

TOURISM GRANT APPLICATION

Organization Applying: Oregon Pilots Association in conjunction with
Experimental Aircraft Assn Chapter 411
Address: c/o STEVE EMLEY KOPA PRES.
OPA 3344 PINE GROVE RD
City, State, Zip: KLAMATH FALLS, OR 97603
Contact Person: STEVE EMLEY
Phone Number: 541 892 7531
Tax ID # or SSN: 23-73 59796
Email Address: SAEMLEY@GARTHLINK
Web Site Address: Will attach to Airport site
Title of Project: 2012 Klamath Falls Airport Fly-In

Brief Description of Project: A one day event to encourage out of town general aviation pilots to fly in to the Klamath Falls Airport. The objective is to gain exposure for the airport, its tenants and the Klamath Basin in general and to encourage the private pilot and their family to make return visits for a longer duration.

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 [Signature] Date 9/22/11

Signature of Board Chair [Signature] Date 9-23-11

RECEIVED
SEP 27 2011
BY
KLAMATH COUNTY FINANCE

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	3000.00				
Cash Match -					
Source: OPA	250.00				
Source: EAA	250.00				
Source: KF Airport	500.00				
Total Cash Match	1000.00	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	0.00	-	-	-	
Total Projected Revenue	4000.00	-	-	-	
EXPENSES					
Advertising					
Print	2500.00				Trade magazines
Web					
Other Internet					
Other	300.00				Newsletters
Total Advertising	2800.00	-	-	-	
Printing	400.00				Posters
Postage	100.00				Postage for posters
Misc/Other (Explanation Req'd):					
Other: Doorprizes	400.00				
Other: Refreshments	100.00				
Other: Tour Shuttle	200.00				
Other:					
Total Miscellaneous/Other	700.00	-	-	-	
Total Projected Expenses	4000.00	-	-	-	
Net Projected Income<Expense>	0.00	-	-	-	

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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this grant application is to help advertise, and thus grow, an annual fly-in at the Klamath Falls Airport that will encourage private pilots to visit the Klamath Falls area on a repeated basis in the future.

2. What are the project activities?

The fly-in will feature a breakfast, classic car show, static aircraft, tours of airport facilities and excursions to the downtown area. Airport tenants as well as local companies with area attractions will be invited to be on hand to showcase themselves to the visitors. All events will be open to those that fly in as well as the general public.

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

The fly-in will be held on a Saturday in August or September and last one day. The goal is to grow the event into a two day event over the next couple of years.

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

We are targeting the private pilot within a hours flying time of Klamath Falls. The best way to reach this market is by targeting those places that pilots frequent such as airports, aviation service providers and associations and at similar fly-in events. Distribution of the promotional poster as well as in person promotion of the event by local pilots at the aforementioned sites will be the most effective means of reaching the target market.

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?

The goal is to attract 50 visiting aircraft to the airport for the 2012 fly-in. Visitors will be counted as those that fly-in for the event from outside our immediate vicinity and a onsite registration process will document this.

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

The 1st Annual Fly-In this year was just for one Saturday morning. For next year's event the plan is to extend the activities into the early afternoon. By the third year the goal is to grow the fly-in into a two day event with excursions beyond Klamath Falls.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

This proposal is a partnership between the Oregon Pilots Association – Klamath Falls Chapter, and the Experimental Aircraft Association Chapter 411. OPA and EAA are both local pilot associations whose mission is in part to promote aviation. Both are non-profit agencies and will serve in the role of planners and volunteers for the event.

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?

The above partnership organized its first fly-in this year and laid the groundwork for a larger event in 2012. Approximately six visiting aircraft attended the event and indicated that they had an excellent experience. All three organizations bring volunteers and years of experience in the aviation community to the planning of the event.

MARKETING PLANS

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

The event will be marketed via promotional posters distributed directly to airports and flying clubs along with advertisements in area trade magazines such as the Pacific Flyer and General Aviation. There are also numerous calendars of events which the fly-in will be listed in. Personal recruitment will also play a role in marketing as local pilots travel to various fly-ins around the region proceeding the Klamath Falls event.

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

Attendance will be measured by the number of visiting aircraft on the day of the fly-in and any subsequent visits that they might make in the future.

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

Plans are already underway to hold another fly-in for 2012. Tourism grant funds would allow the group to do a more coordinated and extensive advertising campaign for the event to increase attendance.

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.

The EAA, OPA and the Airport will all provide volunteer time to make this event successful. In addition, it is expected that several airport tenants will also assist in the planning and execution of the fly-in.



KLAMATH FALLS AIRPORT

September 21, 2011

To Whom It May Concern:

The Klamath Falls Airport would like to express support for the Klamath County Tourism Grant application being submitted by the local chapters of the Oregon Pilots Association and the Experimental Aircraft Association for a fly-in next summer.

I personally worked with both organizations on the 1st Annual Fly-In held on September 10th and will continue to serve as the Airport liaison to their committee on the coming year's event.

The two organizations are to be commended for seeking to attract a different type of visitor to our community and one, as of yet, that has not been targeted in the past. Their idea of building on the first fly-in to attract additional pilots for next year's event and potentially to having those attendees become repeat visitors to Klamath Falls is an idea worth supporting.

Sincerely,

Linda Tepper

Business Manager