebook + website to advertise, promote + talk about roller derby + the plan to start a league.
3. 1,000 business cards as everywhere I go some how roller derby comes up in conversation.
4. Place adds in newspapers, commercials, and radio.
5. Make banners, hang in town + show at events.
10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Success will be seen with time, and as fans increase, and the league gets more organized/strong this time next year we will be self-sufficient, and boot ready. At the boots we will sell tickets and before can purchase, in person or via mail, Plan is to have a fan mail guest book too.

11. If your project is already underway explain how this grant will increase your likelihood of success. This is literally the beginning of starting this league and bringing roller derby to Klamath Falls. Any funds granted will help this project be successful as of right now. I am doing this on my own out of pocket and with only a handful of others that love roller derby and see the potential, and possibilities of bringing

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.

I have a derby family in many local cities, and states very interested in working with me, it down the road play with us in fronts both here in Klamath Falls and in their area (when we have a travel team.)

I am currently working with several local business to get this started, while increasing community teamwork, and unity. I skate with Sis-Ga Roller Girls on occasion in Medford and along with many other teams/leagues they have voiced their excitement to have another local team to play and work with.

Thank you for your time and consideration of my proposal/project. Dreams. Sincerely, chimera Gioiello.