

September 29, 2011

To: Amanda Blevins, Tourism Grant Coordinator
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601
541-883-4202

Subject: Klamath County Tourism Grant, Fall 2011

To the Distinguished Members of the Tourism Grant Review Board,

Please accept our submission for a grant of \$8000 toward the advertisement and marketing of our planned event, The Ledge Northwest Adventure Challenge. We, at The Ledge, are very excited and energized regarding the inaugural running of this event. With the financial help of the Tourism Grant money, we will be able to reach out to competitors on a regional, national, and international level and draw them into the beauty and adventure that Klamath County offers. We look forward to your approval of our grant request for marketing this singularly unique and auspicious event.

Sincerely,

Ken Muller, Race Director
The Ledge Northwest Adventure Challenge

RECEIVED
SEP 29 2011
BY
KLAMATH COUNTY FINANCE

TOURISM GRANT APPLICATION

Organization Applying: **The Ledge** _____

Address: 369 South 6th Street _____

City, State, Zip Klamath Falls, OR 97603 _____

Contact Person: Ken Muller, Race Director / Project Manager ___

Phone Number: Office – 541-882-5586 or Cell – 541-281-2862

Tax ID # or SSN: _____

Email Address: ken_muller@yahoo.com _____

Web Site Address: www.theledgeoutdoorstore.com _____

Title of Project: **The Ledge Northwest Adventure Challenge**

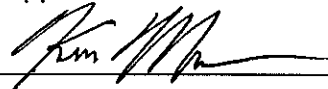
Brief Description of Project:

The Ledge Northwest Adventure Challenge is planned for early October, 2012, and will be a 4-day event highlighting the city of Klamath Falls and the outdoor adventure world of Klamath County around Lake of the Woods and the surrounding Cascade Mountains.

Adventure racing has gained widespread acceptance in the ultra-sport community and our event promises to foster fitness, teamwork, and challenge in the great outdoors that can be found in Klamath County. Kayaking, swimming, mountain biking, trail running, and mountain climbing will all be part of the event.

Race categories will include shorter "sprint" distance races and relay events along with a 24+ hour main event for solo and multi-member teams. The event will be sanctioned by the United States Adventure Racing Association (USARA) and will be covered under their umbrella liability coverage.

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 

Date 9/28/2011

Signature of Board Chair _____

Date _____

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$ 8000	\$ 8000		
Cash Match -					
Source: The Ledge	\$ 1000		1000		Corporate Sponsor
Source: Ken Muller	500		500		Race Director
Source: Mike Angeli	500		500		Program Director
Total Cash Match	\$ 2000 -	-	\$ 2000 -	-	
Other Funding Sources:					
Source: Sponsor Support		\$ 1200	\$ 1200		
Source: Entry Fees **		11,000	11,000		50 racers @ \$220 each
Source: Raffle		2000	2000		Donated fm local business
Total Other Funding Sources	-	\$ 14200 -	\$ 14200 -	-	
Total Projected Revenue	\$ 2000 -	\$22,200 -	\$24,200 -	-	
EXPENSES					
Advertising					
Print		\$ 6825	\$ 6825		Trail Runner Magazine
Web		5250	5250		Adventure World Magazine
Other Internet		200	200		Social Network Marketing
Other		1000	1000		Onsite Event Marketing
Total Advertising	-	\$12,275 -	\$12,275 -	-	
Printing		\$ 500	\$ 500		Flyers, Posters, Direct Mail
Postage		500	500		Direct Mail Marketing
Misc/Other (Explanation Req'd):					
Other: Use Fees **		\$ 2000	\$ 2000		Forest Service / Resort
Other: Event Meals **		\$ 3000	\$ 3000		Postrace + Awards Dinner
Other: Race Packets **		\$ 2000	\$ 2000		Tshirt, scoring equip
Other: Support Costs		\$ 2500	\$ 2500		Medical, Comm, Facility
Total Miscellaneous/Other	-	\$10,500 -	\$10,500 -	-	
Total Projected Expenses	-	\$22,725 -	\$22,725 -	-	
Net Projected Income<Expense>	\$ 2000 -	<\$ 525> -	\$ 1475 -	-	

NOTES

****Variable costs per entrant will increase income and expenses 1:1**

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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

This proposal is for the promotion, advertising, and marketing of The Ledge Northwest Adventure Challenge. Funds will be devoted to marketing outside of our local community to draw visitors nationally and internationally to Klamath County. Focus is on marketing the shoulder season after September in an outlying area with extended stay requirements and options.

2. What are the project activities?

Thursday and Friday will focus on pre-event activities and social gatherings for the participants, their family and friends. The event's races will run from Saturday morning through afternoon on Sunday. Saturday race-day events planned include a 5k run/walk, a sprint-distance triathlon, and a sprint-length adventure race of 4 to 6 hours. The main event, The Ledge Northwest Adventure Challenge, will run over both Saturday and Sunday for 24 to 30+ hours. Post-race events will include a post-race lunch, dinner and awards party. Stays beyond Sunday will be encouraged with discounts provided on other activities around Klamath County.

The success of this project will escort the way toward multiple events of this nature showcasing our Klamath County community's outdoor adventure assets.

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

The Ledge Northwest Adventure Challenge is planned over 4-day period from October 4th through October 7th, 2012, encouraging visitors to arrive early. Post-race activities will be outlined to keep visitors engaged beyond the formal program for the event. Dates are dependent upon deconfliction from the USARA National Championship Race (soon to be published) and may be moved to later in October to accommodate that deconfliction.

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

The target market is veteran and novice adventure racers along with their families, friends, and crews from throughout the United States and foreign countries. This event will be 1 of 7 events in the U.S. west of the Rockies out of approximately 100 events that take place nationwide. Of the events that run 24+ hours, there are currently only 3 others west of the Rockies. This race will be sanctioned by the United States Adventure Racing Association (USARA) and will be set up as a 2013 USARA National Championship Qualifier race, making it a very desirable event for both national and international adventure racers.

Aggressive advertising in trade publications and websites, list-serves, emails and social networking using contact lists from the USARA and other event directors will put us in contact with the target market. USARA publishes a calendar of all sanctioned events such as ours and we will directly solicit racers at other select events in the spring and summer of 2012.

Project Goals:

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?

300 visitors from outside Klamath County are expected to participate in the activities associated with The Ledge Northwest Adventure Challenge. Visitors versus locals will be accounted for through registration for the various competitions and activities. Businesses indirectly involved in the event will be encouraged to track their revenue from participants also.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

Racers will be invited to show early on Thursday to acclimatize and preview the course before race day on Saturday. Pre- and post-race activities and social events will promote extended stays beyond the two days of the race events. Activities outside the event will be suggested and promoted to keep visitors a few more days as well as bring them back to Klamath County in the future.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

"The Ledge – Extreme Gear for the Next Step" was founded by owner Mike Angeli in 2003 using a small retail space on Main Street in Klamath Falls. The Ledge has since grown to occupy half a downtown city block on South 6th Street, adding The Yeti's Lair indoor climbing gym and rental space for other small businesses into our local commerce. The Ledge serves the outdoor interests of Klamath Falls community and was awarded the Chamber of Commerce 2008 Business of the Year. Owner Mike Angeli is very active in service organizations in our community. He is a member of the Downtown Association (also a past President), Klamath Falls Kiwanis (past Lieutenant Governor), and on the Chamber of Commerce Board of Directors.

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?

Projects of The Ledge and the Yeti's Lair include regional climbing competitions sanctioned by USA Climbing, a national organization, a local Trail Running Series of the last 2 years, and a downtown criterium cycling race in 2010. Though the running events and criterium only drew a few participants from outside Klamath County, the climbing competitions served over 130 climbers along with support teams from out-of-town for the day and at least one night in Klamath Falls. The planning and execution of each of these events has provided valuable experience for moving on to larger projects.

Ken Muller, race director for The Ledge Northwest Adventure Challenge, has extensive experience with the military in deployments of aircraft and personnel throughout the U.S. and to 3 foreign countries. He led a deployment to Spain with an accident investigation team and was Detachment Commander for a 6-plane, 80-airmen deployment for a Maple Flag exercise in Canada. He has experience with large-scale events for the Boy Scouts, leading multi-week adventure treks, large-scale camporees, and a local contingent of 40 scouts to the 2005 National Jamboree in Virginia. He is an ultra-sport enthusiast, having completed several triathlons, two marathons, and over 10 ultra-marathons. He has served as a volunteer at several of these ultra-sport events as well as with service organizations in the community. He was United Way's Volunteer of the Year in 2006 and received the Kiwanis' Award of Excellence in 2010.

MARKETING PLANS

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

This event will be marketed as both a USARA sanctioned event and as a 2013 USARA National Championship Qualifier race. We will advertise through the industry media of Adventure World, Trail Runner, RaceCenter Northwest magazines along with online adventure racing list-serves and networks. Direct mail and email campaigns will use lists provided by USARA for members and clubs nationwide and internationally. Direct contact at similar racing events in the West and Northwest will solicit participation from adventure racers in person.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Success and attendance will be measured by registration for the race events for each event. Registration forms will ask for demographic information and number of people accompanying each racers. Per person ticketing for pre- and post-race events will also include demographic information. Coordinated feedback will be drawn from merchants participating directly and indirectly with the event. An evaluation survey will be given to each participant and used to better the event in the years to come. Mailing lists will be built from the participants with discounts offered for future years' events encouraging return to the area.

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

This project's planning is in the initial stages at this time. The success of The Ledge Northwest Adventure Challenge depends on a great first-year showing to launch the event into the mainstream. This event will be the only 24-hour-plus adventure race offered in the Pacific Northwest and one of four multi-day events in the states west of the Rockies. It has the potential to become a premier event drawing national and international attention to Klamath County.

To gain that first-year shot in the arm, The Ledge Northwest Adventure Challenge needs to be marketed aggressively to the target audience early enough for visibility and viability for adventure racers to plan our event into their athletic year. Advertising and promoting the event needs to begin in January 2012 to be most effective, and the money from this tourism grant will allow this early marketing assault to happen. Once established after the inaugural event, The Ledge Northwest Adventure Challenge should within a year or two stand on its own as a self-sustaining entity.

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.

In-kind assistance will come in the form of discounts and support from Lake of the Woods Resort, local caterers, and selected motels and restaurants in Klamath Falls, all of whom will benefit from this event. Volunteer groups may include Klamath County Dive Rescue, Paramedics and EMT's from Fire District 1, and sports groups such as Linkville Lopers and Klamath Basin Masters swim club. Boy Scouts and Girl Scouts along with local high school and college groups may also be enlisted to help with the event. Partnering organizations for the event are being actively sought at this time.