

Date: 9/23/2014
Organization Name: Volcanic Legacy Community Partnership
Address: PO Box 832, Mt. Shasta, CA 96067
Contact Person: Elizabeth Norton
Contact Phone Number: 530-251-7368
Title of Project: Printing and Marketing Byway Discovery Guide

1. *Detail the matching funds received and provide proof of their receipt.*

Invoices and the profit and loss statement for preparing and printing the 161-page byway discovery guide are attached.

2. *Complete the budget expense templates for both the project and marketing plan.*

Please see the attached spreadsheet.

3. *Where did you spend advertising dollars and did they provide the desired results?*

We did not purchase ads to market the guide. We sold business sponsorships to offset the cost to print 4,500 copies of the guide. Sponsor ads are displayed in the back of the guide and their names are recognized next to one of the guide's "Postscript Facts."

4. *Provide a detailed list of all marketing materials and electronic version of the material on a CD.*

The guide and byway map are marketed on VLCP's byway website and Facebook page, as well as featured on the Shasta Cascade Wonderland Association and Discover Klamath websites. VLCP promotes the byway and guide on Facebook with the "Me and My Jeep" series of photo tours of the different byway regions and with other announcements.

<http://www.volcaniclegacybyway.org/>

<http://www.discoverklamath.com/home-2/things-to-do/road-trip/volcanic-scenic-byway/>

<http://shastacascade.com/showrecord.asp?id=2207>

To date, we have sold 551 guides at \$9.95 each. Our vendors promote the guide (and accompanying interpretive map) through their sales outlets and usually mark it up an additional five dollars for profit. Guide vendors include state park and national park interpretive associations, national wildlife refuge interpretive association, Forest Service interpretive association, regional tourism marketing organizations (Discover Klamath and Shasta Cascade Wonderland Association), resorts, chambers of commerce, local book stores and galleries, and Enjoy stores in Redding and Red Bluff.

Six out of Klamath's County's "Seven Wonders" are highlighted in the byway guide (Crater Lake National Park, Lava Beds National Monument, Pacific Crest National Scenic Trail, Klamath Basin Wildlife Refuges, fishing, and the byway itself). "Explore Klamath County" activities are also featured including Klamath Falls as well as trails, winter recreation, scenic and historic sites to market the county to non-local visitors.

5. *How many people from out-of-county attended? How did you determine how many people from out-of-county attended?*

We did not sponsor an event.

6. *How many extra days did your visitors stay in the area? How did you determine how many extra days your visitors stayed?*

The guide encourages multi-day vacations along the byway, which grows visitation and puts heads in beds. However, as mentioned in our application, it is difficult to measure the book's out-of-county impact on tourism from guide sales. Comments about the guide have been complimentary. We believe this creates a buzz about the byway region as a destination attraction to draw more non-local visitors.

7. *Do you plan on sponsoring this event again?*

The guide will be updated and reprinted when the remaining supply runs low. Guide sales are intended to sustain future reprints and are restricted funds for this purpose.

8. *Do you have any comments or suggestions for the Tourism Review Committee regarding the application award and reimbursement process?*

Klamath County's Tourism Grant Program is visionary. I have spoken with many tourism advocates in the various counties within the byway area. None support tourism the way your county does. In many communities/counties, most of their transient occupancy tax goes to the general fund and is not re-invested in providing quality tourism information, services or products that encourage visitation. As a result, they do not capitalize on one of their best underutilized assets to diversify their economic base – outdoor recreation. Outdoor recreation generally requires low overhead to get into the business. Nature provides the spectacular setting and communities provide the basic services and infrastructure that tourists need. Klamath County's grant program is an important factor why visitors come to southern Oregon and why local businesses see the benefits.

Your application process is straight forward. The pre-application and marketing workshops helped us understand how to market the guide to achieve the best results. We learned a lot from the marketing workshop and it was nice to meet the other grantees and learn about their events. Thank you for hosting this training and for the grant award. We are grateful for the Committee's support.

Signature: _____ Date: 9/24/2014 _____

Printed Name and Title: Elizabeth Norton, President _____

**Klamath County Tourism Grant Application
Project Budget**

VLSB Interpretive Discovery Guide	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		10,000	10,000	10,000	guide printing
Cash Revenues -					
Source: Scenic Byways Grant	27,600		27,600	24,407.76	guide layout and design
Source: Various Sponsors		6,500	6,500	5,170	guide printing
Source: Scenic Byways Grant				385.24	guide printing
Total Cash Revenues	27,600	16,500	44,100	39,963.00	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	27,600	16,500	44,100	39,963.00	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs					
Rentals					
Supplies					
Other: guide design contract	23,600	-	23,600	20407.76	
Other: 12 guide regional maps	4,000		4,000	4,000.00	
Other: guide printing		16,500	16,500	15555.24	
Other:					
Total Cash Expenses	27,600	16,500	44,100	39,963.00	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	27,600	16,500	44,100	39,963.00	
Net Income<Expense>	0	0	0	(0.00)	

NOTES

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