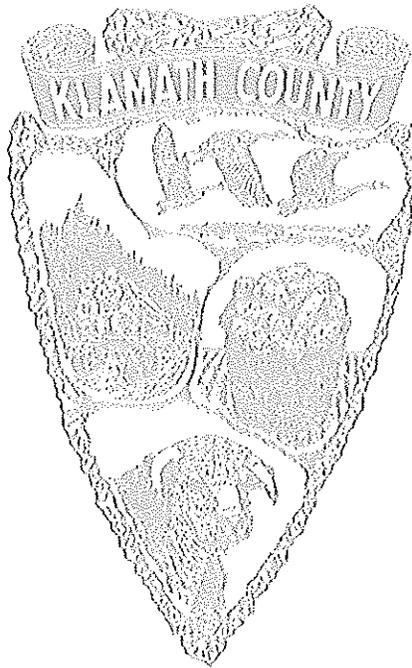


APR 30 2014

**KLAMATH COUNTY TOURISM** RELANDER COUNTY  
**GRANT PROGRAM APPLICATIONS**



**Date Issued:** September 1, 2013

**Issued By:** Klamath County Finance  
305 Main Street  
Klamath Falls, Oregon 97601  
  
(541) 883-4202

**Applications Due:** 2:00 p.m., April 30, 2014

**TOURISM GRANT APPLICATION**

Organization Applying: Herald and News \_\_\_\_\_

Contact Person: Shawn Roetman \_\_\_\_\_

Phone Number: 541-885-4444 \_\_\_\_\_

Email Address: sroetman@heraldandnews.com \_\_\_\_\_

Web Site Address: www.heraldandnews.com \_\_\_\_\_

Title of Project: Volcanic Legacy Scenic Byway Ride \_\_\_\_\_

Brief Description of Project: The main focus of this proposal is a Volcanic Legacy Scenic Byway Bicycle Ride. This would be a two day ride starting at Mt. Shasta and ending at Crater Lake with a mid-point stop in Klamath Falls. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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  \_\_\_\_\_

Date 4/30/14

Signature of Board Chair \_\_\_\_\_

Date \_\_\_\_\_

## **PROJECT DESCRIPTION**

### **Project Plan:**

1. What is the main focus of this proposal?

The main focus of this proposal is a Volcanic Legacy Scenic Byway Bicycle Ride. This would be a two day ride starting at Mt. Shasta and ending at Crater Lake with a mid-point stop in Klamath Falls. The hope is that the community would also get involved and create an atmosphere that is enticing to cyclists.

2. What are the project activities?

The activity is a two-day bike ride along the Volcanic Legacy Scenic Byway with a stop in Klamath Falls. The riders will be provided food and water.

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

The ride will occur on September 20, 2014, and be two days long. The goal is to make this an annual event

4. Who is the target market? What is your strategy for reaching the target market?

The target market is individuals with incomes of \$40,000 to \$60,000 per year. This is the make-up of the majority of cyclists. Also we would target the west coast states as they have the highest population of cyclists in the country. We will create ads that speak to this demographic specifically.

### **Project Goals:**

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

The ride limit will be 1,000 participants. We will know the count of the number of visitors versus locals by the registration form.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

We will encourage visitors to book hotel stays for themselves and/or their families. As the mid-point of the ride it would be the logical point for them to stay during the 2-day ride. Since the event begins early on Saturday Morning we would be sure to encourage participants to arrive early and stay in Klamath County. Since the event would end late in the day on Sunday we would suggest they stay the night before heading home.

## QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Herald and News has been a community fixture for over 100 years. The Herald and News covers a larger geographical market than any other newspaper in Oregon except the Portland Oregonian. The Herald and News also enjoys the highest per capita metro penetration and readership of any daily newspaper in the state!

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

The Herald and News has had success in marketing. The largest tourism-oriented project was in 2013 with Discover Klamath. There were multiple touch points with individuals throughout the country who were attracted by what the area has to offer -- birding, fishing, and our volcanic legacy. The volcanic portion was divided into two parts, a general volcanic legacy and a geocaching volcanic legacy. We delivered 179 DK Geocaching passports to points all over the country including residents of Washington, Idaho, Oregon, California, Nevada, Arizona, Texas and Virginia. The digital retargeting campaign served 1,262,808 impressions, 2,861 clicks, and produced a click-through rate of .22 percent. It also saw a total of 243 visits to the eight geocaching sites along the Volcanic Legacy Scenic Byway.

## MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

Advertising will be developed to encourage people to register for the Volcanic Legacy Scenic Byway Ride. This creative will be developed in house by the Herald and News graphics team. The creative will be made to appeal to the greatest number of internet users that fit into our target demographic.

Then with the help of a vendor we will launch a retargeting campaign that will cover all the west coast states. Retargeting uses various keywords, internet user behavior and/or websites to target potential visitors who are looking for the particular activity being marketed.

Incidentally, this event will correspond to a "no motorist day" at Crater Lake, which will attract cyclists to the area already.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The measurement for success and attendance will be the registration form. People will fill out the registration form that will be housed on the Herald and News website. They will be able to submit their form via email and pay by telephone with a credit card or mail in their form along with a check.

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

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

There are many organizations in the Oregon and California that we can partner with to create a bicycle ride. However, we have not approached any as of yet, but will be contacting Ride Oregon and Cycle Siskiyou to find a way to partner with them.



# SKY LAKES

MEDICAL CENTER

LIFE : HEALING : PEACE™

2865 Daggett Avenue  
Klamath Falls, OR 97601  
Ph 541 882 6311

skylakes.org

Paul R. Stewart  
President & CEO

April 28, 2014

To whom it may concern,

As director of Sky Lakes Medical Center's Public Relations and Marketing Department for 17 years, I have had frequent contact with the *Herald and News* as both a news source and as a customer. It is clear from those contacts that professionalism among the newspaper staff is an expectation of its management.

My reasons for contact with the newspaper expanded in early 2012 to also include "partner." The *Herald and News* enthusiastically joined in Healthy Klamath, a community-wide initiative led by the medical center and aimed at improving the health of the people in the region. It is that partnership that distinguishes the local collaboration, which has been recognized nationally as a model of success.

Regardless of the reason for my interaction with the *Herald and News*, I find the newspaper continually has the best interest of its customers in mind, is innovative and creative in how it approaches various topics, and demonstrates leadership in its print publications, its website, and in social media.

The *Herald and News* is an asset to the region and consistently finds the balance between accurately reporting the news and faithfully promoting Klamath County.

Regards,

Tom Hottman  
Sky Lakes Medical Center  
541-882-6311, ext. 4797



imortgage®

Herald and News  
2701 Foothills Blvd.  
Klamath Falls, OR 97603  
April 28, 2014

To whom it may concern,

I am writing on behalf of the Herald and News in support of the Klamath County Tourism grant application requesting marketing funding for the Volcanic Legacy Scenic Byway Bicycle Ride.

The VLSB Ride is an opportunity for Klamath County to use this excellent tourist attraction to bring in new visitors. The VLSB ride will to increase the traffic of out of area visitors to the county on what can potentially become a yearly basis. The requested funding will extend the project's reach through search retargeting. All as an effort to increase overall traffic to Klamath County.

The Volcanic Legacy Scenic Byway Ride benefits all citizens of Klamath County by presenting using the Volcanic Legacy Scenic Byway as the heart of what will hopefully become a yearly event. As it grows it will attract cyclists all along the west coast.

Thank you for your consideration and support of this vital project.

Kind Regards,

1307 S. Alameda Ave., Suite C  
Klamath Falls, Oregon 97603

OFFICE 541 887 8720

FAX 541 887 8750

[www.imortgage.com](http://www.imortgage.com)



April 29, 2014

To Whom It May Concern,

It is my pleasure to write a letter of support on behalf of the Herald and News Klamath County Tourism grant application requesting marketing funding for the Volcanic Legacy Scenic Byway (VLSB) Bicycle Ride.

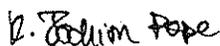
The VLSB Ride provides an opportunity for Klamath County to promote this exceptional tourist attraction, raising awareness for the County and bringing in new visitors. The VLSB ride will increase out-of-area visitors not only for one-time bicycle rides, but potentially will attract outdoor and recreation travelers on a regular basis. Requested funding will extend the project's reach through search retargeting, a strategic marketing technique that targets audiences based on their previous searches.

Additionally, the VLSB Bicycle Ride will serve as an illustration of healthy lifestyles, encouraging Klamath residents and tourists to become more active and healthy.

The Volcanic Legacy Scenic Byway Ride benefits all citizens of Klamath County by featuring the Scenic Byway at the core of a projected annual event. As the bicycle route gains increased recognition and popularity, it will attract cyclists from the West Coast while encouraging our own hometown cyclists to continue their pursuit of health.

In conclusion, I fully support the efforts of the Herald and News as they seek external funding for marketing of the VLSB Bicycle Ride. The Scenic Byway presents a unique opportunity to promote our region's natural resources while advancing the health of our population and increasing tourism. Thank you for your consideration and support of this vital project.

Kind Regards,



Katherine Jochim Pope, RN, MPH  
Program Director, Sky Lakes Wellness Center  
2631 Crosby Avenue, Klamath Falls, OR 97601  
(541)880-2772



Stephanie Van Dyke, MD, MPH  
Medical Director, Sky Lakes Wellness Center  
2631 Crosby Avenue, Klamath Falls, OR 97601  
(541)880-2771

**Klamath County Tourism Grant Application  
Project Budget**

VLSB Ride	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>		10,000	10,000		
Tourism Grant Request					
Cash Revenues -					
Source: Herald and News	3,000		3,000		
Source:					
Source:					
Total Cash Revenues	3,000	-	13,000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	3,000	10,000	13,000	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
Marketing costs	3,000	10,000			Retargeting Campaign Targeting Oregon, California, and Washington
Rentals					
Supplies					
Other:	-	-	-	-	
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	3,000	10,000	13,000	-	
Net Income<Expense>	0	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**

VLSB Ride	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>					
Tourism Grant Request		10,000			
Other Sources	3,000				
Total Revenue	3,000	10,000	-	-	
<b>CASH EXPENSES</b>					
Advertising					
Print	3,000				Print Ads in the Herald and News
Web					
Other Internet		10,000			Retargeting Campaign targeting Oregon, California, and Washington
Other					
Total Advertising	3,000	10,000	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-		-	-	
Total Expenses	3,000	10,000	-	-	
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.