

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Cycling Videos (2): Path Less Pedaled

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 create two cycling videos. The Path Less Pedaled is a company who inspires bicycle travel through storytelling. Videos will highlight Volcanic Legacy Scenic Bikeway as well as other popular road routes, mountain trails, and gravel grinders in Klamath County. We will place these videos on TV, YouTube, as well as on all Social Media outlets to draw cycling tourists to Klamath County. Videos will also direct visitors to our www.RideKlamathRide.com website for more information.

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.

Cycling Videos (2): Path Less Pedaled
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.

Discover Klamath is continuing to build Klamath County into a cycling tourism destination. The Path Less Pedaled (www.PathLessPedaled.com) is a company of cycling videographers who help the tourism community promote cycling destinations. DK plans to create two cycling videos. First, an anthem video featuring the Volcanic Legacy Scenic Bikeway, which runs from the Pelican Guard Station on Westside Road all the way to Crater Lake National Park, as well as highlight other popular road routes, mountain trails and gravel grinder trails that Klamath offers. We plan a second video that is from the cyclist's point of view showcasing all our routes as well. Both videos will highlight attractions and businesses to frequent for cyclists along the routes. Both videos will also direct viewers to DK's www.RideKlamathRide.com website. We plan to use these videos on YouTube and promote them through social media channels as well as host them on the RideKlamathRide.com and MeetMeInKlamath.com websites.

THE PATH LESS PEDALED START HERE

 Inspiring bicycle travel through storytelling

About Us



Ride Bikes. Travel. Do Good.

In 2009, we sold everything we owned to travel by bike. Over the following three years, we pedaled across beautiful landscapes, connected with kind-hearted people, and explored dozens of small and rural communities – all while sharing stories from our travels, with the goal of inspiring others to also travel by bike.

Along the way, we began to recognize the ways in which bicycle travel can bring economic development to rural areas – and we began to partner with community members and rural tourism advocates to develop and grow the concept of bicycle tourism.

In terms of additional background, Klamath County offers world-class cycling routes for road, mountain and gravel riders alike. Research (see below) shows cyclists who travel can have high positive impact on rural destinations. Not only are they high income earners, but they identify strongly with the types of experiences Klamath County has to offer: wide open spaces; scenic beauty and variety, well-maintained trails, exceptional weather and bike friendly businesses/services.

In order to leverage the economic benefit of bringing cyclists to Klamath County, and to align with the state tourism office's cycling initiatives, Discover Klamath has prioritized cycling tourism development as a key area of focus for the past several years. As the tourism destination marketing organization for the county, Discover Klamath has:

- * Established a county wide cycling tourism committee comprised of tourism, hoteliers, cycling advocates,
- * Advocated/raised money/helped organize work on the Spence Mountain Bike Trail,
- * Convened an Oregon Scenic Bikeway committee to map the Volcanic Legacy Scenic Bikeway route and apply for state approval,
- * Developed and manage photography, rides, content and events feed for a new website, www.rideklamathride.com specifically aimed at cyclists and modeled off best practices from the state cycling website www.rideoregonride.com
- * Developed and support and/or manage a number of cycling events, including Ride the Rim, where Discover Klamath did an "event takeover", featuring rider support stations throughout the route around Crater Lake. DK is also on the management team for this July's NW Tandem Rally.

With all these efforts underway, now is the time to bring the marketing and advertising of our cycling experience to the next level. We have all the channels in place to tell the cycling story, but we lack the creative assets to do so. Through this grant, Discover Klamath proposes to partner with the nationally recognized, award-winning Cycling Filmmakers and advocates, The Path Less Pedaled.

During the past 6 years, Path Less Pedaled has developed exceptional cycling video stories and photography for Travel Oregon all over Oregon. Our plan with Path Less Pedaled would be to develop:

- A "signature" video/commercial highlighting the Volcanic Legacy Scenic Bikeway, which stretches from the Pelican Guard Station on Westside Road all the way up to Crater Lake National Park; but also bring to attention all other great road routes, mountain trails and gravel grinders Klamath offers,
- A "cyclist's POV" video that shows routes, plus attractions and businesses to frequent for a cyclist along these routes,

- A series of :15 second version “takedowns” of the cycling experience, for use in social media advertising,
- A series of at least 20 stunning photos of Klamath’s routes,
- Request that Path Less Pedaled post on its social media channels during the filming at least 3 times (they have a big national following and are influencers in the cycling world)

All of the above would be for use in advertising online (e.g., Facebook, YouTube, pre-roll), web, social media and our enewsletter. In addition, we will distribute this content to key partners for them to use in their channels, including Travel Oregon, whom we will pitch in advance of using this content as a story about cycling Klamath.

For more information and recent research on the impact cycling is having to Oregon communities, check out this research:

<http://industry.traveloregon.com/research/archive/oregon-bicycle-industry-regional-economic-significance-2014-dean-runyan-associates/>

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?**

With cycling tourism growing in Oregon, and currently representing \$500MM in inbound tourism to the state, \$75MM to the region, and between \$5MM-\$7MM to our immediate area, we expect these videos to pre-emptively draw attention to Klamath from within the cycling communities. There has been great traction with the multiple rides taking place in Klamath County, it seems we are having no problems drawing cyclists from out of the county. Our Ride-The-Rim event last September drew over 2500 out of area cyclist, pulling from 17 states and 7 countries (1800 replied to our cycling survey which is how we received this info).

Hard to say how many cyclists will see these videos and then come. Path-Less-Pedaled develops tools (like videos) for DMOs to promote their destinations, but, they want happy clients so they are prolific social media promoters of the destinations they film. They have large social media and cycling followers. So, between their efforts and our efforts, we expect to raise Klamath’s awareness, profile, and esteem among cyclists.

If we work backwards on the assumption a cyclist would spend \$200 per day in our area (which is likely low), we would need 125 cyclists to come for one day to pay for this project, or 62 cyclists to come for two days. Seems reasonable to us.

From a Lodging Room Breakeven perspective, it would take gross lodging receipts of \$312,500 to generate \$25K in TRT taxes being requested. At a room rate of \$125/night that is 2500 room nights. That seems less attractive until you consider that we do seek to bring mountain biking events to Klamath, which could easily bring a couple hundred cyclists at a time. These videos should have a several year shelf life, which makes the 2500 room night hurdle more plausible (e.g. 833 incremental room nights/year for three years).

Have you seen Spence Mountain's parking lot lately? It's got 15-25 cars parked there most weekends these days and we have hardly begun promoting it. Two weeks ago a very popular website for cyclists – PinkBike – did a story on Spence. We expect more / similar coverage following the work by Path Less Pedaled.

- 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?**

Each video will direct viewers to the Ride Klamath Ride website where not only can a cyclist gather more information about the featured routes, they can also see all the things to do in Klamath County. We expect the information on the website will encourage cyclists to stay an extra day, or more. While we cannot directly track the cyclist's length of stay, we can track the number of views on YouTube and social media channels. We expect the more views the video gets and more visits to the website, the more people are interested in riding the routes.

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 produced many specialized videos on topics ranging from fishing to stand up paddling to riding the trolley to Crater Lake and more. These were done on a smaller budget and the production quality was definitely less.

What we are talking about here is an investment in much higher quality cycling video footage that will showcase our area's cycling product. What makes this special is the additional topspin marketing from the owners of the Path Less Pedaled who evangelize the destinations they film.

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.

We would begin the project upon receipt of the grant to begin the planning process. Filming would take place in August or September, or sooner, depending on The Path Less Pedaled's availability. We would begin to place videos immediately upon receipt of the final videos. We would hope/expect to affect this fall's cycling season and get a greater impact in 2017 having a full year to promote.

8. Describe your target market/audience.

Our target market is cyclists on YouTube and social media channels, cyclists visiting the Meet Me In Klamath and/or Ride Klamath Ride websites. We also would also target cyclists within the marketing sphere of the Path Less Pedaled.

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

We plan to post the videos on Discover Klamath's YouTube channel. We plan to push the videos and still photos out through Facebook, Instagram, Pinterest, etc...

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 and unique visits to Ride Klamath Ride website with Google Analytics tracking programs. We will also track views on YouTube and shares on Facebook Analytics. This will give us a read on how well the videos and marketing efforts have worked.

But, we need to track how many cyclists show up and stay here. That's a bit trickier. We are talking about doing a survey of cyclists to learn about how they learned about Klamath. If we could pull this off, it would provide excellent insights to what is working.

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 purposed of completing the budget form.

We do not need or plan to receive an in-kind, barter, volunteer labor or discounted services for this project.

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. In terms of execution, if awarded, we will work with local cycling groups such as the Lost Cascades Bike Club, Klamath Trails Alliance, and others to facilitate filming, and to ensure the principals from Path Less Pedaled have a great time while here and leave as enthusiastic advocates.

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

While the actual production, for which this grant is requested, will be completed summer 2016 the marketing of Klamath as a cycling destination will continue. This is a permanent component in our organization's efforts to highlight the area's attractions.

**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	-	32500	32500	-	
EXPENSES					
Cash Expenses -			0		
Personnel costs			0		
Marketing costs			0		
Rentals			0		
Supplies			0		
Video	-	32500	32500	-	
Other:			0		
Other:			0		
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	-	
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		
Video		32500	32500		
Other			0		
Total Advertising	-	32500	32500	-	
Printing			0		
Postage			0		
Misc/Other (Explanation Req'd):			0		
Other:			0		
Other:			0		
Other:			0		
Other:			0		
Total Miscellaneous/Other	-	-	0	-	
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.



Helping Destinations Find their Voice
Lookoutco.com
Portland, Oregon

April 29, 2016

Dear Grant Committee:

I am writing in strong support of Discover Klamath's application for a grant to produce cycling related video and photography content, for the purposes of marketing Klamath County as a cycling tourism destination.

Over the past 5 years, Discover Klamath has led the charge to develop the county as a premier cycling destination for road, mountain and gravel cyclists. They have built a solid cycling strategy, creating a coalition of local advocates and interested stakeholders in developing cycling routes, services and programs, and have whole heartedly supported cycling events, including the Ride the Rim event at Crater Lake, where they created stations along the entire route and provided support to attendees with info, water and snack stations.

They have learned best practices through many of Travel Oregon's programs, attending the Oregon bicycle tourism alliance meetings, and introducing the Bike Friendly Business program in the county.

The one thing they are missing, however, is compelling video storytelling content and rich photography that depicts the incredibly scenic and diverse experience of cycling in Klamath County. Their proposed production with the Path Less Pedaled will fill this need and provide high quality assets for sharing their cycling story with the world. Given their national recognition for creating excellent cycling content, Path Less Pedaled will not only fill a marketing need, but also be advocates for the community and share Klamath's cycling story through their channels.

Discover Klamath has a long-standing history in providing high-quality marketing to out of county visitors. They believe that encouraging out of town visitors to cycle Klamath will enhance both the use and reputation of their cycling routes, and also the economic health and overall image of their community.

I enthusiastically support Discover Klamath's efforts to receiving a its brand awareness and marketing efforts to out of county visitors.

Sincerely,

A handwritten signature in black ink that reads "Holly Macfee". The signature is written in a fluid, cursive style.

Holly Macfee
Principal
Lookout Co.
holly@lookoutco.com
503.830.6191

Blossor

REAL ESTATE SERVICES

2 May 2016

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

Dear Committee:

My name is Margot Durand and I have resided in Klamath Falls for over 25 years. I was raised here in Klamath County since childhood and appreciate our community so much that I have decided to remain here and start my own family. I believe Klamath's potential for growth and excellence is exponential and I look forward to continued improvements both economically and for the quality of living for our residents.

I believe that one of the cornerstones to Klamath's continued growth and improvement is Discover Klamath. The agency's dedication and commitment to our community's future has been proven year after year with successful media productions, tourism growth, impressive events, and more. The staff boasts years of marketing, business, tourism, and local volunteer experience positioning them to be incredibly successful at anything they take on.

I whole heartedly support Discover Klamath in their pursuit of a Tourism Grant to produce a cycling video. Cycling is a huge market all over the nation and Klamath is on the cusp of joining the likes of many strong communities in improving bicycle safety and promoting riding. I have no doubt that with their proven track record Discover Klamath will produce an exceptional video and exceed their goal to increase brand awareness and marketing efforts to out of county visitors.

Sincerely,

Margot Durand

Margot Durand
Broker | Blossor Real Estate Services
Cycling Enthusast



The Art of
Survival Century

P.O. Box 111, Malin, OR 97632

MALIN COMMUNITY SERVICE CLUB

April 28, 2016

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

RE: Letter of Support for Discover Klamath Application

Dear Committee:

The Art of Survival (AOS) Century team wishes to express our sincere appreciation for Discover Klamath's willingness to be the lead on bicycle tourism in the Basin. We heartily support the effort to create a cycling video to bring awareness to our rural region and promote this great area. We are interested in bicycle tourism as a economic boost to the lower Basin and want to continue to grow our annual ART OF SURVIVAL CENTURY cycling event. We desire to show off the undiscovered part of Southern Oregon and Northern California.

Three AOS team members also serve on the Volcanic Legacy Scenic Byway core team so we know how much time Discover Klamath devotes to promoting our area outside of this county. The proposed Cycling Video: Path Less Pedaled is a great idea for promoting our scenic byways as well.

Jim Chadderdon and the entire Discover Klamath staff have been an invaluable resource in mentoring and helping market our AOS event. We have great faith in their marketing skills and support their progressive endeavors to reach new audiences and expose others to the great resources in Klamath County as a whole. Therefore, the Art of Survival team and the Malin Community Service Club fully support the variety of marketing tools Discover Klamath uses and ask that you fund this video endeavor.

Respectfully,

Linda Woodley

Linda Woodley
AOS Co-Chair
541-723-3181

Malin Community Service Club Board Members: Kris Hartman, Lori Baley, Jan Walker, Rob Grounds,
Mike Kenyon, Rafael Hernandez, Jared Kalina

April 28, 2016

Klamath County Tourism Grant Committee:

It is with great pleasure that I write a letter of support for Discover Klamath and their proposal to promote Klamath County's amazing cycling trails. The project entitled, "Cycling Video: Path Less Pedaled" seems very promising as it encourages tourism to our community. What is particularly compelling about the proposal is that Discover Klamath has teamed with seasoned cyclists who will assist in the production of two cycling videos. Path Less Pedaled promotes cycling destinations and the founders have developed a strong, loyal following of cycling enthusiasts. As noted on their website, Path Less Pedaled is focused on "Inspiring bicycle travel through storytelling". They have 55,000 likes on Facebook and their YouTube channel is chalked full of professional videos. Partnering with this organization is key to promoting cycling tourism awareness throughout Klamath County.

Discover Klamath intends on promoting the cycling videos through various channels: Ride Klamath Ride website, YouTube, Facebook and other social media platforms that are specifically targeted at cyclists. Of particular interest, the videos will depict the Volcanic Legacy Scenic Bikeway that stretches from the Pelican Guard Station on Westside Road all the way up to Crater Lake National Park. The trails will be shot from the perspective of a cyclist, highlighting attractions and businesses that cyclists can frequent during their excursions.

I do hope the committee chooses to help support Discover Klamath on this project. I am a Discover Klamath board member and chair the marketing committee. I am proud to be part of this organization that is managed by Jim Chadderdon who is an extraordinary marketing manager.

Sincerely,

Kristy Weidman

Oregon Tech
Assistant Professor
Management Department
2110 Watson Street
Klamath Falls, OR 97603