

Klamath County Tourism Grant  
Traditional - Final Report

Please provide the following information and submit with your final drawdown request. 20% of the grant is withheld until we receive the final report.

RKC Community & Regional Branding 8-15-17 through 12-15-17  
Title of Project / Funds Awarded Date of Event/Project  
South Central OR Economic Development District  
Name of Organization  
Betty Riley  
Contact Person  
803 Main Street Suite 202  
Address  
Klamath Falls, OR 97601  
City, State, Zip  
541-884-5573  
Phone Number

Submit Report to:  
Tourism Grant Coordinator  
Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601  
541-883-4202

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.
2. Detail the matching funds expended and provide proof of their expenditure.
3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.
4. Where did you spend your marketing dollars?
5. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?

Event Applicants Only:

6. How many people from out-of-county attended?
7. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees.
8. How many extra days did your visitors stay in the area?
9. How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days.

**By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.**

Betty Riley  
Signature

12-21-17  
Date

Betty Riley, Executive Director  
Printed Name and Title

**Klamath County Tourism Grant Final Report**  
RKC Community & Regional Branding– SCOEDD

**1. Copy of Brand Accelerator Reports**

Betty Riley, Executive Director for South Central Oregon Economic Development District (SCOEDD), has submitted copies of the consultant's Brand Accelerator Report for RKC and Tourism Assessment and Brand Accelerator Report for Chiloquin to the Klamath County Finance Department on a flash drive.

2. In addition to the \$10,000 Klamath County Tourism Traditional Grant, the project received a \$5,000 Technical Assistance Grant from The Ford Family Foundation (TFFF).
3. Updated Budget included with Final Report
4. **Where did you spend your marketing dollars?**

The Rural Klamath Connects (RKC) Network, representing Merrill, Malin, Bonanza, Tulelake, and Dorris, jointly hired a marketing/branding consultant to identify and tell the story of their unique offerings to visitors. Community and regional branding has been prioritized by the Network as key to further strategic community development efforts to attract outside visitors and bring more tourism dollars to local economies. Jim Chadderdon, Executive Director of Discover Klamath, engaged over fifty RKC community members in a dynamic, motivating discussion and brainstorming session on community and regional branding during a Network Convening in March. Initial branding concepts were developed, but it was necessary to hire a branding/marketing professional to work with the communities to refine initial concepts and develop professional content. The region for the branding project was expanded to include the community of Chiloquin at the request of the Klamath County Finance Department.

After research of branding/marketing consulting agencies, the communities selected to work with Lookout Co. based in Portland. Holly Macfee, Principle of Lookout, is highly regarded for her expertise in tourism development planning. Holly served as VP of Marketing and then VP of Global Brand Strategy for Travel Oregon from 2004-2014 before launching her own destination marketing consultancy. Since creating Lookout, Holly has developed new brand identities for Grants Pass, Salem, Seaside, Travel Southern Oregon, and Discover Klamath on the 'Meet Me in Klamath' campaign.

Holly and her writing partner, Andrew Dickson, spent four days exploring the rural Klamath communities in October 2017. This included visits to Chiloquin, Merrill, Malin, Bonanza, Tulelake, Dorris, and surrounding areas. Holly and Andrew interacted closely with community Leads and met with community members in each location, while touring downtowns and local attractions. Holly and Andrew visited the area through a visitor perspective and provided a professional assessment of the successes and challenges of the region in terms of attracting visitors. The communities have developed a strong

relationship with Lookout and hope to enlist Holly for developing tourism marketing materials.

Holly's connection to Travel Oregon helped sync the community and regional branding process with the Travel Oregon Rural Tourism Studio (RTS). The RTS assists rural communities with the development of their tourism industry in a way that will help stimulate the local economy, protect and enhance local natural and cultural resources, and foster community pride. Travel Oregon delivered the RTS workshop series in our region from Oct – Dec 2017.

Lookout generated a Brand Accelerator Report for the RKC communities, which included a follow-up meeting with community Leads to gather feedback. The Brand Positioning and Story Accelerator project provided the group with a toolkit of written brand positioning statements, key messages, and story ideas to effectively market their area and have a unified approach when participating in the Rural Tourism Studio. The report included written content for tourism marketing for each community and the region, including town descriptions, region name and manifesto, community highlights, community and regional stories that can be used for itinerary building, photos, and channels for furthering marketing efforts with content developed by Holly and Andrew. The report also included short term and long term recommendations for marketing, revitalization and beautification, tourism product development, wayfinding signage, and business development and recruitment. The working name for the RKC region is the 'Five Friendly Towns of Klamath Country'.

Holly and Andrew generated a Tourism Assessment and Brand Accelerator Report for Chiloquin and presented the report during a follow-up community meeting. The project provided the Chiloquin working group with a toolkit of written brand copy, key tourism assets, some story ideas for future content, and list of opportunities to attract and gear up for more tourism in the future. The report was tailored to meet the specific needs of the Chiloquin community, as they are in a different stage of community development than the RKC region. The report included written content for tourism marketing efforts, including town description, potential taglines, story ideas that could be used for itinerary building, photos, recommendations for marketing materials, longer term recommendations, and priorities for future working groups (Marketing, Town Beautification, Signage and Wayfinding). Lookout provided detailed recommendations and next steps for beautifying specific areas in downtown Chiloquin. However, Lookout felt strongly that safety and lack of full-time policing should be Chiloquin's #1 priority if the community wants to draw tourists and grow a sustainable economy.

The grant funding received for this project was used for payment to Lookout Co. for their expertise and consulting services, along with the Brand Accelerator Reports containing written content, photos, and recommendations. The consulting costs amounted to \$14,000, which includes Klamath County Tourism Grant funds and Technical Assistance Grant funds from The Ford Family Foundation.

**5. What part of your marketing efforts were most successful and least successful?**

The goal of working with a branding professional is to develop the tools needed to better market the region to outside visitors. The branding effort will set the stage for increased out of county visits in the future. The branding initiative and recent participation in Travel Oregon's Rural Tourism Studio will help our area better plan and strategically develop the visitor potential of our region, creating opportunities to attract more visitors to our area and keep them longer. With content and recommendations developed by Lookout, the communities will shift their focus to product development and marketing.

The RKC communities have developed a strong relationship with Lookout and hope to enlist Holly's expertise for developing tourism marketing materials for the southern region. This includes additional story ideas and/or itineraries that could be pitched to tourism marketing partners. The communities are interested in developing a tear sheet with map of the region highlighting key experiences, events, and tourism assets, along with a '10 Things to Do' pocket card with top 10-15 things to do in the region. The communities would then work with local hotels and businesses to provide visitor/guest training so owners and staff can promote local tourism assets through new print materials, including Klamath Falls. The topic of front line staff training was mentioned repeatedly during the Rural Tourism Studio workshops this fall. Education is a critical piece to ensuring our region's success as a tourism destination and promoting our tourism assets to encourage longer visitors stays. The communities would like to organize a Familiarization (FAM) Tour in partnership with Discover Klamath to allow locals to experience firsthand the tourism attractions in our region.

Since participating in RTS the rural communities have developed a stronger relationship with Travel Oregon, Travel Southern Oregon, Discover Klamath, and Discover Siskiyou which will provide the marketing channels needed to distribute information to potential visitors. The southern communities are already working with Discover Klamath on a two-page spread in the upcoming 2018 Pocket Guide using content and photos developed by Lookout. The communities will continue to work closely with our tourism partners on marketing the region, including using new town copy blocks to update town listings and providing content for DMO maps and visitor guides. As a graduate Rural Tourism Studio region, the communities will continue their partnership with Travel Oregon and participate in the RTS Marketing Roadmap. This is a new element of the RTS program and will provide RTS regions with greater coverage on Travel Oregon's website through trip planning/itineraries, listings, and photography.

We will work closely with our tourism partners to learn how to better track out of county visitors as we move forward with these initiatives. We can also learn from activities such as the Art of Survival Century bicycle ride that has used registration and survey tools to track visitor stays. As the region develops more lodging, (one of our goals), we will collaborate with new and existing lodging owners to count additional 'heads in beds' stays outside of Klamath Falls.

Through the branding project and RTS, the rural southern communities have developed a stronger relationship with Chiloquin and hope to learn from one another as we move forward with tourism related efforts. However, coordinating the branding project in six communities across such a large region was challenging at times and required educating Chiloquin about the project and benefits. The communities are in different places in their community development efforts and have different community needs.

The RKC communities and Chiloquin also share a number of challenges in regards to tourism marketing and attracting visitors. Staff capacity will play a role in how much the communities will be able to accomplish on their own. The southern communities and Chiloquin have strong support from Discover Klamath and tourism partners, but human capacity and working groups will be needed to further tourism initiatives.

The communities share longer term challenges in attracting visitors and keeping them in the area longer. As mentioned previously, Lookout felt strongly that safety and lack of full-time policing should be Chiloquin's #1 priority if the community wants to draw tourists and grow a sustainable economy. Lookout also felt that continuing downtown revitalization and beautification efforts was crucial for all the communities and provided recommendations on areas to focus and strategies for making downtowns more welcoming to visitors. Lookout provided recommendations on gaps in visitor services and small businesses that would be desirable in attracting visitors, as the communities currently do not have enough businesses to keep visitors in town for very long.

Another long term goal for the communities is to develop a Wayfinding and Signage Plan, which was prioritized during the Rural Tourism Studio. This will be an important piece as the communities move forward with tourism efforts. This may include a signage forum with representatives from ODOT, Klamath County, CALTRANS, and Siskiyou County participating. The communities will need guidance from these entities before moving forward with signage planning. Lookout also recommended playful signage at entrance points to the RKC region, noting the Five Friendly Towns of Klamath Country and possibly including regional events, similar to the entrance sign for La Pine.

Now that the Rural Tourism Studio workshops have been completed, the participants are transitioning to Action Teams that will focus on tourism product development. The three month RTS workshop series allowed participants to collaborate, develop tourism priorities for the region, and consider gaps in tourism services. The Action Teams are focused on Outdoor Recreation, Marketing, and Agritourism & Cultural Heritage Tourism with each group working on unique projects. This will allow the communities to develop new experiences that expose more visitors to the region and keep them longer. The Agritourism & Cultural Heritage Team will also be working with the farming and ranching community on strategies for developing unique lodging, another priority of the communities and highly recommended by Lookout.

#### **Event Applicants Only:**

Questions 6 – 9 were not applicable, as our project was not event related.

	<b>Basin Network Tourism Studio</b>	<b>ACTUAL SCOEDD</b>
<b>Revenue</b>		
	Klamath County	10,000.00
	Local Donations	3,500.00
	FFF	5,000.00
	Jordon Cove	2,500.00
	Local Match	1,502.00
		<b>22,502.00</b>
<b>Expenses</b>		
<b>Personnel</b>		
	Executive Director	1,579.95
	<b>Subtotal Direct</b>	<b>1,579.95</b>
	Vacation	110.75
	<b>Total Direct Personnel</b>	<b>1,690.70</b>
<b>Fringe</b>		
	Payroll taxes	132.14
	SAIF (worker's comp)	7.64
	Medical/Dental	0.49
	Retirement	54.71
	<b>Total Fringe</b>	<b>\$ 194.98</b>
<b>Contractual</b>		
	Network Contractual	3,518.00
	Rural Tourism	2,500.00
	Branding Consultant	14,000.00
	<b>Total Contractual</b>	<b>20,018.00</b>
<b>Travel</b>		
	Travel - meals	
	Travel - lodging/transportation	
	Travel - mileage	101.65
	Conference/Training fees	
	Non-employee Travel	240.13
	Board meeting expenses	1.52
	<b>Total Travel</b>	<b>343.30</b>
<b>Equipment</b>		
	Asset purchases	
	Equipment rental	24.68
	<b>Total Equipment</b>	<b>24.68</b>
<b>Supplies</b>		
	Office Supplies	34.14
	<b>Total Supplies</b>	<b>34.14</b>
<b>Other</b>		
	Accounting Expense	31.85
	Advertising /Website	
	Dues & subscriptions - NADO	5.06
	Miscellaneous	0.38
	<b>Total Other</b>	<b>37.29</b>
<b>Indirect</b>		
	Rent & janitorial	106.67
	Repairs & maintenance	
	Mailing expense	2.40
	Telephone/Internet	49.84
	<b>Total Overhead</b>	<b>\$ 158.91</b>
<b>Total Expenses</b>		<b>\$ 22,502.00</b>
		<b>\$ -</b>

**South Central Oregon Economic Development District**

- Income Statement by Program - Unposted Transactions Included In Report

660117 - Rural Tourism Studio

From 7/1/2017 Through 6/30/2018

		Current Period Actual	Current Year Actual
		<u>                    </u>	<u>                    </u>
<b>Revenues</b>			
Local match revenue	4010	1,502.00	1,502.00
Local contract revenue	4200	10,000.00	10,000.00
Fee for service revenue	4300	7,500.00	7,500.00
Contributions	4500	3,500.00	3,500.00
<b>Total Revenues</b>		<u>22,502.00</u>	<u>22,502.00</u>
<b>Expenditures</b>			
<b>Wage &amp; fringe</b>			
<b>Salaries &amp; wages</b>			
Salaries & wages	5010	1,426.00	1,426.00
Sick leave pay	5020	1.18	1.18
Holiday leave pay	5030	67.41	67.41
Pay in lieu of medical insurance	5050	85.36	85.36
<b>Total Salaries &amp; wages</b>		<u>1,579.95</u>	<u>1,579.95</u>
<b>Fringe</b>			
Payroll tax expense	5110	132.14	132.14
Vacation accrual expense	5120	110.75	110.75
Worker's compensation expense	5130	7.64	7.64
Medical insurance benefits expense	5140	0.49	0.49
SEP plan benefit expense	5150	54.71	54.71
<b>Total Fringe</b>		<u>305.73</u>	<u>305.73</u>
<b>Total Wage &amp; fringe</b>		<u>1,885.68</u>	<u>1,885.68</u>
<b>Program expenses</b>			
Subcontracted services	6030	20,018.00	20,018.00
<b>Total Program expenses</b>		<u>20,018.00</u>	<u>20,018.00</u>
<b>Operating expenses</b>			
Accounting expense	7020	31.85	31.85
Bank fees	7060	0.38	0.38
Dues & subscriptions	7100	5.06	5.06
Equipment rental	7120	6.24	6.24
Equipment purchase (<5,000)	7140	11.01	11.01
Equipment repair & maintenance	7160	18.44	18.44
Meeting expense	7280	1.52	1.52
Office expense	7320	5.82	5.82
Postage & shipping expense	7340	2.40	2.40
Rent & utilities expense	7360	106.67	106.67
Supplies	7380	28.32	28.32
Telephone & internet	7400	38.83	38.83
Travel - mileage & ground transportation	7480	341.78	341.78
<b>Total Operating expenses</b>		<u>598.32</u>	<u>598.32</u>
<b>Total Expenditures</b>		<u>22,502.00</u>	<u>22,502.00</u>
<b>Net income (loss)</b>		<u>0.00</u>	<u>0.00</u>