

Print

Tourism Traditional Application - Submission #740

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

2nd ▼

Project Title*

Crater Lake Zipline - Reaching destination oriented & experience driven travelers.

Grant Cycle*

Fall 2019

Amount Requested*

13,276.00

Total Project Cost*

18,967.00

Entity Federal Tax ID Number

47-3286772

Do not enter if putting in SSN

Entity Name*

Crater Lake Zipline

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*

Drive year-round destir ▼



Project (250 words or less)*

Our goal is to reach new customers by targeting the following segments of travelers: destination-oriented travelers and experience driven people for whom travel has become a part of their lifestyle. We have been targeting adventure seekers and families and while we will continue to market to those segments, we need to expand our reach. This shift is in line with the strategic plan as outlined by Travel Oregon. We plan to reach these segments by attending several experience focused tradeshows that attract these types of travelers. We will complement these tradeshows with an online marketing strategy using targeted online ads on social media and other online platforms that will put us in front of travelers who are in the market to buy experience type services and visit our region.

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)*

In some ways the world is shrinking. It is easier and easier for people to find new places to go and learn of new experiences they'd like to put on their bucket list. But the flipside is also true. It is harder and harder to be the experience or destination that people see in front of them as they search online, ask their Friends or as they consider the many opportunities for travel world-wide. We need to become more strategic in how we become a part of their journey to purchase. While sportsman shows have value, they do not always attract the kind of traveler we seek. Branching out to more experience-based tradeshow opportunities should prove productive for us. Brewfests and other types of festivals that are more destination and experience focused will attract the customers we seek. A strategic online strategy that targets consumers who by their browsing habits indicate that they are looking to buy in our market will complement our tradeshow strategy by getting us in front of the customer at a time when they are researching or ready to book their travel.

Describe the need for your project

Long-Term (250 words or less)*

Long term we plan to lean more heavily toward online targeted marketing We plan to become more strategic online and with tradeshows and events that we participate in both geographically and with psychographic segments. We will continue to use print marketing, especially when partnering with Discover Klamath and Travel Southern Oregon but want to discover if the return on investment with a more targeted approach will be better. If it is we will in future shift even more marketing dollars to these areas for marketing. Ideally this marketing project will increase our revenue allowing us a larger budget without a grant to continue marketing at this level.

What is the long-term plan for your project

Measurability (250 words or less)*

Event Focused Tradeshow Marketing:
 Measure 1. Number of visitors/impressions to our booth
 Measure 2. Number of bookings credited to show. We ask on our booking platform how people found us.
 Measure 3. Number of on the spot bookings
 Online Marketing Follow up:
 Measure 1. Number of booking made from tracked links.
 Measure 2. Number of Impressions received from online targeted ads.
 Measure 3. Amount of increase in website traffic per google analytics measurements following campaigns

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)

Travel Oregon targets adults aged 25 – 64 who spend \$1,000 or more on vacation travel per year and live in Northern California, Oregon, Washington, Idaho. They target a mix of adventurous, curious and experience-driven people. Their spring campaigns focus active vacationers who've participated in some kind of outdoor adventure activities within the last 12 months. Discover Klamath will be focusing on a few experience driven tradeshow and will commit a greater part of their budget to public relations. Our focus is inline with the goals from our local DMO to Travel Oregon to lure visitors to the region who will spend money on outdoor recreation and who seek a destination where they will stay one or more nights. Our goal to reach destination driven travelers is consistent with theirs.

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

Support & Involvement (250 words or less)

The Small Business Development Center/The Klamath Idea, the South Central Oregon Economic Development District and Discover Klamath have all written letters of support for our request. I have also been in conversation with Travel Oregon staff who support our goal to pursue this line of marketing.

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)

If we are able to maintain our level of visitors or increase our volume we will continue to have an impact financially on our community. Destination travelers stay in hotels, eat in restaurants, shop in stores and purchase fuel. If only 1000 of our customers stay one night in a hotel at \$100 and eat one meal in a restaurant at \$20 that is \$120,000 in additional revenue for our area. We see between 4700 and 5500 visitors at our facility each year. We hope to grow that number with our marketing efforts which in turn will grow the effect on other businesses in our community. In addition, we employ up to 24 people during our season.

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)

Reaching consumers who are looking for experience travel can be a diverse crowd in age, ethnicity and income level. As we become more effective with targeted marketing we hope to expand our reach to a broader demographic.

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)

This project will contribute to the improvement of our local economy and community by helping a local business promote the visitor industry and potentially expand its business volume. This kind of partnership between public and private entities is exactly what the grant program is intended to achieve, a stronger Oregon economy and more livable communities.

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*

experience driven clz supporting docs.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

4:00 PM

Crater Lake Zipline- Reaching destination oriented & experience driven travelers.

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$13,276.00			
OTHER INCOME				
Crater Lake Zipline	\$5,691.00			
SUB TOTAL INCOME	\$18,967.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$18,967.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Tradeshow/Event Registrations	\$1,600.00			
2	Hotel & Travel	\$4,417.00			
3	Brochures/Print Material	\$2,000.00			
4	Tradeshow Booth Materials	\$700.00			
5	Design	\$1,250.00			
6	Prospecting & Retargeted Ads	\$6,000.00			
7	Social Media & Online Ads	\$3,000.00			
	SUB TOTAL EXPENSES	\$18,967.00	\$0.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$18,967.00		\$0.00	

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

Crater Lake Zipline- Reaching destination oriented & experience driven travelers.

Project Timeline

December – online ad designs

December – August Retargeting Ad Campaigns

January – Booth and brochure designs

January – September Social Media Ad Campaigns

February 14 – 16, 2020 Winterfest

April - Festival TBD

May 2020 – Art-In-Bloom Festival

September -2020 - Brewfest



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/>



**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 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.

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