



## **Rural Klamath Connects**

*Building Connections Building Communities*

Siskiyou County Supervisors  
1312 Fairlane Road  
Yreka, CA 96097

Re: Funding Match for Tulelake and Dorris/Butte Valley

Dear Siskiyou County Board of Supervisors,

The Rural Klamath Connects (RKC) Network of Tulelake and Dorris-Butte Valley in Siskiyou County and Merrill, Malin, and Bonanza in Klamath County have worked together as a regional collaborative for four years. The goal of RKC is to create programs, projects and events that encourage tourism, promote economic development, share our history, beautify our downtowns, and provide opportunities for our residents to invest their time and resources back into their communities. The Network has prioritized tourism as an important economic development initiative to encourage more small business development and downtown revitalization.

Community members from both Klamath and Siskiyou Counties recently participated in Travel Oregon's Rural Tourism Studio Workshops. The communities raised \$5,000 for the inclusion of Tulelake and Dorris-Butte Valley in this program. As a graduate of the program (a \$75,000 investment) we are now eligible for \$10,000 in Travel Oregon Community Investment funds to move forward tourism initiatives. These funds require a 50% match. To include portions of northeastern Siskiyou County in our implementation efforts, including cycling and tour routes and print and digital marketing materials, we must secure matching funds from California.

Therefore, Rural Klamath Connects Network is seeking \$5,000 from Siskiyou County to support bi-state tourism initiatives and to ensure the inclusion of Tulelake and Dorris-Butte Valley in our marketing materials. Our projects align closely with the work being initiated through our partners, Discover Siskiyou, and the Siskiyou TBID process, and Siskiyou Economic Development Council. We have also applied to the Klamath County Tourism Grant program that has supported our work in the past, for part of this match as well.

Action Teams have formed, focused on specific tourism initiatives, including Outdoor Recreation, Cultural Heritage & Agritourism, and Marketing. Our projects involve promoting cycling routes, creating historical/cultural tour routes, initiating a Farm Trail, and furthering marketing efforts for the bi-state region. The Agritourism & Cultural Heritage Team will also be working with the farming and ranching community on strategies for developing unique lodging,

another priority of the Network. We prioritized several projects designed to develop new experiences that expose more visitors to the region and keep them longer, promote our region more widely to visitors, encourage the development of new business opportunities, and boost the economic impact of tourism in our rural region. Based on statistics from Discover Siskiyou, visitors spent \$192.7 million in Siskiyou County during 2016, while generating \$15.7 million in tax revenue and supporting 2,200 travel employment jobs within the County.

We receive immense local support for these initiatives. Our partnership with Discover Siskiyou and Siskiyou Economic Development Council is leveraging in-kind support for expertise, technical research, and possibly technology to secure participation of our California communities in tourism activities. The Klamath County Commissioners contributed \$5,000 in support of the RARE participant's work and have a pending grant request for an additional \$10,000 to implement tourism strategies. The South Central Oregon Economic District served as convening organization, provided resources and project support. Executive Director, Betty Riley, a Steering Committee member, leads the Outdoor Recreation Team. SCOEDD hosted the RARE AmeriCorps participant last year who served as Project Lead. The City of Tulelake and the City of Dorris contributed funds towards the RARE participant. Our partnership with Discover Klamath, Klamath County's tourism organization, has greatly contributed to the success of our tourism initiatives. Many local businesses, city governments, farmers and ranchers, federal entities, and community members have contributed significant time and resources towards these efforts.

Key to the success of these measures will be our ability to sustain and continually fund our efforts. By securing future sponsorships and promoting cycling related businesses and events in marketing materials, this will help provide continued funding for printing and updating cycling materials. As we work to develop more agritourism businesses, there is potential that these groups could also provide funding for marketing materials in exchange for advertising their business. We will utilize partnerships with DMO's and RDMO's in both Klamath and Siskiyou for marketing and cross promotion and will continue to seek funds through the Klamath County Tourism Grant program and the Siskiyou TBID to support these efforts.

We appreciate your consideration of our request for funding and look forward to future collaborations and opportunities to cross promote our larger region.

Respectfully,

[ruralklamathconnects@gmail.com](mailto:ruralklamathconnects@gmail.com)



PO Box 541, Dorris, CA 96023 Tele: 530-397-2111

April 18, 2018

To Siskiyou County Board of Supervisors:

I want to voice this Chamber's commitment and willingness to support the future endeavors of Rural Klamath Connects and the Rural Tourism Studio. As part of the Rural Tourism Studio process, we support the three tourism Action Teams focused on Outdoor Recreation, Cultural Heritage & Agritourism, and Marketing working on various tourism projects in the region.

As a participating region of the Rural Tourism Studio, we are eligible for \$10,000 from Travel Oregon. Those funds require a 50% match. We need the CA side to contribute funding towards these efforts. So, we hope you will consider a grant for \$5,000.

Working with our RKC partners has been a very rewarding experience and has shown what we can accomplish by working together. This cooperation between the 5 communities has been fantastic and I can see that only becoming stronger. We can see what dedicated, inspired people can do.

We are so excited about this journey and what we will accomplish together.

Sincerely,

BUTTE VALLEY CHAMBER OF COMMERCE BOARD OF DIRECTORS  
Christine Baldwin, President



## CITY OF TULELAKE

591 Main Street  
P. O. Box 847, Tulelake, CA 96134  
Phone 530-667-5522 - FAX 530-667-5351  
[cityoftulelake@cot.net](mailto:cityoftulelake@cot.net)



**Rural Klamath Connects**  
*Building Connections Building Communities*

Siskiyou County Supervisors  
1312 Fairlane Road  
Yreka, CA 96097

Re: Funding Match for Tulelake and Dorris/Butte Valley for Rural Klamath Connects

Dear Siskiyou County Supervisors,

The City of Tulelake has been working with the Ford Family Foundation in establishing the Rural Klamath Connects (RKC) Network of Tulelake and Dorris-Butte Valley in Siskiyou County along with Bonanza, Malin and Merrill in Klamath County, and have worked together in collaboration over the last four years. The goal of RKC is to create programs, projects and events that encourage tourism, promote economic development, share our history, beautify our downtowns, and provide opportunities for our residents to invest their time and resources back into their communities. The Network has prioritized tourism as an important economic development initiative to encourage more small business development and downtown revitalization.

All five communities participated in Travel Oregon's Rural Tourism Studio (RTS) Workshops to establish goals and action teams as to how to increase tourism in Southern Oregon and Northern California. As a participant of the RTS Workshops' we are now eligible for \$10,000 in Travel Oregon Community Investment funds to move forward with the tourism initiatives. These funds require a 50% match. To include portions of northeastern Siskiyou County in our implementation efforts, including cycling, cultural heritage and agriculture tour routes with print and digital marketing materials, we must secure matching funds from California.

The City of Tulelake highly supports what Rural Klamath Connects has and plans to accomplish for our smaller communities. We are asking Siskiyou County to support Rural Klamath Connects for the bi-state tourism initiatives of \$5,000 to ensure the inclusion of the Tulelake and Dorris-Butte Valley marketing materials. Over the past four years' we have sought out private and civic organization donations from California donors to help fund beautification projects and our matching Rare Student grant leading up to the implementation of the Rural Tourism Studio.

Rural Klamath Connects is directly involved with the Rural Tourism Studio steering committee and feels that our private and organizational donors have gotten us to where we are now and that the donation we are asking for from the Siskiyou County Board of Supervisors will finish our action teams' implementation of the RTS projects.

The City of Tulelake would appreciate your consideration for the Rural Klamath Connects funding for the Tulelake and Doris-Butte Valley, and look forward to future collaborations and opportunities to cross promote our larger region.

Sincerely,

A handwritten signature in black ink, appearing to read "H. A. Ebinger", with a long horizontal flourish extending to the right.

Henry A. Ebinger  
Mayor  
City of Tulelake