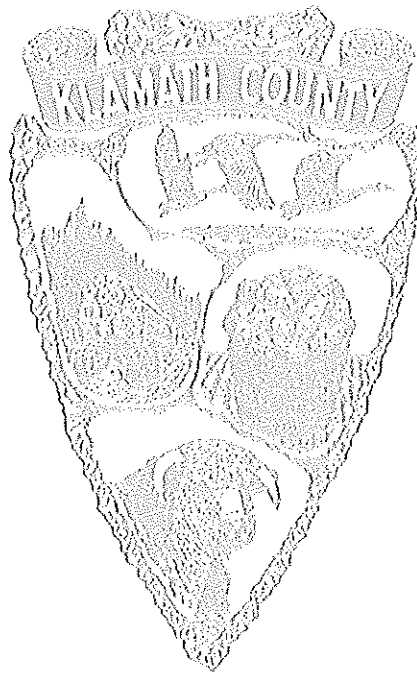


APR 30 2014

KLAMATH COUNTY TOURISM
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 GeoTour _____

Brief Description of Project: By using the existing Geo-cache tour created in 2013 by Herald and News in conjunction with Discover Klamath, the program can be expanded to an additional eight or more locations. _____

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 _____

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The focus of the proposal is to draw more visitors to Klamath County by expanding geocaching and the already established Volcanic Legacy Scenic Byway geocaching program. By expanding the number of caches, the program will also extend the length of stay in the region. The contest will be marketed via out-of-area search retargeting, promotion through geocaching.com and Facebook marketing, an effort that has already been proven successful.

2. What are the project activities?

By using the existing Geo-cache tour created in 2013 by Herald and News in conjunction with Discover Klamath, the program can be expanded to an additional eight or more locations. Participants will be eligible for a grand prize if they are able to find the entire collection of caches.

Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geo-cache (container) hidden at that location (Geocaching.com). A downloadable PDF version of a Passport will be created and housed on the Herald and News website whereby geo-cachers can log in the finds. Once completed they will then take the form to the offices of the Herald and News or the office of Discover Klamath and once verified that they have found all of the caches they will receive a trackable coin that celebrates their completing the Volcanic Legacy Scenic Byway Tour. They will also then qualify for the grand prize.

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

The current Geo-caching tour of eight locations is in place. Our plan is to increase the number of caches to at least 16 locations. These additional locations will be in place by July 1 and will stay live indefinitely. As geocaches are items with an infinite lifespan as long as they are maintained, they can continue to attract tourism for years to come. Members of the Herald and News team will place and maintain the geocaches.

4. Who is the target market for attending the project?

There are over 6 million geocachers worldwide. Most geocachers are between 35 and 55 years old and have a college degree. Geocaching is not about the number of caches found, but rather that players are motivated to geocache because of the opportunity to discover and explore new places (Farvardin & Forehand, 2013). We wish to attract as many of them as possible to complete the Geocaching Tour and will encourage them to stay and search for the many other local caches that are within Klamath County. However, a specific marketing plan has been developed to attract visitors from the West Coast states.

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you count the number of out of county visitors versus the number of locals?

We expect to attract thousands of geo-cachers to the area. Passports will be required to be eligible for the contest. We will monitor impressions delivered to potential geo-cachers, the number of "click-throughs" recorded, the number of passports requested, the number of logs at specific geo-caches and the number of passports completed. All data will be collected for future marketing use.

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?

Klamath County has over 9,000 geocaches in the 97601 and 97603 zip codes alone (not including the eight caches on the current VLSB Geo Tour). By encouraging visitors to come and find the VLSB geo tour, our hope is that they will stay longer in the area to

find additional caches or visit more often to search them out. Geo-cachers tend to be outdoor-type individuals and we expect them to find this region attractive for hiking, fishing, and other activities.

Since this is not an event that takes place over a defined set of days we are not able to track who will stay extra days. We can, however, track the amount of people overall that come from outside of the county and what days they are here based on the Geocaching.com logs.

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 is your organization uniquely qualified to carry out this project?

The Herald and News has run similar projects. 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 project to out of county visitors.

Advertising will be developed to encourage people to visit the Volcanic Legacy Scenic Byway Geo-Cache Tour. This creative will be developed in house by the Herald and News graphics team. The creative will be made to invoke the greatest response by internet users.

The Herald and News will use retargeting as the main vehicle for marketing. Retargeting uses various keywords, internet user behavior and/or websites to target potential visitors who are looking for the particular activity being marketed.

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The Herald and News is able to track the impressions served as well as the IP addresses of those who are viewing the advertising promoting the geocache tour. Through our vendor relationship we are also able to see who clicked on the ads and who went to the landing page for more information. The relationship we have with Geocaching.com also allows us to track how many people have logged into the cache. We can also see where they are from. This will allow the Herald and News to differentiate those from out of the area versus local.

Ultimately this is a long-term effort that we expect will continue to attract guests to the region through this niche segment. We, along with Discover Klamath, hope that these initial efforts will lead to a special event in which thousands of guests will spend time in the community, not only seeking geo-caches, but spending money in local hotels, restaurants and various other establishments. Additionally, the "live" nature of the geo-tour gives our community an opportunity to become a destination with a reputation that can grow over time.

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

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

DISCOVER
KLAMATH

OREGON UNEXPECTED

April 25, 2014

Ms. Shawn Roetman
Digital Product Manager
Pioneer Co – Herald and News
2701 Foothills Boulevard
Klamath Falls, Oregon 97603

Dear Shawn,

Discover Klamath Visitor and Convention Bureau is happy to support you/your efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle towards its goal of increasing tourism via promotion of geocaching in the Klamath Basin.

Geocaching, for those not altogether familiar, has seen a huge surge in awareness and participation in recent years due to the penetration of smart phones, which makes geocaching free and easily accessible via downloading of a free app.

As of this writing, it's estimated over 7MM people geocache worldwide on a regular basis. When Discover Klamath began its geocaching efforts three years ago, there were an estimated 3MM active participants.

The Herald and News, in conjunction with Klamath County Tourism, has seen the potential opportunity to grow tourism via the promotion of geocaching in our area. In 2014, these groups collaborated on a "GeoTour" which effectively brought hundreds of out of town visitors to our community for overnight stays to geocache. This promotion was complimented by a chance to win a prize.

In 2014, you seek to continue and expand the year-one program by promoting geocaching again. This time, you seek to (a) add additional geocaches to the GeoTour, (b) include the use of "GeoCoins" as prizes, (c) Include other VCBs along the Volcanic Legacy Scenic Byway to further exposure of the program, and, (d) Increase the level of marketing to draw more visitors to our area.

We like this program a lot. To this end, Discover Klamath stands ready to support this initiative with a *minimum* \$2,000 cash match towards making this program viable and take it to a higher level in 2014.

Thank you for your leadership on this initiative to grow tourism in our community.

Jim Chadderdon

Jim Chadderdon
Executive Director



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



April 30, 2014

Klamath County Tourism Grant Committee
305 Main Street
Klamath Falls, OR 97601

RE: Geo-caching Grant

Dear Committee Members:

I am writing this letter of support for the Herald and News to expand its geo-caching tourism in Klamath Falls and surrounding areas. We appreciate all they do to promote a unique experience to a wide range of tourist.

As a hotel, Running Y Ranch is always looking for activities to offer our guest both on an individual and group basis. We always include the geo-caching experience as one of our team building experiences to our groups. We are hopeful that by increasing the number of caches along with the contest it would encourage tourist to stay an additional night or two in our area.

I personally appreciate your consideration in providing the funds needed to help further this unique experience.

Sincerely,

Patrick Fetsch / General Manager

P: 541-850-5500 / C: 541-880-8840

patrickf@runningy.com / www.runningy.com

KRUISE OF KLAMATH

2014

P.O. Box 7135 • Klamath Falls, OR 97602 • www.kruiseofklamath.org

April 28, 2014

Tourism Review Panel
Klamath County Finance
305 Main St.
Klamath Falls, OR 97601

To Whom It May Concern:

The Kruise of Klamath is pleased to endorse the grant application by the Herald and News for expanding geocaching tourism in Klamath Falls and the surrounding area.

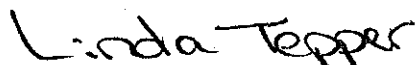
The Kruise of Klamath utilized the Herald and News and their internet retargeting program as a means of marketing the 2014 Kruise of Klamath to potential out of area participants. The Herald and News staff was extremely knowledgeable and creative in their implementation of this new marketing initiative for us.

While this initiative has been underway for less than 30 days we have already seen an increase in traffic to our website. The ability of the retargeting campaign to be adjusted while underway has allowed the Herald and News staff to refine the campaign based on the target words or geographical areas that are responding most favorably to our event.

For an organization such as ours where every marketing dollar is highly valued, the retargeting campaign and the expertise of the Herald and News staff have allowed us to maximize the impact of our marketing dollars and achieve the results that we wanted.

We have no doubt that the Herald and News' geocaching retargeting campaign will achieve the same results and be a benefit to the entire community.

Sincerely,



Linda Tepper
Secretary
Kruise of Klamath

April 29, 2014

To Whom It May Concern,

It is my pleasure to write 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 (VLSB) Geocaching Project.

The VLSB project is an essential component of a multi-partner Klamath County outreach effort. The Geocaching tour along the Volcanic Legacy Scenic Byway has shown strong previous success based on last year's Discover Klamath Geo Cache Project. Anticipating a continued lucrative and effective trajectory, the Geocaching Project has tremendous potential to grow into something great. The VLSB Project works to increase the traffic of out-of-area visitors to Klamath County through search retargeting, a strategic marketing technique that targets audiences based on their previous searches. This will serve to increase overall traffic to Klamath County.

The Volcanic Legacy Scenic Byway Geocaching Project benefits all citizens of Klamath County. It not only improves the attractiveness of Klamath County to potential visitors, thereby increasing tourism, but also promotes our region's natural resources while advancing our population's health. As it grows, it will support Klamath County in becoming a hot spot for Geocachers worldwide.

In conclusion, I fully support the efforts of the Herald and News as they seek external funding for marketing of the VLSB Geocaching Project. This worthwhile endeavor holds far-reaching and impactful gains for multiple facets of our community. Thank you for your consideration and support of this vital project.

Kind Regards,



Katherine Jochim Pope, RN, MPH
Program Director, Sky Lakes Wellness Center



Stephanie Van Dyke, MD, MPH
Medical Director, Sky Lakes Wellness Center

Sky Lakes Wellness Center
2631 Crosby Ave.
Klamath Falls, OR 97601
(541)880-2770

Sky Lakes Medical Center
2865 Daggett Ave.
Klamath Falls, OR 97601
(541)882-6311



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 Geocaching Project.

The VLSB project is an important part of a multi partner Klamath County outreach effort. The Geo Tour has had great success in the past and will surely grow into something great. The VLSB project works to increase the traffic of out of area visitors to the county. 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 Geocaching Project benefits all citizens of Klamath County by making Klamath County attractive to potential visitors. I am confident that as it grows it will allow Klamath County to become a hot spot for Geocachers worldwide.

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

Kind Regards,

A handwritten signature in cursive script that reads "Jesse Matus". The signature is written in black ink and is positioned below the "Kind Regards," text.

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

OFFICE 541 887 8720

FAX 541 887 8750

www.imortgage.com





**Klamath County Tourism Grant Application
Project Budget**

VLSB GeoTour	Committed	Pending	Total	Actual	Comments/Explanations
INCOME		10,000	10,000		
Tourism Grant Request					
Cash Revenues -					
Source: Discover Klamath	2,000		2,000		Marketing of Geo Tour monies provided since they were a previous partner in the project.
Source: Herald and News	1,000		1,000		
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	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	3,000	10,000			Retargeting Campaign Targeting West Coast States and Idaho, Utah, and Reno.
Rentals					
Supplies					
Other:	-		-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	3,000	10,000	13,000	-	
Net Income<Expense>	-	-	-	-	

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 Geo Tour	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		10,000			
Other Sources	3,000				
Total Revenue	3,000	10,000	-	-	
CASH EXPENSES					
Advertising					
Print					
Web					
Other Internet	3,000	8,500			Retargeting Campaign targeting West Coast States, Idaho, Nevada, and Utah
Other					
Total Advertising	3,000	8,500	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd): Other: Cache Box with DK marketing on it.		500			Ammo boxes with Discover Klamath Branding on them
Other: Geo Cache Coins Promoting Klamath County		1,000			Trackable Geo Coins that have Crater Lake on them. See attached mock up.
Other:					
Other:					
Total Miscellaneous/Other	-	1,500	-	-	
Total Expenses	3,000	10,000	-	-	
Net Income<Expense>	-	-	-	-	

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.**