

**SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: Hotel wrap tourism information guide \_\_\_\_\_  
Funds Requested: \$2,500 \_\_\_\_\_  
Organization Applying: The Herald and News \_\_\_\_\_  
Contact Person: Gerry O'Brien, editor; Ben Kenfield, ad director \_\_\_\_  
Phone Number: 541-885-4437; 541-885-4423 \_\_\_\_\_  
Email Address: gobrien@heraldandnews.com \_\_\_\_\_  
Mailing Address: 2701 Foothills Blvd. Klamath Falls, 97601 \_\_\_\_\_  
Web Site Address: www.heraldandnews.com \_\_\_\_\_

**Brief Description of Project including date, time and location:**

We propose a Tourism Information Guide for visitors that answers the question "What's to do around here?" This will be titled "Reasons to stay an Extra Day"

About 600 rooms in Klamath Falls will have the wrap-around a daily newspaper through the height of the tourist season. The papers will be delivered daily, the 4-page wrap, covers the daily paper. Delivered 6 days a week for 9 weeks starting in June.

The wrap will have an accurate calendar of events, brief description, locator map and contact information. Front Desk personnel can refer to it when asked the question by visitors. Grant will cover cost of newsprint and press time.

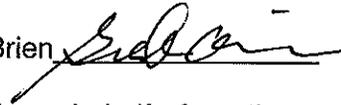
This is not part of our normal operating business. This is a new publication focused specifically at visiting tourists aimed at driving them to events, staying an extra day.

It will be available online as well as a separate tourism site to our website.

We will follow up with surveys of the hotels to get a response to its effectiveness. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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 Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Gerry O'Brien  · Date 4-29-2016 \_\_\_\_\_

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization \_\_\_\_\_ Date \_\_\_\_\_

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Email \_\_\_\_\_

Phone \_\_\_\_\_

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Print Name  
Title  
Address  
City  
State

## **SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS**

### **PROJECT DESCRIPTION**

1. Provide a detailed description of the project and activities.

### **PROJECT GOALS**

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

### **QUALIFICATIONS OF APPLICANT**

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

4. Describe your team's experience in operating past or similar projects.

### **PROJECT PLAN**

5. How will you give credit to Klamath County for its support in our event or project?

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

7. Describe your target market/audience.

8. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

9. List your potential sponsors and partners and how they contribute to the event or project.

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  - a. We propose a Tourism Information Guide for visitors that answers the question "What's to do around here?" This will be titled "Reasons to stay an Extra Day" About 600 rooms in Klamath Falls will have the wrap-around a daily newspaper through the height of the tourist season.
  - b. The papers will be delivered daily, the 4-page wrap, covers the daily paper. Delivered 6 days a week for 9 weeks starting in June.
  - c. The wrap will have an accurate calendar of events, brief description, locator map and contact information. Front Desk personnel can refer to it when asked the question by visitors.

### **PROJECT GOALS**

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?
  - a. We will be 600 rooms of local hotels. That will mean about 32,000 visitors will see the product throughout the course of the summer.

### **QUALIFICATIONS OF APPLICANT**

3. Describe your organization/project management team. How are these individuals qualified to lead this project?
  - a. As a daily newspaper, we produce an annual Visitors Guide that gathers the best information for summer recreation and tourism. We have expert designers, reporters, and access to a wealth of information to complete this project.
4. Describe your team's experience in operating past or similar projects.
  - a. Last year we produced two similar wraps for the 2015 Babe Ruth World Series event.

### **PROJECT PLAN**

5. How will you give credit to Klamath County for its support in our event or project? Klamath County will have its logo on the cover of the wrap-around, as a supporter of this publication. We could include "Your room tax dollars at work" or some similar phrase.
6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.
  - a. Throughout the month of May, we'll be contacting the hotels to set up delivery of the daily newspapers with the wrap. A press run will be in the last week of May for the wrap. We may also update it midway through the season to ensure there is fresh information in it.
7. Describe your target market/audience.
  - a. Hotel visitors from June through early August.
8. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

- a. We will know the pickup rates daily as we get "returns" of unused papers each day. Also, we'll survey hotel operators in person for anecdotal usage of the wrap and pick-up rates. We may also place coupons in the wrap as well to see the rate of usage.
9. List your potential sponsors and partners and how they contribute to the event or project.



May 2, 2016

The Klamath County Chamber of Commerce is supportive of the efforts of the Herald and News to publish a wrap-around tourist guide for the 600 some hotel and motel rooms in the Klamath Basin. The guide will complement our efforts to attract tourists to the recreation and fun events available in the area.

This wrap would be a great resource for our organization as well as many employees in customer service positions. In our community, we find some employees not adequately trained in helping visitors find things to do in the Basin. We back the efforts of the local newspaper to keep tourists in our community.

Sincerely,

Heather Tramp  
Marketing/Program Coordinator  
(541) 884-5193  
heathert@klamath.org



RUNNING Y RANCH  
RESORT

From:

The Running Y Ranch and Resort

Re: Tourism grant recommendation

April 2016

The Running Y Ranch and Resort backs the Herald and News proposal to build a wrap-around tourist guide for the hotel and motels in the Klamath Basin. The guide would be available throughout the summer for hotel guests picking up the daily newspaper.

In many hotels and service centers would benefit greatly from having up to date information on what there is to do in the Klamath Basin. The Herald and News does a great job of providing this information through these wraps during the summer. They have done this program in the past and I think it has great success.

We hope that with this newspaper guide that visitors will be informed on events in the Basin and be encouraged to stay and play another day.

Thank you for your attention to this.

Victoria Haley,

Director of Sales and Marketing for the Running Y

