

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Brand Development: Trade Show Materials & Event TV Commercial

Funds Requested: \$25,000

Organization Applying: Discover Klamath Visitor and Convention Bureau

Contact Person: Jim Chadderdon

Phone Number: 541.882.1501

Email Address: Jim@MeetMeInKlamath.com

Mailing Address: 205 Riverside Drive, Suite B Klamath Falls, OR 97601

Web Site Address: MeetMeInKlamath.com

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

This project is to design and purchase new trade show materials in the new brand image of "Meet Me In Klamath", including: trade show booth/backdrop, 2 pop-up banners, and 2 tablecloths. This project request also includes a new TV commercial template for use with ALL future Klamath County events. The template will have a "donut" format incorporating DKs new "Meet Me In Klamath" characters and space to include event specific information, thus creating a branded image for the County,

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 MAY 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 _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

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

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?
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?

QUALIFICATIONS OF APPLICANT

4. Describe your organization/project management team. How are these individuals qualified to lead this project?
5. Describe your team's experience in operating past or similar projects.

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?
7. Provide a detailed timeline of your marketing efforts leading up to the event or project.
8. Describe your target market/audience.
9. Describe specifically how you will market the project to out of county visitors.
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)
11. If your project is already underway, explain how this award will increase your likelihood of success.
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.
13. List your potential sponsors and partners and how they contribute to the event or project.
14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

Brand Development: Trade Show Materials & TV Commercial For Klamath County Events
Discover Klamath Visitor and Convention Bureau
Jim Chadderdon, Executive Director
541.882.1501 | Jim@MeetMeInKlamath.com

Project Description

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

After nearly a year of development, Discover Klamath just launched (end of April) its new “Meet Me In Klamath” county branding campaign. This campaign is a call to action for people to come visit Klamath County and experience all we have to offer. It features a whole new look for the County’s tourism efforts. Thus far, the feedback has been exceptionally positive about those campaign elements we have introduced.

Part of Discover Klamath’s strategic efforts to promote the region have included regular attendance at trade and consumer recreation, tourism and travel shows throughout the western USA. And, for years we have partnered with and worked alongside local event promoters to help them plan and promote through television and other mediums in an effort to attract people to Klamath’s many events.

For DK to move forward in rolling out its new brand image, and thus maximize the impact of the new campaign, the organization needs to update all of its materials. Our budget, while expanding due to growth of TRT collections, nonetheless was impacted by the creative development costs in creating the new campaign... leaving less money for production of creative assets.

This grant request supports two key elements: First is new trade show materials. This includes a new trade show booth, new pull-up screen type banners; and, two new tablecloths. Second, DK uses TV extensively, especially in the promotion of local events. DK needs to produce a new TV commercial using a “donut” template utilizing our new “Meet Me In Klamath” brand look, while creating ad space for event information. So, how might this look? If you have seen DK spots before, the format is similar: The new (proposed) TV commercial will open with one of our “Meet Me In Klamath” characters saying “Need another reason to come to Klamath County?” Then, information and pictures relating to the event follow. The :30 second spot closes with the same “Meet Me In Klamath” character ending the commercial with “Meet Me In Klamath. Seriously. Right now,” directing people to our new www.MeetMeInKlamath.com website to gather more information. The reason we use this “donut” format is because it will create a uniform brand awareness for Klamath while providing room and flexibility for local events.

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?**

While we cannot track exactly how many visitors will come to Klamath County solely based on the design of our trade show materials or our new TV commercial for promoting local events, we do believe these elements play a key role in raising interest for visitors, particularly since we'll be using the impactful new brand campaign creative just developed. We will not be targeting locals with either of these elements.

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?**

Information provided at trade and consumer shows promotes Klamath County businesses (lodging, restaurant, event, venue, etc.). Event TV commercials direct viewers to Discover Klamath's new website MeetMeInKlamath.com. Discover Klamath's website will continue to offer incentives to make it easy for visitors to extend their visits by utilizing our itineraries and information designed to stay more than one night.

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.**

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.

Trade show materials are utilized throughout the year at multiple trade shows and events to visually attract visitors. Our event TV commercial is created and presented in the months prior to an event and is typically shown anywhere from 3 to 5 months in advance, thus timing is varied depending on the event date. DK attends over 15 trade/consumer shows annually, and, works with over 25 local event managers annually, so, these materials will be used a lot.

8. Describe your target market/audience.

Our target markets include those Millennials, X-Geners, and Baby Boomers who attend trade and consumer shows. These are always out of county. Event TV commercials also target viewers out of Klamath County, and will typically be aired in Northern California, Southern California, Southern Oregon, mid-Willamette Valley, Western Canada, and elsewhere.

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

The trade show materials attract trade show attendees in a visual way to provide Discover Klamath an opportunity to provide information about Klamath County's attractions, venues, events, and more. We plan to place the TV commercials in targeted locations based on the event. The TV spots will also live on Discover Klamath's YouTube channel, and we will push them out via social media channels as well.

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.)

Discover Klamath will measure impressions by the attendance of the trade shows, unique visits to the Discover Klamath website using Google Analytics, and video views through Facebook and YouTube analytics.

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

This project is not currently underway.

- 12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.**

We do not need or plan to receive any in-kind, barter, volunteer labor or discounted services for this project. DK develops the materials but partners help us pay for placement. For instance, an event that would be awarded a Klamath County Tourism Marketing Grant would likely use a portion of those funds for TV placement in markets, while DK would also contribute media placement dollars plus dollars for development of the final commercial.

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

We will not have any sponsors or partners to fund this project.

- 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. These materials will be used extensively.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		25000	25000		
Cash Revenues -			0		
Source: Discover Klamath Cash Match		7500	7500		
Source:			0		
Source:			0		
Total Cash Revenues	-	32500	32500	-	
In-Kind Revenues:			0		
Source:			0		
Source:			0		
Source:			0		
Total In-Kind Revenues	-	-	0	-	
Total Revenue	-	-	0	-	
			0		
EXPENSES			0		
Cash Expenses -			0		
Personnel costs			0		
Marketing costs			0		
Rentals			0		
Supplies			0		
Other: Creative Design	-	25600	25600	-	
Other: Production Management		6700	6700		
Other: Copy Editing		200	200		
Other:			0		
Total Cash Expenses	-	32500	32500	-	
In-Kind Expenses			0		
Labor			0		
Marketing costs			0		
Other:			0		
Other:			0		
Other:			0		
Other:			0		
Total In-Kind Expenses	-	-	0	-	
Total Expenses	-	32500	32500	-	
			0		
Net Income<Expense>	-	0	0	-	

NOTES

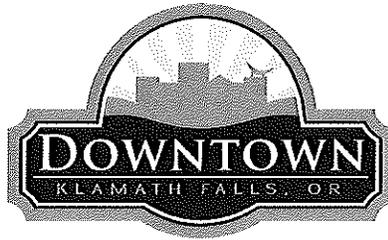
- Be as specific as possible; provide explanation to help clarify budget items
- Use the "Actual" column when preparing your final report; submit this form with the final report
- Use additional space or lines if necessary to provide complete information
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		25000	25000		
Other Sources-Discover Klamath		7500	7500		
			0		
Total Revenue	-	32500	32500	-	
			0		
CASH EXPENSES			0		
Advertising			0		
Print			0		
Web			0		
Other Internet			0		
Other:			0		
Total Advertising	-	-	0	-	
Printing			0		
Postage			0		
Misc/Other (Explanation Req'd):			0		
Other: Creative Design		25600	25600		
Other: Production Management		6700	6700		
Other: Copy Editin		200	200		
Other:			0		
Total Miscellaneous/Other	-	32500	32500	-	
Total Expenses	-	32500	32500	-	
			0		
Net Income<Expense>	-	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.**



April 29, 2016

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

Dear Grant Review Committee,

The Klamath Falls Downtown Association, KFDA, is pleased to offer a letter of support for Discover Klamath's request for funds for their Brand Development: Trade Shows and Event Commercial initiative.

As the representative of Klamath's downtown businesses and property owners, the KFDA is very appreciative of the long standing, high quality marketing to out of county visitors that Discover Klamath does through it's trade shows and event commercials.

Through these marketing efforts, Discover Klamath maximizes the promotional opportunities to attract out of town visitors which will contribute to the economic development so needed in our county. We are committed to the success of organizations that promote our area with activities such as these.

Discover Klamath has a proven track record in improving our occupancy rates at our area hotels. Please consider granting them the funds to continue these efforts.

Sincerely,

Kendall Bell
KFDA President

FAVELL Museum

The Favell Museum is a non-profit organizations dedicated to the enhancement and the understanding of the history of the West, preservation of Native American artifacts and culture, and exhibits of notable contemporary Western art.

125 West Main Street
Klamath Falls, OR 97601
541-882-9996
www.favellmuseum.org

April 29, 2016

Klamath County Commissioners
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Trustees & Staff

Nancy Wendt,
President

Dr. Jim Calvert,
Vice President

Judy Phearson,
Secretary

Laura Pulley
Treasurer

Madeleine Blake,
Director

Ann Favell Silvestri,
Director

Winifred Favell Hood,
Director Emeritus

Mel Ferguson,
Director

Douglas Osborne,
Director

Wayne Snoozy,
Director

Mark Wendt,
Director

Janice Woodhouse,
Director

Walter Woodhouse,
Director

Janann Loetscher,
Executive Director

Pat McMillan,
Museum Curator

Christie Riggins,
Director, Community
Art Program

Dear Commissioners,

As the Executive Director of the Favell Museum, I am writing this letter in support of Discover Klamath's grant request for funding for new trade show materials, as well as funding to produce a "*Meet Me In Klamath*" event commercial.

One of Discover Klamath's strategic efforts to promote the region is to attend trade shows. To move forward with their new brand, they must update their trade show booth and banners.

Another strategy is to work alongside events, to promote through television. Their plan to create a commercial template, which utilizes the new brand while allowing space for event information, will reinforce awareness of Klamath County.

I enthusiastically support Discover Klamath and their many efforts to bring tourism to Klamath Falls. I am supportive and proud of the new "*Meet Me In Klamath*" campaign. I think it is fantastic!

Sincerely,



Janann Loetscher
Executive Director



May 2, 2016

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

Dear Committee:

The Crater Lake – Klamath Regional Airport is pleased to write a letter of support for Discover Klamath's application for Brand Development: Trade Show Materials and Event Commercial.

Discover Klamath has a long-standing history in providing high-quality marketing to out of county visitors through attendance in trade shows and television commercials. We believe that encouraging out of town visitors will enhance both the attendance and reputation of events and our community.

Discover Klamath has already been involved with helping to promote many of the County's programs through television and attends multiple trade shows year after year. Through both of these marketing efforts, Discover Klamath maximizes the promotional opportunities and attracts out of area visitors to Klamath County. We are committed to the success of organizations and activities such as this.

The Crater Lake – Klamath Regional Airport enthusiastically supports Discover Klamath's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle towards its goal of increasing its brand awareness and marketing efforts to out of county visitors.

Sincerely,

Linda Tepper

Linda Tepper, AAE
Business Manager
Crater Lake – Klamath Regional Airport
(541)883-5372

gaucho
[collective]

1038 Main Street, Klamath Falls, OR 97601

4-30-16

Dear Committee:

Gaucho Collective is pleased to write a letter of support for Discover Klamath's application for Brand Development: Trade Show Materials and Event Commercial. Discover Klamath has a long-standing history in providing high-quality marketing to out of county visitors through attendance in trade shows and television commercials. We believe that encouraging out of town visitors will enhance both the attendance and reputation of events and our community. In fact, our unique business model depends on their marketing to bring young professionals into Klamath County either as visitors or eventually as transplants.

Gaucho Collective enthusiastically supports Discover Klamath's efforts towards receiving a Klamath County Tourism Grant in the current (spring).

Sincerely,

Randal Pope



Co-Founder, Gaucho Collective

April 29, 2016

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

Dear Committee:

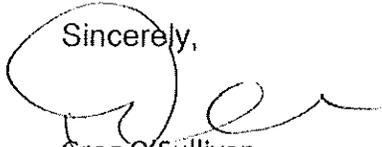
KCEDA is pleased to write a letter of support for Discover Klamath's application for Brand Development: Trade Show Materials and Event Commercial.

Discover Klamath has a long-standing history in providing high-quality marketing to out of county visitors through attendance in trade shows and television commercials. We believe that encouraging out of town visitors will enhance both the attendance and reputation of events and our community.

Discover Klamath has already been involved with helping to promote many of the County's programs through television and attends multiple trade shows year after year. Through both of these marketing efforts, Discover Klamath maximizes the promotional opportunities and attracts out of area visitors to Klamath County. We are committed to the success of organizations and activities such as this.

KCEDA enthusiastically supports Discover Klamath's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle towards its goal of increasing its brand awareness and marketing efforts to out of county visitors.

Sincerely,



Greg O'Sullivan

KCEDA Executive Director