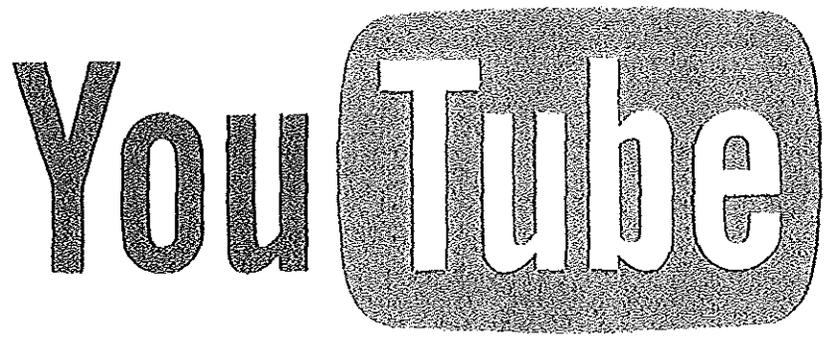


APR 30 2014

**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: YouTube.com Video Campaign  
Brief Description of Project: This project is an endeavor to gain electronic market-share of tourism visits through YouTube.com by adding new, relevant, and compelling videos to the Discover Klamath YouTube channel. The goal is to direct potential visitors who are searching videos on Crater Lake National Park, Crater Lake, Klamath Falls, Klamath County, outdoor recreation, history, lodging, restaurants, and more to Klamath County Tourism's website along with its hospitality partners.

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 4-30-14

Signature of Board Chair J. Roe

Date 4-30-14

Klamath County Tourism Grant Application  
Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request	0	10,000	10,000		Grant Request
Cash Revenues -					
Source: Discover Klamath Budget	10,000	0	10,000		
Source:					
Source:					
Total Cash Revenues	10,000	10,000	20,000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	0	0	0		
Total Revenue	10,000	10,000	20,000	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
Marketing costs					
Rentals					
Supplies					
Other: Production of 9-12 videos	10,000	10,000	20,000		
Other:					
Other:					
Other:					
Total Cash Expenses	10,000	10,000	20,000	-	
In-Kind Expenses					
Labor	0	0	0		
Marketing costs					
Other:					
Total In-Kind Expenses	0	0	0	-	
Total Expenses	10,000	10,000	20,000	-	
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
<b>CASH INCOME</b>					
Tourism Grant Request	0	10,000	10,000		Grant Request
Other Sources (DK)	10,000	0	10,000		
Total Revenue	10,000	10,000	20,000		
<b>CASH EXPENSES</b>					
Advertising					
Print					
Web					
Other Internet					
Other					
Total Advertising					
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other; Production of 9-12 Videos	10,000	10,000	20,000		
Other:					
Other:					
Other:					
Total Miscellaneous/Other	10,000	10,000	20,000	-	
Total Expenses	10,000	10,000	20,000	-	
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.

## **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 document is (should be) on file already with Klamath County.*

## **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 focus of this proposal is to secure grant funding that will assist in the development of new digital video assets that will be used to increase visibility of Klamath County's recreational and cultural tourism offerings. Discover Klamath seeks to increase its content on a global level, not just locally or regionally. By increasing views on its YouTube channel, recognition of the Klamath County brand, and its connection to Crater Lake National Park will increase. This campaign will also help increase website statistics on Discover Klamath's website and social media platforms, including: Facebook, Twitter, Pinterest, and Instagram.

2. What are the project activities?

The main activities are: (a) Developing new digital video content, and, (b) Posting new video content on YouTube and elsewhere as applicable.

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

Planning for this project was in February and March 2014. Production of the first set of videos will occur May and June 2014, with additional production (video shoots) Summer and Fall 2014. The videos will live in perpetuity on the internet. We expect they will have a pragmatic shelf life of 3-5 years.

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

The target market is the active traveler who is high tech and does his/her research on the internet for their next trip(s). These individuals are outgoing explorer types, most likely in the age range of 18-54. They search on YouTube.com for new and different experiences, including searching for: Crater Lake National Park, Crater Lake, Klamath Falls, Klamath County, outdoor recreation, history, lodging, restaurants, and other search term that will be found in Oregon, our region, and in Klamath County.

About YouTube: More than 1 billion unique users visit YouTube.com monthly. 80% of YouTube traffic is from outside the US, and reaches more US adults from ages 18-34 than any cable network. Each video we upload can/will target these potential visitors using targeted search words in wide range bringing these videos to their attention.

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 development and posting of these videos will increase interest in Klamath County by double-digit figures during 2014 and 2015 by increasing gross media impressions and unique visits to both the Discover Klamath website and DK social media outlets. Tracking of actual number of views will be conducted through YouTube Analytics and Google Analytics tracking programs.

Discover Klamath has had a YouTube channel for several years and has received 1000s of views of its current video content. The 24 videos currently on the DK YouTube channel were not developed for this medium. We propose to create content in a format designed for the YouTube audience.;

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

Because each video will direct potential visitors to visit Discover Klamath's website and because of the partnerships Discover Klamath has with county lodging as well as recreational organizations, Discover Klamath is confident it will help drive both incremental stays, as well as extended stays. DK expects to offer travel incentives and packaged deals that make it easy for visitors to want to visit and/or stay longer in Klamath County.

## QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Discover Klamath Visitor and 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 new media. By developing many 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?

Because Discover Klamath is an outbound marketing agency, its board and staff are uniquely qualified with established media-outlet relationships to help organizations secure more efficient media buys and ad placements. Discover Klamath understands the importance of using social media as a marketing tool, especially for its target audiences who look to social media channels for new/exciting travel ideas. Any visual stimulation potential visitors receive can/will influence their decision to visit Klamath County as they not only learn about Klamath County, but also view real people enjoying a place or activity in our area. This gives us confidence this project will be successful in increasing visitors to Klamath County.

## 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 videos on our area. Discover Klamath will present what visitors are looking for in a pleasing manner. In addition to YouTube, we will embed the newly produced videos on the Discover Klamath website, on Facebook, on Twitter, and on Pinterest where followers can share and help promote Klamath County and in turn extends viewership.

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)

Increases in website, social media, and lodging occupancy statistics are all expected to be indicators of success in this endeavor, in addition to number of YouTube views.

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

This grant program is perfectly suited to funding this endeavor because YouTube.com is viewed by a worldwide audience. YouTube.com is the great place electronically to reach the 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. We are accustomed to balancing our budgets. Also, with the aide of Grant funds we are able to produce better quality products which in turn should increase visitor interest in Klamath County.

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.

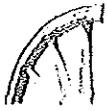
We expect to use volunteers for video production as hosts of each segment. We have already secured several volunteer speakers/presenters, including several young "pageant girls".

## **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.



# Klamath County Museum Est. 1954

Anthropology, History, Geology and Wildlife of the Klamath Basin

---

April 30, 2014

Klamath County Tourism Grant Review Committee

Dear Sirs,

We are pleased to express our support for the YouTube video production project being planned by Discover Klamath.

Their effort identifies a clear trend in marketing and communications toward short, high-quality video messages that can be viewed on a wide variety of devices.

We also appreciate the attention Discover Klamath gives to monitoring the various tourism promotion programs being conducted around the region, so that Klamath remains competitive in vying for the attention of tourists.

Sincerely,

Todd Kepple  
Manager  
Klamath County Museum  
tkepple@klamathcounty.org  
www.klamathmuseum.org

## Tonia Ulbricht

---

**From:** Hupp, Erica -FS <ehupp@fs.fed.us>  
**Sent:** Wednesday, April 30, 2014 11:40 AM  
**To:** Tonia Ulbricht  
**Subject:** Fremont-Winema National Forest Letter of Support April 30, 2014; You Tube Video Development Project

**Importance:** High

Dear Grant Selection Committee,

The Fremont-Winema National Forest supports Discover Klamath's YouTube Video Development Project. As the popularity of various social media platforms grow, it has become extremely important for tourism organizations to have a robust digital library of photos and videos to remain competitive.

Framed by major migratory bird flyways, Klamath County offers a setting of classic Western beauty derived from the land's volcanic legacy. The ecosystem ranges from towering snow-capped peaks to wide-open sage basins. Tourism is pivotal to the economy and communities of south central Oregon.

The Fremont-Winema National Forest is extremely excited about being a part of the YouTube Video Development Project. This project would allow Discover Klamath to promote visually the many recreational opportunities, scenic vistas and wild places Klamath County has to offer visitors.

Please consider this organization and their proposed projects for funding. Klamath County has a lot to offer regional, national and international travelers. Feel free to contact me at 541-883-6715 if you have any additional questions.

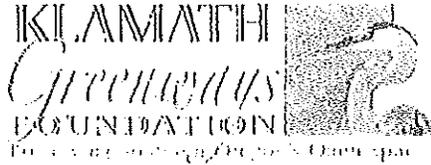
Sincerely,

Erica Hupp  
Public Affairs Staff Officer  
Fremont-Winema National Forest

[ehupp@fs.fed.us](mailto:ehupp@fs.fed.us)

W 541-883-6715  
C 541-891-9013

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.



April 25, 14

Discover Klamath Visitor and Convention Bureau  
205 Riverside Drive  
Klamath Falls, Oregon 97601

To Whom It May Concern:

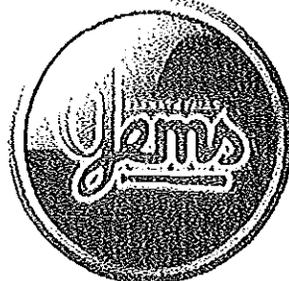
It has come to our attention that Discover Klamath is seeking letters of support from community organizations that have worked with them, as part of the process in applying for tourism grants. Klamath Greenways would like to offer our comments and support to that purpose.

Klamath Greenways Foundation is a non-profit organization that endeavors to promote open space, recreation and environmental education in the Klamath Basin. We have been involved for the last several years in the Link River Canyon area of the City of Klamath Falls. During that time we have had the pleasure of working with Discover Klamath on projects and events. They have supported our community efforts with enthusiasm and much needed assistance.

Discover Klamath's understanding of the economic benefits of recreation and natural spaces has benefited our grant applications. They partnered with us in the Link River Festival, and have been involved with us in public education presentations on the Link River Canyon. They always lend an ear to ideas, and bring a fresh perspective to the discussion.

Klamath Greenways Foundation strongly supports Discover Klamath, and hopes to continue working with them in the future. It has been our pleasure to be involved with them, and feel they offer a successful combination of skills and interests that benefit our citizens.

Terry Wagstaff, Secretary  
Klamath Greenways Foundation



Discover Klamath  
205 Riverside Dr.  
Klamath Falls, OR  
97601

To whom it may concern:

The Klamath Falls Gems and Discover Klamath have a long history of working together in our marketing endeavors. The Gems look forward to working with Discover Klamath on this Youtube project and making it the best way to show what Klamath has to offer.

This project is one that could very easily show people why they need to visit Klamath Falls.

Dustin Howell  
Marketing Manager  
Klamath Falls GEMS

Dear Grant Committee,

4-30-2014

I am writing this letter of support for Discover Klamath and their proposed project ideas. This organization has done a phenomenal job of promoting the Klamath Basin and brings ecotourism to our area, which inevitably boosts our economy. Aside from the economic benefits it also draws people to explore and experience our public lands which is important for continued support of these lands.

As the Visitor Services Manager at the Klamath Basin Refuges I have had the pleasure to work quite a bit with Discover Klamath. They are always finding new and innovative ways to promote the Klamath Basin and the Klamath Basin National Wildlife Refuges.

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 530-667-2231.

Hallie Rasmussen

Visitor Services Manager

Klamath Basin Refuges

530-667-2231

## Spring Grant Application Answers to Questions – Discover Klamath VCB

### 1. YouTube.com Video Campaign

#### A. What topics will be addressed in the videos?

Our goal is to attract our primary target audiences of: (a) Adventure Seekers and (b) Experience Seekers to Klamath County by delivering relevant and compelling information on the *7 Wonders of Klamath County*. We will be shooting video on Crater Lake National Park, the Arnold Palmer Golf Course, Lava Beds National Monument, the Pacific Crest Trail, the National Wildlife Refuges, the Volcanic Legacy Scenic Byway, fishing on rivers and lakes, rafting on the rivers, Stand Up Paddling, mountain and road biking, and museums. In addition to the videos being developed, we intend to present travel itineraries that include information on restaurant and lodging options.

#### B. Who will produce the videos?

We have enlisted the services of Mad Mulligan Productions, LLC out of Reno, Nevada to direct and produce a series of YouTube videos. The project will be led by owner and TV host Dave Mulligan, along with his team of camera, sound, lighting, and post-production people. We have worked with Dave in the past when Discover Klamath developed the successful “Great Getaways” TV Show. Dave Mulligan is an independent film producer who contracts almost exclusively with NBC and the “Where” network of companies to develop and air travel-related content.

#### C. Will it connect to other websites that reference Klamath County?

Yes. We plan to initially direct viewers to [www.DiscoverKlamath.com](http://www.DiscoverKlamath.com) to learn more about Klamath County. We’re discussing that the videos will include “FOR MORE INFORMATION ON THIS TRIP...” followed by contact information for the venues, destinations, activities, etc... seen in the videos.

#### D. Will you capture self-prepared videos?

If by “self-prepared videos” you mean using a Go-Pro or similar camera, no. We do not expect to use this style to develop/capture video. Instead, we plan to use professional film cameras that are both shoulder mounted and tripod mounted. Additionally, we will be enlisting the use of Drone technology via a small helicopter (Drone) to provide unexpected views/angles of these places, which is how we intend to deliver on “Oregon Unexpected.” which is Discover Klamath’s tagline. Imagine video of the Wildlife Refuges where you are flying with the birds...or swooping down Crater Lake’s edges.