

**LARGE GRANT PROGRAM**  
**TOURISM GRANT APPLICATION**

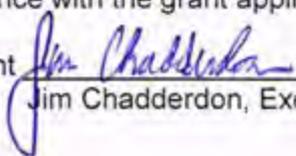
Title of Project: Packaged Travel Infrastructure  
Funds Requested: \$30,000.00 USD  
Organization Applying: Discover Klamath Visitor and Convention Bureau  
Contact Person: Jim Chadderdon, Executive Director  
Phone Number: 541 882-1501  
Email Address: [Director@DiscoverKlamath.com](mailto:Director@DiscoverKlamath.com)  
Mailing Address: 205 Riverside Drive, Klamath Falls, Oregon 97601  
Web Site Address: [www.DiscoverKlamath.com](http://www.DiscoverKlamath.com)  
Brief Description of Project including date, time and location:

***A key initiative for the County's Tourism DMO (Destination Marketing Organization) is Packaged Travel. Packaged Travel is also known as Bus Tours. Bringing more Bus Tours to our area for overnight lodging stays is a key focus now and in the future. Bus Tour Operators run the bus tour companies and establish what destinations buses will visit.***

***This project, unlike a typical event, is an ongoing initiative hence there is no defined day, time, or place where funds will be spent. Rather, funds will be used to escalate the entire initiative to a higher level. This means reaching more bus tour operators; and, reaching them with a higher frequency.***

***Details on how funds will be allocated, and timing of disbursements, are contained within this application.***

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 February 27, 2015  
Jim Chadderdon, Executive Director

## PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities, including a timeline.  
Note: Projects must be completed within 24 months of contract signature.

**Grant funds will be used for (a) Hiring a person to become the Packaged Travel expert for Discover Klamath; and, (b) To cover costs of registering and attending key Travel Trade Buying Shows in Q1/Q2 2016, including: NTA, IPW, and GoWest.**

**Note: there is a 4<sup>th</sup> show (ABA) we are not planning to attend at this time.**

### Expenditures by Category:

1) Hire Packaged Travel Person (Q2 2015) – Annual	\$35,000
2) Annual Association Membership Costs (NTA, IPW, GoWest)	\$ 1,350
3) Show Registrations (same 3 shows)	\$ 4,890
4) Transportation to/from 3 shows	\$ 3,000
5) Lodging & Food at 3 shows	\$ 6,000
6) <u>Marketing Expense (printed materials, other) - 3 shows</u>	<u>\$ 6,000</u>
<b>Total – 3 Shows (IPW, NTA, GoWest)</b>	<b>\$56,240</b>

### Expenditures by Timing:

Q2 2015 (2016 airfares, room deposits, wages, memberships)	\$12,100
Q3 2015 (wages, registration fees)	\$13,640
Q4 2015 (wages, marketing materials)	\$12,750
Q1 2016 (wages, lodging, food, transportation)	\$15,250
Q2 2016 (lodging, transportation, food)	\$ 2,500
Q3 2016	\$ -
<u>Q4 2016</u>	<u>\$ -</u>
<b>Total</b>	<b>\$56,240</b>

2. How will you use the grant funds?

**Grant funds will be used for (a) Hiring a person to become the Packaged Travel expert for Discover Klamath; and, (b) To cover costs of registering and attending key Travel Trade Shows in early 2016.**

3. For an infrastructure project, describe how on-going maintenance will be sustained and paid-for.

**Beyond the marketing portion of the budget, the balance will be used for hiring of our Packaged Travel Manager. We will hire a person with sales skills that can solicit and close sales in our community. This person will identify appropriate prospects in the community that can/will pay to participate in our packaged travel initiative. We expect this person to sell at least as much as they are being paid, thereby covering the majority of their direct expenses. To this end, we have only budgeted for one year of "infrastructure" wages, with the expectation this person will become self-sufficient thereafter.**

## PROJECT GOALS

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

***100% will be out of area people arriving via bus tours. A typical bus would have a minimum of 25 people and a maximum of 50. 35-40 would be typical.***

***We believe 100 busses in 2016 is not out of the question, and may be conservative. A widely relied upon American Bus Association study shows a typical bus will spend between \$12,000 - \$15,000 per bus per day in markets they visit. Approximately 60% of this goes to lodging.***

***If we backed that figure down to \$10,000/day and had 100 busses for one day in 2016, this would be \$1,000,000 in revenue with \$600,000 going to lodging. With a TRT of 8%, this would be \$48,000 in new TRT revenues in Year One.***

***In year two, we believe we can capture an additional 100 buses to the area. These would be incremental to the first 100, meaning 100 buses would stay for a single night. This would generate \$160,000 in TRT on gross revenues of \$2.0mm.***

***Year One Visitors: 40 per bus x 100 buses = 4,000***

***Year Two Visitors: 40 per bus x 200 buses = 8,000***

5. 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 track the number of extra days?

***In our marketing to bus tour operators, Discover Klamath is using the "Itinerary" as a means of attracting and retaining busloads of visitors. In our first effort at the NTA Conference (Jan 2015), we developed six sets of customized itineraries.***

***Four of these were for multi-day stays in Klamath. One was a partnership itinerary with other DMOs called "Covered Wagons to Covered Bridges". And the final Itinerary was developed in conjunction with Travel Oregon in which Klamath was one stop in a statewide itinerary. With both a national park and national monument, we have a reasonable expectation of being able to extend – beyond one day – up to 25% of the tours passing through our area.***

## QUALIFICATIONS OF APPLICANT

6. Describe your organization/project management team. How are these individuals qualified to lead this project?

***Working on this initiative currently are: Jim Chadderdon, Executive Director of Discover Klamath; and, Tonia Ulbricht, Marketing & Administration for Discover Klamath. Additionally, our organization has a "Packaged Travel Committee" consisting of the two aforementioned individuals plus Victoria Haley of the Patel Hotel Group, Lisa Galloway of the Running Y Ranch, and Mark McCrary of the Ross Ragland Theater.***

**Collectively, this group brings years of tourism and hospitality experience to this initiative. We would be hard-pressed to find more qualified individuals. What's important to note is this: Lodging is critical to the success of this initiative and with the above noted lodging representatives we have a quarter of all the rooms in Klamath represented (367/1430).**

**Beyond this team, we will hire an additional person who will be responsible for much of the follow up contacts required. We expect to send our "A-Team" players above to represent Klamath at the shows, while the to-be-hired person will handle the behind the scenes work. We are hiring with an eye towards promoting the new person into a leadership role on this initiative within a year to two years.**

7. Describe your team's experience in operating past or similar projects.

**Our group is currently marketing to the Bus Tour Operators. In January 2015, we attended the NTA Conference in New Orleans (National Tour Association), where we met over 50 qualified tour operators formally, and an additional 50 informally. We have already designed and developed printed materials, a new website, and two new "pull up" type banners. We are also new members of the NTA organization.**

**Additionally, two years ago, we engaged Melody Johnson of Falcon's Crest, Inc., (Portland, OR) as a paid consultant. Ms. Johnson, who is a tour operator herself, as well as President of OTTA (Oregon Tour & Travel Alliance), was hired to provide Discover Klamath a comprehensive market analysis of Klamath County – as viewed through the eyes of bus tour operators (Ms. Johnson has 30+ years' experience in this space). The report revealed Klamath – through the eyes of bus tour operators – is a very attractive destination that has not been marketed to this audience. Ms. Johnson, while not on retainer presently, remains connected and available to support the team/initiative.**

## **PROJECT PLAN**

8. How will you give credit to Klamath County for its support in our event or project?

**Our group already represents itself as the Official Tourism Agency for Klamath County, Oregon; hence, there is an implicit reference to the county in most of our work. That said, we can enhance the county's image and connection by displaying the county's logo/shield within the context of our Bus Tour Operator specific website (this site is live now, so adding the logo would be easy). Additionally, we will be designing and developing new Packaged Travel literature prior to Q1 2016 and can/will incorporate the County logo/shield into new materials as we develop those.**

9. Who is the target market? What is your strategy for reaching the target market? If yours is an infrastructure project, you still need a marketing component.

***The Target Audience (TA) are the Bus Tour Operator companies. Depending upon the size of these firms, the decision maker varies:***

***Smaller Firms: The owner/General Manager is usually the one making the decisions to take-on a new route(s).***

***Larger Firms: In bigger operations, there are usually dedicated Product Managers responsible for identifying new locations and bundling these into packaged tours, complete with lodging, sightseeing, etc...***

***We view this as both an infrastructure project and a marketing project, simultaneously.***

***Our Strategy for reaching the target audience is different from what Discover Klamath usually does (e.g. Consumer Advertising/Promotion). The Strategy for the Travel Trade is Direct Sales. This is the way to secure business from this audience. You have to go sell directly to them. It's not that traditional advertising isn't used, rather, advertising is a small supplement to the dialogue that needs to occur to inform Tour Operators about your area and the amenities in that area. You must sell Tour Operators on why they should visit your area.***

***This is an infrastructure project in that it provides financial support for staffing that will sell directly to the target audience. Discover Klamath does not have that staffing in-place presently. It's a marketing project in that it provides financial support to execute the direct-selling efforts to reach the target audience.***

10. Describe specifically how you will market the project to your target audience?

***As a target audience, Bus Tour Operators are actually quite easy to reach. They are also quite efficient to reach. Notice I didn't say "cost-effective to reach". Actually, we can obtain direct access to them, it's just that it's somewhat expensive AND there are zero efficiencies with other activities performed by this DMO.***

***Here's how it works:***

***Bus Tour Operators bundle their trips and offer dozens, often hundreds, of pre-packaged bus tours. Bus Tour Operators generally print a very slick catalogue of their offerings. They direct mail these beautiful color magazines to thousands of people, including past clients and others whom their research shows may be interested in pre-packaged (e.g. all inclusive) bus travel vacations.***

***The Bus Tour Operators review their offerings annually, starting their research on new locations, new attractions, and new adventures early in the year.***

*They naturally drop products (e.g. tours) that are not selling well, and, replace those with new trips they think will sell better (e.g. fill up buses).*

*There are 3-4 Buying Shows bus tour operators attend to identify new locations and meet representatives from the area. Attending these shows enables tourism offices to meet bus tour operators in a "speed dating" format. If interested, bus tour operators follow up with local tourism offices, restaurants, caterers, lodging, attractions, outfitters, etc... to obtain group pricing. This allows them to pre-set and publish pricing for a given trip.*

11. How will you measure the success of the project? (Be specific.)

*There are several ways, although none are 100% perfect:*

- 1) Travel Oregon's Lisa Itef (Packaged Travel Manager) tracks which bus tour operators are coming to Oregon and how many buses and how many people each is bringing. The problems are: (i) She is cannot always capture this information by community, and, (ii) While she believes she is knowledgeable about which operators are coming to Oregon, she will be the first to say it's possible, and probable, there are others coming that Travel Oregon can't track.*
  - 2) Our sales person hire will have as part of his/her job description capturing information from tour operators. We expect this person to be in touch with operators on a regular frequency and to be regularly asking: "Are you coming to Klamath County and if so how many buses and how many people?"*
  - 3) As part of the new person's job, they will be tasked with being close to and connected to local lodging establishments. It would be expected that lodging people will share information with Discover Klamath regarding the volume of bus tours (e.g. who they are, where they are coming from, how many people, etc...).*
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.

*For purposes of our first and second years implementing this initiative (e.g. 2015 & 2016), we don't expect there to be much, if any, in-kind, barter, discounted services or volunteer labor associated with this project.*

*We are 100% open; however, to exploring these avenues for leveraging resources.*

13. List your potential sponsors and partners and how they contribute to the event or project.

- 1) Running Y Ranch – Running Y has already contributed impressively to this initiative by allocating its Group Sales Manager's time and efforts to this project. This has already resulted in a cash offset of at least \$2,000 in 2015.*

**Naturally, Running Y has plenty to gain from an influx of bus tours. That said, rather than taking a wait and see approach, the organization's leadership sees the opportunity and what the tourism organization is trying to achieve and has stepped right up into a key leadership/partnership role.**

**From the perspective of the tourism office this is fantastic because understanding group rates and being able to negotiate on behalf of lodging organizations is not our area of expertise. Having this industry knowledge on our team is a key asset for Klamath as it seeks to grow this segment.**

- 2) Klamath Falls Downtown Association – KFDA has been very supportive during these early stages. Several businesses have even contributed dollars to help offset costs. Again, the KFDA sees the value in nurturing the bus tour operator relationships, as this will lead to additional groups shopping and visiting.**

**We applaud the KFDA posture and over time will, increasingly, bring them into the program as a key partner.**

- 3) Patel Hotel Group – As a DK Board Member, Treasurer, Marketing Team member, and Packaged Travel Committee Member, Victoria Haley represents 5 (soon to be 6) key lodging establishments in the community. The properties she represents in her role of Group Sales Manager offer economy and value priced lodging – something extremely important and attractive to bus tour operators.**

**The Patel Hotel Group will soon control about 367 rooms of 1430 in the City or about 25%. To be effective with bus tour operators, we need to be able to have direct access to decision-makers within this hotel management group who are flexible and responsive to the group travel industry.**

**While not a financial partner now, we expect over time to build closer partnerships with this group, including financial contributions to support ongoing programming, that reflect the benefit of lodging their establishments will receive.**

- 14. If this is a regular recurring event or ongoing project, identify your marketing network and how it contributes to or enhances your success.**

**This is an ongoing initiative and as such the support of the lodging community is/will increasingly be critical to the success of this program.**

**It should be obvious, but if tourism attracts bus tour operators but lodging establishments are less than 100% flexible, accommodating, and/or responsive, our efforts will be for naught.**

**As Bus Tour Operators show increasing interest in our market, they will place unique needs and demands upon lodging partners to satisfy their clients. It becomes critical – imperative actually – that lodging operators adjust their mindsets from a “Retail Customer” approach to a “Package Travel – Groups” approach when dealing with this segment.**

***Our group can/will help by bringing to the table necessary education, training, and/or tools to help operators learn this new approach to securing and servicing volume clients. Markets throughout Oregon are prospering greatly by servicing this important – and growing – segment of the tourism industry.***

**Klamath County Tourism Grant Application  
Project Budget**

<b>INCOME</b>	<b>Committed</b>	<b>Pending</b>	<b>Total</b>	<b>Actual</b>	<b>Comments/Explanations</b>
Tourism Grant Request	\$ 30,000		\$ 30,000		
Cash Revenues -					
Source: Discover Klamath-match	\$ 9,000		\$ 9,000		
Source: Discover Klamath	\$ 17,240		\$ 17,240		
Source:					
Total Cash Revenues	\$ 56,240	-	\$ 56,240	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	\$0	-	\$0	-	
Total Revenue	\$ 56,240	-	\$ 56,240	-	
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs	\$ 35,000		\$ 35,000		
Marketing costs (Total)	\$ 21,240		\$ 21,240		
Marketing Costs-3 shows (DETAIL)					
1) Memberships \$1,350					
2) Show Registration \$4,890	-	-	-	-	
3) Transportation \$3,000					
4) Lodging/Food \$6,000					
5) Marketing Materials \$6,000					
Total Cash Expenses	\$ 56,240	-	\$ 56,240	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	\$0	-	\$0	-	
Total Expenses	\$ 56,240	-	\$ 56,240	-	
Net Income<Expense>	\$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**

	Committed	Pending	Total	Actual	Comments/Explanations
<b>CASH INCOME</b>					
Tourism Grant Request	\$ 30,000		\$ 30,000		
Other Sources: Discover Klamath-match	\$ 9,000		\$ 9,000		
Other Sources: Discover Klamath	\$ 17,240		\$ 17,240		
<b>Total Revenue</b>	<b>\$ 56,240</b>	<b>-</b>	<b>\$ 56,240</b>	<b>-</b>	
<b>CASH EXPENSES</b>					
Advertising					
Print					
Web					
Other Internet					
Other					
<b>Total Advertising</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
Graphic Design/Printing for 3 shows	\$ 6,000		\$ 6,000		
Postage					
Misc/Other (Explanation Req'd):					
1) Memberships @ 3 shows	\$ 1,350		\$ 1,350		
2) Registrations @ 3 shows	\$ 4,890		\$ 4,890		
3) Transportation to/fr @ 3 shows	\$ 3,000		\$ 3,000		
4) Lodging/Food @ 3 shows	\$ 6,000		\$ 6,000		
<b>Total Miscellaneous/Other</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Total Expenses</b>	<b>\$ 21,240</b>	<b>-</b>	<b>\$ 21,240</b>	<b>-</b>	
<b>Net Income&lt;Expense&gt;</b>	<b>\$ (35,000)</b>	<b>-</b>	<b>\$ (35,000)</b>	<b>-</b>	Balance of \$35,000 to be applied to staff (e.g. Marketing Infrastructure)

**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.



# CITY OF KLAMATH FALLS, OREGON

500 KLAMATH AVENUE – P.O. BOX 237  
KLAMATH FALLS, OREGON 97601



Sister City  
ROTORUA, NEW ZEALAND

September 29, 2014

Board of Directors  
Discover Klamath  
205 Riverside Dr., Ste. B  
Klamath Falls, OR 97601

Re: Travel Tourism Initiative

Dear Board:

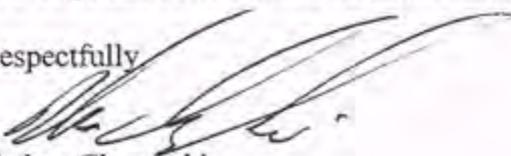
The City of Klamath Falls recognizes the efforts that Discover Klamath has taken to improve tourism travel to our area. I have been impressed with the staff at Discover Klamath and the forward thinking attitude of the Board and organization. The Board should be commended for tackling this new aspect of tourism. On behalf of the City of Klamath Falls, I would like to note our full support for the Package Travel Tourism Initiative that Discover Klamath has recently launched. I encourage the Discover Klamath Board to endorse the full scope of the initiative being proposed which includes attending the National Tour Association's Trade Exchange, the American Bus Association's Marketplace and the GO West Summit in early 2015.

The City is keenly aware that tourism is a significant part of our economic development engine. I recently met with a man who while passing through and decided to stay a few days. He came by my office because he was thinking about the possibilities of relocating a portion of his business here. The work you do is an essential part of our community's future.

Additionally, this initiative may help the City's efforts to re-establish commercial air service to the Crater Lake – Klamath Regional Airport which would also be of great benefit to Discover Klamath's tourism efforts and the community in general.

I understand that the Package Travel program is a significant undertaking for Discover Klamath. While the fruits of this investment may not be immediate, the program has great potential. The sooner the program is established, the sooner the community will reap the benefits. Please let me know what we, as a City, can do to assist Discover Klamath in achieving this goal.

Respectfully



Nathan Cherpeski  
City Manager



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09/29/2014

Board of Directors Discover Klamath,

This letter is offered as a show of our support for the Klamath County Package Travel Initiative. Though it may take some time to see the actual results, I feel participating in the three trade shows during the first quarter of 2015, and partnering with Travel Oregon & the Southern Oregon Visitors Association, are very important to the tourism industry in Klamath County. This Initiative will benefit all businesses and citizens of Klamath County.

Tourism in Klamath County has the potential to bring in significant amounts of revenue to a variety of businesses above and beyond the lodging and restaurant industry. Opening our arms to travelers, gives us the opportunity to show the benefits of bringing in new business to our area, which would directly help our community that has been struggling economically.

Klamath County is home to one of the world's greatest natural wonders - Crater Lake. Guests often tell us this is the reason for their visits to our community, and we take pride in our proximity to this attraction. Combined with a host of local festivals and events, we should be capitalizing on our tourism strengths, sending our message loud and clear to potential buyers. The Package Travel Initiative Proposal is a good first step, and I think it would be a great loss if we do not move forward.

A handwritten signature in blue ink that reads "Sandi Collins". The signature is written in a cursive style.

Sandi Collins

General Manager

Shilo Inn Suites Klamath Falls



# Klamath County CHAMBER OF COMMERCE

*Lead. Connect. Advocate.*

## Board of Directors

**Bridgitte Griffin**  
AG-SENSE

**Dan Keppen**  
Dan Keppen & Associates, Inc.

**Kathie Philp**  
Pacific Crest FCU

**Willie Riggs**  
OSU Extension Office

**Stan Gilbert**  
Klamath Youth Development Center

**Rachael Spoon**  
KBHBA

**Randy Shaw**  
Coldwell Banker/Hoiman Premier Realty

**Ellsworth Lang**  
Kla-Mo-Ya Casino

**Mike Angeli**  
The Ledge

**Jason Chapman**  
Chapman Ranch

**Jennifer McKoen**  
County Cork Collectables

**George Ormsbee**  
Cal-Ore Communications

**Werner Reschke**  
Winkledog, Inc.

**Kelley Minty-Morris**  
Citizens for Safe Schools

**Maggie Polson**  
Cascade Comprehensive Care

**Col. Wes French**  
173d Fighter Wing, Kingsley Field

**Tessa Gutierrez**  
Court Appointed Special Advocates (CASA)

## Ex Officio Members

City of Klamath Falls  
Klamath County  
KCEDA  
Oregon Institute of Technology  
Klamath Community College  
KUHS DECA

## Staff

**Charles Massie**  
Executive Director

**Heather Tramp**  
Programs & Marketing Coordinator

205 Riverside Drive, Suite A  
Klamath Falls, OR 97601  
Phone: (541) 884-5193  
Fax: (541) 884-5195  
[www.klamath.org](http://www.klamath.org)

Discover Klamath Board of Directors

October 6, 2014

RE: Packaged Tour Program

Good day,

The Klamath County Chamber of Commerce has been following the evolution of the packaged tour program with great interest. This concept was identified as an area of opportunity when the Chamber applied previously to contract tourism marketing services in Klamath County.

As part of marketing the newly named Crater Lake – Klamath Regional Airport, with the air service partnership group, the idea once again presented itself as a means to target in a very specific way potential visitors to the region.

The Chamber is committed to providing support to this project through member outreach, all Chamber available marketing channels, and logistically in the creation of a fully integrated program that will attract visitors to Klamath County.

Please consider and support current efforts taking place to create a packaged tour program and sending representatives to the upcoming travel tourism events as outlined in the proposal. Many communities in Oregon are ahead of us in their efforts to attract tour groups and the need to get in the "tour" game is in the long term interest of visitor attraction to Klamath County.

On behalf of the Chamber Board of Directors thank you for your consideration and support.

**Charles Massie**  
Executive Director

*"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"*



Klamath Falls Downtown Association  
P.O. Box 372 • Klamath Falls, Oregon 97601

October 15, 2014

Board of Directors  
Discover Klamath  
205 Riverside Dr. Ste. B  
Klamath Falls, Oregon 97601

Re: Packaged Travel Initiative

Dear Board,

On behalf of the Klamath Falls Downtown Association, I would like to offer this letter of support for the Packaged Travel/Tour Bus Initiative. The KFDA is dedicated to the mission of creating, promoting, and maintaining a vibrant downtown. We believe this initiative is one more piece to the Economic Development puzzle that is much needed in our downtown and entire community. We believe the results, although 1 – 2 years away, will be very tangible and measurable.

Locally there is a lot of discussion regarding the promotion of our area as a wonderful place to visit. Considering the time frame associated with this type of effort, there is no better time than now to get behind these efforts. The ground work done by Discover Klamath is impressive. We support these efforts whole heartedly.

We encourage the board to consider allocating funds to allow the necessary travel needed to take advantage of the opportunity to attend National and Regional travel expo's that focus on Packaged and Tour Bus Travel.

Thank you for all your efforts in bringing visitors to the Beautiful Klamath Basin.

Sincerely,

A handwritten signature in cursive script that reads "Kendall Bell".

Kendall Bell  
KFDA President



February 25, 2015

Jim Chadderdon  
Executive Director  
Discover Klamath Visitor and Convention Bureau  
205 Riverside Drive  
Klamath Falls, Oregon 97601

Dear Jim,

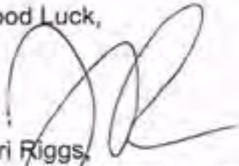
**Running Y Ranch** supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow Discover Klamath to continue its presence on the Trip Advisor website where you have done a good job of connecting Klamath Falls/Klamath County with Crater Lake National Park in the minds of potential visitors.

Trip Advisor is well-known in tourism as a place where over 200 million travelers visit monthly to perform research and book future vacation and travel plans. We know Trip Advisor's Crater Lake pages receive over 1 million views annually. And, this is expected to grow as the National Park Service celebrates a centennial year in 2016.

Prior to Discover Klamath's sponsorship of the Crater Lake pages on Trip Advisor, competitive tourism organizations such as Medford, Grants Pass, Roseburg, Coos Bay, and others advertised themselves on this site as "the home of", "the gateway to", etc... Crater Lake National Park. The result was people researching then basing trips from other markets, thereby depriving Klamath of tourism visits and revenues.

Crater Lake is truly a State asset. Klamath will never 100% own all visitation (e.g. capture all lodging nights) from visitors to/from Crater Lake. That said, owning (sponsoring) the Trip Advisor pages associated with Crater Lake National Park will continue to provide Klamath County Tourism a platform for communicating itself as the bonafide home of Crater Lake and thereby capture incremental visitation, lodging nights, shopping visits, restaurant visits, and transportation benefits.

Good Luck,

  
Jeri Riggs,  
Interim General Manager  
541-880-8840



February 26<sup>th</sup>, 2015

Klamath County Tourism Grant

**RE: Letter of Support for Discover Klamath Grant for Package Travel Initiatives**

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting funds for their efforts to expand the Package Travel Initiatives.

Packaged Travel is a large and growing component of tourism. When bus tour operators visit Klamath Falls and overnight here our hotels as well as many other businesses gain financially.

We know Crater Lake National Park receives many bus tours annually. We also know Klamath captures less than a majority share of this business. We support your organization's efforts towards generating more exposure for Klamath among both national and international bus tour operators.

Thank you for your consideration and support of Discover Klamath efforts to expand the Package Travel segment for Klamath County.

Kind Regards,

*Victoria Haley*

Victoria Haley  
Director of Sales & Marketing  
Klamath Falls Hotel Group