

**TOURISM GRANT APPLICATION**

Organization Applying: 30-Mile Club

Address: 25437 Rocky Point Rd.

City, State, Zip: Klamath Falls, OR

Contact Person: Julie Black

Phone Number: (541) 356-2550

Tax ID # or SSN: 573-72-2527

Email Address: mikejulie@hughes.net

Web Site Address: www.ThingsToDoNearCraterLake.com

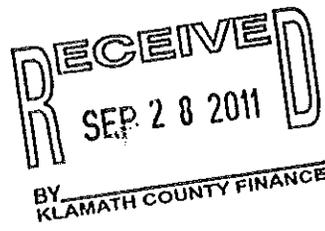
Title of Project: expanded marketing for 30-mile land

Brief Description of Project: Develop a print rack card  
and partner with SOVA, DK, and for TO  
in one trade show and one mtg/camp  
campaigns.

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 Julie Black Date 9/26/11

Signature of Board Chair \_\_\_\_\_ Date \_\_\_\_\_



## Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		2,620			
Cash Match -					
Source: annual ads, 40x70 <sup>st</sup>	2,800				
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	2,800-	2,620 -	-	-	
<b>EXPENSES</b>					
Advertising					
Print visitor newspaper 32,000 copies	1,800				
Web SOVA web ad	400				
Other Internet TTDNET site maint.	300				
Other SOVA membership	195				
Total Advertising	-	-	-	-	
Printing					
Postage	100				
Misc/Other (Explanation Req'd): Expended mktng.					
Other: Rack cards 10,000		4,120			
Other: Trade show		300			
Other: Mktng campaign		1,200			
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	2,795-	2,620 -	-	-	
Net Projected Income<Expense>	5 -	0 -	-	-	

### 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**

## *Klamath County Tourism Grant Application, Fall 2011*

### **PROJECT DESCRIPTION**

#### Project Plan:

1. What is the main focus of this proposal?

**This application requests funds for partnering with SOVA, TO, and/or DK in at least one appropriate marketing campaign and one trade show, including the design and printing of rack cards.**

Nine years ago a group of business owners, agency staff, and local citizens came together to assemble and distribute information to attract visitors and to keep them here for longer than a quick trip to Crater Lake. We call ourselves “the 30-Mile Club” and represent roughly the area from Fish Lake, through Rocky Point and Fort Klamath, to Chiloquin. This area relies heavily on visitor dollars, with over 60 tourism-related businesses. The award-winning free visitor newspaper, “Now That I’m Here...” is in its 8<sup>th</sup> updated printing, with annual distribution of 32,000 copies from Dunsuir to Oakridge to the coast and throughout the Klamath Basin. Through your generosity, the newspaper was the basis for a website launched in March of 2010, [www.ThingsToDoNearCraterLake.com](http://www.ThingsToDoNearCraterLake.com), which now averages 6,000+ visitors/month with links to over 70 other regional businesses, organizations, and agencies. Both the newspaper and the website are never pay to play, with all visitor-related businesses included at no cost to them. We sell small inexpensive ads to cover annual printing and website maintenance.

This year Southern Oregon Visitors Association (SOVA) helped us participate at an entry level in their printed guide and on their website. Travel Oregon (TO) is encouraging us to distribute printed material in one or more Oregon Welcome Centers. Discover Klamath (DK) continues to support our efforts by purchasing an ad, sponsoring a page, distributing the newspaper, and offering advice. With SOVA’s, TO’s, and DK’s encouragement, we feel it’s time to expand our marketing efforts.

2. What are the project activities.

**A. We will work with marketing professionals to design and print a minimum of 10,000 rack cards.** The 16-page color visitor newspaper serves us well regionally as a comprehensive hands-on guide for visitors to the area. Colorful rack cards will illustrate activities during all seasons in 30-Mile Land, “Crater Lake’s Backyard” (Fish Lake through Rocky Point and Fort Klamath to Chiloquin) and are more appropriate for distribution at a trade show in Sacramento or a Welcome Center in Umatilla. The cards will give the website address, and will also have a Smartphone Quick Response code (QR) to allow instant access to the website by scanning the code with the phone.

**B. Working closely with SOVA, TO, and DK, we will choose the most appropriate trade show and the most appropriate marketing campaign.**

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

Immediately after receiving successful notification, we will begin work with DK, TO, and SOVA to select the best trade show and the best marketing campaign for reaching our target audience. Design and printing of the rack cards will begin, with printing no later than mid December. All grant funds will be expended by Oct. 1, 2012.

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

Our target market are leisure traveler singles, couples, and families who seek gentle to moderate outdoor activities in an area of beautiful scenery with few crowds. They appreciate a rural experience, frequently choosing country roads over freeways. The chosen trade show, marketing campaign, and developed rack card will be specifically selected/developed to reach that target audience.

### 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?

We will utilize the tools and expertise of our partners, DK, TO, and SOVA, to track response to the trade show and the marketing campaign and QR code capabilities to record/track website visits. Also, at least one 30-mile lodging business currently tracks each visitor's origin. We will work closely with them to compare numbers before and after the trade show and the marketing campaign.

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

The [www.ThingsToDoNearCraterLake.com](http://www.ThingsToDoNearCraterLake.com) URL will be on all marketing campaign information as well as the rack card (with the QR code). The website and the visitor newspaper both give comprehensive information that encourage visitors to extend their length of stay and to visit year-round.

### **QUALIFICATIONS OF APPLICANT**

7. Describe your organization.

The 30-Mile Club is an all-volunteer grass roots organization formed to provide comprehensive visitor information about "Crater Lake's backyard", the area from Fish Lake through Rocky Point and Fort Klamath to Chiloquin.

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?

Our 30-Mile businesses consider the annual visitor newspaper and the website successful in bringing tourists to Klamath County and keeping them here for extended stays. We are the only direct-marketing organization specifically serving business interests for the 30-Mile geographic area. See attached letters of support.

### **MARKETING PLANS**

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

See #2 above. We will work with the marketing professionals at DK, TO, and SOVA to select the potentially most effective trade show and marketing campaign and in developing the rack card.

10. How will you measure your success or attendance? See #5 above.

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

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 visitor guide newspaper and the website continue as volunteer projects with wide-spread and enthusiastic community support. At least 15 business people and residents in 30-mile land devote hundreds of hours each year to gather and update newspaper content, continually update the website, and proudly distribute the 32,000 copies of the visitor newspaper to over 180 locations throughout the region. See attached Letters of Support.

**NOTE:** If partially funded, we would develop and print the rack cards and participate in 1 trade show, at a total cost of \$1,420.

Lake of the Woods Resort  
950 Harriman Route  
Klamath Falls, Oregon 97601

To: The Klamath County Board of Commissioners

As a resort operator in Klamath County for over 13 years I have witnessed many efforts to promote the region and all of our natural wonders, attractions and businesses. I am writing this letter of support for the 30 Mile Club.

I have been a supporter and paid advertiser in the 30 mile club since it began. As a business owner on the very edge of the county I know what it's like to be left out of consideration for promotion by the various agency's that promote the County and the region. I think the 30 mile club is a great organization that I am proud to be a part of, the way the organization was formed and continues to operate is a model that other organizations should study and emulate. The reasonable costs that members pay for inclusion in the 30 mile club promotions should be the standard for our tourism promotion agencies. During uncertain times it is vital that advertising costs be kept affordable for small businesses. The wonderful group of people who administer the 30 mile club promotion of our area do a great job with very little financial support and lots of volunteer time. Please consider the 30 mile club for the grant which is available. I truly believe that the 30 mile club does so much with so little that they should be commended and rewarded with the Support of Klamath County. The funding that I hope you award will be used wisely and generate more visits to Klamath County which will generate revenue and taxes for the business in our area and Klamath County. Please consider this excellent group of people and businesses for your award to promote our region.

Thank you  
George Gregory  
General Manager  
Lake of the Woods Resort



*email letter received 9/26, JB*

Klamath Co. Board of Commissioners  
305 Main Street  
Klamath Falls OR 97601

September 21, 2011

Dear Sir/Madam,

As local business owners, we would like to give our support to the 30 Mile Club's efforts to expand tourism marketing in the Rocky Point, Fort Klamath, and Chiloquin communities. We hope the partnership with Travel Oregon, the Southern Oregon Visitor's Association, and Travel Klamath bring positive, and much appreciated business acumen to these areas.

Thank you for your consideration in this matter.

Tess and Eric Dillenberger  
Solar Café & Rocky Point Storage  
31011 Mountain Lakes Drive  
Klamath Falls OR 97601

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----- Original Message -----

**From:** tvoregon@aol.com

**To:** mikejulia@hughes.net

**Sent:** Monday, September 26, 2011 11:46 AM

**Subject:** what do you think

To Klamath County Board of Commissioners;

In regards to the expansion of promoting the "Best 30 Miles in Oregon. This is a very important part of not just promoting business but events in the area. The businesses that are supportive of the paper also support bird watching, fishing and other events that highlight what there is in the area. It also promotes the wildlife refuge and wilderness area. There are many things about the area that could be Oregon's Best Kept Secret. There are people all over Oregon as well as some in Klamath County that do not know about some of the lakes and what they offer. The upper Klamath Lake is one of those secrets. There are some birds that have only been seen in some of these areas-for many bird watchers they are a rare find. By extending the promotion of the "Best 30 Miles in Oregon" we could help many others learn the advantages of traveling Oregon. Thus helping the businesses in the area. More business-more jobs-better economy.

Susan Newton  
Rocky Point Rv Resort

9/26/2011

DISCOVER  
KLAMATH

OREGON UNEXPECTED

September 26, 2011

The 30-Mile Club  
c/o Julie Black  
25437 Rocky Point Road  
Klamath Falls, Oregon 97601

Dear Julie/30-Mile Club,

*Discover Klamath Visitor and Convention Bureau* is happy to support you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (Fall) Grant cycle.

We understand your proposed project will involve multiple components and the goal will be to raise awareness and interest levels for visiting the Klamath Basin, with an emphasis on the Rocky Point area within Klamath County.

While not all tactical elements are fully detailed, the overall strategic thrust – and hence the disposition of tourism grant funds (if granted) - will be to partner with one or all of the following entities: Travel Oregon (TO), Southern Oregon Visitors Association (SOVA), and/or Discover Klamath (DK).

Grant funding will go towards partnering in an advertising campaign, trade show, and, towards design, development, printing and distribution of a new rack card highlighting the attractions, events, and venues of the Rocky Point area to potential visitors.

If awarded a Fall Tourism Grant by Klamath County, we look forward to discussing possible partnership(s) with you.

Good Luck,

*Jim Chadderdon*

Jim Chadderdon  
Executive Director



Two Rivers Village Arts  
140 So. First Street, P.O. Box 382, Chiloquin, OR. 97624  
541-783-3326  
[www.chiloquinarts.com](http://www.chiloquinarts.com)  
[2riversart@gmail.com](mailto:2riversart@gmail.com)

9/26/11

To: Klamath County Tourism Grant reviewers

Two Rivers Village Arts is very happy to support the 30-mile marketing expansion proposal.

The current "Now That I'm Here..." publication serves this area very well and is by far the most informative literature that Two Rivers Gallery hands out at its official 'Visitor Information' site in Chiloquin. However, with reduced tourism to the area this year, it has become obvious that more needs to be done. "Now That I'm Here..." is fabulous for people who are already here, but we need to attract those who are not already here as well.

The proposal to partner with SOVA, Travel Oregon, and/or Discover Klamath in at least 1 marketing campaign and/or trade show during 2012, looking specifically for a trade show and/or campaign that would reach our target audience, and the need for a "rack card" to hand out during the show are both proposals that would be very beneficial to increasing tourism to the area. The possibility that the rack card could also be placed in locations a few hours' drive from this area may convince potential visitors to change their plans last minute and head in this direction, or if already headed this way, to stay a bit longer.

Sincerely,

Joan Rowe  
President - Two Rivers Village Arts