

Print

Klamath County COVID-19 Emergency Response Grant - Submission #1223

Date Submitted: 7/29/2020

I have read the Grant Guidelines Posted on Klamath County's Website

Yes/No*

Yes ▼

Grant Cycle*

COVID-19 Emergency Response ▼

Entity Name*

Discover Klamath Visitor and Convention Bureau

Amount Requested*

25000.00

Max to request is \$25,000

For-Profit/Non-Profit*

Non-Profit ▼

Entity Federal Tax ID Number

26-4038270

DO NOT enter SSN.

Address*

205 Riverside Drive, Suite B

City*

Klamath Falls

State*

Oregon

Zip Code*

97601

Project Title*

Fall 2020 Marketing Campaign To Encourage Tourism Visitation

Grant Contact Name*

Tonia Ulbricht

Email Address*

Tonia@DiscoverKlamath.com

Phone Number*

5418821501

Fax Number

54127302017

Project(250 words or less)*

We are seeking funds to develop and implement a 12-week fall Marketing Campaign with the objective of generating incremental tourism visits in 2020. 92% of proposed funds will be used for Media Placement, while 8% will be used for Campaign Development. The focus of our media campaign is: "We Have Space". Digital is the appropriate medium right now for several reasons: First, it's fast to design, develop, and implement. Second, we will see results quickly. Third, should Covid re-emerge in our market or in markets where we would be promoting, necessitating campaign termination, digital lends itself to quick stops. The campaign will run early September through November. It will focus on communicating the central theme of: "We have Room to Recreate". The target audience will be outdoor enthusiasts 25-65 who live in DKs Target Regions of Northern California, Washington, Idaho, Utah, and other areas of Oregon with particular focuses on Bend, Willamette Valley, and Portland Metro. The themes/topics being promoted will rotate every two weeks. There is programming flexibility based on summer vs fall weather. Initial topics include: Ziplining, Cycling, Kayaking, and Hiking. As October rolls in and cooler weather enters, topics switch to Fall Colors, Driving VLSB, and Fall Fishing. In terms of media/mediums to be used, we've identified and secured digital space in multiple places to reach target audiences and target regions.

Please describe your project and how you will utilize the grant funding

Need of Funds(250 words or less)*

The need for additional tourism visits in 2020 should be obvious. With Covid-19 limiting travel, tourism is down everywhere. This program is geared towards Generating More Lodging Taxes. In Klamath County, occupancy rates were down -50% vs norms during March, April, and May. In June, lodging occupancy rates along with room rates began creeping back towards normal. Today (7/30/20) rates hover at roughly 75% of normal. We forecast total tourism will be down for 2020 by 25% to 30%. This represents a minimum of \$50 to \$60 million in lost revenues to Klamath County's tourism-related businesses. Clearly, this affects earning, jobs, and reinvestment. Klamath County Tourism's efforts support over 2000 tourism-related jobs. This program has a goal of generating additional visits to our region, which in turn will infuse outside dollars into local businesses while adding new and incremental funds to the Lodging Tax Fund.

Please explain the need of funds in detail. Please be sure to highlight one of the listed requirements (Generating Lodging Tax Revenues, Preserving Business, Protecting Jobs)

Long-Term(250 words or less)*

Longer-Term (2-5 years), continued growth of inbound tourism will play a vital role in Klamath County's overall economic picture. At just under \$200 million in annual inbound tourism receipts currently, this segment of Klamath's economy is one that is expected to grow faster than most other business or industry segments. It's important to note the upside to Klamath's tourism opportunity: Klamath's Market share of Oregon's \$12.6 Billion Tourism industry is approximately 1.6% - Very Low considering the Klamath Basin is home to so much, including a National Monument, a National Park, the best Birdwatching in the state, hundreds of miles of trails, myriad cycling resources, more water recreation than most areas in Oregon, many winter sports, and so much more. Virtually no county or area in Oregon can boast the breadth of recreational opportunity nor speak to the underutilization of such recourses. And, as Oregon's City of Sunshine Klamath exudes beauty, nature and sunshine most all year around. Klamath's share of statewide tourism should be considerably higher and over time will be as more people "Discover Klamath".

What are the long term implications of receiving grant funds.

Measurable(250 words or less)*

Measuring success with a (mostly) Digital Marketing Campaign is easier than measuring other types of marketing activity. There are "Hard" and "Soft" measures of success with tourism campaigns. The number one "Hard" measurement of success is whether your campaign actually brings people to the area who spend money. This is usually challenging to measure unless there is excellent communication between suppliers such as lodging, restaurants, attractions, tour operators, etc... and the local tourism agency. Naturally, we will be looking for a bump in lodging during the promotional period. We will also be looking for additional inquiries / interest for the 6-8 activities being promoted. We will also be looking at "Soft" measures of campaign success such as Web Traffic, Social Media Engagement, etc... One additional performance measure our Team is discussing is to offer a No-Strings-Attached FREE Trail Guide or Water Trail Guide to those seeing our Content online and wishing to receive more information. If a person takes the time to download a Trail Map(s), we would conclude they are exhibiting strong interest in our area. Of course we can count the actual number of Trail Maps downloaded and/or mailed. Our proposed media partners are also offering to provide metrics that support the goal of determining campaign effectiveness. These partners include: Social Media Paid Ads with InstaGram and Facebook, Yahoo Native Ads, Outdoors NW e-Newsletters, Outdoors NW Dedicated eBlasts, Cycle California Online, Bend Magazine Online, Diablo Magazine Online, NW Travel Magazine's Digital Network, and American Road's eNews Blasts.

Please explain how you plan to measure the success of your project in both the short term and the long term

Impact(250 words or less)

Discover Klamath will develop and implement a mostly-digital marketing campaign called: "WE HAVE SPACE". The need this serves stems from watching 15 continuous weeks of consumer TRAVELER SENTIMENT RESEARCH, as the Covid-19 situation has decimated travel plans. At the risk of oversimplification, this research shows: (a) People are cooped up and want to travel badly, (b) People will be avoiding big cities, crowded venues, and anything considered 'high risk' for Covid contamination, including cruises, airplanes, etc...; (c) People want to be in areas with wide-open spaces, and which offer the ability to recreate while naturally social-distancing. Research shows clearly that people seek outdoor venues, and activities where they can safely recreate with close friends and family. Research reveals people feel safe in their own vehicles. What this means, as it turns out, is that rural communities with a breadth of recreational offerings, such as Klamath County, are ideally suited to (SAFELY) welcome and accept visitors who are respectfully compliant with local Covid-19 Safety Protocols. With Klamath County having the "Tourism Product" tourists are and will be seeking, our Region needs to seize the opportunity and invest in the marketing to highlight how the Klamath Region can offer a spectrum of safe recreational opportunities. Obviously, if we reach the right audiences with compelling messaging, we stand to benefit from increased visitation which in turn leads to greater spending on lodging, meals, fuel, equipment rentals, admission fees, etc.

In what ways does this project address a need in the tourism industry and show potential to generate more/additional Lodging Tax Revenues

Required Supporting Documents*

DK-COVID-Grant-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***Insurance Documentation***You MUST upload all documents in one (1) pdf document.

Insurance Requirements

Insurance Accord 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*

Jim P. Chadderdon

Date/Time*

7/29/2020

11:30 AM

**Discover Klamath VCB
Fall 2020 Marketing Campaign To Encourage Tourism Visitation**

INCOME				
	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County COVID-19 Emergency Response Grant</i>	\$25,000.00			
OTHER INCOME				
Discover Klamath	\$618.00			
SUB TOTAL INCOME	\$25,618.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$25,618.00		\$0.00	

EXPENSES					
LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Marketing	\$25,618.00			
2					
3					
4					
	SUB TOTAL EXPENSES	\$25,618.00	\$0.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$25,618.00		\$0.00	

CONTENT TOPICS	
VLSB	Kayaking
Biking	Hiking
Fishing	Ziplining
Fall Colors	

MARKETING PLAN				TIMING											
			Total	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1) Print Res Deadline 10/9 Art Deadline 9/1	a) Outdoors NW Magazine - Fall/Winter - Full Page	All?	\$ 2,975												
	b) Cycle CA Magazine - Sept & Oct - 1/2 Page	Biking	\$ 1,712												
	c) 1859 Magazine - Sept/Oct or Nov/Dec - 1/2 Page		\$ 2,500												
	d) Southern Oregon Magazine - Fall - Full or 1/2 Page	<i>Waiting to confirm avail and pricing</i>	\$ 1,000												
2) Digital / Electronic	a) Social Media Paid Ads		\$ 5,000												
	b) Native Yahoo Ads - Level 2 - OR		\$ 840												
	c) Native Yahoo Ads - Level 2 - CA		\$ 840												
	d) Native Yahoo Ads - Level 2 - WA		\$ 840												
	e) Outdoors NW Enewsletter Ad - Sept-Nov		\$ 1,275												
	f) Outdoors NW Enews Dedicated Eblast - Sep or Oct		\$ 785												
	g) Cycle CA Newsletter - Sept & Oct	Biking	\$ 150												
	h) Bend Magazine - Social Media Posts x2 - Sept, Oct or Nov	ZipLine, Biking, or Fishing	\$ 1,000												
	i) Diablo Magazine - Sponsored Content - Sept or Oct		\$ 1,250												
	j) Northwest Travel Digital Content Network - Sept or Oct		\$ 2,195												
	k) American Road Enews Sponsored Blast - Sept & Oct		\$ 1,256												
			\$ -												
			\$ -												
6) Creative Development	a) Lindsay Smith Designs		\$ 2,000												
Total			\$ 25,618												

