

TOURISM GRANT APPLICATION

Organization Applying: 30-mile Club
Contact Person: Julie Black
Phone Number: 541.356.2550
Email Address: ~~mikeblack~~ mikejulieb@gmail.
Mailing Address: 28437 Rocky Point Rd. com
Web Site Address: CraterLakesBackyard.com
Title of Project: Retool website and 4 months
Brief Description of Project: Facebook campaign
A. Retool website format & appearance
with addition visitor tracking (\$750)
B. Facebook posts and native ads, 4 months
(\$1,600)

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 Julie Black Date 9/25/14
Signature of Board Chair _____ Date _____

30-Mile Club – Fall 2014 Klamath Co. Tourism Grant Application

1. What is the main focus of this proposal? Retool our website and continue the social media campaign, both of which will increase visitor days and visitor dollars spent in "Crater Lake's BackyardTM", the area just south of Crater Lake National Park and north of Klamath Falls.

2. What are the project activities?

There are 2 parts to the proposal:

- A. Retool CraterLakesBackyard.com (formerly ThingsToDoNearCraterLake.com). When the website was created in 2010, it was developed with soft colors, quiet scenic photos, and photos of grey-haired smiling visitors. More than half of the site's 10,000+ monthly visitors are now age 35-44, with over half of the visitors to some of our local business websites age 35 and younger. We can and do update content and still photos constantly, but we need the site's creator to make format and slideshow changes to appeal to our growing younger audience.

One of the most critical parts of the website retooling is tracking the sources of website visitors and their impact on website traffic, and then correlating how that translates to visitors and increased visitor spending. This past week, there were 3,114 website visitors spending an average 3.66 pages per visit. Last year a late Sept. week had roughly 2,400 visitors, and page views last year averaged less than 3 per visit. Why the increase in visitors and page views? How has our Facebook campaign impacted the numbers? To make the best use now and in the future of our limited marketing dollars, we need to know! We will implement a methodology to track website traffic, conversions and economics.

Because we have undertaken a multi-media, multi-demographic approach to draw, expand and keep visitors in Crater Lake's BackyardTM, we need to measure which sources are working for which demographic. Each traffic source can be tracked separately (tracking pixels, dedicated redirect pages, etc.) and traffic analytics and trends (combined with industry trends such as from Travel Oregon) will give us forward looking advice, monitor where we have come so far, and indicate how our visitor demographic is evolving.

Likewise, we will "connect the dots" out the back end with conversions via the website retooling and in-person connections with businesses and attractions in Crater Lake's Backyard and surrounding areas, to get a nearly real-time perspective on what information is most valuable to which visitors.

Lastly, we will be able to work with local businesses and attractions to give rough translations of visitors into dollars, i.e. the economic impact of visitors throughout Crater Lake's BackyardTM summer season.

- B. Continue the social media campaign for 4 additional months. We want to see the effect over an entire 12 month period, especially the late spring months, when

most reservations are made with Crater Lake's Backyard™ businesses for summer travel.

3. When will the project occur? How long will it last?

- A. Retooling the website will be completed by February 1, 2015.
- B. The social media campaign will be March, April, May, and June 2015.

4. Describe your organization.

The 30-Mile Club is an all-volunteer grass roots organization formed in 2003 to draw and hold visitors in "Crater Lake's Backyard™", the area from Crater Lake through Fort Klamath and west through Rocky Point to Fish Lake and east from Fort Klamath to Chiloquin and Collier State Park. We're dedicated to promoting our area to potential visitors, and we are never pay-to-play. We include every park, attraction, artist, guide, and lodging or food business in our marketing. We fund visitor newspaper and rack card printing, website repair, Travel Southern Oregon membership, rack card distribution, and marketing partnerships with the sale of annual ads that are the same size for the largest resort or the smallest non-profit attraction. Our goal has always been to collaborate within our group and with others to get the biggest bang for our small buck. In our first year, we received the Travel Oregon Volunteer Achievement Award for development and production of the visitor newspaper, and we continue to grow stronger and more successful every year.

Our efforts are not static. We constantly seek feedback on the success of our marketing efforts, continually tweaking them as needed.

5. Describe your experience in operating past or similar projects. How is your organization uniquely qualified for this project?

We are uniquely qualified to promote this area, because we ARE the 90+ businesses and attractions between Crater Lake National Park and Klamath Falls. We have intimate knowledge of where we live and work, a passion to share our special area with visitors. Our economic survival depends on those visitors. For 12 years, we have showcased tourism-related businesses, parks, attractions, and artists with successful marketing projects in Crater Lake's Backyard™.

We work closely with Discover Klamath, Travel Southern Oregon, and direct-marketing organizations throughout the region, but our specific focus is drawing visitors to the Upper Klamath Lake Basin.

The April 2014 printing of 28,000 copies of the "Now That I'm Here" visitor newspaper (see attached copy) is the 11th annual edition and is distributed to lodging businesses and other locations throughout the Klamath Basin and Rogue Valley to show visitors why they should stay longer than their visit to Crater Lake or to Ashland's Shakespeare plays. Also, copies are mailed by local businesses to prospective visitors.

In March 2010, we launched the successful ThingsToDoNearCraterLake.com (now CraterLakesBackyard.com) that reaches potential visitors world wide. Most of the nearly

11,000 monthly website visitors are from the Portland metro area, San Francisco Bay area, and Seattle metro area. We maintain and continually update content on this very comprehensive site that showcases all lodging, dining, attractions, events and public use south of Crater Lake and north of Klamath Falls, and hours and seasons of operation for services within the Park. It has direct links to business and attraction websites as well as to Discover Klamath, Travel Southern Oregon, etc. We annually print 15,000 rack cards, with region-wide distribution contracted by NW Brochures.

The targeted social media campaign that begun in July of this year has already tripled the number of "Likes" for the Things To Do Near Crater Lake Facebook page. Our goal had been 435 Likes after 9 months, and we have nearly 700 Likes after 2 months.

6. Have these projects been successful in bringing tourists to Klamath County? How do you plan to measure the results of your project in bringing tourists to Klamath County?

We see and measure the success of our efforts in a number of different ways. One of the most impactful aspects of our efforts is that they are diverse in terms of media, content and approach. This enables us to reach and support not only visitors from outside the area looking for information and a reason to stay (and stay longer) but also local and regional visitors (e.g. daycationers) who are looking for a weekend getaway.

With the addition of our social media component this summer, it became more apparent that we need complete and accurate tracking traffic, conversions, and resulting economics. We want to spend each of our very limited marketing dollars the absolute smartest way possible. That's why we're applying for funds to implement comprehensive tracking on CraterLake'sBackyard.com

Our social media and website presences are increasingly attracting the younger families just coming into their peak earning years and establishing long-standing vacation patterns. Capturing them now and providing them with an exemplary experience means Crater Lake's Backyard businesses and attractions can benefit from their repeat visits for many years to come.

Anecdotally, our local businesses have reported stays, extended stays, and the very important repeat stays solely based on the information we provide, "We never knew there was so much to do here!" is a frequent visitor comment.

Although our social media activities only started in July, they are already producing high levels of engagement, which we believe will translate into increased visitor days for 2015, and is a key reason why maintaining the consistency of our efforts throughout the spring booking season is critical for our tourism-based businesses. It is particularly important to see the level of engagement our social media presence is generating...when prospective visitors read our posts, they often do the marketing for us by "tagging" their friends to the post, thus turning them into potential visitors as well.

Additionally, once visitors are in the area, they stay longer and/or do more while they're here, which translates into more dollars spent. Groceries, gas, dining, souvenirs, just to name a few, are the ancillary businesses benefiting from increased visitor engagement that starts with social media and our website.

Guests visit from all over the world come to Crater Lake and nearly always are open and curious about the breadth and depth of the attractions and recreation opportunities in addition the National Park. By providing our up to date and comprehensive website for pre-visit planning, we enable groups, families and individuals to have the best experience possible...which directly translates into spending more time (and money) engaged in the area, repeat visits, and telling colleagues, family and friends about the vacation opportunities here in Crater Lake's Backyard.

Klamath County Tourism Grant Application
2016 MARKETING

30-Mile Club

All 30-Mile Income and Expenses are for Marketing Only

INCOME	All 30-Mile Income Is for Marketing	Committed	Pending	Total	Actual	Comments/Explanations
	Tourism Grant Request		2,350			
	Cash Revenues					
	Source: Sponsors, rack card print/distr	1,550				projected for 2015
	Source: Ads for newspaper/web	3,700				projected for 2015
	Total Cash Revenues	6,250	2,350	-	-	
	In-Kind Revenues, volunteer hours:					
	Newspaper, web updates, ads, rack card	2,400				240 hrs @ \$10
	Attend TSOregon meetings, phone conf.	500				50 hrs @ \$10
	Distribute newspaper	1,400				140 hrs @ \$10, 7 people total
	Coordinate with DK, CLCountry, etc.	700				70 hrs @ \$10
	Coordinate with 30-mile businesses	900				100 hrs @ \$10
	Info/photos for posts, native ads monitor/adjust	2000	1,000			4 mnths grant, 8 mnths after, \$10/hr
	Total In-Kind Revenues	7,900	1,000	-	-	
	Total Revenue	13,150	3,350	-	-	
EXPENSES	All 30-Mile expenses are Marketing					
	Cash Expenses -					
	Personnel costs: Website repair	300				average annual cost
	Personnel costs: Website retool		750			15 hrs @ \$50/hr, Caliban Des.
	Web & Other internet:					
	Website hosting, domain name	140				annual cost
	Partner, CLCountry.com, Attractions level	500				April 2014 - March 2015, expected
	Facebook posts	0	400			4 mnths @ 30 posts/month
	Native Ads, Facebook	600	1,200			with grant and after
	Memberships: Travel S. Oregon	375				annual membership
	Print:					
	Update & print rack card, annually	783				Jan 2015, print 15,000 cards
	Print visitor newspaper, annually	1600				April 2015, 28,000 copies
	Other: NW Brochures, distribute rack card	849				May 2015 - April 2016, expected
	Total Cash Expenses	6,147	2,350	-	-	
	In-Kind Expenses					
	Newspaper, web updates, ads, rack card	2,400				240 hrs @ \$10
	Attend TSOregon meetings, phone conf.	500				50 hrs @ \$10
	Distribute newspaper	1,400				140 hrs @ \$10, 7 people total
	Coordinate with DK, CLCountry, etc.	700				70 hrs @ \$10
	Coordinate with 30-mile businesses	900				80 hrs @ \$10
	Info/photos for posts, native ads, monitor/adjust	2000	1000			4 mnths, 25hrs/mnth @ \$10
	Total In-Kind Expenses	7,900	1000	-	-	
	Total Expenses	13,047	3,350	-	-	
	Net Income<Expense>	103	0	-	-	In reserve, website emergencies

NOTES

Use the "Actual" column when preparing your final report; submit this form with the final report

Support Letters

received by
email 9/23/14

From: Mata Rust
Re: 30-Mile Club (Julie Black) request for grant funds
Date: September 24, 2014

Please accept this letter in support of the above-named request to your committee. While I'm not a rural business owner in the area, I have been a Rocky Point resident for over 44 years, an active participant in Answer People, one of the founding (and continuing) members of the 30-Mile Club, an active volunteer on a variety of tourism and hospitality projects over the past 3 decades, and one of the original members of the Discover Klamath Board.

The area consists of mainly rural communities within an hour's drive of Crater Lake National Park and is loaded with one-of-a kind natural wonders, mostly on public lands. World-class birding, a canoe trail, wilderness areas, historic lodges, hundreds of miles of trails, unique water recreation, part of the Volcanic Legacy Scenic All-American Road, and much more are supported by small family owned and operated businesses. Because of the rural nature, little outside support for attracting tourism exists. And most of these business operators have neither time nor expertise to market their offerings.

Eleven years ago, area business owners and volunteers formed the 30-Mile Club and immediately published their first visitor information newspaper about the area, *Now that I'm Here*, with a distribution of over 30,000 copies. The annual publication is written, printed, and distributed by volunteers, most of whom don't even have a direct interest in business success. It truly is a grass-roots operation. Along the way, the group added a web page, rack cards, and social media outreach, all of which are showing increased use.

The grant funds will be used to retool the website, which now yields better information on the demographics of users and should grow to meet that population. The newly-developed social media campaign has doubled its users and has every reason to continue to grow. Rack cards reach a different visiting population and reportedly are very popular.

So why does this group need the grant funds? A tremendous amount of outreach is funded solely on ad sales for the annual newspaper publication (\$80 per year) and a huge amount of volunteer time. There is no official tourism organization, membership fee, or required service. Everyone who offers a business or service is included.

Why would this benefit the county tourism effort? Clearly Crater Lake is the huge draw. Right now, visitors are encouraged to continue their vacations on the west side of the mountains in Ashland, Medford, and their surrounding areas. Showcasing the wonders in our own county, just moments away from Crater Lake, grows our existing offerings, leads tourists through a "transitional" geography toward Klamath Falls, and keeps their purchasing presence in our county longer. We all win with your support for this request.

Train Mountain Railroad info@tmrr.org
via eigbox.net

10:17 AM (42 minutes
ago)

Email Sept. 12, 2014

Julie,

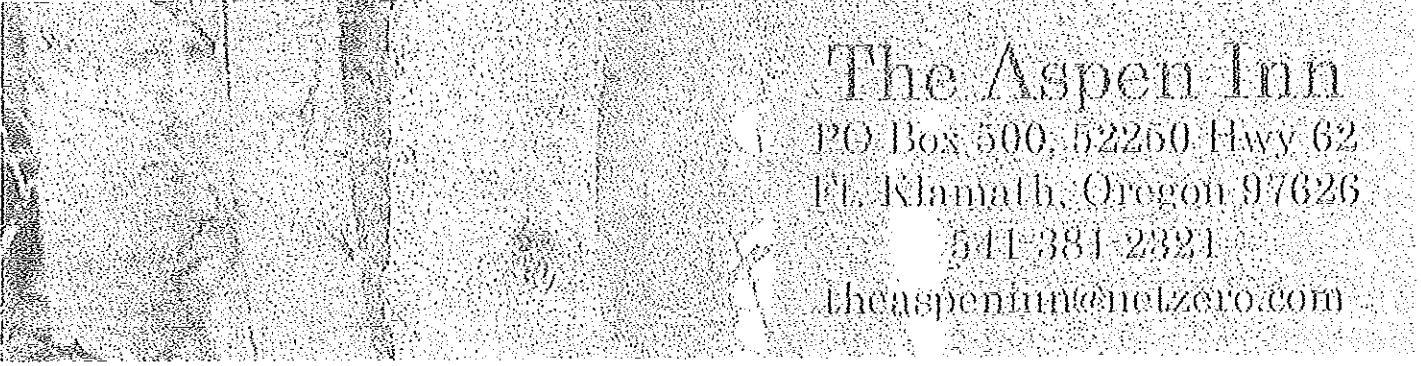
Train Mountain is glad to support the upgrade to CraterLakesBackyard.com. We are using social media more and more at our website and know that it has been a boon to our exposure to the travelling public.

Please continue the good work.

Respectfully

Dennis Ward

Train Mountain Volunteer



The Aspen Inn
PO Box 500, 52260 Hwy 62
Pt. Klamath, Oregon 97626
541-381-2321
theaspeninn@netzero.com

15 September 2014

To Whom It May Concern:

RE: Klamath County Tourism Grant

My name is Heidi McLean. We have owned the Aspen Inn in Fort Klamath since July 2003.

Even from the first edition of the 30-Mile visitor paper, guests at the Aspen Inn have found it very helpful when visiting this area. It is a wonderful resource for both returning and first-time guests to this special part of Klamath County. Everyone who checks in (and many who just drive in and are lost or looking for information) gets one of these great little papers.

Over the years, Julie Black and Mata Rust (and a host of other wonderful volunteers) have made this visitor paper an invaluable resource for both the local business owners and guests to this area.

We truly live in a very unique part of Oregon, and are so fortunate to have people who volunteer countless hours to keep the 30-Mile Club and it's methods of outreach (visitor paper, rack cards, ad space, website, etc.) fresh and 'out there' so potential visitors will see the beauty and adventure of what our neck of the Oregon woods has to offer.

I would like to thank you in advance for your time and attention to considering the 30-Mile Club as a worthy candidate for much needed grant monies to continue these great efforts.

Best regards,

Heidi McLean
Owner/Operator

email Sept. 16, 2014

Klamath County Board of Commissioners

As a member of the Klamath and Western Railroad group I have had the great pleasure in working with the 30 Mile Club in our ongoing publicity endeavors. Their grasp of what is required to get the folks to come to our location is wonderful. Their advertising pieces whether in print or online are long lasting and very complete. By long lasting I mean, unlike a radio or TV ad, their collateral pieces are of the type that folks tend to keep for current and FUTURE reference. We have tried to emulate their success with some of our pieces but we still rely on them for their far reaching scope and knowing where to seek out new customers. We continue to grow each year and we attribute much of our success to this ongoing working relationship.

Russ Wood

member Klamath and Western Railroad Inc.

Victoria CB Trees, Principal Broker 10:31 AM (1 hour ago)

Email Sept 23, 2014

To Whom It May Concern,

I have had the pleasure to participate in a small way in the distribution of the 30 Mile Club/newspaper for a number of years now. We use the newspaper as hand-outs to newcomers to our office, as well as at booths at various trade shows we support. In addition, the website is one of my favorites to refer folks to, for information about our wonderful little "30 miles" of paradise.

I am fully confident that any grants Julie Black and others associated with the newspaper and website apply for, would be appropriately spent to increase the usability of both venues.

Sincerely yours,

Victoria CB Trees, Principal Broker

Crater Lake Realty, Inc.

PO Bx 489/33550 Hwy 97N

Junction, Hwys 62 & 97

Chiloquin, OR 97624

Now That I'm Here...

www.ThingsToDoNearCraterLake.com

FREE Guide

the 2014 Insider's Guide to Crater Lake's Backyard

BE OUR GUEST

Welcome to the friendly communities of Chiloquin, Rocky Point, and Fort Klamath.



This rich snow-gasbord of lakes, streams, marsh, wilderness, wildlife, history, recreational opportunities, resorts, and artists rests at the north end of Upper Klamath Lake, between I5 and Hwy 97 in Southern Oregon. Travel by air to nearby Medford or Klamath Falls, or make the scenic 5-hour drive from Portland. San Francisco motorists can be here in only 6 hours.

Forget the speedboat and electronic entertainment. The absence of glitz and noise endears this 500 square miles of calm to residents and lures those seeking a special respite.

Use this guide and sister website, ThingsToDoNearCraterLake.com, to help plan an afternoon, a week's vacation, or a month's escape. See why this is the best 30 miles in Oregon, right here in Crater Lake's backyard.

-A 1/8 scale railroad with free Saturday rides. (One of a Kind, p. 2)

-Part of the Volcanic Legacy Scenic Byway All American Road. (One of a Kind, p. 2)

-The largest freshwater ecosystem west of the Great Lakes with lakes, rivers, and streams for fishing. (Map, pp. 6-7, Catch of the Day, p. 10)

-Crater Lake National Park and other historical and natural wonders. (One of a Kind, p. 2)

-Gentle hikes and challenging wilderness treks. (Take a Hike, p. 4)

-Sunset Magazine's #1 Birding Destination in the West. (For the Birds, p. 2)

-Local festivals, celebrations, concerts and ranch activities. (Festivals & Events, p. 11)

-Original creations from stained glass and jewelry to quilts and fiber art. (Arts & Artists, p. 12)

-Large & small resorts, B & Bs, motels, lodges, cabins, campgrounds, and RV parks. (Visitor Services and map, pp. 5-8)

-Native American exhibits and festivals. (Klamath Tribes Headquarters, p. 8)

-Kennel tours with an Iofarod musher. (CrystalWood Lodge, p. 5, and map B3, pp. 6-7)

-Over 15,000 acres of marsh and sheltered waterway for canoe and kayak. (The Best Trails You'll Never Walk, p. 3)

-Vivid autumn colors, with waterfowl hunting opportunities.

-Country roads and multi-use trails for hiking, biking, and horseback riding. (Adventure on a Roll, p. 9, Take a Hike, p. 4)

-Over 350 miles of public winter trails for snowshoeing, cross-country skiing, snowmobiling, and mushing.

-Five local sites on the National Geographic Geotourism Map, (#s 40, 73, 76, 151, 33) <http://the.centralcascaades.com/explore/>

Wood River kayaking photo courtesy Mike Black, Annual Collier Living History Day photo courtesy Joan Rowe.

30 Mile logo by Wolf Hodgkinson.

ThingsToDoNearCraterLake.com



-A logging museum and pioneer village. See photo above. (Collier State Park, p. 8 and map D2, pp. 6-7)

-The site of an old fort with a "real" cavalry guide. (Fort Klamath Museum, p. 5, and map C2, pp. 6-7)



The 30 Mile Club
Winner, 2004 Travel Oregon
VOLUNTEER ACHIEVEMENT
AWARD
For Development and Production
of This
Visitor-Focused Newspaper

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Jason Link

From: Mike & Julie Black <mikejulieb@gmail.com>
Sent: Tuesday, October 14, 2014 3:57 PM
To: Jason Link
Subject: 30-mile grant questions

Hello Jason,

Thanks for returning my call and for clarifying the committee's concerns. Below are answers to the 2 questions you sent last week.

1. Have you created a legal entity for the 30-Mile Club?

We recently researched the possibility of applying for a 501 (c) (6) designation (like a chamber of commerce or business league), but we don't see a real need to pay the application fees and accompanying annual fees for that designation. Our informal status has worked well for us for 11 years. We are a dedicated group, truly committed to the success of tourist-related businesses in our area. We "play well" with each other, and we accomplish amazing things on a genuine shoestring. CrystalWood and other 30-mile businesses with liability insurance are very willing to be our contracting agent when needed for such things as a Klamath Co. Tourism Grant.

2. Who owns the trademark for "Crater Lake's Backyard"?

Through an attorney, I applied on May 10 for a registered trademark for the term "Crater Lake's Backyard". The trademark will be registered in my name. The government's search summary was completed on August 29, with no conflicting use found for the term. Now, we wait for the government wheels to grind on and grant final approval for the registration. Once the application was submitted, we could use "TM". When the trademark is officially registered, the "TM" will change to "R" in a circle.

Thanks,
Julie