

APR 30 2014

KLAMATH COUNTY TOURISM
GRANT PROGRAM APPLICATIONS

DISCOVER
KLAMATH

OREGON UNEXPECTED



Date Issued: September 1, 2013

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

(541) 883-4202

Applications Due: 2:00 p.m., April 30, 2014

TOURISM GRANT APPLICATION

Organization Applying: Discover Klamath Visitor & Convention Bureau

Contact Person: Jim Chadderdon, Executive Director

Phone Number: 541-882-1501

Email Address: jimc@discoverklamath.com

Web Site Address: www.DiscoverKlamath.com

Title of Project: TripAdvisor Crater Lake Sponsorship

Brief Description of Project: This project is an endeavor to gain electronic market-share through TripAdvisor.com by sponsoring the Crater Lake Park, Klamath County, and Klamath Falls Tourism pages/sections. The site is the largest reviewer site garnering nearly one billion unique visitors annually. The goal is to direct as many of the users searching for Crater Lake National Park to Klamath County Tourism, lodging partners and social media avenues.

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 Jim Chadderdon

Date APRIL 30, 2014

Signature of Board Chair J. Roe

Date 4-30-14

Klamath County Tourism Grant Application
Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		10,000	10,000		Grant Request
Cash Revenues -					
Source: Discover Klamath Budget	16,500		16,500		
Source: Ad Sales on TripAdvisor		5,000	5,000		
Source:					
Total Cash Revenues	16,500	15,000	31,500	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	0	0	0	-	
Total Revenue	-	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	26,500		26,500		Sponsorship Costs
Rentals					
Supplies					
Other:	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	26,500	-	26,500	-	
In-Kind Expenses					
Labor	0	0	0		DK Labor - Fixed
Marketing costs					
Other:					
Total In-Kind Expenses	0	0	0	-	
Total Expenses	26,500	0	26,500	-	
Net Income<Expense>	10,000	15,000	5,000	-	

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		10,000	10,000		Grant Request
Other Sources (DK & Ad Sales)	16,500	5,000	21,500		\$5K Anticipated Ad Sales - Not Secured
Total Revenue	16,500	15,000	31,500	-	
CASH EXPENSES					
Advertising					
Print					
Web	26,500		26,500		Sponsorship Costs - TripAdvisor.com
Other Internet					
Other					
Total Advertising	26,500	-	26,500		
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	26,500	0	26,500	-	
Net Income<Expense>	<10,000>	15,000	5,000	-	

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.

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.

NOTE: This information is already on-file with Klamath County for Discover Klamath.

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

1. What is the main focus of this proposal?

The main goal of this year-long campaign is to increase brand awareness for visiting Klamath County, among those performing travel research on www.TripAdvisor.com, the world's largest reviewer site. By sponsoring pages/sections that receive 100s of 1000s of unique page views, the association of Klamath with Crater Lake will continue to increase, resulting in more visitation and extended stays to our area. Discover Klamath offers cooperative advertising within the Trip Advisor pages to offset some of the \$26,500 annual cost and foster partnerships with lodging, restaurants, and events.

2. What are the project activities?

The activities within these pages/sections are solely electronic. The listings are for lodging, events, restaurants and reviews of activities and attractions in Klamath County.

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

This project occurs from January 1, 2014 through December 31, 2014 (12 months).

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

The target market is potential visitors searching on TripAdvisor.com for content on (a) Crater Lake National Park, (b) Klamath County Vacations, and (c) Klamath Falls. This includes people looking for: lodging, restaurants and recreational opportunities in these areas. Discover Klamath has purchased the pages/sections to redirect prospective travelers to Klamath County information and businesses. Discover Klamath populates Trip Advisor with information on area lodging, restaurants, events and promotions. We plan to sell banner space to recoup a small amount of the \$26,500 cost through cooperative advertising.

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?

Discover Klamath expects the implementation of Klamath County business links to the Klamath Falls, Klamath County, Crater Lake & Crater Lake National Park pages/sections will increase impressions and unique visits to DKs website, social media sites, and visitor center by 20-40% in 2014. Tracking of locals versus out of county visitors will be conducted with both TripAdvisor Analytics and Google Analytics tracking programs. We believe these estimates are conservative, since during our initial trial with this program in 2013, Trip Advisor became the DK website's #1 "referrer" in just two days – a position it has held continuously since April 2013.

6. How are you planning to extend the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you count no. of extra days?

Because each piece of information placed by DK onto the various sections of Trip Advisor promotes a Klamath County business (lodging, restaurant, event, venue, etc.), Discover Klamath website and local businesses should benefit directly. Discover Klamath will offer packaged travel deals and incentives to make it easy for visitors to extend their visits.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Discover Klamath Visitor & Convention Bureau is Klamath County's official tourism agency, promoting the beauty and culture of over 6100 square miles to those outside of the area. Our mission is:

"Discover Klamath strengthens Klamath County's economy by attracting and encouraging visitors and residents to experience the Klamath region by promoting the area's strengths including its unique natural environment, vibrant cultural communities and rich heritage resources."

Since January 2009, Discover Klamath has delivered the message of "Oregon Unexpected" through both traditional and cutting edge media. By developing partnerships, Discover Klamath seeks to leverage its budget and extend its reach and the reach of its partners to increase visitors and the length of stays to Klamath County.

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?

Discover Klamath (both the organization and its staff and board of directors) has extensive experience partnering with event organizers in Klamath County to promote their activities. We also have experience in running websites and updating websites (which is really what is involved in this effort). Because Discover Klamath is an outbound marketing agency, we are uniquely qualified with relationships already established with many media outlets to help partner organizations obtain more efficient media buys including placement of advertising. Discover Klamath has worked with TripAdvisor.com in the past for geo-targeted electronic campaigns with success.

MARKETING PLANS

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

This project is a self-marketing project as visitors to the site are already looking for the product (e.g. Crater Lake National Park). Discover Klamath uses the Trip Advisor sites/sections to feature and highlight what people are already looking for on the web – information on what else is there to do in the Crater Lake area while visiting Crater Lake National Park.

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)

A high single or double-digit increase in website traffic, social media interactivity, and/or growth in lodging occupancy statistics are all expected to be indicators of success in this endeavor.

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

This project will move forward with or without funding from the Klamath County Tourism Grant Committee. However, this grant program is uniquely suited to funding this endeavor because TripAdvisor.com caters to nearly 1 billion worldwide reviewers annually who are looking for recreational opportunities. TripAdvisor.com is the perfect place on the Internet to reach potential visitors and peak their interest about Klamath County. Without support, Discover Klamath will do less active marketing in other forms of media to compensate for the cost of this program.

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.

We do not need any, or expect any volunteer labor to maintain the TripAdvisor.com sponsorship. DK staff performs all the service/maintenance functions associated with this project.

SELECTION CRITERIA SUMMARY

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

- 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?
- Are the budget and marketing 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?
- Is there a strong evaluation method?
- How will the applicant document the long-term impact?
- Are the indicators measurable and objective?

Preference points will be added for projects that meet the following criteria:

- Event occurs in the Shoulder Season – before June and after September.
- Event is held outside of the Klamath Falls urban growth boundary.
- Length of stay – event encourages early arrival and/or late departure.
- Family Friendliness.

Points will be deducted for applicants with a history of not submitting reports on time or vague or rambling responses.

Reminder that applicants that are delinquent in meeting any of the requirements for their prior awards are not eligible for new awards until the prior award is brought current.



April 30, 2014

Tourism Grant Committee
Klamath County
305 Main St.
Klamath Falls, OR 97601

To Whom It May Concern:

I am writing a letter of support for Discover Klamath's tourism grant application for sponsorship of web pages on TripAdvisor.com relating to Klamath Falls and the Crater Lake National Park.

The Airport has firsthand experience with the significant increase in use of online tools for travel planning purposes by the general public. It is critically important when it comes to attracting customers that your message be prominent in the online community. Customers that choose to use online tools are bombarded with information and options for how to spend their leisure dollars and time. In the case of Crater Lake National Park, those messages are more often than not for services and businesses in Medford rather than Klamath Falls.

Having the ability to control the content on websites such as TripAdvisor.com is extremely valuable in being able to direct information that is being presented to potential visitors to our greater area. It significantly increases our advantage for getting those visitors to stay in Klamath Falls as opposed to Medford and in doing so, increases the potential for promoting our area.

The Crater Lake – Klamath Regional Airport is in strong support of Discover Klamath's grant application and believes that the sponsorship of the TripAdvisor.com pages is critical for directing potential visitors to our region and expanding our tourism industry.

Sincerely,

Linda Tepper
Business Manager

April 30th, 2014

To Grant Selection Committee,

Promoting Klamath County as a wonderful place to visit is an important way to improve our economy. I've met with many small business owners over the last several months and they tell me getting new customers through their doors is critical to their livelihood. I fully support the work of Discover Klamath and their Executive Director Jim Chadderdon to fill this need.

Discover Klamath's strategies are exciting. As an agency, they do not do things the same way they've always been done, and instead push the envelope and open up new opportunities for Klamath County. I am writing to request your support for their most recent projects intended to increase tourism.

As a member of the Klamath County Budget Committee, I've seen their presentation on how they spend their dollars. I am confident they are good stewards of grant funding and are the kind of agency that takes accountability seriously.

Please consider this organization and their proposed projects for funding. Klamath County needs this kind of energy and enthusiasm so we can move forward. Don't hesitate to call me with any questions at 541-891-0104.

Sincerely,

Kelley Minty Morris
890 West View Drive
Klamath Falls, Oregon
97603

Jim

From: Melinda Wiard <oregongifts@yahoo.com>
Sent: Wednesday, April 30, 2014 11:45 AM
To: Jim
Subject: Support Letter

To The Klamath County Tourism Grant Committee

Our local retail business is directly influenced by the Discover Klamath's TripAdvisor.com. We support and believe it is of great value for the growth of tourism to our area. This is a wonderful opportunity for all businesses in Klamath County. We have partnered with this organization in the past and will continue our support of their success in all aspects of tourism.

*Melinda Wiard, Owner
The Oregon Gift Store
729 Main Street * Klamath Falls, OR 97601 * 541-884-1600
www.theoregongiftstore.com*

2. Travel Advisor website

- A. Funding application for similar grant in 2013 has not been completed. No requests have been made and final report is not complete. Please submit necessary paper work to complete the grant application.

TripAdvisor.com: A draw down request was submitted to Klamath County Finance February 2014 along with all required/supporting documentation. A check by Klamath County was issued to Discover Klamath February 20, 2014 - check #37485. This check was received and deposited in the amount of \$10,000 on February 24, 2014.