

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfilment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Kay Neumeyer

Date/Time*

9/28/2018

5:45 PM

Tourism Traditional Application - Submission #304

Date Submitted: 9/29/2018

I have read the Grant Guidelines posted on September 1, 2018

yes/no*

yes

I plan to apply for two projects

yes/no

no

If yes please rank this project for level of priority

priority

-- Select One --

Project Title*

Discover Klamath Video Campaign

Grant Cycle*

Fall 2018

Amount Requested*

5000.00

Total Project Cost*

8000.00

Entity Federal Tax ID Number

26-4038270

Do not enter if putting in SSN

Entity Name*

Discover Klamath Visitor and Convention Bureau

Grant Contact Name*

Jim Chadderdon

Email Address*

JimC@DiscoverKlamath.com

Address*

205 Riverside Drive, Suite B

City*

Klamath Falls

State*

OR

Zip Code*

97601

Phone Number*

541.882.1501

Fax Number

541.273.2017

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

reply email

reply email

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

If yes, please enter name

Name

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Project (250 words or less)*

Create six 30-90 second videos showcasing what there is to do in Klamath County during each season of the year. The videos will be shot over the course of nine months in late fall, winter, early spring, late spring, summer, and early fall. These videos will be promoted on social media platforms to encourage year-round visitation to Klamath County by promoting seasonal activities and showcasing what the basin looks like during each season of the year. Discover Klamath will promote the videos on their own social media platforms and encourage industry partners to share as well. This will also help Discover Klamath stay competitive with other Destination Marketing Organizations around the region that we currently compete with, such as Visit Bend.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

To promote travel in the shoulder season, which for Klamath County is October – May. The seasonal video campaign will do just that. By capturing video footage of people doing activities in the basin in late fall, winter, early spring, late spring, summer, and early fall, it will show our target market what it is that they could do while they are here during that time frame. The videos will act as silent sellers for our region. This will help promote Klamath as an all-season destination showing what specific activities that can be done, attractions that can be seen, and what the climate looks like during each season. The videos will also give Discover Klamath the assets needed, in addition to still photography and blog posts, to digitally market Klamath County and remain competitive with other destination marketing organizations.

Describe the need for your project

Long-Term (250 words or less)*

The long-term plan for the project is to continue to use the videos created as seasons come around again to continue to promote Klamath County as the all-season destination that it is. These videos can also be repurposed to create a longer video for our Welcome Center, be placed on our website, used as a resource for digital ads or commercials on platforms such as YouTube, as well as be used at our trade shows (both consumer and industry) to promote our area.

What is the long-term plan for your project

Measurability (250 words or less)*

The call to action for the videos will be to visit DiscoverKlamath.com where they can find more visitor information. We are able to pull the analytics on our website to see where traffic is originating from, so we will know how many people visited our site from which video. In addition, paid promotions on social media come with their own metrics like how many impressions you received and how many of those were organic vs. paid for, how many likes/reactions, comments or shares the video received, how many people clicked on the video to listen with audio, and how long they viewed your ad. We feel these metrics will give us a good idea of how many people are interested in our area and for what season.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

We have been hearing from our lodging folks, and the industry lodging reports have been showing, that lodging doesn't need as much help in the summer months as they do in the fall winter and spring. The seasonal social media campaign will help promote Klamath County as an all-season destination to increase heads in beds in the off-season months as well as summer months, thus increasing tourism to Klamath County providing a positive economic impact for our region.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

This project will have the involvement of a number of community tourism related business/assets including but not limited to lodging and dining facilities, Crater Lake Zipline, Bill Collier Community Ice Arena, Lake of the Woods Resort, Rocky Point Resort, Klamath Falls Downtown Association, among others. Footage for each of the videos will be shot at multiple different locations some being public lands, others for profit businesses. The idea is to show a potential visitor through video what they could experience if they visited Klamath County. This project will support local businesses by utilizing a local videographer, rentals for some shoots, lodging/dining facilities, and local talent for the production of the videos.

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

We feel that by showing what the Klamath Basin truly looks like and the activities you can enjoy during each distinct season, that visitors may not be as intimidated to travel off I-5 to enjoy our assets. We know from studies that more people react to moving images or videography rather than still photography, which is why we believe it is important to develop these video assets for future tourism promotion efforts. Creating and promoting these seasonal videos will drive traffic to Klamath County in its off season, and increase traffic in the summer months. We will be able to show Klamath County has so much more adventure to offer other than Crater Lake National Park.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

Through these videos we will be able to showcase a number of different demographics enjoying diverse activities from birding to whitewater rafting showing that everyone is welcome in Klamath County.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

Again, this project will showcase of a number of community tourism related small businesses including, but not limited to lodging and dining facilities, Crater Lake Zipline, Bill Collier Community Ice Arena, Lake of the Woods Resort, Rocky Point Resort, among others. By highlighting these small businesses we feel we are boosting visibility to the visitor and in turn visitors to their attractions/establishments.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season? **yes/no*** Does the project/event occur outside urban growth boundaries? **yes/no***

Required supporting documents*

DK_Video_Campaign_Supporting Documents-2018_Fall_Grant.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

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Electronic Signature

Jim Chadderdon

Date/Time*

9/29/2018

8:45 AM