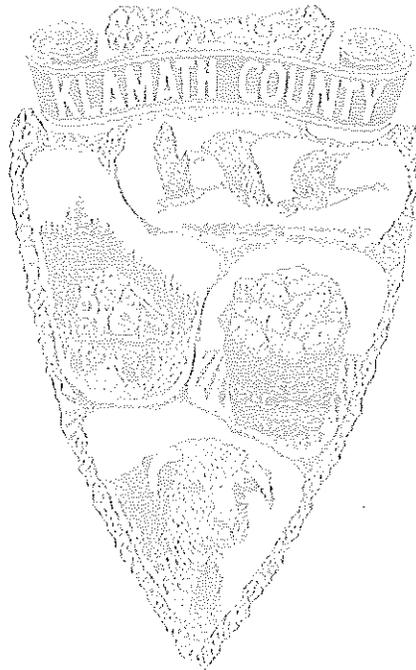


**KLAMATH COUNTY TOURISM
TRADITIONAL GRANT PROGRAM APPLICATION**



Date Issued: April 1, 2016

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

(541) 883-4202

Applications Due: 2:00 p.m., April 30, 2016

Frequently asked Questions

Can we apply for funding for more than one project?

Yes. Applications may be submitted for more than one project. Applicants should not make multiple requests for the same event or project. Each application must be for a unique event or project.

Are grants only for non-profit organizations?

No, for-profit ventures may apply too.

What can the grant funds be used for?

Grant funds may be used for marketing, promotion of events and tourism infrastructure.

Do we give extra credit for anything?

We give extra points for projects that (1) bring visitors to Klamath County in areas other than Klamath Falls; (2) projects that occur during the Shoulder Season (before June and after September), and (3) family friendliness.

Is there anything else required?

Yes, applicants are required to attend a Marketing 101 class. Successful applicants must also attend a Marketing 102 class. Both classes are provided free of charge by the county.

How long are my grant funds available for?

The event or project must take place within nine (9) months of the effective date of the contract.

SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Crater Lake/Klamath County Digital Marketing Initiative

Funds Requested: \$15,000

Organization Applying: The Klamath County Chamber of Commerce

Contact Person: Doug Kirby and Mary White

Phone Number: 541-891-0284 and 541-884-2403

Email Address: kirby@klamathcc.edu and frommarye@yahoo.com

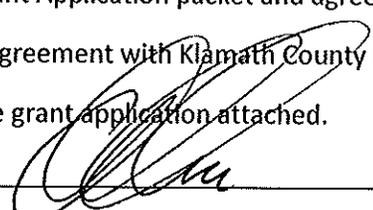
Mailing Address: 205 Riverside, Klamath Falls, OR 97601

Web Site Address: klamath.org and klamathcommunity.com

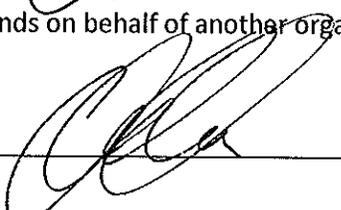
Brief Description of Project including date, time and location:

This grant application is to fund a project that will produce digital marketing in the form of Augmented Reality, Virtual Reality and Mobile Apps in order to promote 4 events associated with Crater Lake National Park. The events are the Kick-Off event in June, the Naturalization event in July, the centennial celebration in August, and the Crater Lake Ride the Rim in September. The Kick-off event is being held in downtown Klamath Falls, all other events are at Crater Lake National Park.

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, the 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 5/2/2016

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

Signature of Organization  Date 5/2/2016

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

This project is going to produce digital marketing assets to promote 4 events in association with Crater Lake National Park. The assets will also be marketed to areas outside of Klamath County including Oregon, surrounding states, and the Jiangxi province China, along with surrounding provinces as that is the location of Mount Wuyi World Heritage Cultural Park; the sister park to Crater Lake National Park.

A team of KCC students who are interning at the Herald and News will be creating the assets. These students are part of the Digital Media and Design Program at KCC, Doug Kirby is the Program Lead. The Digital Media and Design Program students have created digital assets in the past. Last year they created the Augmented Reality assets for the Babe Ruth Little League World Series that occurred in Klamath Falls in 2015, featured in the Herald and News. This Augmented Reality feature won the Herald and News a coverage award from Pioneer Press, the parent company of the Herald and News.

By using 360 filming, digital design, and animation, assets will be created that will highlight and showcase each event. This will help would-be visitors see glimpses into the experience they can expect at Crater Lake and at the event.

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?

The events held at Crater Lake National Park occur yearly and have thousands in attendance. This project will expose a younger audience to the park and a foreign contingent to Crater Lake building off of the announcement of the Sister Park agreement announced in March of this year. To meet the investment made by the Tourism Review Panel into this grant application we would need to attract 1500 people to these events over the course of 4 months, or 375 additional people to each event.

The digital advertising efforts that will be used will have highly trackable and measurable mobile apps and web-based methods to know exactly how many people are showing an interest. The use of Trip Advisor and the account Mary White is already being used to track interest in these events and can be used to measure an influx of interest occurring once digital marketing is launched. This data can be used to measure the effectiveness of the digital marketing campaign being employed by the students.

Digital marketing avenues include online banner ad, ads on several portals such as the Klamath.org, klamathcommunity.com, and meetmeinklamath.com. The use of social media, namely Facebook and You Tube, will be used to target an audience that is already likely to visit Oregon and international people who plan on visiting the United States.

QUALIFICATIONS OF APPLICANT

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

Mary White has 20 years in event planning experience. She has been on the board of Friends of Crater Lake and has served 10 years on the Snowflake Festival committee. Her ties to the community run deep and knowledge of Crater Lake and key staff members make her invaluable to this effort.

Doug Kirby is an instructor at Klamath Community College and is the Program Lead for the Digital Media and Design Program, and the advisor to the Klamath Entrepreneur Group. Doug was also part of the team and Principle Investigator at Klamath Community College to write and be awarded the National Science Foundation Rural Internship Program grant, a \$200,000 award to develop internships in the community for both Digital Media and Design students and Computer Engineering students at Klamath Community College.

There are six students committed to the project. They will each serve in a different capacity from app development to filming and editing. Some of these students are the same ones who created the award winning digital marketing material for the Babe Ruth Little League World Series 2015.

4. Describe your team's experience in operating past or similar projects.

Doug Kirby has experience in handling grant funds and maintaining a budget through his work at KCC. He was the person to oversee the production of last year's AR material and works closely with Gerry O'Brien to produce AR content for the Herald and News.

Mary White understands the importance of tapping into community resources in order to get things done. Her networking skills and knowledge of community members will work to help make this project successful. Mary has organized events in the past some of them from grant dollars from the Tourism Grant.

PROJECT PLAN

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

All digital assets will have the Klamath County logo embedded in it. The Herald and News, when covering this work or using these assets, will mention that this work was partially funded by the Klamath County Tourism grant.

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

Marketing efforts will have to begin in Mid-May in order to help market the Kick-off event in June. From there and for each month's events digital publications will be created and launched by the team. Weekly reporting of all digital marketing efforts will be gathered for review and submission to this panel once the events are completed to show effectiveness.

7. Describe your target market/audience.

One target market audience would be a younger group of outdoor enthusiasts in both Oregon and mainly in neighboring states. We foresee the use of AR, Mobile Apps and VR attracting people in their 20's or 30's to the area to experience firsthand what they viewed in the AR, Mobile Apps, and VR assets. This will work to build a younger audience that will become lifetime visitors to our area.

The second target market audience would be overseas, namely in China. We would target the population around the Sister Park of Mount Wuyi World Heritage Cultural Park. The county reported that an influx of Chinese tourism will occur this summer and we will work to attract those tourists to our area specifically. Technology is the cutting edge in many urban areas of China and we feel that they will appreciate the Augmented Reality and Virtual Reality used in the marketing efforts. We feel that this style of marketing will attract them specifically.

8. How will you measure attendance in drawing out of county visitors to the project?

Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

Mary White will work with hotels in the area to secure a rate code that will earmark travelers that have viewed the marketing material. The assets will have a marketing line that will be used to denote them when they make reservations. This will help us know exactly how many people saw the assets and were then prompted to visit our area.

In addition, app downloads and views are easily trackable and will be reported for these campaigns.

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

Potential partners include Klamath Community College, Herald and News, the City of Klamath Falls and of course Crater Lake National Park.

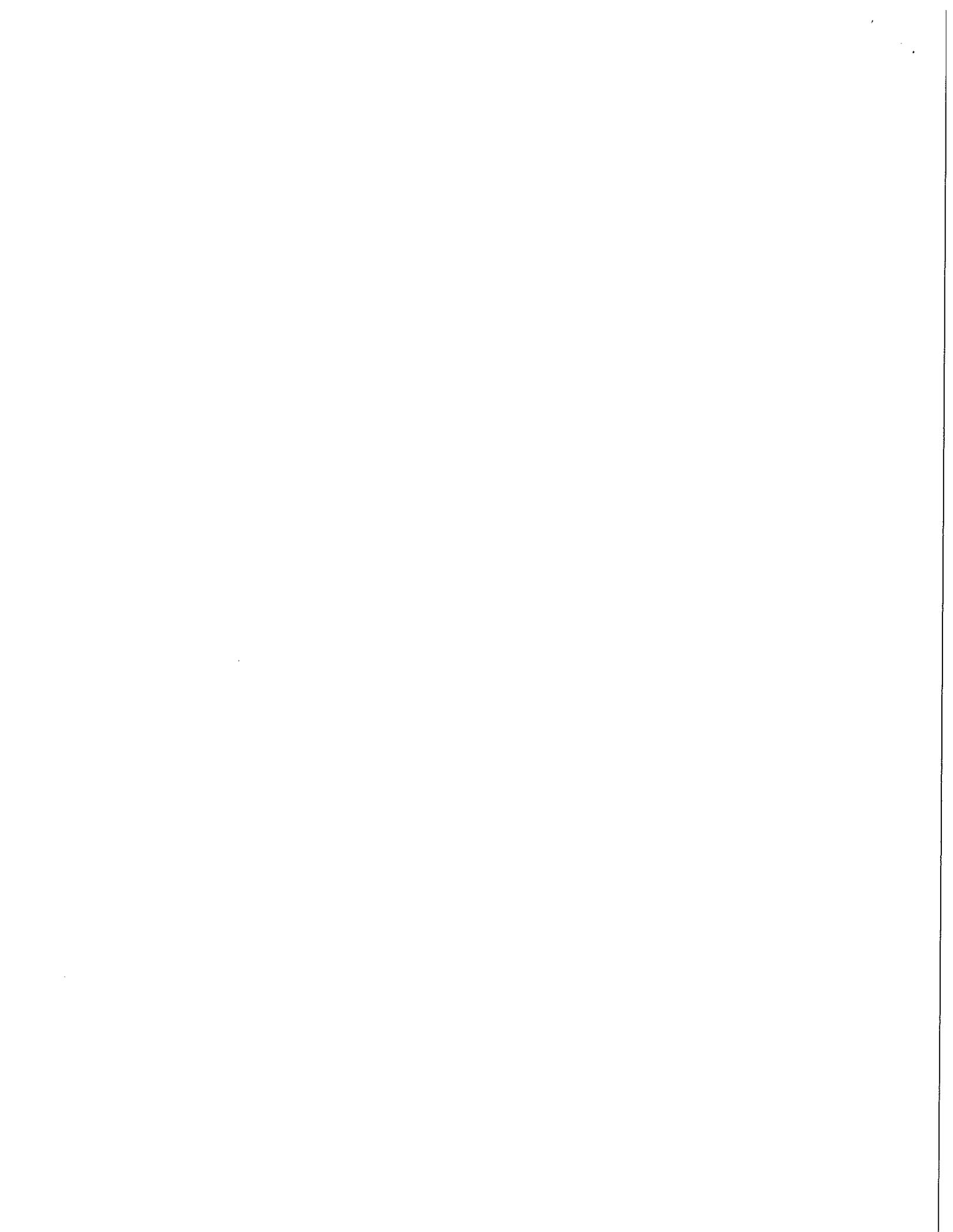
Others potential sponsors would be the Downtown Association, Blue Zone Project, Discover Klamath, Klamath County Chamber of Commerce, and others.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	\$ 15,000	4500	19500		
Cash Revenues -					
Source:	\$ 4,500				Private Foundation Donation
Total Cash Revenues	\$ 19,500	-	-	-	
In-Kind Revenues:					
H&N Advertising Coverage		x			News coverage / Work space
Total Revenue	\$ 19,500	-	-	-	
EXPENSES					
Cash Expenses -					
Production Expenses	\$ 12,675				See Marketing Budget
Filming and Travel	\$ 970				
Web Services	\$ 350				See Marketing Budget
Marketing costs	\$ 4,455				
Rentals	\$ 1,050				See Marketing Budget
Total Cash Expenses	\$ 19,500	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	\$ 19,500	-	-	-	
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.





CITY OF KLAMATH FALLS, OREGON

500 KLAMATH AVENUE - P.O. BOX 237
KLAMATH FALLS, OREGON 97601



April 29, 2016

Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Dear Tourism Review Panel,

The City of Klamath Falls supports efforts that will promote our community including the summer events that will take place at Crater Lake National Park.

Crater Lake National Park is vital to Klamath County's tourism. Initiatives that promote increased visitation, such as the one proposed in this grant, benefit the entire community. With the National Park centennial celebration, the Naturalization event, the yearly Crater Lake Ride, and the Kick-off event; park visitors will have many opportunities to experience not only the park but also what our County has to offer.

As City Manager of the City of Klamath Falls I support the efforts being made to increase visitation to the community throughout Klamath County. I encourage the review panel to support the efforts outlined in the grant application that will increase visitation to Crater Lake National Park and to our County.

Respectfully,

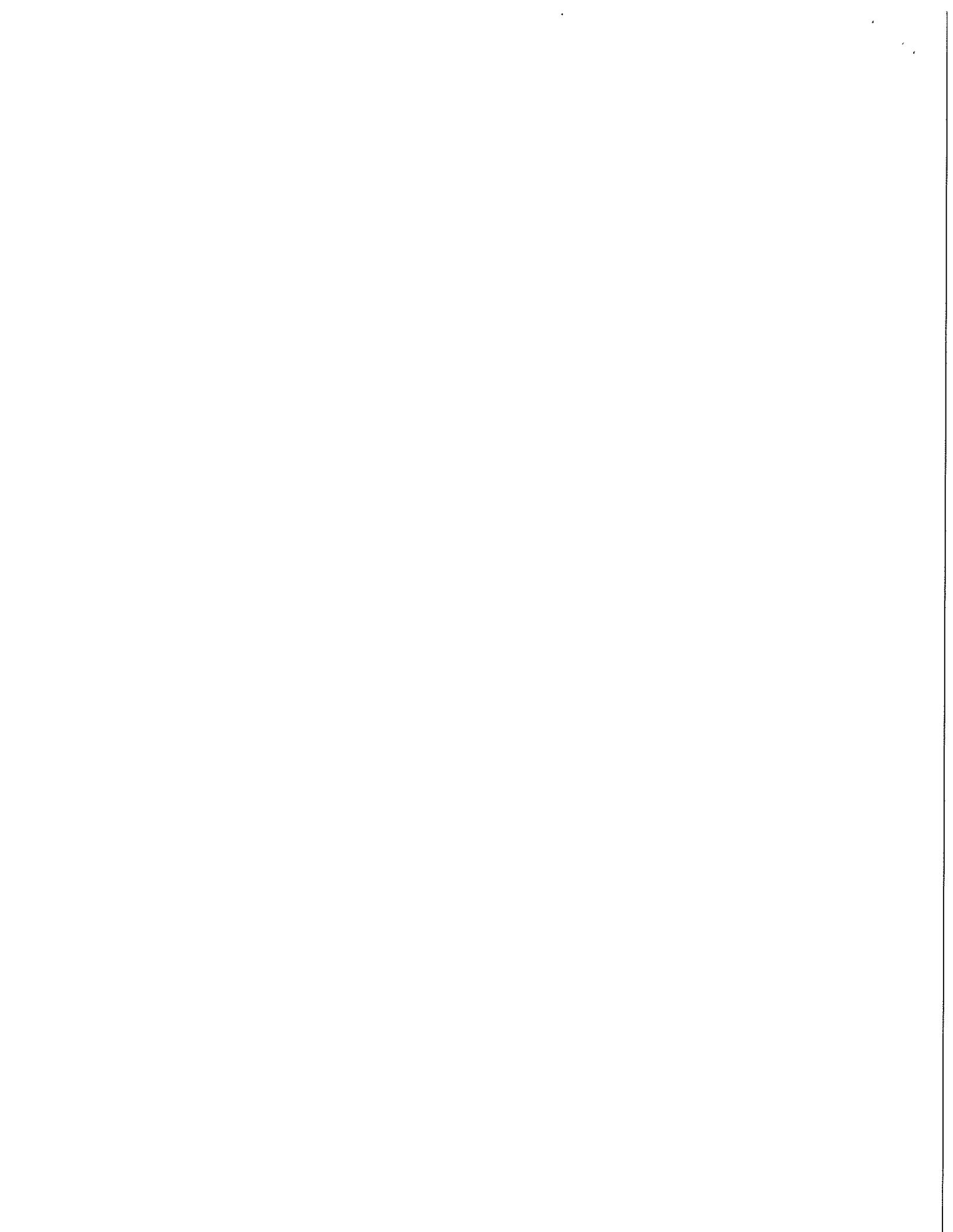
Nathan Cherpiski
City Manager

Mayor & Council
541.883.5316

City Attorney
541.883.5323

City Manager
541.883.5316

TTY 541.883.5324 (Hearing Impaired); Fax 541.883.5399





Herald and News

empowering the community

Crater Lake/Klamath Falls-area Tourism Grant application

The Herald and News fully supports the efforts of the Crater Lake/Klamath Falls tourism grant that links events at Crater Lake National Park with complementary events for the Klamath Basin.

Mary White's plan to celebrate the history of Crater Lake, Crater Lake Lodge and the history of the Basin is key to convincing tourists to stay and play another day here. There is a wealth of linkage there. We are sure this will be very successful.

Crater Lake Lodge turns 100 this year. The Herald and News plan to publish a history of the lodge in coordination with White's plans and concurrent events. Of note will be the vehicle-free bicycle tour days in the park in September. There are other bicycle rides to the park as well.

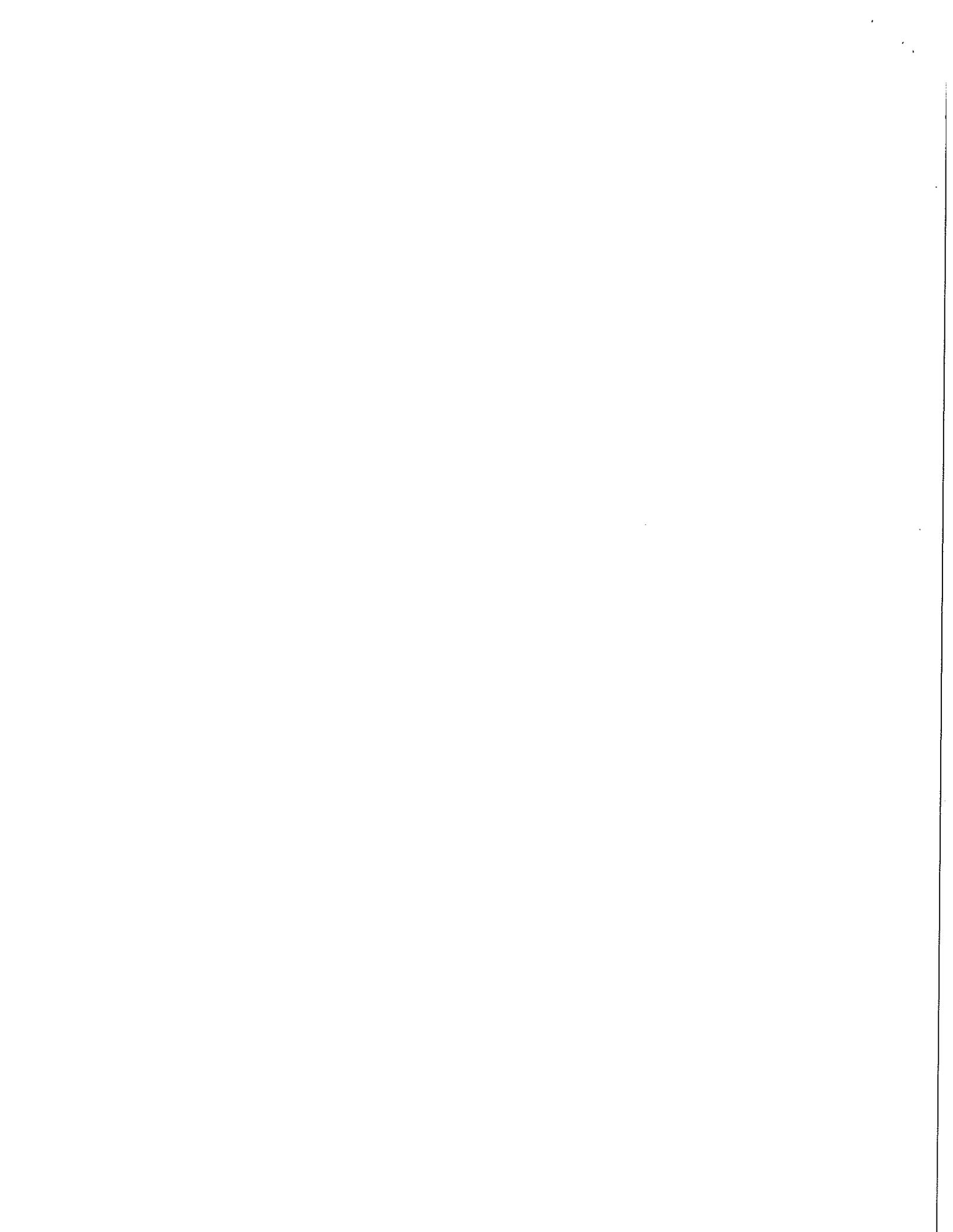
Further, the National Park Service turns 100 in 2016. If this grant stretches over that time period, too, the H&N will be fully supporting its efforts.

We will also link and promote events detailed in this plan to our website; www.heraldandnews.com and will do all we can on social media, Facebook, Twitter, Pinterest and in the newspaper to alert readers to the events.

If there are questions or issues you need answers to, feel free to call us.

Gerry O'Brien, Editor 541-885-4437; gobrien@heraldandnews.com

Mark Dobie, Publisher, 541-885-4465; mdobie@heraldandnews.com



KCC KLAMATH COMMUNITY COLLEGE

Klamath Community College provides accessible, quality education and services in response to the diverse needs of the student, business, and community.
The College supports student success in workforce training, academic transfer, foundational skills development, and community education.

April 29, 2016

Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Dear Tourism Review Panel,

I am in support of this project to bolster the marketing of the important events at Crater Lake this summer through the production of digital marketing products, like Augmented Reality and Mobile Apps, and marketing them to outside areas in order to increase tourism in our county.

Doug Kirby and his students have experience creating top quality augmented reality products such as last year's Babe Ruth World Series augmented reality created for use by the Herald and News. That work won the Herald and News an award from their parent company Pioneer Press.

KCC is proud to have this program as it is cutting edge marketing with the use of technology. KCC is the only community college teaching material like this. Projects like this allow our students/graduates to use their education in real world applications through internships within community businesses like the Herald and News.

I hope the review panel will also take this opportunity to support our students but to also support a project that will increase awareness about Crater Lake National Park in a new way that will capture the imagination of younger park goers. Hopefully making them lifetime visitors.

Thank you,



Chris Stickles
Dean of Career Technical Education
541-880-2240

