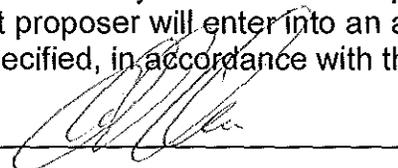
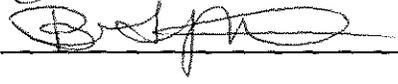


TOURISM GRANT APPLICATION

Organization Applying: Klamath County Chamber of Commerce
Contact Person: Charles Massie
Phone Number: 541-884-5193
Email Address: cmassie@klamath.org
Web Site Address: www.klamath.org www.klamathcommunity.com
Title of Project: Klamath Community Web Portal Online Marketing
Brief Description of Project:

Funding will be used to market KlamathCommunity.com, a multi stakeholder Community Web Portal, outside of Klamath County to drive online traffic to the site in partnership with Discover Klamath and the Klamath County Chamber of Commerce's ongoing community marketing efforts.

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  Date 4-29-2014
Signature of Board Chair  Date 4-29-14

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To market KlamathCommunity.com outside Klamath County and support stakeholder efforts to attract visitors to the community. A secondary benefit will be to improve online traffic counts that enhance search engine optimization efforts and expand the reach of our community online. The current effort will use the new multi-media promotional video as an online tool that shows potential visitors, relocators, and news media outlets the variety of recreational and business opportunities available in Klamath County.

2. What are the project activities?

To attract online visitors to klamathcommunity.com and its connected Facebook page by placing information about and links to the promotional video on as many out of area sites and pages as possible. This will be accomplished by a targeted marketing campaign on Facebook, Google, and other websites as identified.

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

The klamathcommunity.com project began in 2010 as part of a community effort to improve professional recruitment in the healthcare field. Since the project began it has expanded to provide a central online presence linked to many websites relevant to persons searching for information about visiting, relocating, or investing in Klamath County.

Stakeholders include:

- *Klamath County*
- *City of Klamath Falls*
- *Discover Klamath*
- *Klamath County Chamber of Commerce*

- Sky Lakes Medical Center
- Herald & News
- Oregon Institute of Technology
- Klamath Community College
- Oregon Worksource
- Regional Workforce Investment Board
- Klamath County Economic Development Association
- South Central Oregon Economic Development District

The current combined Facebook, Google, Video marketing campaign will begin the first week of June 2014 when the travel and information gathering season begins and will end in September or October 2014. Statistics indicate web searches increase in the months leading up to and through the summer season as travelers, visitors, potential home buyers, and those looking for work or to relocate venture online for information.

4. Who is the target market for attending the project?

Individuals searching online for information about Southern Oregon, Klamath County, Klamath Falls, and Crater Lake will be targeted with ads and links, based on keywords in their search, leading them to KlamathCommunity.com with a capture point for visitors to sign up to receive further information and KlamathCommunity.com's Facebook page to like and engage in an online dialogue about all that Klamath County has to offer.

Project Goals:

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

This effort will target individuals living outside Klamath County who have shown an interest in visiting or getting information on the area based on targeted keywords.

Our online visitor goals include:

- *Generating 10,000 unique visitors to KlamathCommunity.com*
- *500 sign ups for the new enewsletter*
- *Increasing "Likes" on the KlamathCommunity.com Facebook page to 1000*
- *Having chapters of the online promotional video shared in 100 new places*

6. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count the number of extra days?

This outreach effort coordinates with other ongoing marketing efforts that attract visitors to the community. The main focus is to continue pushing Klamath County up the online search rankings through connectivity and interest in the promotional video as an attracting tool.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Klamath County Chamber of Commerce has represented the business community in Klamath County since the early 1900's. We serve as a communications hub between member businesses and the community. Our regular activities include promoting the community for relocation, economic development and tourism in partnership with a variety of organizations. The Community Web Portal is managed on a daily basis as part of a stakeholder committee within the Chamber.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How is your organization uniquely qualified to carry out this project?

Our unique qualification for this project is the central nature of the Chamber as a hub for communication and information about the community, the variety of active partnerships we manage on a daily basis, and the infrastructure we have in place to manage this effort. We manage our own website (klamath.org), a Facebook page, an Instagram page, and a twitter account to market organizational and community activities. The KlamathCommunity.com Web Portal represents efforts by 11 organizations all focused on attracting visitors, professionals and businesses to Klamath County. This grant will focus on attracting visitors and improving community search engine results through marketing partnerships by driving more traffic to stakeholder websites. Chamber events and activities regularly promote Klamath as a visitor destination. On an annual basis we organize, manage and market the July 4th parade, festivities and fireworks show in downtown and Veteran's Memorial Park, the Snowflake Parade, as well as a variety of educational seminars and networking opportunities on a monthly basis.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

We will purchase targeted advertising on Facebook and Google to drive traffic to KlamathCommunity.com and the KlamathCommunity.com Facebook page. Targeted demographics will include individuals outside Klamath County searching online for visitor information about So. Oregon, Crater Lake, Klamath County, Klamath Falls, and other keywords as identified during rollout. We will also be targeting specific individuals, living in regions outside Klamath County, on Facebook who have expressed an interest in the same keywords or have recently joined similar groups on Facebook.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Measurements will be taken of the traffic to both sites through reports of activity and the number of Facebook "Likes" collected during the campaign. We will be able to compare the reports to the stated goals in our marketing plan and see if we have met the goals.

11. If your project is already underway explain how this award will increase your likelihood of success.

The KlamathCommunity.com project is ongoing. Out of area marketing campaign will reinforce the connections to the promotional video project which is not being heavily marketed online outside the Klamath County area to date. This will also be the first outreach effort to gain "Likes" on the portal Facebook page. These matching dollars are needed to leverage the smaller amount of existing funds available and extend the overall reach of the campaign to truly meet our goals.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

There are no volunteer hours related to this campaign but some in kind contributions do exist. The Chamber will provide in kind support to manage the campaign in partnership with wrinkledog, Inc (a paid website and online marketing provider) as part of the KlamathCommunity.com Committee structure. All stakeholders will provide some IT time to ensure complete connectivity to the campaign.

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		5000	5000		
Cash Revenues -					
Source: USDA Funding	4000		4000		
Source:					
Source:					
Total Cash Revenues	4000	5000	9000	-	
In-Kind Revenues:					
Source: Chamber Staff	200				
Source:					
Source:					
Total In-Kind Revenues	200	-	-	-	
Total Revenue	4200	5000	9200	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	4000	5000	9000		
Rentals					
Supplies					
Other:	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	4000	5000	9000	-	
In-Kind Expenses					
Labor	200		200		
Marketing costs					
Other:					
Total In-Kind Expenses	200	-	200	-	
Total Expenses	4200	5000	9200	-	
Net Income<Expense>	0	0	0	-	

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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		5000	5000		
Other Sources	4000		4000		
Total Revenue	4000	5000	9000	-	
CASH EXPENSES					
Advertising					
Print					
Web	3500	5000	8500		
Other Internet					
Other					
Total Advertising	3500	5000	8500	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other: Placement/planning fees	500		500		
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	4000	5000	9000	-	
Net Income<Expense>	0	0	0	-	

NOTES

- Do not include any non-cash items as they are not eligible in determining the matching contribution requirement.
- 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
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

KlamathCommunity.com Marketing Plan Summary | 2014

"THEME"	
Category	Strategy
Target Market	Potential visitors to Klamath County who have identified themselves as such in online searches and/or Facebook responses
Positioning Statement	Due to robust connectivity KlamathCommunity.com will be the central online presence for information about Klamath County.
Offering to customers	An easy to find and use online portal that leads to needed information and access to a continuing relationship for future dialogue.
Price Strategy	No cost to user.
Distribution	Online through targeted and prompted search with a focus on engaging in a virtual conversation that will move those interested to action.
Sales Strategy	The product is Klamath County as a place to visit, move to, and do business in. Driving online traffic to KlamathCommunity.com and the connected Facebook page to view the promotional video, get information, and provide actionable data is the sales objective.
Service Strategy	Engaging in an ongoing discussion and providing up to date information as requested.
Promotion Strategy	To target online searches about our region, based on keywords, with a variety of messages prompting visits to KlamathCommunity.com to access the promotional video, and capture contact information for follow up materials. To increase "Likes" on the KlamathCommunity.com Facebook page with a promotional giveaway that also allows us to stay connected with people who show an interest in Klamath County.
Marketing Research	These kinds of targeted approaches to accessing search results and social media interactions have worked in a variety of settings and most recently in Discover Klamath's retargeting efforts and GeoCaching promotion.

Region 11 – Klamath and Lake Counties'

Regional Workforce Investment Board

Post Office Box 1914, Klamath Falls, OR 97601
541.891.6575; beverly_leigh@yahoo.com

April 24, 2014

Tourism Grant Program
305 Main Street
Klamath Falls, OR 97601

Re: Letter of Support for KlamathCommunity.com

Dear Grant Review Committee Members:

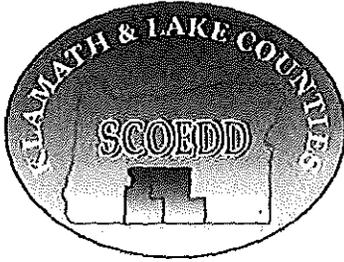
The Klamath & Lake Counties' Regional Workforce Investment Board is in strong support of the Klamath County Chamber of Commerce's grant application requesting marketing funding for the web portal known as KlamathCommunity.com.

As one of the members of the coalition of diverse partners featured on the portal, we believe in the web presence as an integral part of showcasing our community, its resources, activities and natural beauty to online guests, whether they be businesses researching location opportunities, people seeking a vibrant and diverse recreational area to spend vacation time and money, families seeking to re-locate to a growing community and/or locals seeking information about the area and its activities– all packaged in a One-click, One-stop Online Community Informational Hub.

The site is beautiful and well maintained, useful and expanding as more people become aware of its presence and benefits. A well designed and adequately funded marketing campaign will extend the site's reach and also deliver the newly-produced promotional digital video to a variety of venues, as well as increase traffic to the community portal.

We ask you to please consider this application and its featured project favorably when you meet and select worthy grantees for the Tourism Grant Funds. Thank you.

Sincere Regards,
Amy Hathaway
RWIB Co-Chair



**SOUTH CENTRAL OREGON
ECONOMIC DEVELOPMENT DISTRICT**

PO Box 1529 • 317 South 7th, 2nd Floor • Klamath Falls, Oregon 97601
Phone (541) 884-5593 • Fax (541) 884-6738

April 14, 2014

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

Re: Letter of Support for KlamathCommunity.com

To whom it may concern,

I am writing on behalf of South Central Oregon Economic Development District in support of the Klamath County Chamber of Commerce's tourism grant application requesting marketing funding for the KlamathCommunity.com Web Portal.

KlamathCommunity.com is an important part of a multi partner Klamath County outreach effort. The site is supported by our organization with annual funding, content, and governance. The requested funding will extend the site's reach and deliver the newly produced promotional digital video, developed as part of KlamathCommunity.com, to a variety of online venues and increase overall traffic to the portal itself.

The KlamathCommunity.com web portal benefits all citizens of Klamath County by presenting a positive online presence that focuses on connecting all that Klamath County has to offer with potential visitors, families considering a move, and business interests researching development opportunities.

Thank you for your consideration and support of this vital project.

Sincerely

Betty Riley
Executive Director



April 29, 2014

Re: Letter of Support for KlamathCommunity.com

To whom it may concern,

I am writing on behalf of the Herald and News in support of the Klamath County Chamber of Commerce's tourism grant application requesting marketing funding for the KlamathCommunity.com Web Portal.

KlamathCommunity.com is an important part of a multi partner Klamath County outreach effort. The site is supported by our organization with annual funding, content, and governance.

The requested funding will extend the site's reach and deliver the newly produced promotional digital video, developed as part of KlamathCommunity.com, to a variety of online venues and increase overall traffic to the portal itself.

The KlamathCommunity.com web portal benefits all citizens of Klamath County by presenting a positive online presence that focuses on connecting all that Klamath County has to offer with potential visitors, families considering a move, and business interests researching development opportunities.

Thank you for your consideration and support of this vital project.

Regards,

A handwritten signature in black ink that reads "Heidi Wright". The signature is written in a cursive style with a large initial "H" and a decorative flourish at the end.

Heidi Wright
President & Publisher
Herald and News
541-885-4465



Senior Lifestyle Community

April 29, 2014

Charles "Chip" Massie
Executive Director
Klamath County Chamber of Commerce

Re: Klamathcommunity.com Support

Dear Chip,

I am writing this letter to show my support of the Klamath Community web portal. Quail Park at Crystal Terrace has inquiries from all over the United States and by directing potential residents to this web portal they are able to navigate through the website and find just what they are looking for in our community. We have also attached several of the videos to our website making our website much more versatile for inquires.

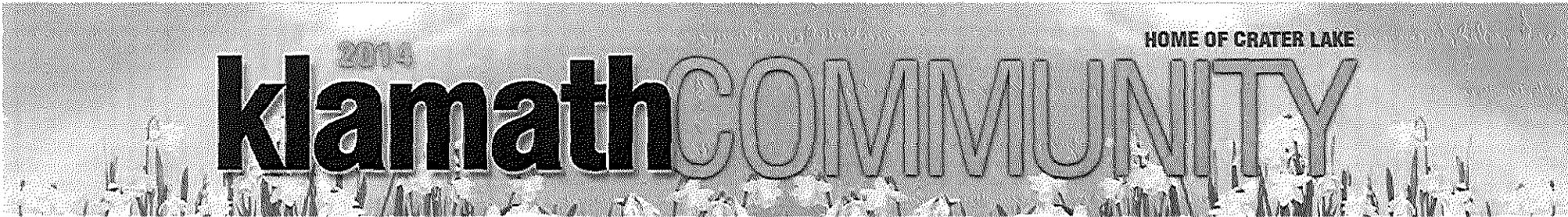
This web portal has been a tremendous marketing tool for Quail Park at Crystal Terrace as we present Klamath Falls and Klamath County in a way that is very informative and exhibits all of the beauty, wildlife and heritage that our community has to offer.

I recommend this website to all of my colleagues so they may use this amazing resource in their marketing efforts.

We all need to do our part grow Klamath Falls and Klamath County to be a thriving and sustainable community!

Sincerely,


Sherry Kennerley Walton
Community Relations Director



HOME BUSINESS VISIT COMMUNITY MOVE CONTACT US

Welcome to Klamath County and
Klamath Falls, Oregon

Klamath Community Web Portal

QUICK LINKS

[BUSINESS DIRECTORY](#)

[CHAMBER OF COMMERCE](#)

[TOURISM & TRAVEL](#)

[SKY LAKES MEDICAL CENTER](#)

[KLAMATH COUNTY ECONOMIC
DEVELOPMENT ASSOCIATION](#)

[SUSTAINABLE KLAMATH](#)

[SOUTH CENTRAL OREGON
ECONOMIC DEVELOPMENT
DISTRICT](#)

[WORKSOURCE OREGON](#)

[HERALD & NEWS](#)

[OREGON INSTITUTE OF
TECHNOLOGY](#)

[KLAMATH COMMUNITY
COLLEGE](#)

[CITY OF KLAMATH FALLS](#)

