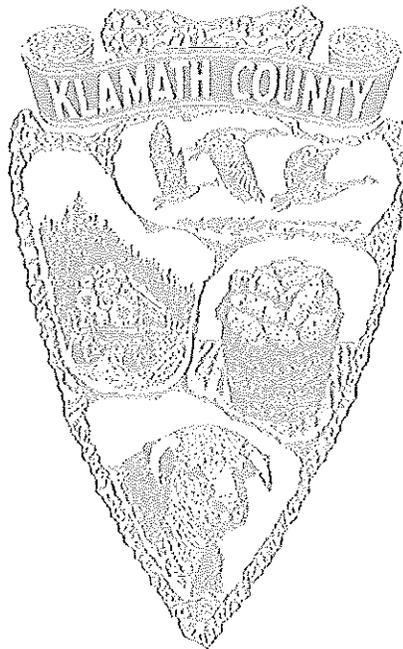


**KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS**



Date Issued: March 1, 2013

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: 2:00 p.m., March 29, 2013

Frequently asked Questions

Is it true if we got an award last year, we'll necessarily get a decreasing amount this year and it is true that we can only apply for 3 consecutive years?

No. We do encourage awardees to become self-sufficient, but we've eliminated the provisions that awardees get a decreasing amount of money each year and can only apply for 3 consecutive years.

Can we apply for funding for more than one project?

Yes.

Are grants only for non-profit organizations?

No, for-profit ventures may apply too.

What can the grant funds be used for?

We prefer to grant funds for marketing and promotion of events. We do not fund operational expenses, personnel, or capital purchases.

Do we give extra credit for anything?

We give extra points for projects that (1) bring visitors to Klamath County in areas other than Klamath Falls; (2) projects that occur during the Shoulder Season (before June and after September), and (3) projects that extend the visitors length of stay.

Is there anything else required?

Yes, applicants are required to attend a Marketing 101 class, provided free of charge by Klamath County. Successful applicants must attend a Marketing 102 class provided free of charge by the county.

General Information:

The Klamath County Board of Commissioners invites tourism grant applications for projects that will promote tourism in Klamath County.

There will be Marketing 101 Class to provide information and answer questions about the grant process on **March 13, 2013** from 6:00 p.m. to 7:00 p.m. at Discover Klamath, 205 Riverside Dr. Ste B, Klamath Falls, OR. Past recipients will be attending to offer insight and ideas.

Applications shall be delivered or mailed to Klamath County Finance Department, 305 Main Street, Klamath Falls, OR. 97601. No applications will be accepted if received later than **2:00 P.M, March 29, 2013.**

The Tourism Review Panel appointed by the Klamath County Board of Commissioners will review and make recommendations to the Commissioners for grant awards of up to \$10,000.

Goals:

- Increase Tourism in Klamath County
- Increase the amount of time visitors spend in Klamath County
- Promote events in outlying areas, not just Klamath Falls.
- Our target market is not the Klamath County area. Marketing and promotion should be directed to surrounding areas. Priority will be given to events that draw people into Klamath County.

General Terms and Conditions

Klamath County has established a Tourism Grant Program to assist local event planners in promoting tourism and increasing overnight stays in Klamath County. The Board looks for projects that offer special or unique opportunities that may not be addressed directly in the plan but that are consistent with the plan's goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market.

Funding for the Tourism Grant Program comes from the countywide transient room tax.

Types of Projects

Klamath County's intention is to fund as many well qualified projects as possible, within the available funds.

Projects **ineligible** for consideration include fund raising requests for feasibility studies, and requests for capital funding, such as equipment, new or rehabilitated physical structures or buildings.

Tourism grants will be awarded in the Spring and Fall each year.

Matching Requirements

Tourism grant recipients are required to provide a match of 10% of the grant request. In-kind contributions are encouraged and may be described in the application, but are not applied toward the cash match requirement. These cash matches are required minimums. Larger cash matches may be shown in the budget. Points will not specifically be given for a larger cash

match. However, a greater match is a consideration in the evaluation of the ability for the applicant to carry out the proposal.

Repeat Funding

An existing event or activity can qualify for repeat funding. However, the Tourism Grant Program awards are considered seed money for good ideas. If a project is a good idea, it should become self-sufficient over time.

Partial Funding

The number of grant applications received will far exceed the amount of available funding, which makes grant awards extremely competitive. In some instances only partial funding may be recommended for the project. Applicants are asked to identify, in advance, how a project would be modified if the full amount is not recommended.

Multiple Grant Applications

More than one application may be submitted. However, each project should be different and independent of the other. A phase 1 - phase 2 approach will not be considered.

Evaluation

A seven-member grant review panel appointed by the Klamath County Board of Commissioners will review grant applications. The evaluation committee will recommend the top ranking applications to the Board of Commissioners who will then make the final decision for awarding grants. A "Selection Criteria Summary" is attached to show you how this application will be scored. This form will be used by the Review Committee to score your proposal.

Preference points will be awarded for projects (1) during the shoulder season (before June and after September); (2) projects in outlying areas and (3) projects that increase the length of stay at area hotels/motels.

Grant Agreement

Successful applicants will be required to enter into an agreement with Klamath County. The agreement will specify the conditions of payment and project performance. Provisions will include that Klamath County Tourism Grants will receive credit on published materials, advertisements or other promotional activities associated with the project. The agreement also requires written narrative and financial reports; survey or evaluation; and copies of tapes or brochures produced in association with the project. The signed grant agreement is due back 2 weeks from when the Klamath County Board of Commissioners approve the awards.

How to Apply

Application forms are attached to this memo. Grant applications must be submitted on those forms OR on a form you have produced which replicates the questions exactly. Please send one (1) original and eight (8) copies of your grant request. Incomplete proposals may be rejected without ranking. Send to:

**Klamath County Finance
Tourism Grant Program
305 Main Street
Klamath Falls, OR 97601**

Timeline for Spring 2013 Klamath County Tourism Grants

March 1, 2013	Grant Applications Available
March 13, 2013	6:00 p.m. Marketing 101 Class required for all grant applicants
March 29, 2013	2:00 p.m., Deadline for submitting applications
April 10, 2013	2:00 p.m., Review Panel Meeting in Commissioners Conference Room
April 17, 2013	BOCC work session to review and award grants
<u>May 3, 2013</u>	Deadline to have signed agreement return to Klamath County, to receive award funds

Grant funds are available after agreements are signed by both parties.

TOURISM GRANT APPLICATION

Organization Applying: ROE Outfitters LLC _____

Address: 9349 Hwy 97 South _____

City, State, Zip Klamath Falls OR 97603 _____

Contact Person: Jenifer Roe _____

Phone Number: 541-884-3825 _____

Tax ID # or SSN: 93-1280802 _____

Email Address: info@roeoutfitters.com _____

Web Site Address: www.roeoutfitters.com and cascadeziplines.com

Title of Project: Cascade Ziplines & Canopy Tour Promotion ____

Brief Description of Project: The Cascade Ziplines & Canopy Tour is a family friendly eco adventure tour located near Rocky Point Oregon. The attraction will offer 13 canopy tour features, including one mile of ziplines. This eco tour will attract visitors as an attraction/destination and also as a part of larger trip itinerary. The Cascade Ziplines & Canopy Tour is currently in the permitting process with the Forest Service and is slated to be completed and open in early summer 2013. Cascade Ziplines and Canopy Tour is an ongoing commercial attraction and will operate from Mid March through November. We anticipate that as a result of visitation to the Zipline, room nights at area hotels especially in those lodges located around Klamath Lake including Fort Klamath, Rocky Point, Lake of the Woods, and Running Y. _____

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 *Jenifer Roe* _____

Date 3-29-13

Signature of Board Chair _____

Date _____

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000.00	10,000.00		
Cash Match -					
Source: ROE Outfitters LLC	7000.00		7,000.00		
Source: Lodging Partners		5000.00	5,000.00		
Total Cash Match	7000.00	15000.00-	22000.00-	-	
Total Other Funding Sources		-	-	-	
Total Projected Revenue	7,000.00	15,000.00 -	22,000.00	-	
EXPENSES					
Advertising					
Print		1,000.00			Newspaper and trade publications
Web		3,000.00			Web design and hosting
Other Internet		4,200.00			Retargeting campaign, pay per click, banner ads eblasts
Television (No. California)		2,500.00			DK coop
Public Relations		500.00			Travel writer targeting
Printing		1,400.00			Brochure design & printing
Airport Backlit Billboard & other billboards		3,000.00			Klamath Falls airport Hwy 62 location
Hotel/Restaurant Coupon		600.00			Design and print hotel coupon: Stay & Play another day.
Tradeshows		4,400.00			Sacramento, Bend, Eugene & Chico
Other: brochure distribuion		800.00			
Total Miscellaneous/Other	-	-	-	-	
Total Projected Marketing Expenses	-	22,000.00	-	-	
Net Projected Income<Expense>	-	-	-	-	

PROJECT DESCRIPTION

Project Plan:

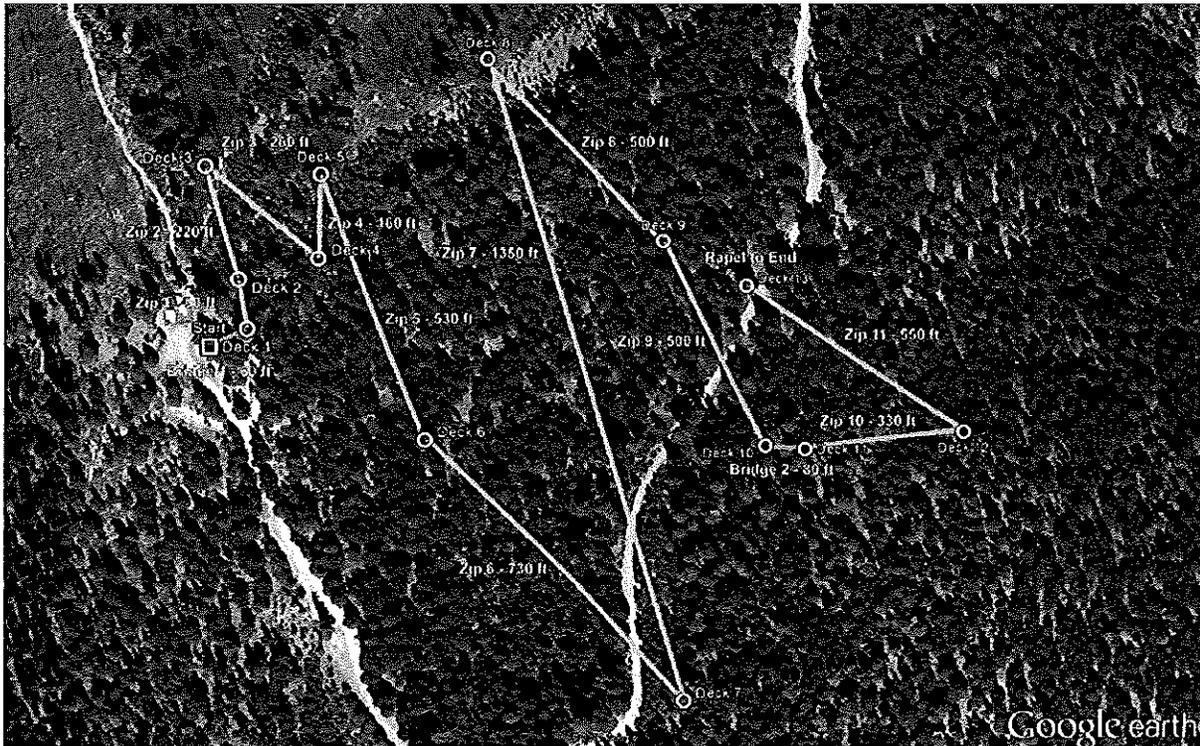
1. What is the main focus of this proposal?

The primary goal of this proposal is to promote the Cascade Ziplines & Canopy Tour to potential visitors to the Klamath Basin and cause them to plan a trip with Klamath

County as the destination. A second goal is to cause visitors already in the area to extend their stay and play one more day in the Klamath Basin with the Cascade Ziplines and Canopy Tour as their reason to extend or divert their stay to our area.

2. What are the project activities?

Cascade Ziplines & Canopy Tour will include a guided zipline adventure through the forest canopy. Guests will zip tree to tree and experience the Southern Oregon Cascade forest like never before. Tour length is approximately 2.5 hours in length and will include all necessary gear, basic training and guide team services. Zips will offer fun and adrenaline filled adventure as well as an educational component of the forest canopy and surrounding area. Tours are family friendly and offered to guests ages 8 and up who meet safety requirements.



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

Each year the operating season will begin with spring break season in mid to late march weather permitting and will continue through Thanks Giving break. Weather permitting, tours will also be offered during Christmas break. This is an ongoing commercial operation and will include a 20 year Forest Service permit with renewal options.

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

Target Markets

Age: 18-80

Geographic: 3-5 hour drive radius

- Northern California
- Southern Oregon

- Central Oregon/Eugene
- Local

Market Niches:

- Adventure Seekers
- Family Travel
- Experience Travelers
- Group travel (family reunions, tour buses, bachelor and bachelorette parties, wedding parties, corporate groups)
- National Park Visitors

Strategies include:

- Digital Media (web/internet/email) used in a variety of ways to reach a broad audience, more tech-savvy audiences, people who are mobile (en route) and younger markets
- TV because it reaches a large and general population base
- Tradeshows - regional sports shows allow for a concentrated number of adventure seekers to see our messaging and make a personal connection with the attraction. This helps build trust and credibility to the brand.
- Public Relations - print efforts will be concentrated on hosting travel writers to experience the Zipline adventure.
- Billboard Presence - Billboard marketing will be used to pull Crater Lake visitors to the Klamath Basin and redirect from the I-5 corridor to the Oregon Unexpected destination in the Klamath Basin
- Brochure Collateral - rack cards will be printed and distributed by NW brochure distribution in the Southern Oregon region including Crater Lake National Park. This will be used to capture visitors already in the area and looking for another reason to stay longer.

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 anticipate 3000 visitors to purchase zipline rides in the first season of operation. This number has been an industry estimate provided by industry peers and is conservative. The nearest competitor with a 5 zipline course had 8000 zip users in their first year. Because tickets must be purchased tracking attendance will easily be measured and tracked by zipcode allowing us to differentiate regional markets.

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

Cascade Ziplines and Canopy Tour will be a destination attraction. Some visitors will come solely to participate in the zipline adventure. Others will make it a part of their vacation itinerary and plan to participate in advance making their stay longer. These planned vacations will often include multiple overnight stays. We will be partnering with local lodging establishments to offer packages to stay and play another day. We anticipate the success of these packages to mirror the

success we already have with our rafting and fishing lodging packages. Some visitors will discover our attraction once they are already in our region. We hope to capture those visitors for another night stay in our area as they decide to enjoy the zipline as a part of their vacation.

We anticipate that Crater Lake National Park will be a key feeder to the attraction. We project that with a zipline as key attraction for our region we will entice more of those park visitors to include the Klamath Basin as either their gateway to the National Park or their departure hub rather than using Medford or Roseburg as their base of stay.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.
ROE Outfitters LLC has been in operation since 1984. The company began by offering guided fishing and hunting trips. Since 1999 we began offering kayaking, canoeing and whitewater rafting trips. Owned by Darren and Jenifer Roe the company is currently based from Klamath Falls Oregon using the ROE fly shop located on Hwy 97 as our "adventure central". We have long worked with the Forest Service, Bureau of Land Management and National and State Wildlife refuges as licensed outfitters and guides on our regions public lands. We are a licensed outfitter and guide through the Oregon State Marine Board. We employ 4 - 12 people depending on the season. With the zipline tour we anticipate hiring an additional 8 - 12 staff.

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?

Because we are already successfully operated an outfitting company offering whitewater rafting, kayaking and fishing trips, much of the infrastructure, staff and procedures needed to operate the Cascade Ziplines and Canopy Tours are already in place. We are very familiar with what is needed to successfully market and sell adventure tours for the Klamath Basin. We have been very successful in partnering with local lodging establishments to offer stay and play adventure packages. We successfully bring visitors to the Klamath Basin year round for guided adventure trips. Because of our record of success and because of the synergy found between our current offerings and the zipline we are positioned very well to make this an attraction that is meaningful to our local economy through increased visitors and tourism revenues.

MARKETING PLANS

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

Public Relations

The primary function of the Public Relations program is to establish or further reinforce the positioning of The Klamath Basin as a vacation destination through third party observation. Goals also include strengthening the relationships with key editors of publications and

producers of television programs who have an interest in including The Klamath Basin and the Cascade Ziplines and Canopy Tour as part of their editorial content.

- Soliciting for editorial content in travel and consumer magazines will be the primary tactic to reach the target market segments.
- Newspaper editorial, television programs, radio station programming will be the secondary PR media.

Print Advertising

The overall objective of placed advertising is to communicate the right message to the right audience at the right time. Advertising can work in tandem with the role of PR to build awareness, interest, desire, and credibility. Advertising reinforces the brand message and its placement and frequency is controllable.

- Regional newspaper advertising and niche publications like the Discover Klamath magazine and SOVA magazine will be key print buys.

Billboards

- Regional billboard space is an effective medium to reach general interest and special interest prospects already enroute. Although expensive, they are effective to launch brand awareness. We plan to acquire a billboard either at I-5 and Weed or at Hwy 62 as visitors head to Crater Lake from the Rogue Valley.
- Depending on cost, a lighted billboard will be placed in the Klamath Falls airport and at the Midland Visitors Center.

Rack Cards and Hotel Coupons

- Rack cards work well in attracting visitors already in the area who are looking for something to do. Rack cards will be printed and distributed by Northwest Brochure distribution throughout Southern Oregon including Crater Lake National Park.
- Hotel coupons offer an enticement for guests looking for something to do and allow hotel staff to offer something of value to guests while suggesting to guests a reason to stay and play in the area.

Web and Social Media

- Web design will include an online booking feature allowing guests who are preplanning or already on the move to easily book their adventure online.
- Web promotion will include eblasts to targeted lists already owned by ROE Outfitters, Discover Klamath lists and potentially lodging partner lists.
- Retargeting campaigns will be effective in driving guests thinking about their next vacation or adventure to buy in the Klamath Basin and with Cascade Ziplines and Canopy Tours. Retargeting is an effective way of putting our brand in front of someone searching for an adventure or product/vacation that we can fulfill.

Television

- Media buys for television and possibly radio will be made through leverage purchasing with Discover Klamath and other basin partners. TV is an effective means of reaching a broad audience within our drive market. Programming will be carefully selected to reach adventure seeker travelers and family travelers.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)
- tickets purchased
 - lodging packages purchased
 - Editorial coverage: travel magazine, newspaper, blog and emagazine coverage generated by a new attraction provides valuable marketing reach to our area as whole.
11. If your project is already underway explain how this grant will increase your likelihood of success.
- Grant funds will allow us to expand our marketing reach to a broader geographic audience and will allow us to participate in additional marketing strategies that would not otherwise be in our budget. Billboard, web retargeting, television and other web marketing will increase our brand awareness in a way that without grant funds we could not achieve. Grant funds will allow us to partner more effectively with Discover Klamath in our marketing strategies.
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.
- While not in-kind assistance, many regional tourism leaders, business owners, economic development leaders and Forest Service staff are very excited about what this project can do for our region. Many entities are ready to lend their expertise to help this project succeed knowing full well that a successful launch of an attraction of this magnitude will exact a shot of adrenaline not only to those participating in the zipline tour but also our local economy. In addition it is believed that an attraction such as this will have a dramatic effect on the overall perception of area residents and visitors of the quality and value our region offers as a destination.

Below are the criteria that the Tourism Review Panel follows to score each application:

Selection Criteria Summary

- How well does/will this project increase tourism?
- Will it encourage longer-term or repeat visits?
- Does it fit with Tourism Marketing Plan?
- What is the effect on Klamath County?
- Does the applicant have the ability to complete the project?
- Is the budget and plan realistic?
- What is the potential to succeed?
- Is the management and administration capable?
- Is there demonstrated community support?
- Is there evidence of in-kind support?
- Are there endorsements by community groups?
- Is the presentation clear, concise and attractive?
- Points will be deducted for vague or rambling responses.**
- Is there a strong evaluation method?
- How will the applicant document the long-term impact?
- Are the indicators measurable and objective?

Additional Preference Points

- Shoulder Season – before June and after September
- Outlying areas
- Length of stay – encourage early arrival and/or late departure
- Family Friendliness

Points are deducted when the previous tourism projects are not completed on time or final evaluation not submitted on time.