

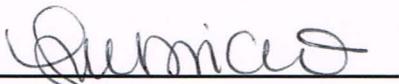
**TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE**

**Title of Project:** Ride the Rim 2016  
**Funds Requested:** \$21,070  
**Organization Applying:** Discover Klamath Visitor & Convention Bureau  
**Contact Person:** Tonia Ulbricht  
**Phone Number:** 541-882-1501  
**Email Address:** ToniaU@DiscoverKlamath.com  
**Mailing Address:** 250 Riverside Drive, KFO 97601  
**Web Site Address:** RideTheRim2015.com

**Brief Description of Project including date, time and location:**

This event includes the vehicle free days September 17 & 24, 2016 from 8:00am – 6:00pm. A 24 mile section of the Crater Lake East rim is closed to automobiles. This year Discover Klamath made a commitment to be the official support group in the form of five aid stations around the rim for cyclists. This was the third year for the vehicle free days at Crater Lake and the first to have aid stations. We created a separate website for "Ride the Rim" for people to register with all the pertinent information for the ride. We also offered a lapel pin as an incentive to preregister and check in with us at the event. We also distributed the "Ride the Rim" brochure to numerous cycling clubs, bicycle shops and individuals. We had over 1,800 people preregister capturing their email addresses and point of origin with an additional 400 registering the day of the event. In 2016 we plan to increase our attendance by 20%.

**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** 9-29-15

**If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.**

**Signature of Organization** \_\_\_\_\_ **Date** \_\_\_\_\_

# **TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS**

## **PROJECT DESCRIPTION**

### **1. Provide a detailed description of the project and activities.**

This event includes the vehicle free days September 17 & 24, 2016 from 8:00am – 6:00pm. A 24 mile section of the Crater Lake East rim is closed to automobiles. This year Discover Klamath made a commitment to be the official support group in the form of five aid stations around the rim for cyclists. This was the third year for the vehicle free days at Crater Lake and the first to have aid stations. We created a separate website for “Ride the Rim” for people to register with all the pertinent information for the ride. We also offered a lapel pin as an incentive to preregister and check in with us at the event. We also distributed the “Ride the Rim” brochure to numerous cycling clubs, bicycle shops and individuals. We had over 1,800 people preregister capturing their email addresses and point of origin with an additional 400 registering the day of the event. In 2016 we plan to increase our attendance by 20% and will do so by increasing our marketing efforts in web, print, collateral pieces, social media, and public relations.

## **PROJECT GOALS**

### **2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?**

In 2016 we hope to increase these numbers 20% focusing our efforts on attending two cycling tradeshow, printing and distributing brochures, updating the website, reaching out to cycling magazines, event calendars, email campaigns and web banner ads, soliciting tour operators and groups.

### **3. 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 track the number of extra days?**

We plan to partner with local lodging and use a booking code for people to use when they book their rooms. We also plan to increase awareness of itineraries on our website and through email newsletters to help people plan to stay longer. We will also work with other events taking place around the same time and market them along with our event. We will use the lodging booking codes to help track our numbers as well as ask those attending the event when they check in.

## QUALIFICATIONS OF APPLICANT

**4. Describe your organization/project management team. How are these individuals qualified to lead this project?**

Discover Klamath Visitor & Convention Bureau is Klamath County's official tourism agency, promoting the beauty and culture of over 6,100 square miles to those outside 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 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 stay in Klamath County.

**5. Describe your team's experience in operating past or similar projects. This team ran this year's event with 1813 preregistered cyclists and 650 registering at the event.**

Discover Klamath has extensive experience partnering with event organizers in Klamath County to promote their activities. Because Discover Klamath is an outbound marketing agency, we are uniquely qualified with relationships already established to media outlets to help organizations obtain more efficient media negotiations and placement of advertising.

## PROJECT PLAN

**6. How will you give credit to Klamath County for its support in our event or project?**

Our group represents itself as the official tourism agency for Klamath County Oregon; hence, there is an implicit reference to the county in most of our work. We plan to enhance the county's image and connection by displaying the county's logo/shield on all marketing materials.

**7. Provide a detailed timeline of your marketing efforts leading up to the event or project.**

Please refer to our attached marketing flowchart.

**8. Describe your target market/audience.**

While we will be marketing to the cycling community at large, the majority of our marketing dollars will focus on cyclists traveling from the South that will need to pass through Klamath on their way to Crater Lake. Cycling already brings over \$400 million to the state in tourism dollars.

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

Please refer to the attached marketing flowchart.

**10. How will you measure attendance in drawing out of county visitors to the project?  
*Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)***

We will ask people to preregister as we did this year on our website, provide direct links on the website to our lodging partners with a booking code and also have people register at the event with their zip codes.

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

The grant will provide us with the funds needed to market to a broader audience while focusing on areas we know will have greater participation within the drive markets.

**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 plan to use volunteers 20 volunteers for 24 hours = \$2,400

**13. List your potential sponsors and partners and how they contribute to the event or project.**

All items are listed on the Project budget although I have included the two most significant items below:

- Cliff Power Bars \$6,000
- Crater Lake Trolley Shuttle \$2,500

**14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.**

Because out of area advertising and promotion is our primary business, Discover Klamath is suitably qualified to implement this project. We have an established network of creative, writing, graphics, web, social media, PR, news/media outlets and other marketing professional available to support our efforts.

Klamath County Tourism Grant Application  
Project Budget

INCOME		Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request			\$ 21,070	\$ 21,070		
Cash Revenues -				\$ -		
Source: DK Cash Match			\$ 8,755	\$ 8,755		
Source:				\$ -		
Source:				\$ -		
<b>Total Cash Revenues</b>		<b>\$ -</b>	<b>\$ 29,825</b>	<b>\$ 29,825</b>	<b>-</b>	
In-Kind Revenues:						
Source: Website Sponsor Ads			\$ 1,400	1400		@ \$200 each
Source:						
Source:						
<b>Total In-Kind Revenues</b>		<b>\$ -</b>	<b>\$ 1,400</b>	<b>\$ 1,400</b>	<b>-</b>	
<b>Total Revenue</b>		<b>\$ -</b>	<b>\$ 31,225</b>	<b>\$ 31,225</b>	<b>-</b>	
<b>EXPENSES</b>						
Cash Expenses -						
Advertising						
WEB	DK Web Ad		\$ 300	\$ 300		
	DK Enewsletter Ad		\$ 100	\$ 100		
	Trip Advisor Leaderboard		\$ 1,500	\$ 1,500		
	Web Update & Management		\$ 1,500	\$ 1,500		
	OFEA Banner		\$ 70	\$ 70		
	Adventure Cycling Leaderboard		\$ 2,250	\$ 2,250		
	Cycle CA Leader/Home Pg		\$ 150	\$ 150		
	Bicycle Times Leaderboard		\$ 3,420	\$ 3,420		
	Bicycle Times Eblast Banner		\$ 800	\$ 800		
	Social Media Boosted Posts		\$ 120	\$ 120		
Print	Cycle CA 1/2 Page Ad		\$ 1,835	\$ 1,835		
	DK Relocation Guide 1/2 Pg Ad		\$ 300	\$ 300		
Collateral	Brochures		\$ 4,500	\$ 4,500		
	Poster		\$ 100	\$ 100		
	Post Card Save the Date		\$ 2,500	\$ 2,500		
<b>Total Cash Expenses</b>		<b>-</b>	<b>\$ 19,445</b>	<b>\$ 19,445</b>	<b>-</b>	
In-Kind Expenses						
Labor (20 volunteers @ 12 hrs)			\$ 2,400			
Marketing costs						
Other: Clif Bars			\$ 6,000			
Other: Fruit			\$ 600			
Other: Medical Supplies			\$ 200			
Other: Shuttle Transportation			\$ 2,500			
Source: Trade Show/Seattle			\$ 800			
Source: Trade Show/Vancouver			\$ 1,098			
<b>Total In-Kind Expenses</b>		<b>\$ -</b>	<b>\$ 13,598</b>	<b>\$ 13,598</b>	<b>-</b>	
<b>Total Expenses</b>		<b>\$ -</b>	<b>\$ 33,043</b>	<b>\$ 33,043</b>	<b>-</b>	
<b>Net Income&lt;Expense&gt;</b>		<b>\$ -</b>	<b>\$ (1,818)</b>	<b>\$ (1,818)</b>	<b>-</b>	

**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		\$ 21,070	\$ 21,070		
Other Sources					
<b>Total Revenue</b>	-	<b>\$ 21,070</b>	<b>\$ 21,070</b>	-	
<b>CASH EXPENSES</b>					
Advertising					
WEB DK Web Ad		\$ 300	\$ 300		
DK Enewsletter Ad		\$ 100	\$ 100		
Trip Advisor Leaderboard		\$ 1,500	\$ 1,500		
Web Update & Management		\$ 1,500	\$ 1,500		
OFEA Banner		\$ 70	\$ 70		
Adventure Cycling Leaderboard		\$ 2,250	\$ 2,250		
Cycle CA Leader/Home Pg		\$ 150	\$ 150		
Bicycle Times Leaderboard		\$ 3,420	\$ 3,420		
Bicycle Times Eblast Banner		\$ 800	\$ 800		
Social Media Boosted Posts		\$ 120	\$ 120		
Print Cycle CA 1/2 Page Ad		\$ 1,835	\$ 1,835		
DK Relocation Guide 1/2 Pg Ad		\$ 300	\$ 300		
Collateral Brochures		\$ 4,500	\$ 4,500		
Poster		\$ 100	\$ 100		
Post Card Save the Date		\$ 2,500	\$ 2,500		
<b>Total Advertising</b>	-	<b>\$ 19,445</b>	<b>\$ 19,445</b>	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other: Graphic Design		\$ 1,000	\$ 1,000		
Other: Brochure Distribution		\$ 625	\$ 625		
<b>Total Miscellaneous/Other</b>	-	<b>\$ 1,625</b>	<b>\$ 1,625</b>	-	
<b>Total Expenses</b>	-	<b>\$ 21,070</b>	<b>\$ 21,070</b>	-	
<b>Net Income&lt;Expense&gt;</b>	-	<b>\$ -</b>	<b>\$ -</b>	-	

**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.

Version 1.0

Event Dates: September 17 and September 24  
 Ride-the-Rim-2016, Crater Lake National park  
 Marketing Activity by Discover Klamath & Ride the Rim 2015, Crater Lake National Park



CLNP Contribution:	\$	-
Partner Contributions:	\$	21,070.00
Discover Klamath Contribution:	\$	8,755.00
<b>Total Budget:</b>	<b>\$</b>	<b>29,825.00</b>

Out of County Advertising				
	D.K.	CLNP	Grant	Total
	Jan-Sep		Jan-Jul	
<b>TIMING</b>				
EVENT DATES: September 17 and September 24				
<b>1) Television (TBD - Budget Pending)</b>				
a) TV Production	\$ -	\$ -	\$ -	\$ -
b) TV Markets (TBD): N-Calif, S-Or, C-Or	\$ -	\$ -	\$ -	\$ -
c) 5 on 5 Coverage (KOBI News Interview)	\$ -	\$ -	\$ -	\$ -
<b>2) Electronic/Web</b>				
a) DK Calendar of Events (June-Sept)	\$ 400	\$ -	\$ -	\$ 400
b) DK Web Leaderboard Ad (Jun-Sept)	\$ 300	\$ -	\$ 300	\$ 600
c) DK E-Newsletter Article (Aug)	\$ 150	\$ -	\$ -	\$ 150
d) DK E-Newsletter Ad (Jun-Sept)	\$ 100	\$ -	\$ 100	\$ 200
e) Trip Advisor Leaderboard (Mar-Sept)	\$ 600	\$ -	\$ 1,500	\$ 2,100
f) Website Update & Management	\$ -	\$ -	\$ 1,500	\$ 1,500
g) OFEA banner (Jun-Sep)	\$ 70	\$ -	\$ 70	\$ 140
h) Adventure Cycling Leaderboard (May-Jul)	\$ -	\$ -	\$ 2,250	\$ 2,250
i) Cycle CA Leader/Home Pg (May-Sept)	\$ 100	\$ -	\$ 150	\$ 250
j) Bicycle Times Leader (May-Jul)	\$ -	\$ -	\$ 3,420	\$ 3,420
k) Bicycle Times Eblast Banner (May-June)	\$ -	\$ -	\$ 800	\$ 800
<b>4) Social Media Activities</b>				
a) Facebook/Twitter/Google+ (multiple mentions)	\$ 500	\$ -	\$ -	\$ 500
b) Boosted Posts x 3 (Jun-Aug)	\$ -	\$ -	\$ 120	\$ 120
<b>5) Print Advertising</b>				
a) Cycle CALIF Magazine 1/2 pg Ad (Jun-Sep)	\$ 1,835	\$ -	\$ 1,835	\$ 3,670
b) DK Relo Guide 1/2 Pg Ad	\$ -	\$ -	\$ 300	\$ 300
<b>6) Printed Collateral Materials</b>				
a) Brochure (Q = 5,000) - Printing Cost	\$ -	\$ -	\$ 4,500	\$ 4,500
b) Poster (Q = 100) - Printing Cost	\$ -	\$ -	\$ 100	\$ 100
c) Post Card (Q=12,400) Save the Dates	\$ -	\$ -	\$ 2,500	\$ 2,500
<b>7) Video</b>				
a) Video Production (to capture footage for 2016)	\$ 500	\$ -	\$ -	\$ 500
	\$ -	\$ -	\$ -	\$ -
<b>8) Public Relations</b>				
a) Research & Planning	\$ 500	\$ -	\$ -	\$ 500
b) Media Outreach	\$ 1,500	\$ -	\$ -	\$ 1,500
<b>9) Creative Development</b>				
a) Graphic Design (DK outsourced)	\$ -	\$ -	\$ 1,000	\$ 1,000
<b>10) Other Marketing/Promo</b>				
a) Premiums (Lapel Pin) (Q = 1500 @ \$.75 ea)	\$ 1,200	\$ -	\$ -	\$ 1,200
b) Brochure Distribution (310 N-Calif Cycle Shops)	\$ -	\$ -	\$ 625	\$ 625
<b>In County Advertising</b>				
<b>1) Radio</b>				
a) Wynne (In-Kind)	\$ 500	\$ -	\$ -	\$ 500
<b>2) Print</b>				
a) H&N	\$ 500	\$ -	\$ -	\$ 500
<b>3) Press Releases</b>				
a) Various Media Outlets	\$ -	\$ -	\$ -	\$ -
<b>4) Local Radio/TV Appearances</b>				
	\$ -	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 8,755.00</b>	<b>\$ -</b>	<b>\$ 21,070</b>	<b>\$ 29,825.00</b>



RUNNING Y RANCH  
RESORT

September 29, 2015

Klamath County Tourism Grant Committee  
305 Main Street  
Klamath Falls, OR 97601

RE: Discover Klamath

Dear Committee Members:

I am writing this letter of support for the Discover Klamath's request for marketing fund for the Ride the Rim Event.

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. By partnering with Crater Lake National Park we feel your plan to develop tourism marketing efforts and attract more visitors to this beautiful area will be successful. This project is truly a region wide effort. Running Y Ranch Resort strongly supports this project.

We recommend Klamath County approve this funding request. It will help visitors discover the richness of Klamath County and inspire them to return.

Thank you for your consideration of this proposal.

Sincerely,

**Victoria Haley** | Director of Sales  
5500 Running Y Road Klamath Falls, OR 97601  
P: 541.850.5570 | C: 541.891.1253 | F: 541.850.5787  
VictoriaH@runningy.com | RunningY.com

Crater Lake Resort  
50711 Hwy 62  
Fort Klamath, OR 97626  
541-381-2349

September 29, 2015

Mrs. Tonia Ulbricht  
Marketing Project Manager, Discover Klamath  
205 Riverside Drive, Suite B  
Klamath Falls, Oregon 97601

Dear Mrs. Ulbricht:

With enthusiasm, the **Crater Lake Resort** supports you/your organization's efforts towards receiving a Klamath County Tourism Grant for **Ride the Rim 2016**, which will allow Discover Klamath to increase its marketing efforts and thereby bring more people to our area to enjoy our area.

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. And by partnering with Crater Lake National Park (CLNP) we feel your plan to develop tourism marketing efforts and attract more visitors to this beautiful area will be successful. This project is truly a region wide effort. **Crater Lake Resort** strongly supports this project.

We recommend Klamath County approve this funding request. It will help visitors discover the richness of Klamath County and inspire them to return.

Thank you for your consideration of this proposal.

Sincerely,



Jim Schuldt  
Manager, Crater Lake Resort



September 29, 2015

Mrs. Tonia Ulbricht  
Marketing Project Manager, Discover Klamath  
205 Riverside Drive, Suite B  
Klamath Falls, Oregon 97601

Dear Mrs. Ulbricht:

With enthusiasm, the **Crater Lake Zipline** supports you/your organization's efforts towards receiving a Klamath County Tourism Grant for **Ride the Rim 2016**, which will allow Discover Klamath to increase its marketing efforts and thereby bring more people to our area to enjoy our area.

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. And by partnering with Crater Lake National Park (CLNP) we feel your plan to develop tourism marketing efforts and attract more visitors to this beautiful area will be successful. This project is truly a region wide effort. **Crater Lake Zipline** strongly supports this project.

We recommend Klamath County approve this funding request. It will help visitors discover the richness of Klamath County and inspire them to return.

Thank you for your consideration of this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Roe", is written over a light blue horizontal line.

Jenifer Roe  
Owner, Crater Lake Zipline