

TOURISM GRANT APPLICATION

Organization Applying: 30-Mile Club
Contact Person: Julie Black
Phone Number: (541) 356-2550
Email Address: mike.julieb@gmail.com
Web Site Address: ThingsToDoNearCraterLake.com
Title of Project: Targeted Social Media Campaign
Brief Description of Project: Use posts and native ads
to drive more traffic to ThingsToDoNearCraterLake.com
that results in increased visitor days and
visitor dollars spent in "Crater Lake's Backyard™"

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 4/27/14
Signature of Board Chair N/A Date _____

30-Mile Club – Klamath County Tourism Grant Application

1. What is the main focus of this proposal?

Utilize an aggressive social media campaign to increase website visitors that will result in increased visitor days and visitor dollars spent in “Crater Lake’s Backyard™”, the area south of Crater Lake National Park through Fort Klamath, Rocky Point, and Chiloquin. Currently our excellent comprehensive website, ThingsToDoNearCraterLake.com, reaches many as they make travel plans. We want to use social media to actively pursue and engage with more potential visitors as they are making the decision to come to Oregon, and most importantly, as they are deciding: Crater Lake vs. Coast? Rogue Valley vs. Klamath County?

2. What are the project activities?

There will be 2 components:

A. Social Media Posts. We have never used social media in marketing “Crater Lake’s Backyard™”. Marketing through Facebook, the premier social media engagement and outreach platform with 1.2 billion users, will geo-target specific regions and target specific demographics. This will provide us insights into travelers’ behavior, establish critically important “know, like and trust” for our region, and drive inquiries and engagement for the establishments and activities in our area.

B. Native Ads (editorial style internet ads that don’t look like banner ads): The fastest growing online advertising tool is native advertising, and we want to test this approach to target specific population bases.

Both project activities will target specific populations based on geography, interest, and demographics that will change based on the message, time of year, and continuing analysis of metrics.

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

The project will run July 2014 through March 2015. We will contract with a social media expert to write the engaging posts. Current 30-mile volunteers will manage the Native Ads component, under the mentorship of the social media expert.

4. Who is the target market?

Our target market is made up of potential visitors who are looking for and will enjoy the recreation opportunities in “Crater Lake’s Backyard™”. We are unique in our location, offerings, opportunities and easy access to a completely different, relaxed world. More than 360,000 people search for Crater Lake on a computer or mobile device each month, and many of our visitors find ThingsToDoNearCraterLake.com during that search. We reach others searching for cycling, hiking, fishing, birding, history, scenic byways, and quality rural experiences.

With this project, the target market will expand to include those with the above interests who use social media in their decision making.

Some of our activities are more suitable and better accessed during certain times of the year. For the first time with this project, through Facebook Posts and Native Ads, we can focus marketing efforts on specific interests at specific times. For example, June-August will focus on family vacations, September on biking and hiking, and January and February on Basin birding, winter activities like ice fishing, and on planning next summer’s vacation. We want to increase our shoulder and winter season visitors, as well as our total visitors.

5. How many out of county visitors do you expect to attract? How will you count out-of- county visitors? and 6. 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 count the number of extra days? (We combined responses to these 2 questions, to avoid duplicate information.)

Our original efforts in 2004 focused on extending out-of-county visitor stays. Since 2010, our efforts have additionally focused on attracting out-of-county visitors. Our newspaper, website, and rack card showcase the variety of quality experiences that are worthy of a destination vacation and worthy of a stay beyond the quick visit to Crater Lake. Adding a Facebook component with Native Advertising will actively reach more potential visitors with our message.

With this project, our goal is a 50% increase in traffic to ThingsToDoNearCraterLake.com and a 100% increase in Facebook Likes. That will mean an increase to 15,600 website visitors per month and a total of 435 Facebook Likes.

We will track the CTR (Click Through Rate) to the website from each portion of the project and continue to take anecdotal observations from our businesses and attractions. Metrics will continually drive our efforts, with monitoring and adjusting done at least weekly.

7. Describe your organization.

The 30-Mile Club is an all-volunteer grass roots organization formed in 2004 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.

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

We are uniquely qualified as the very successful direct-marketing group for “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. We showcase the over 80 tourism-related businesses, parks, attractions, and artists with successful marketing projects in our area.

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.

A 2009 Klamath County Tourism Grant funded development of the www.ThingsToDoNearCraterLake.com web- site, which launched March 2010 and reaches potential visitors world wide. Most website visitors are from the San Francisco Bay area, Seattle metro area, and the Portland metro area. We maintain and continually update this very comprehensive site that showcases all lodging, dining, attractions and public use just south of Crater Lake, and hours and seasons of operation for services within the Park. The website average 7,600 visits per month with 3.7 pages per visit. (see attached screen shots)

A Klamath Country Tourism Grant in fall 2011 helped fund development and printing of colorful rack cards with a QR code quick link to ThingsToDoNearCraterLake.com. (see attached rack card) Distribution covers a larger region than the newspaper and to locations not available for newspaper display. We continue to annually update and print 15,000 rack cards available at 85 locations through a contract with NW Brochures.

Member businesses and organizations see continuing and growing success from our marketing, and they continue to enthusiastically support our efforts. (see attached Letters of Support.)

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

All of our marketing is aimed at out-of-county visitors. Even in-county distribution of the annual visitor newspaper is to lodging and other tourism-related businesses and attractions to lengthen visits and encourage return trips.

10. How will you measure your success or attendance in drawing out-of-county visitors? (Be specific.)
(See #s 5 and 6 above) Our goal is a 50% increase in traffic to ThingsToDoNearCraterLake.com from 7,800 per month to 11,700 per month, and a 100% increase in Facebook Likes from 217 to 435.

We will continually track data over time to be more informed marketers and have a better chance at successfully attracting more visitors. We'll monitor CTR (Click Through Rate) to the website from the Facebook posts and the Native Ads, adjusting content and target populations as needed. We continue to seek observations from our lodging businesses, especially related to visitor demographics, length of stay and shoulder and off season visits

11. If your project is underway, explain how this award will increase your likelihood of success.

Our marketing efforts with the visitor newspaper, website, rack card, and CraterLakeCountry partnership continue uninterrupted. Adding a social media Facebook component with Native Advertising will actively reach a more interested audience in what we have to sell. This will result in increased numbers visiting our website and ultimately spending their travel dollars in "Crater Lake's Backyard™".

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project.

Almost all 30-mile direct marketing efforts are done by volunteers. (We only pay for website repair, rack card distribution, partnership with CraterLakeCountry.com, and for membership in Travel Southern Oregon.) Volunteers sell ads to pay for printing, website repair, and memberships and partnerships. Volunteers gather information for the annual newspaper, make revisions, distribute the newspaper, annually revise the rack card, continually update the website, and continually coordinate marketing efforts.

The value of our in-kind during 2014 will exceed \$5,500 and include over 150 hours for annual newspaper and ad updates and ad sales, 80 hours for planning and coordination of marketing efforts with 30-mile businesses and attractions. 90 hours for regular website content updates, 50 hours to attend Travel Southern Oregon Board Meetings and telephone conferences, 70 hours to work with organizations and partners like Discover Klamath and CraterLakeCountry.com, and 110 hours for newspaper distribution. If we receive the grant, another 200 hours of volunteer time will be spent during the 9 months to provide monthly focus and photos to the contracted social media expert for the Facebook posts, as well as to continually create, monitor, and replace the Native Ads.

**Klamath County Tourism Grant Application
2014 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		4,000			
	Cash Revenues					
	Source: Sponsors, rack card print/distr	1,330				for 2014
	Source: Ads for newspaper/web	3,200				for 2014
	Total Cash Revenues	4,530	4,000	-	-	
	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	1,100				110 hrs @ \$10, 7 people total
	Coordinate with DK, CLCountry, etc.	700				70 hrs @ \$10
	Coordinate with 30-mile businesses	800				80 hrs @ \$10
	Info/photos for posts, native ads monitor/adjust		2,000			200 hrs @ \$10
	Total In-Kind Revenues	5,500	2,000	-	-	
	Total Revenue	10,030	6,000	-	-	
	EXPENSES All 30-Mile expenses are Marketing					
	Cash Expenses -					
	Personnel costs: Website repair	400				average annual cost
	Web & Other Internet:					
	Website hosting, domain name	140				annual cost
	Partner, CLCountry.com,Attractions level	450				April 2014 - March 2015
	Facebook posts		900			9mths w/30 posts, \$100/mth
	Native Ads, Facebook		2,700			9 months @ \$300/month
	Membershp: Travel S. Oregon	375				annual membership
	Print:					
	Update & print rack card, annually	733	-	-	-	Jan. 2014, 15,000 rack cards
	Print visitor newspaper, annually	1443				April 2014, 28,000 copies
	Other: Mentor for Native Ads		400			only if/as needed, \$25/hr
	Other: NW Brochures, distribute rack card	799				May 2014 - April 2015
	Total Cash Expenses	4,340	4,000	-	-	
	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	1,100				110 hrs @ \$10, 7 people total
	Coordinate with DK, CLCountry, etc.	700				70 hrs @ \$10
	Coordinate with 30-mile businesses	800				80 hrs @ \$10
	Info/photos for posts, native ads, monitor/adjust		2000			200 hrs @ \$10
	Total In-Kind Expenses	5,500	2000	-	-	
	Total Expenses	9,840	6,000	-	-	
	Net Income<Expense>	190	0	-	-	In reserve, website emergencies

NOTES

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

Letters of Support

Klamath & Western Railroad, Inc.

Chiloquin Visions in Progress

Two Rivers Village Arts

Discover Klamath

The Aspen Inn

Fish Lake Resort

Crater Lake Resort

CrystalWood Lodge

DISCOVER
KLAMATH

OREGON UNEXPECTED

April 30, 2014

Ms. Julie Black
c/o The 30-Mile-Club
25437 Rocky Point Road
Klamath Falls, Oregon 97601

Dear Julie,

This is one of the easier letters of support Discover Klamath has written. The 30-Mile-Club, under your leadership, and the volunteer efforts of many others, has proven itself consistently, and over a period of many years, one of Klamath County's best tourism marketing entities.

That said, *Discover Klamath Visitor and Convention Bureau* enthusiastically supports you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle towards its goal of increasing its internet marketing programs. Although we don't control the award process (e.g. amount of grant awarded), we support your organization securing the maximum amount requested.

The 30-Mile-Club needs no introduction. Your group's efforts are significant to our county's tourism efforts. Your group promotes the Crater Lake region with passion. Your website – www.ThingsToDoNearCraterLake.com is continuously improving and represents our region so well. Your companion newspaper - Now That I'm Here - is distributed (1000s of copies) far and wide and provides both custom content as well as useful maps and traveler information on the Crater Lake region. And, your participation with regional and state tourism associations places you ahead of 99% of others in our region who don't take the time to connect the dots between local, regional and state tourism programs. And finally, your partnership with the county tourism organization, Discover Klamath, is nothing short of excellent - Thank you.

So, when the 30-Mile-Club says it wishes to increase its digital marketing efforts via increased social programming, native ads, and keyword buys; we can say the following without hesitation: (a) These are strategically correct – and desirable - directions to be taking, and a logical extension of your current efforts, (b) Because of your organization's past, we know with 100% certainty you will investigate and collaborate with many others to identify the best possible approach(es) to maximize use of dollars and marketing impact; and, (c) We have complete conviction your organization has the ability and drive to effectively implement digital solutions.

Thank you for your leadership towards growing tourism in Klamath County.

Jim Chadderdon

Jim Chadderdon
Executive Director

27 April 2014

To: 30 Mile Club, c/o Julie Black

First of all, thank you to the 30 Mile Club and all the members of the community. Your long-term focused efforts and successes have contributed greatly to the overall success and growth of Crystalwood Lodge throughout the years. I am pleased to be able to provide this letter of support for your most recent project, which I am confident will continue the track record of success in bringing visitors to Crater Lake and especially Klamath County, and ensuring they stay longer thus supporting all of our businesses in the county.

30 Mile Club has demonstrated a consistent progression of development and success which has benefited both travelers and our member businesses and services, as well as the larger county business picture. This organization has really established leadership in promoting co-tourism associated with Klamath County and Crater Lake. You have pursued and implemented a path of stepwise refinement starting with an award-winning publication, then built out a comprehensive website servicing travelers and locals alike, added rack cards and continued to extend reach of publications, and most recently implemented a mobile-responsive website (critically important since 2013 was the tipping point and the majority of Internet searches of all kinds are now done on a mobile device).

With this grant, you're adding social media capabilities, which is absolutely the right next step. We MUST be there, since travelers have already embraced social media in such a pervasive way for lifestyle decision making, and we need to capture them where and when they are making travel decisions.

As an internet sales and marketing expert, and with nearly a decade and a half of experience in serving and delighting travelers to Crater Lake and Klamath County, I'm thrilled to see your proposed next steps in embracing the impact of social media for our region and businesses. Your activities will reach a broad base of prospective travelers, addressing their needs and concerns, and getting them to choose Klamath County and Crater Lake over Ashland/Rogue Valley, Coast, or Bend. Klamath County deserves our "unfair share" of Crater Lake visitors, and the approach captured by this grant proposal has the best shot at accomplishing that by leveraging our longevity, positioning, widespread support base within our communities and area, and the great cooperative relationships you've built with correlated activities like CraterLakeCountry.com.

Your past efforts have been the key to convincing prospective visitors to consider our area, and to actually make the choice to stay here, and stay longer to enjoy the huge variety of recreation. I have many guests over the years who stay extra days because of the recreation your efforts have made them aware of. Yes, of course they stay and dine and enjoy the 30 Mile area (i.e. Crater Lake's Backyard™), but they also shop and dine in Klamath Falls, visit Lava Beds, patronize museums, gas and services throughout the county during their stays. My guests often use Crystalwood Lodge as their base of operations to bird, fish, hike, shop and explore throughout the county.

Longevity counts for a lot, in both online and offline marketing, and 30 Mile Club has been there for over a decade. Thank you again for all your efforts and I wholeheartedly support this effort which will benefit the entire community of Klamath County.

Best regards,

Liz Parrish, Owner
Crystalwood Lodge LLC

Email received from Russ, April 21, 2014. JB

30 Mile Club

Klamath and Western Railroad
36951 South Chiloquin Road
Chiloquin, Oregon 97624

We have enjoyed a long and quite successful relationship between our organization and the 30 Mile Club. Their publication is a nearly perfect media for our advertising dollars. We have limited funds so must spend wisely. The design using the newsletter style means that readers hang on to the piece as it has timeless information with maps, guides, and so much more. An ad stays alive longer than any other printed piece. We will continue to use them for as long as we need to have customers! Hopefully that will be for a long time.

Russ Wood
V.P. Klamath and Western Railroad Inc.



Chiloquin Visions in Progress

P.O. Box 204 Chiloquin, OR 97624
Tel/Fax: 541-783-7780
cvipadmin@centurytel.net

April 23, 2014

To Whom It May Concern,

Chiloquin Visions in Progress, a non-profit corporation which operates the Chiloquin Community Center and supports it's programs, wishes to support and encourage the efforts of the Thirty Mile Club to improve visibility of the northern Klamath Lake and Crater Lake area through increased media exposure.

Visitors to this area are close to Crater Lake, one of this country's National gems which hosts camping, hiking, skiing, snowshoeing and other outdoor adventure. Collier Park, the wonderful logging museum and Train Mountain, the destination resort for train lovers are nearby. The August Restoration PowWow is a cultural delight. Trophy fishing in lakes and rivers, water sports, bird watching, biking and every type of outdoor activity can draw visitors from around the world.

The 30 mile club has a visitor newsletter, sponsors the "Things To Do at Crater Lake" website, has fliers distributed widely in Klamath and Jackson County including at the Chiloquin Community Center. We are eager to see the area tourism grow and believe that encouraging ever more visitors will help enhance the quality of life of those living and playing in the area as well as encourage more people to stay longer and maybe even find fertile ground for retirement living or business ventures.

Chiloquin Vision in Progress encourages the funding of the Thirty Mile Club's efforts at increased media activity.

Wolf Hodgkinson
Executive Director
Chiloquin Visions In Progress

email received 4/24 JB

4/24/14

To: Klamath County Tourism Grant Committee

Two Rivers Village Arts has been associated with the 30-mile club for several years, and find them to be a very valuable asset to this community. A number of our visitors have found their way to Two Rivers Gallery in Chiloquin because they have picked up copies of the 30-mile newspaper and seen our listing there. The rack cards and the ThingsToDoNearCraterLake website have also given us good exposure.

In this economic climate, Two Rivers Gallery has had to limit the amount of advertising that it can do simply because the funds are not available in our budget. However we have continued to advertise with the 30-mile club because it is effective and reasonably priced.

Their next step, to take advantage of social media, is a logical progression and an important step and the TRVA Board of Directors strongly support their grant application for funding to pursue it.

Sincerely,

Joan Rowe, President

email received 4/25 98

The Aspen Inn
PO Box 500, 52250 Hwy 62
Ft. Klamath, Oregon 97626
541-381-2321
theaspeninn@netzero.com

25 April 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 received 4/25/14

Fish Lake Resort
PO Box 990
Eagle Point, OR 97524

April 25, 2014

To whom it may concern,

We have been a part of the Things to Do Near Crater Lake website & newspaper since it's inception. This advertising product has expanded from a 4 page black and white newspaper to full-color newspaper & over the last several years a website as well.

The website has increased the presence of small local businesses & places of interest for tourists visiting Southern Oregon. I am fully in support of expanding the website presence of this media with a greater focus on "active internet marketing" that will include social media (Facebook), native ads (ads that don't look like ads), and Google ad words.

As a small business owner that has limited advertising dollars in our budget we have found this advertising option to greatly benefit our business. It not only brings tourists to our resort but when tourists come in we can direct them to the website & they are able to access this on their phones to assist them with planning their local activities as well as have access to maps that tell them how to find places of interest.

As the Things to Do Near Crater Lake website & newspaper is run by local volunteers & does not charge for their newspapers this grant is essential to assist them in advancing their presence on the web.

Thank you,

Debbi & Jim Blodgett
Fish Lake Resort

email received 4/26

To whom it may concern:

Our 30 Mile Newspaper and web site have been a great addition to promoting tourism in our area. The efforts of Julie Black and Mata Rust have gone a long way to help the businesses in 30 Mile land. These two have put in countless hours for no pay other than the satisfaction it brings in promoting the place they love. Julie has learned to navigate the technology needed to put us in the 21st century. The grants from the tourism department has made this possible. Our 30 Mile Club web site is a vibrant and current information site that has benefited many visitors and our newspaper has aided in making the outdoors accessible.

Those of us in this area owe them a great deal for all their efforts.

Thank you,

Babe Hamilton

Manager

Crater Lake Resort

Fort Klamath, OR

541-381-2349

Now That I'm Here...

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

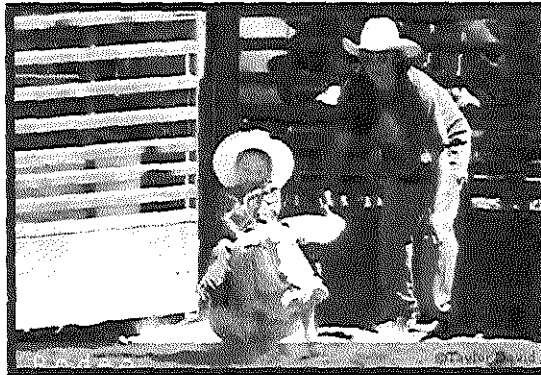
The Upper Klamath Lake Basin and Surrounding Communities

HOME MAP ATTRACTIONS ON WATER ON LAND LOGGING & FOOD BUSINESSES & SERVICES BLOG

Be Our Guest

Welcome to the best 30 miles in Oregon and the friendly communities of Chiloquin, Rocky Point, and Fort Klamath—right here in Crater Lake's backyard.

We're located just south of Crater Lake National Park, along the north side of Upper Klamath Lake, along the east flank of the Southern Oregon Cascades, and between Highway 97 and Interstate 5. We're only 5 hours south of Portland and 6 hours north of San Francisco, with airline service into nearby Klamath Falls and Medford. Come for a day, a week, or longer and experience over 500 very special square miles of lakes, streams, marsh, wilderness trails, wildlife, history, recreational opportunities, and resorts.



■ The largest freshwater ecosystem west of the Great Lakes with rivers, streams, and lakes for kayaking, canoeing [paddling], and

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UPCOMING EVENTS
(SEE MORE)

« Prev April 2014 Next »

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GLORIOUS SPRING

Spring has arrived in the Upper Klamath Lake Basin with return of the pelicans, the "Idaho" crane,

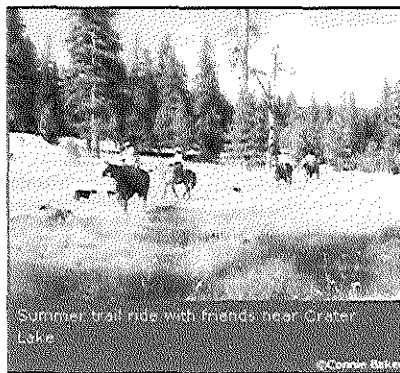
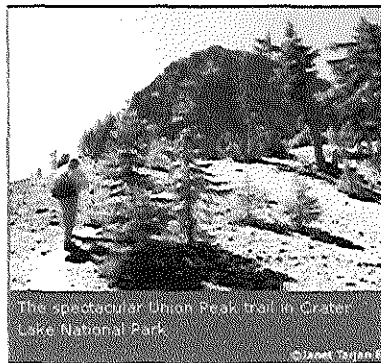
blue names are linked to their websites

Hiking

Crater Lake's backyard offers a variety of walking opportunities to exercise the legs and lungs.

Take a leisurely hour-long walk, hike for a day, or explore a designated wilderness for a week. All the choices provide beautiful scenery, abundant birds and wildlife, and an opportunity for some solitude.

Most trails are MULTI USE, with hikers, horses, dogs, and bicycles welcome. Motorized use is not permitted on any summer hiking trails, even when labeled "multi use." Wilderness trails are RESTRICTED USE with bicycles and mechanized equipment prohibited.



The Northwest Forest Pass, required to park within 1/4 m of many trailheads in National Forests, is \$5/day & \$30/year. It is available at Lake of the Woods Resort, USFS offices, and often at trailheads. Consult the Fremont-Winema National Forest website for more information on trails, winter snowmobile trails, passes, and permits.

Staff at Fish Lake Resort has information on these and other hikes in the Cascades.

Local businesses can provide for all the hiker's needs. From the south, Odessa Coffee, Odessa Market, Rocky Point Resort, Fish Lake Resort, and Lake of the Woods offer supplies and/or dining.

North and east end hikers will find grocery stores and restaurants in Chiloquin, while Jo's Motel, and Crater Lake Resort have supplies and snacks in/near Fort Klamath. Williamson River Resort and Let's Paddle guides (541.281.7775) can arrange shuttle service for those hiking or cycling one way and wanting pick-up and/or drop-off service.

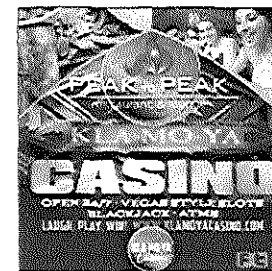


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UPCOMING EVENTS
(SEE MORE)

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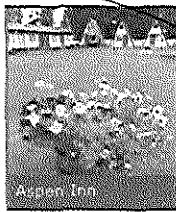
HALF-DAY ADVENTURES

Choose a specialty bottle of wine or cider and unique lunch munchies at Jo's Motel and Deli and then enjoy your picnic next to the turquoise water at Jackson F. Kimball State

Lodging, RVs, and Camping Near Crater Lake

Fort Klamath area

Be sure to mention ThingsToDoNearCraterLake.com when contacting these businesses.



The Aspen Inn

CALL BOOK

A variety of accommodations in a peaceful country setting. Pet friendly (fee). Free WiFi. Wood River access. Open Apr 1 - Nov 1. 52250 Hwy 62, 541.381.2321.

email them directly

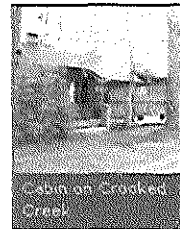


Cabin on Crooked Creek

CALL

Vacation rental at Tecumseh Springs Ranch, Hwy 62, 3 miles south of Fort Klamath. Sleeps 4. Bath with shower, full kitchen. VCR/DVD, BBQ. Paddleboat, canoe, and kayak for guest use. No pets, no smoking. (310) 569-0053. Also see Latakomie Shores and Oregon Shores vacation rentals in the Chiloquin area.

link to their website



Crater Lake Bed & Breakfast

CALL BOOK

Large rooms with king beds and private bathrooms. Free WiFi. Pets welcome with a fee, free doggie daycare. Non-smoking. No credit cards. OPEN YEAR-ROUND. 52395 Weed Rd. 866.517.9560.



Crater Lake Country Suites

CALL BOOK

Vacation rentals and suites in "downtown" Fort Klamath with microwave, fridge, coffee maker in each room. 2 nt minimum. Pet friendly. BBQ, WiFi. (541) 840-4875.



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HALF-DAY ADVENTURES

link to Google map with pins for 30-mile businesses & attractions

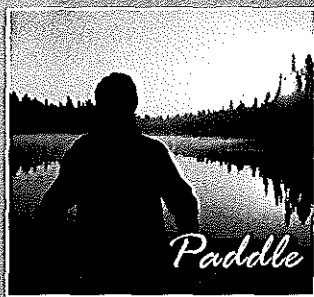
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FREE Guide

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

Edition 11, 2014

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The Best 50 Miles in Oregon



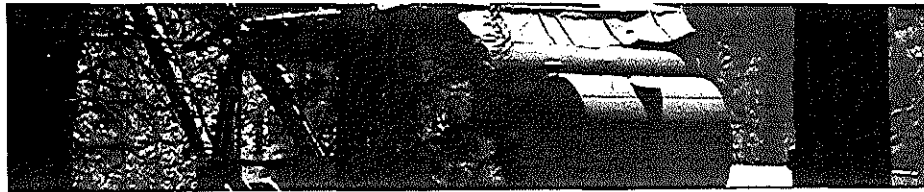
In Crater Lake's Backyard

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

This rich smorgasbord 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.

- 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 Iditarod 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)



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)



-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)

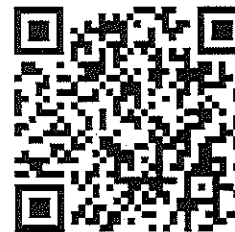
-Over 350 miles of public winter trails for snowshoeing, cross-country skiing, snowmobiling, and mushing.

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



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