

Print

Tourism Traditional Application - Submission #734

Date Submitted: 9/30/2019

I have read the Grant Guidelines posted on September 1, 2019

yes/no*

yes ▼

I plan to apply for two projects

yes/no

yes ▼

If yes please rank this project for level of priority

priority

1st ▼

Project Title*

Crater Lake Zipline Professional Development Conferences

Grant Cycle*

Fall 2019

Amount Requested*

5607.00

Total Project Cost*

8010.00

Entity Federal Tax ID Number

47-3286772

Do not enter if putting in SSN

Entity Name*

Crater Lake Zipline LLC

Grant Contact Name*

Jenifer Roe

Email Address*

jenjenroe@gmail.com

Address*

5391 Running Y Road

City*

Klamath Falls

State*

OR

Zip Code*

97601

Phone Number*

541.892.1597

Fax Number

n/a

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

reply email

jenjenroe@gmail.com

reply email

jenjenroe@gmail.com

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no ▼

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

no ▼

If yes, please enter name

Name

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Provide strategic indus ▼



Project (250 words or less)*

Crater Lake Zipline would like to attend two professional development conferences. The management team including Darren Roe, Jenifer Roe and Laura Johnson will attend both conferences. Our goal in attending these conferences is to become more strategic in our marketing efforts and stay informed on the quickly changing trends and opportunities in our industry. America Outdoors Annual Conference will be held December 8-12, 2019 in Salt Lake City Utah. This conference will include information and seminars on outdoor industry trends, marketing strategies and best practices as well as opportunities to meet one on one with key outdoor media.

<https://www.americaoutdoors.org/conference-info/>

Travel Oregon Rural Tourism Conference will be held April 26 – 28, 2020 in Sunriver Oregon. This conference will provide opportunities to network with key Travel Oregon staff, learn about upcoming trends and opportunities for rural businesses and communities to market with Travel Oregon as well as seminars regarding marketing and operating strategies.

<https://industry.traveloregon.com/opportunities/events/conferences/>

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

Our community has identified outdoor recreation as an opportunity and catalyst for growth. Rural tourism businesses have a unique set of challenges and opportunities for successful operations and promotion. Crater Lake Zipline seeks to remain competitive and current with their marketing and operations. Attending insightful and cutting edge seminars and connecting with industry peers and leaders is the best and most efficient way to keep ourselves in the know and remain competitive in a quickly moving market. Attending professional development conferences is costly and we find it valuable to take our management team when possible.

Describe the need for your project

Long-Term (250 words or less)*

Crater Lake Zipline does not plan to attend these conferences every year but will hope to attend in future years to keep up with trends and opportunities.

What is the long-term plan for your project

Measurability (250 words or less)*

Crater Lake Zipline will measure short-term success by the quality of the seminars attended and putting the strategies learned to use. Other short-term measures of success will be any new media contacts made that turn into press opportunities and any improvement to our marketing strategies or operations as a direct result of information learned. Long term measures of success will be an increase in visitors to the attraction from successful marketing and promotions strategies.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

Our community has identified outdoor recreation and experiential tourism as having growth potential in our area. Crater Lake Zipline is working hard to maintain and grow our product that highlights the natural assets of our region and offers outdoor recreation in a purely experiential fashion. Our economic development organizations are also committed to helping entrepreneurs and existing business to access workforce training opportunities and expand quality jobs in the region. Crater lake Zipline can best meet these demands by keeping current with trends, strategies and best practices within their industry and by giving our staff opportunities to grow with strong and educated leadership.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Crater Lake Zipline works often with the Small Business Development Center, SCOEDD, Discover Klamath, Travel Southern Oregon and Travel Oregon. These organizations provide support, knowledge and partnership opportunities to promote and grow our business. These organizations encourage us to seek opportunities to learn how to better run our business, become better managers and more competitive in the market. As we succeed we become better partners to them and are better positioned to mentor other entrepreneurs in our region.

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

On going education to learn cutting edge marketing strategies and best practices for operations is critical to the success of any tourism business. If we can represent at these conferences and then share what we've learned with our DMO then we all have better opportunities for success. Collecting marketing data and strategies and making connections with media, tour operators and providers like Tripadvisor, Google and others is difficult at a distance. Conferences allow an in person connection that would otherwise be difficult to achieve. The impact from this can be significant and ongoing. Follow up after the conferences is important to the ongoing impact.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

Finding relevant seminars with content related to diversity and inclusion that is both applicable to rural tourism as well as realistic to implement in our region can be difficult. The America Outdoors conference has a seminar that address these very topics. Adaptive Recreation is the title and will be offered by Peter Abele and will address expanding your customer base by expanding your business accessibility and looking at adaptive recreation opportunities. Crater Lake Zipline is looking to expand its reach into several markets including tours for youth and adults who are developmentally disabled. We have had several successful groups in this market and hope to learn how to do more from this seminar. We also hope to identify other under served segments and how we can better include them in our adventures.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

Partnerships with small businesses through the tourism grant programs allow them to attend conferences that would otherwise be out of reach. This partnership will allow Crater Lake Zipline to take our management staff to a high quality and very relevant educational conference which we can then put to use in our business and also as we engage with other small businesses and nonprofits in our community. Having representation from our community at the Travel Oregon Rural Tourism Conference and America Outdoors is also important for keep our region on the radar of leadership in these organizations. They won't remember to help our community when they have opportunities if we don't keep them thinking about us.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season (October through May)?

yes/no*

yes ▼

Does the project/event occur outside urban growth boundaries?

yes/no*

yes ▼

Required supporting documents*

Support Docs CLZ professional development.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally ***These documents must be uploaded as ONE complete PDF file.

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Jenifer C. Roe

Date/Time*

9/30/2019

12:15 PM

Crater Lake Zipline Professional Development Conferences

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$5,607.00			
OTHER INCOME				
Crater Lake Zipline	\$2,403.00			
SUB TOTAL INCOME	\$8,010.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$8,010.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	America Outdoors Conference Registration for 3 people	\$1,875.00			
2	Hotel, Food & Travel	\$4,110.00			
3	Travel Oregon Rurual Tourism Conference Registration for 3 people	\$750.00			
4	Hotel, Food & Travel	\$1,275.00			
	SUB TOTAL EXPENSES	\$8,010.00	\$0.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$8,010.00		\$0.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL"

Crater Lake Zipline Professional Development Grant Application
Project Timeline

America Outdoors Conference - December 8-12, 2019

December 16 – 20 - Begin implementing lessons learned - ongoing

December 18 - Reach out to any new media contacts with press releases and story ideas – on going

January 4 – Setup meeting with Discover Klamath to discuss strategies and develop plan from conference

Travel Oregon Rural Tourism Conference - April 26 – 28, 2020

April 30 – reach out to new contacts via email or phone

May 4 – Begin implementing any new strategies learned from conference - ongoing

May 7 – send follow up email to any new leads from conference.

May 8 - Setup meeting with Discover Klamath to discuss strategies and develop plan from conference

May 28, 2020 submit final report



**SOUTH CENTRAL OREGON
ECONOMIC DEVELOPMENT DISTRICT**

PO Box 1529 • 803 Main Street, Suite 202 • Klamath Falls, Oregon 97601
Phone (541) 884-5593

To: Klamath County Tourism Grant Committee

Re: Letter of Support for Crater Lake Zipline -Tradeshow Education and Promotion

Tourism Grant Application, September 2019

The South Central Oregon Economic Development District (SCOEDD) is writing in support for Crater Lake Zipline's application for expanding their reach into alternate tradeshow markets and attending industry trainings to better understand their customers.

For the last two years SCOEDD has been partnering with Rural Klamath Connects, Discover Klamath, Travel South Oregon and Oregon Department of Tourism to bring new revenue into our communities to support existing small businesses, while encouraging new business development that leverages visitor opportunities in the region. One of the gaps identified in our work is increasing the marketing capacity of the industry in our region. The creation of tourism products that increase visitor stays and encourage new business opportunities are necessary for the vitality of our rural communities in the Klamath Basin and to improve quality of life for all our residents.

We support the Roe's in their education and efforts to expand into new markets and look forward to working with them in the future to help strengthen the sustainable and significant economic impact of tourism in our region.

Sincerely,

Betty Riley

Betty Riley
Executive Director
South Central Oregon Economic Development District - betty@scoedd.org



September 26, 2019

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

Dear Grant Selection Committee,

It is my pleasure to write a letter in support of the grant application for Darren and Jenifer Roe of Crater Lake Zipline. Darren and Jenifer reflect the qualities of entrepreneurs we at the Klamath IDEA seek to support, those who are growth-oriented, risk-tolerant; who see opportunity in creating or expanding a venture; and take action to leverage the skill and expertise of a network to turn concepts into economic realities that benefit themselves and/or their community. In addition to this, the Roe's are operating in a sector that we believe holds the most entrepreneurial economic potential for our region, experiential tourism.

They are seeking funds for both professional development and to invest in trade show attendance. I believe investing in both of these will assist in increasing tourism, both in the immediate seasons as well as into the future and because they are a magnet, attracting tourists to the area, this increase will be exponential, affecting many other allied tourism businesses. The Roe's have been working on more clearly defining their target market and finding new customers and both of the grant request areas will support these efforts and bring tourists to our region.

For all of these reasons, I am pleased to support this application.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Kat Rutledge", written over a horizontal line.

Kat Rutledge
Director

803 Main St. Suite 103
Klamath Falls, OR 97601
(541) 887-8298
<http://www.klamathidea.org/>



September 27, 2019

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support – Roe Management Team Seeks Professional Development Opportunities

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau supports the Management Team of Roe Outfitters and the Crater Lake Zipline, as they seek to secure a Tourism Grant during the current fall 2019 cycle.

In 2018, when the Klamath County Tourism Grant Committee overhauled grant program requirements, it sought to align with Travel Oregon's Grant Program. This opened the door to a broader range of programs and projects eligible for funding, including (i) "Sales", and, (ii) "Industry Services" *.

Since revamping the Grant Program, we've not seen many applicants seeking SALES and/or INDUSTRY SERVICES type grants. That said, the Roe Team are proven tourism execs. This not only includes Darren and Jen Roe, but extends to their Manager Laura Johnson, who is a Discover Klamath alumni. The Roe Team has not only been involved with County Tourism for 15+ years, but, also are seasoned entrepreneurs and community advocates.

At this time, they've identified two Industry / Professional Development Training opportunities. One is in December 2019 and the other in April 2020. If the Discover Klamath Team had a broader resource base, it would likely attend these conferences to learn about the latest trends in the outdoor industry. To this end, we support grant dollars being used to help fund / offset approved costs. An additional aspect of this Grant request is to investigate new / different Consumer Tradeshow opportunities to reach frequent travelers.

In sum, our group supports the Roe Team as it continues to seek industry education while identifying new and innovative opportunities to expose and attract visitors to our region.

A handwritten signature in black ink that reads "Jim Chadderdon".

Jim Chadderdon
Executive Director

***Industry Services** are eligible grant expenses, and include things like: Profession Development, conference Registration Fees, Grant Writer Support, and Visitor Center Improvements (non-structural)
Sales are eligible expenses, and include things like: Event and Tradeshow participation, Tradeshow related production, FAM Tour Support, Tour Operator Support, Sponsorship/Bid Fees, and more.

DISCOVER KLAMATH • 205 RIVERSIDE DRIVE, STE B • KLAMATH FALLS, OREGON • 97601 • 541 882-1501

Info@DiscoverKlamath.com | www.DiscoverKlamath.com