

TOURISM GRANT APPLICATION

Organization Applying: Klamath County Museums
Contact Person: Beth Sanders
Phone Number: 541-883-4208
Email Address: bsanders@klamathcounty.org
Web Site Address: www.klamathmuseum.org
Title of Project: Klamath County Museum Website

Brief Description of Project:

This project proposes to give the Klamath County Museums service a digital facelift through the creation of a new website. Doing this will increase our marketing capacity in the most effective way, bringing visitors who do not have the ability to see our print media to our virtual door. Enhancing our web presence will then increase the likelihood of visitors to the region continuing their stay to visit our three museums.

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 B. Sanders

Date 29 April, 2014

Signature of Board Chair Brett Johnson

Date 26 April, 2014

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000	10,000		
Cash Revenues -					
Source: KCM Reserve Funds	3000		3000		
Source: KCM Employee Time	1000		1000		
Source:					
Total Cash Revenues	4000	10000	14000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	-	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs		1000			
Marketing costs:		11000			Hiring a web design team to build new website
Rentals					
Supplies					
Other: Paid web marketing	-	2000	-	-	i.e. Google Ads, Facebook ads
Other:					
Other:					
Other:					
Total Cash Expenses	-	14000	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	14000	-	-	
Net Income<Expense>	-	-	-	-	

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		10000	10000		
Other Sources		3000	3000		KCM Reserve Fund
Total Revenue	-	13000	13000	-	
CASH EXPENSES					
Advertising					
Print					
Web		11000			Web Design team
Other Internet		2000			Paid web advertisements, i.e. google ads, facebook ads
Other					
Total Advertising	-	13000	13000	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	13000	13000	-	
Net Income<Expense>	-	-	-	-	

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.

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?

The main focus of this proposal is to seek funds to offset the costs of increasing the Klamath County Museums' web presence, in order to draw more visitors into the communities of Klamath County through our museums, our historical records, and our events. By redesigning our website, increasing our search presence, and enhancing our online research opportunities, more people will visit both our web and physical locations, increasing their interests in Klamath County and its history.

The current website, Klamath museum dot org, does not have the design or the information to draw people into our community (see figure 1). While past attempts have been made to improve this, current staff do not have the skills to complete this project properly. By bringing in a professional design team, with advanced web design, IT, and graphics skills, we can be assured to see this project to success.

The Museum website received an average of 357 page views per month during 2014. Over the same period there has been an average daily reach via social media of 8100 visitors. Clearly there is strong interest in the media the Museum has to share, but we need the means with which to share it through our website as well. Furthermore, utilizing some of our matching funds in this project to increase our web marketing presence through google ads and social media advertisement will allow us to bring more targeted traffic to our new site.

We expect that increasing our web presence will have a direct relationship to an increased visitation rate at our museums. By focusing our marketing investment on the website, we can increase our image where we have the potential to reach the greatest potential audience, from the greatest geographical reach.

2. What are the project activities?

The project activities will focus on working with a web design team to design, code, and implement a new website for Klamath County Museums. This first phase of the project will be to conduct several meetings with the design team to outline our project goals and requirements. The following phase will be heavily completed by an outside party to their schedule, with significant input from Museum staff. Following that, Museum staff will receive training on inputting subsequent updates, allowing the website to be mostly self-maintained, with periodic new events and announcements.

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

Upon notification that the website redesign project has been selected for funding, the Klamath County Museum will carry out the project according to the following timeline:

June 30th – Seek proposals from web designers.

July 30th – Have awarded contract to best qualifying proposal

August - December, 2014 - Work with design team to build the ideal website for the Museum

January 1, 2015 – Have new website live.

January - February, 2015 - Collect extensive analytics data to determine success of new website and prepare grant report

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

The target market for this project is 100% of the people performing web searches on Klamath County, Klamath Falls, or regional history, however with a focus on young families seeking family friendly activities. We want this new website to reach out to people looking for special events, trip ideas, or where else to visit in the Crater Lake region. Crater Lake National Park receives between 450,000 and 500,000 visitors annually. With this funding, Klamath County Museums would see to it that some of those visitors learn about our regional history from our museums as well.

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?

When visitors arrive at the Klamath County Museum, whether for a day of museum exploration, a special event, or to peruse the gift shop, we ask them to sign in. By taking their names and hometowns, we are able to track both museum attendance and origin of visitors. Last year, just over fifty per cent of visitors at both the Klamath County and the Baldwin Hotel Museums came from outside of Klamath County, as well as over seventy-five per cent of Fort Klamath Museum visitors. By ensuring continued tracking, and analyzing attendance trends, we can assess increases related to our new web marketing as we continue towards a goal of a net rise of 10% in visitation, focusing that on out of county visitors.

Additionally, most visitors are asked to fill out a survey regarding their museum visit. This survey specifically asks visitors how they heard about the museum. By continuing to utilize these surveys, accepting a random sample based on the return rate, we can assess the direct causative relationship between our improved website and improved attendance.

However, as many of those traveling from outside the region may not both plan their trip and execute it within the grant reporting period, we will also utilize google analytics in our marketing regime. By analyzing the regional variations in our current website, and comparing that with the

new website during the analysis period, we can concretely show the effectiveness of reaching more and different audiences.

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?

Visitors searching for other regional activities on a Crater Lake trip may at this moment overlook the Klamath County Museums. We are confident that if they knew of all of the opportunities in Klamath Falls and Klamath County that they would consider spending an extra day or two in the region. Having a fully functioning, easily searchable website will increase the accessibility of the Museum from afar, and increase the likelihood of visitation. A clear representation of the Klamath County Museums brand as a museums system, will translate for visitors from multiple museums to multiple day visits. With the higher percentage of out-of-county visitors at the Fort Klamath Museum, we can utilize web media to draw those visitors to Klamath Falls as well in their trip planning. Additionally, highlighting Museum events outside of Klamath Falls, including the Fort Klamath Museum and special events, may incite them to either attend such events or otherwise to plan independent journeys to adjacent historical sites.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Klamath County has operated as a museum of local history since 1954, celebrating sixty years this year. Today the County owns three historic properties, each dedicated to preserving a unique aspect of the Upper Klamath Basin's rich history and heritage, and operates them as museums: Klamath County Museum, Fort Klamath Museum, and the Baldwin Hotel Museum. The three museums share a mission statement:

To collect, preserve, document, and interpret the history, culture, and natural resources of Klamath County.

Visiting our museum spaces, people can browse through Klamath history, experience period rooms in the Baldwin Hotel, and learn about the military history that shaped this region.

We receive approximately 4000 to 5000 visitors annually at our main Museum, and averages of 600 and 2500 visitors per four-month season respectively for the Baldwin Hotel and Fort Klamath Museums. Of those figures, just over fifty per cent are non-local in origin for both the Klamath County Museum and the Baldwin Hotel Museum; Fort Klamath receives an average of seventy-five per cent out of state visitors. With entertainment, education, and research opportunities for visitors, the Klamath County Museums provide an excellent tourism facility service, appreciated locally and beyond.

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?

The Klamath County Museum has administered several grants in recent years, including the following:

- Oregon Historic Cemeteries Program grant for constructing a new fence around the Modoc War graves at the Fort Klamath Museum. Amount: \$4000
- Oregon Cultural Trust grant for 'What if Heroes were not Welcome Home?', a temporary exhibit from the Oregon Historical Society. Amount: \$500
- Oregon Parks and Recreation Department Museum Grant for Baldwin Hotel Museum textile preservation. Amount \$3000
- Oregon Parks and Recreation Department Museum Grant for Klamath County Museum Climate-Control Renovation project. Amount: \$10,000
- Preserving Oregon 2011 grant to repoint bricks and restore statuary at the historic Klamath Armory. Amount: \$17,790.
- Oregon Museums 2011 grant for digitization of Gilchrist Timber Co. records. Amount: \$4,250.
- Oregon Historic Cemetery 2011 grant for fencing of Hall Cemetery. Amount: \$3,000.
- Oregon Humanities 2011 grant for premier screening of Oregon Experience documentary, "The Modoc War." Amount: \$1,000.
- Preserving Oregon 2009 grant for ground-penetrating radar study of Fort Klamath Museum grounds. Amount: \$10,000.
- Oregon Heritage 2009 grant for digitization of Maud Baldwin photo collection. Amount: \$3,266.
- Klamath County Cultural Coalition 2009 grant for living history encampment program. Amount: \$1,000.
- Trust Management Services 2008 grant for interpretive signage. Amount: \$4,000.
- Oregon Community Foundation 2006 grant for technology upgrade. Amount: \$7,500.
- National Endowment for the Humanities 2006 grant for environmental monitoring.
- Klamath County Secure Rural Schools 2006 grant for design and installation of forestry exhibit. Amount: \$600,000.
- Preserving Oregon 2006 grant for repointing of stone masonry wall and repair of windows at Baldwin Hotel Museum. Amount: \$5,315.

The variety of grant projects administered by the Klamath County Museum evidence our capacity to administer this grant successfully. Through a combination of preservation, digitization, and interpretation grants, we have succeeded in bringing attention the Museum and its collections, and have ensured that we have valuable resources to attract visitors to our Museums. With this marketing grant we will ensure that visitors are aware of the full range of opportunities open to them through the Klamath County Museums system.

MARKETING PLANS

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

Websites function as exceptional self-marketing tools, with no geographic boundaries. Klamath County Museum will work with experienced web designers to create optimum searchability for the site, inserting key words and tags to ensure that our site appears as a search result for Klamath County visitors. By affiliating our website with our social media pages, we will be able to increase our traffic and inform our visitors about more local happenings, increasing their likelihood to visit the museum and the region.

Furthermore, while museums are known to attract a greying audience, this is something we seek to change. By enhancing our web presence through a new, more effective website, and

instilling pointed web marketing, we will be able to attract a demographic that is both younger and family-friendly, those seeking to plan trips to the region.

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)

Initially, our success of drawing in out of county visitors to our website will be measured by website analytics. By tracking the difference in traffic from our current website to our new website, focusing on regional provenience, we will have a clear way to measure the effectiveness; a Google Analytics account has been recently set up and added to our current website for the purpose of creating a comparative data set.

As an initial planning period ends, wherein web visitors are those planning trips rather than on them, utilizing our standard market tracking efforts, we can then measure the effect on Museum visits. As we track visitors' hometowns and ask them to fill out visitor surveys, we will receive both useful figures on out of county visitors and a random sampling showing how visitors heard about the Museum. By slightly altering our existing visitor survey, we can also seek to gather data about how long visitors are staying in Klamath County.

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

N/A – New project

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.

For this project we will not receive any in-kind, barter, volunteer labor or discounted services. We seek to reach out to a professional web designer to design a website that will be visually appealing and serve as a highly effective marketing tool. Staff members will, however, contribute many hours to this project, ensuring its success, and appropriateness in function for Museum purposes.

Figure 1: Klamathmuseum.org

← → ↻ 📄 www.klamathcountymuseum.squarespace.com ☆ ☰

1451 Main Street, Klamath Falls, OR 97601 (541) 883-4208

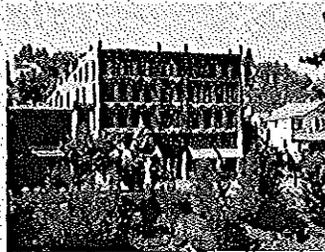
Klamath County Museums

[HOME](#) [UPCOMING EVENTS](#) [CONTACT](#) [RESEARCH PAGES](#) [SPECIAL FEATURES](#) [CURATOR'S CORNER](#)

Klamath County owns and operates three public museums, each dedicated to preserving a unique aspect of the Upper Klamath Basin's rich history and heritage.



The Klamath County Museum at 1451 Main Street in Klamath Falls serves as the main history museum for Klamath County and the surrounding area. Hours are 9 a.m. to 6 p.m. Tuesday through Saturday year-round. This museum also serves as the main office for all three county-owned museums.



The Dakin Hotel Museum at 211 Main Street in Klamath Falls features 40 rooms filled with antiques and artifacts. Constructed in 1905, the four-story building once dominated the business district of Klamath Falls. Hours are 10 a.m. to 4 p.m. Wednesday through Saturday, Memorial Day through Labor Day weekend.



The Fort Klamath Museum is located 35 miles north of Klamath Falls on Highway 62. The eight-acre museum and park includes the parade grounds from a 19th century frontier military post. Hours are 10 a.m. to 6 p.m. Thursday through Monday, Memorial Day through September. Admission by donation.

Continued on next page...

Figure 1 (continued):

Klamath County Museums

HOME ABOUT US EVENTS CONTACT RESEARCH PAGES SPECIAL FEATURES CONTACT US

Newspaper heading indexes

Coming soon. A small proportion of headlines from Klamath Falls newspapers have been indexed.

1859-1869

1915

1970

1935

Klamath County Museums

HOME ABOUT US EVENTS CONTACT RESEARCH PAGES SPECIAL FEATURES CONTACT US

Upcoming events at Klamath County Museums

1859-1869 - A small proportion of headlines from Klamath Falls newspapers have been indexed.

1915 - A small proportion of headlines from Klamath Falls newspapers have been indexed.

1970 - A small proportion of headlines from Klamath Falls newspapers have been indexed.

1935 - A small proportion of headlines from Klamath Falls newspapers have been indexed.

1915 - A small proportion of headlines from Klamath Falls newspapers have been indexed.

1970 - A small proportion of headlines from Klamath Falls newspapers have been indexed.

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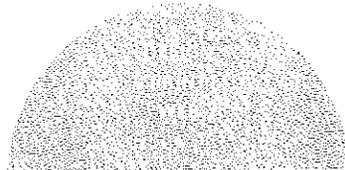
WEBSITE RE-DESIGN PROPOSAL FOR:

Klamath County Museum

Attention: Beth Sanders and Niles Reynolds

Confidential
April 28th, 2014

537 Northern Heights Blvd.
Klamath Falls, OR 97601
541.884.3714
smithbates.com



Overview

The Klamath County Museum reaches out to local and non-local visitors utilizing an array of media. Featuring exhibits on human history and natural history of the Klamath Basin, the museum stands as a premier attraction in Klamath County. Offering three locations to visitors including the Baldwin Hotel Museum, Fort Klamath Museum, and the Klamath County Museum housed in the old armory building, the Klamath County Museum trio presents a full day of educational activities.

The museum website serves as a major link between Klamath County Museums and visitors; especially those visitors who reside outside of Klamath County. For visitor connectivity, and to draw traffic to the physical museum locations, a properly functioning, informative and simultaneously entertaining website is vital.

Klamath County Museum will undergo a website transformation that will enrich the experience the visitor has with the website, which in turn will draw more visitors to the museum locations.

Current Challenge: Website Re-build.

To compete in any market today, a content-rich and user friendly website not only provides a competitive edge, but is also considered by most to be mandatory for success. The current website presence is scattered and confusing to the potential visitor as they have several websites running concurrently and none are functioning properly. The design and launch of one main website will improve information distribution and visitor satisfaction greatly.

In its final form, the proposed website will provide information and engage visitors in several ways. Included will be:

Upcoming Events

Curator's Corner/ Blog

- Audio/Video Features

Research Archive: A searchable collection of:

- Archived Newspaper Articles
- Index of Artifacts (Driven by PastPerfect)
- Photos
- Available for Purchase
(E commerce driven by PayPal)

Donations

- Driven by Paypal

Contact

- Group Tours Information
- Links to Social Media
- Link to E Newsletter

Klamath Organizations

DESIGN
PRINT
WEB

We *simplify* the business of doing business.

Klamath County Tourism Grant Goals

In accordance with stipulations of the Klamath County Tourism Grant being sought for completion of this project, several factors will be taken into account. The grant goal is to increase tourism in Klamath County, increase amount of time visitors spend in Klamath County, and to be directed towards surrounding areas. The vision of designing a website for Klamath County Museums will satisfy all of these goals set forward by the Klamath County Board of Commissioners.

By identifying the target market of online visitors, specifically those seeking information about Klamath County and potential activities to do during trips to the area, Klamath County Museum's undeniably important project is to establish a dominant website.

Budgeting and Next Steps

For purposes of the grant request, we recommend budgeting \$8,000-\$11,000 for the complete website. We anticipate the custom design and development costs of a CMS platform to be in the \$3,500 - \$5,000 range. We feel the library/archive collection component is a very exciting opportunity for visitor engagement. This component with full search and ecommerce capability would require an additional investment in the \$4,000-\$6,000 range depending on the final scope of the functionality.

Once grant approval is obtained, we intend to build a timeline, scope of work and projected fee schedule for the various components.

DESIGN
PRINT
WEB

We *simplify* the business of doing business.

DISCOVER
KLAMATH

OREGON UNEXPECTED

April 25, 2014

Ms. Beth Sanders
Klamath County Museum Group
1451 Main Street
Klamath Falls, Oregon 97601

Dear Beth,

Discover Klamath Visitor and Convention Bureau is happy to support you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle to produce and implement your customized website for the Klamath County museum

Having a unique website, separate from the Klamath County Government website, can be a positive step towards building your organization's identity, and subsequently grow your visitor base by allowing more people to find you on the web and via mobile devices.

That said, as I shared with you, I would like to see your grant application and efforts address not just the development of a website, but also how you plan to market your site and what metrics you'll use to evaluate how your new site is performing.

Ultimately, I would love to see you with (a) a new site that gives you more of a creative berth to tell your story; and, (b) a marketing/promotion plan addressing how you'll promote your new site to draw traffic to it along with how you expect to measure success.

If awarded a tourism grant by Klamath County, we look forward to partnering with you on your project.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director



KLAMATH COUNTY HISTORICAL SOCIETY

To: Beth Sanders, Lead Collections Assistant
Klamath County Museum
1451 Main Street
Klamath Falls, OR 97601

April 26, 2014

Re: Klamath County Tourism Grant Program

To Whom it May Concern:

As President of the Klamath County Historical Society, I would like to express the strong support of our society for a project that will enhance the visibility of our unique history and attract visitors to the county. The museum proposes to update its website both by expanding its content and vitalizing it in more attractive ways. The objective is to share its collections of exceptional artifacts to a web audience both locally and afar and also to provide more research opportunities online from its library of rare and unpublished sources.

It is well known to marketing specialists that a carefully-designed website is one of the most powerful forms of outreach to generate tourism. History is a big draw to this area, and the museum curates an abundance of unique materials and sources – the Modoc war, early pioneer homesteading, railroad logging and ranching, and the extraordinary volcanic landscape. Our historic resources are one of the most valuable resources for tourism outreach.

As supporting partners with the museum, we strongly support this project. The website will reach well beyond the borders of this county and state. We encourage the county to contribute funding that will promote interest in our history and stimulate travelers from afar to visit and enjoy the many wonders of Klamath County. The benefits of heritage tourism not only enhance Klamath's visibility but also contribute significantly to our local economy.

Sincerely,

Elizabeth Budy, President
Klamath County Historical Society

KLAMATH COUNTY LIBRARY SERVICE DISTRICT
126 SOUTH THIRD STREET, KLAMATH FALLS, OREGON 97601
541-88-28894

Dear Klamath County Grant Funding Board,

April 2014

An attractive and smoothly functioning website is both a digital doorway and a necessity to any modern institution. Our library's website is frequently and increasingly our first point of contact with the public we serve. It is searched by county residents as well as prospective residents, and even tourists. Its functionality and attractiveness keep our patrons coming back. An optimally functioning website would also be an absolute essential for a museum that has a mission to reach out to the community beyond its physical holdings and four walls.

Modern and vibrant museums need to share their collections in ways that will educate, engage, and entice visitors. Every museum has unique offerings and websites provide one of the very best ways to showcase those treasures. A well-crafted website can create great interest for virtual visitors and open up opportunities for increased participation and support. A good website is also a marvelous way to keep local residents engaged in the museum's activities, opportunities, and changing exhibits.

Given our organizations' shared view of the importance of education and of preserving Klamath County history through its records, the library heartily endorses funding for the Klamath County Museum for the creation of a winning web presence.

Sincerely,

Christy Davis

Library Director
Klamath County Library Service District
cdavis@klamathlibrary.org
541-882-8894 ext. #23

April 26, 2014

Re: Klamath County Tourism Grant Program

To Whom This May Concern:

I am writing today to support the museum's project proposal to redesign its website using a Klamath County Tourism Grant. As the main marketing tool used today, web media is a very effective way of bringing new visitors to our region and its three wonderful county museums. This new website will allow visitors the opportunity to learn more about museum offerings from afar, and will be built with an emphasis on attracting increased tourism. Increased museum web presence can only have positive relations to overall tourism in Klamath County, and would be an important tool for the museum to share its resources.

Klamath County Museum engages in many projects throughout the region, supporting and endorsing its diverse offerings; with a new website, these other areas can be brought to light as well. As a community partner of the museum, involved with active use of the museum's facilities, including a recent tourism related art show which drew in new visitors to the museum, I fully support this project, and encourage the county to do as well.

Sincerely,



Judith Hassen

21401 Siltley Lake Road.
Chiloquin, OR 97624
cell 541-880-8292

*Klamath County Museum Foundation
1451 Main Street
Klamath Falls OR, 97601
Telephone: 541 883 4208
Federal Identification Number 93-1085292*

26 April 2014

Klamath County Finance Officer
305 Main Street
Klamath Falls OR 97601

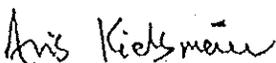
Dear Sir;

The Klamath County Museum Foundation was established in 1988 as a nonprofit corporation to develop an endowment to support our three county museums. We fund capital projects and important acquisitions. During the past few years we have assisted with the funding to acquire the Toby Riddle basket, a Fort Klamath saddle and the Modoc diaries.

Beth Sanders, the lead collections assistant at the museum, has asked for a letter endorsing her grant application. Her proposal to redesign the museum's website is an excellent idea. The website is the first contact for many prospective visitors to this area. The website would benefit from improvement and expansion. The internet is a major tool in planning family vacations. Beth hopes to include more research opportunities and the ability to share some of the objects in the collections.

We hope that the museum will be considered for this worthwhile project.

Very truly yours,


Avis Kielsmeier,
Treasurer



May 16, 2014

Tourism Grant Committee
c/o Jason Link
305 Main Street
Klamath Falls, OR 97601

To whom this may concern:

In response to your recent inquiry regarding the Klamath County Museum's application for a 2014 Tourism Grant, the following answers have been prepared referencing your three questions:

1. What are your plans to market the website?

For the purpose of this grant application, we are viewing our new web presence as a marketing tool in itself. However, websites need to be built to enhance their visibility, primarily in the period of transition to this new website. Visitors need to be aware of the transition and the new opportunities the site will present.

To that purpose, we will coordinate a marketing campaign in association with the new website. Utilizing google paid search, we will focus on competing for the terms "Klamath Falls", "Klamath County", "Klamath Falls Oregon" "Klamath Museum" "Things to do Klamath Falls", "Klamath County Tourism", and "Crater Lake Vacation". The specific search terms may alter slightly based on competition for terms and costs per click. This campaign will be geotargeted to exclude zip codes within Klamath County, so as to specifically focus on out-of-county visitors, in coordination with the themes and goals of this grant opportunity. We will run this campaign in coordination with a social media advertising campaign through Facebook, which will also help draw people to our new page.

In addition to paid marketing, we plan to optimize the website for natural searches. We will ensure that each page has sufficient search term usage, similar to those mentioned prior for our paid search, to increase our SEO results (see question three for more details).

2. What are the metrics you will use to evaluate the website?

We will utilize Google Analytics as the metrics system to evaluate the effectiveness of our website. Google Analytics has, on our current website, been able to indicate the high concentration of Klamath County site visitors (Over 66%). By focusing on the geographic diversity of visitors, we will be able to directly monitor the effect of



our new marketing tool at bringing people to our digital door. By focusing not only on percentages, but also on visitation numbers and pages per visit, we can identify the effectiveness of the new website at drawing out more and new visitors, who are more engaged.

From there, we will increase our usage of visitor surveys to gather data on Museum visitation. We already effectively track visitors' hometowns, and are capable of clearly identifying trends in non-local visitation; however, with the increased usage of the surveys, we will also have the opportunity to determine the direct correlation of our web marketing by inquiring as to how they found out about the museum.

3. What are you doing to increase your marketing or optimized search engine results?

We are rethinking our marketing policies for this website to increase our SEO results through natural search terms. By working with designers to create a fully optimized website, we can ensure that page titles (title tags) and all headings (H1s) include the main keywords we want people to find us from. We will also increase our usage of page links, sending to a main page about the Museum. By doing this, we will increase the number of pages linking to our page, and therein our Google search result positioning.

We will utilize dedicated articles to draw people onto our site, using the space to provide for research opportunities on Klamath Falls history. Additionally, this new website will enable us to enhance our search features, drawing visitors to our site with family history in Klamath Falls and promoting our on-site research facilities.

I hope that these answers have provided you with the required information to score our application in a positive way. I look forward to the opportunity to meet with you on May 28th at 4:20pm, to discuss this application further.

Sincerely,

Beth Sanders
Lead Collections Assistant
Klamath County Museum
www.klamathmuseum.org