

Print**Tourism Sponsorship application - Submission #137****Date Submitted: 3/30/2018****Title of Project***

Website redesign

Grant Cycle*

Spring 2018

Funds Requested*

\$2,500

Organization Applying*

30-Mile Club

Contact Person*

Julie Black

Phone Number*

541.356.2550

Email address*

mikejulieb@gmail.com

Website (if applicable)

AdventuresNearCraterLake.com

Address

25437 Rocky Point Rd

City

Klamath Falls

State

OR

Zip Code

97601

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

Description of project including activities, date, time and location*

1. The project is a total redesign of our popular website AdventuresNearCraterLake.com, to be accomplished by August 31, 2018. A minor retool was done in 2014, to make the site more user friendly on hand-held devices. In December, the site's content was praised by Travel Oregon staff and one of their marketing contractors, but they strongly recommended a comprehensive redo of appearance and function. They suggested, and we agree, that the website needs to: (1) Showcase the area's unique adventures with text and high quality photos, (2) Stress family friendliness, (3) Appeal to a younger demographic, and (4) Change out images and text with the seasons to showcase adventures all year, including the shoulder and winter seasons.

Goals*

The website has over 100,000 visitors per year. Winter months average 1.9 pages per visit, with summer months 3.5 pages per visit. Our goal with website improvements is 0.5 pages longer stay on the website per visit, as the new site will be more functional, eye-catching, and visually appealing. The improved appearance and function will encourage website visitors to spend more time looking and learning, and that will result in longer trips planned and more nights spent in Klamath County, between Crater Lake and Klamath Falls. Once redone, volunteers will continue to maintain the website, and update its content.

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

Team*

In March of 2016, Mark Dennett of Dennett Consulting, led us in a successful branding workshop and recommended we form a Marketing Committee/Team to represent the 30-Mile Club and coordinate all marketing activities to align with our newly developed mission and position statement. The resulting active team represents a wide range of community and tourism-related interests and works together to continually improve our marketing efforts for the good of the entire area. Those on the team are Julie Black, Volunteer Marketing Coordinator; Taylor David, Public Information for Klamath Tribes; Jen Roe, Crater Lake Zipline and ROE! Real Oregon Experience; Judy Pate, Two Rivers Gallery; George Gregory, Lake of the Woods Resort; with Tonia Ulbricht, liaison from Discover Klamath.

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

Experience*

We are uniquely qualified to promote this area, because we ARE the 80+ businesses and attractions between Crater Lake National Park and Klamath Falls. We have intimate knowledge of where we live and work, and our economic survival depends on visitors. We are never pay-to-play, and every tourism-related business, park, attraction, and organization is automatically a member of the "30-Mile Club". For 16 years, with strong community support, we've successfully marketed the area from Lake of the Woods and Fish Lake through Rocky Point and Fort Klamath to Collier State Park and Chiloquin.

Marketing is financed by inexpensive print and web ads and rack card sponsorships sold annually, with activities accomplished with no paid staff and hundreds of volunteer hours.

CURRENT MARKETING:

A. Visitor Newspaper. 15th Annual Edition printed in April, with 28,000 copies distributed by volunteers throughout the Klamath Basin and Rogue Valley to show visitors why they should stay longer than their visit to Crater Lake or Ashland Shakespeare.

B. Website: AdventuresNearCraterLake.com (formerly CraterLakesBackyard.com), showcases all lodging, dining, attractions, events and public use south of Crater Lake and north of Klamath Falls. Individual pages feature Attractions, Cycling, Hiking, Paddling, Fishing, Birding, and Seasonal Fun.

C. Rack card: Printed in March, with 47,000 rack cards distributed region-wide and at Travel Oregon Welcome Center distribution by Certified Brochures.

D. Other: Active social media presence with Crater Lake's Backyard Facebook page.
Travel Southern Oregon membership and CraterLakeCountry.com Attractions level partnership.

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

County credit*

We will be able to place the Klamath County logo and statement on the Homepage that the website is partially supported by a Klamath County Tourism Grant.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

Our marketing efforts continue year-round.
January: Update and print rack card.
February - March: Update visitor newspaper.
May – September: Rack card distribution in Bend, Eugene, Roseburg, Medford, and Klamath Falls through Certified Brochures.
December: Sell rack card sponsorships and newspaper/website ads.
All Year: Represent 30-Mile at regular TSO and DK Board Meetings.
Post on Crater Lake's Backyard Facebook page.
Continually update AdventuresNearCraterLake.com
Distribute rack cards at Travel Oregon Welcome Centers through Certified Brochures.

Provide a timeline of your marketing efforts leading up to the event or project including out of county marketing.

Target Market*

All of our marketing is aimed at out-of-county visitors. Even in-county distribution of the annual visitor newspaper and rack card is to lodging and other tourism-related businesses and attractions to lengthen visits and encourage return trips. Most website visitors are from the Portland metro, San Francisco Bay, and Seattle metro areas.

Describe your target market/audience

Measurability*

We can and do measure visitors to the website. While we cannot directly link who is staying in the county to the website traffic, we assume that increased time spent on the website will relate to increased overnight stays in the Upper Klamath Lake Basin.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

Our annual marketing efforts are financed through 15 partnerships on the back of the rack card and 40 advertisers in the visitor newspaper and on the website. This year's rack card partners are: Agency Lake Resort, Aspen Inn, Crater Lake B&B, Crater Lake Resort, Crater Lake Junction Travel Center, Crater Lake Zipline, Discover Klamath, Klamath Tribes, KLaMoYa, Lake of the Woods Resort, Odessa Market, ROE! Real Oregon Experience, Train Mountain, Two Rivers Art Gallery and Gift Shop, and Xanterra at Crater Lake. This year's advertisers are all of the above, plus: Crater Lake Country Suites, CraterLakeCountry.com, Crater Lake Bungalows, Jo's Motel, Gardens of Joy, Fish Lake Resort, Heartline Ranch, Horse Power Northwest, JJ's Café, Klamath County Library, Klamath and Western Railroad, Kircher's, Klamath County Museum, Lonesome Duck, Market at Running Y, Pot Belly Café, Perrins's, Quilting Sisters, Rocky Point Resort, and Victoria Trees Performance Quarter Horses. We continue to have strong community support and participation. Please see attached Letters of Support from: Jim Chadderdon, Discover Klamath; Joyce Merwin, Train Mountain Institute; Judy Pate, Two Rivers Gallery; Russ Wood, Train Mountain Railroad Museum; Joan Rowe, Chiloquin News; William Wilkins, CVIP (Chiloquin Visions in Progress); George Gregory, Lake of the Woods Resort; Jen Roe, Crater Lake Zipline and ROE! Real Oregon Experience; Victoria Trees, Crater Lake Realty; Steve Hilbert, Lonesome Duck; Stephen & Mary Anna Napier, Crater Lake Bungalows, and Marshal Moser, local naturalist and guide.

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

Flexibility*

If not awarded fully funding, we would make minor changes to the website instead of accomplishing a major redo, and likely not attract as many visitors to the county because our website presentation of the area improve only slightly.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*

2018 Spring Grant Supporting Documents (1).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

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*

Julie A. Black

INCOME

30-Mile Club

Klamath County Sponsorship Grant

BUDGET	
Cash	In-Kind
\$2,500.00	

Actual	
Cash	In-Kind

OTHER INCOME

Print & website ads and rack card sponsors

\$7,800.00

Donations

350

In Kind: (350 hrs) Update newspaper and rack card, coordinate with 30-mile businesses, FB posts, work with TO, TSO & DK & attend meetings; (100 hrs) 6 volunteers distributing visitor newspapers. \$10/hr

\$6,500.00

SUB TOTAL INCOME

\$10,650.00

\$0.00

\$0.00

TOTAL INCOME

\$17,150.00

\$0.00

EXPENSES

Redesign AdventuresNearCraterlake.com

\$2,500

Rack card redesign and printing

\$1,959.00

Certified Brochures rack card distribution

\$2,589.00

Visitor newspaper printing

\$1,550.00

Website hosting, URL(3) registr., security, mtnc.

\$606.00

TSO membership, CLC partnership

\$955.00

Liability insurance

\$250.00

In Kind: (550 hrs) Update newspaper and rack card, coordinate with 30-mile, FB posts, work with TO, TSO & DK & attend meetings; (100 hrs) 6 volunteers distributing visitor newspapers. \$10/hr

\$6,500

SUB TOTAL EXPENSES

\$10,409.00

\$6,500.00

TOTAL EXPENSES

\$16,909.00

\$0.00

\$0.00

DISCOVER
KLAMATH

OREGON UNEXPECTED

March 29, 2018

Ms. Julie Black
c/o The 30 Mile Club
Rocky Point, Oregon

RE: Letter of Support – Updates and Marketing to Regional Tourism Website

Dear Julie & 30-Mile-Club Team,

Discover Klamath Visitor and Convention Bureau supports your efforts to secure a **Klamath County Tourism Grant**, during the spring cycle, which (if granted) would help facilitate upgrades to and marketing of your popular destination/tourism site: www.AdventuresNearCraterLake.com.

Your group of nearly 100 businesses in and around the Crater Lake National Park have been, and continue to be, some of Klamath County's best tourism advocates.

Your connections to Travel Oregon, Travel Southern Oregon, Discover Klamath, Crater Lake National Park, and nearly 100 tourism/hospitality businesses cannot be understated.

Without a regular source of funding (e.g. 30MC is not a Membership organization) you rely on partner contributions, grants, and any other source(s) of funding available.

If awarded, these funds will be used to enhance your website presence (with input from Travel Oregon and others) and also to market the site post-refresh.

We wish you the best.



Jim Chadderdon
Executive Director



Train Mountain Institute
36941 South Chiloquin Road
P.O. Box 438
Chiloquin, Oregon 97624
541-783-3030
541-783-2013 fax

March 28, 2018

Klamath County Commissioners
305 Main Street #224
Klamath Falls, Oregon 97601

The Honorable Klamath County Commissioners;

I am writing in support of the website AdventuresNearCraterLake.com.

The website has been very successful averaging 8,000 to 15,000 views per month and 3.7 pages viewed per visit, providing useful information for tourists, visitors and even locals who wish to find attractions, activities, food and lodging within our region.

30-mile which is in charge of the site has no paid staff. The website and all 30-mile marketing materials are not pay to play. Tourism-related businesses, organizations, parks and attractions from Lake of the Woods and Fish Lake through Rocky Point, Fort Klamath to Collier State Park and Chiloquin are included on the site.

Travel Oregon, while complimenting 30-mile on the website, has also recommended that the site be updated.

Updating and improving the site should help to better benefit the entire community by attracting even more tourists who not only visit area attractions, but also eat, camp, lodge and shop in our area.

Sincerely,

A handwritten signature in black ink, appearing to read "Joyce Merwin", with a large flourish extending to the right.

Joyce Merwin
Office Administrator



Two Rivers Art Gallery & Gift Shop

140 S 1st St, P O Box 382,
Chiloquin, OR 97624-2428
541-788-3328 541-788-0784

In Chiloquin's Beautiful Community Center

Klamath County Commissioners,

Letter of Support for 30 Mile Club:

The 30 Mile Club has been very successful in building tourism through their "Crater Lake's Backyard" newspaper going into 15 years and tourism awareness through educating many of the businesses and organization in the small cities along Highway 97 in Southern Oregon as well. Their website has also been very successful since it's beginning in 2010 and now averages 8,000 – 15,000 visitors per month. The website is www.AdventuresNearCraterLake.com.

They have a tremendous support from Travel Oregon's staff but recommended that they "update" the website's in the area of viewing and functionality. All tourism-related businesses, organizations, parks and attractions from Lake of the Woods and Fish Lake through Rocky Point and Fort Klamath to Collier State Park and Chiloquin are supported by their website. We appreciate being a part of this website and consider it one of the best in the area. The improvements are needed as they are expanding and viewers are increasing.

Other marketing done by the 30 Mile Club includes rack cards, social media, and more. Their marketing ability and their popularity by tourists and residents is complimentary. Two Rivers Art Gallery & Gift Shop is also an Information Visitor's Center. We use their newspaper as our key informational guide within our area. Their articles are more informative and their map is easy for our tourists to view and understand. The 30 Mile Club has been supportive to Chiloquin in many ways keeping us up-to-date with informative and supportive partnering and tourism related meetings around the area and has been great in helping us partner with other tourist minded cities, organizations, and businesses in the area.

Like ourselves, the many volunteers that make up the 30 Mile Club donate a lot of their valuable time to serve this area and increase tourism into our area. Julie Black, who heads up the organization, spends endless hours making sure all of us are out there on social media and a part of tourism related marketing tools.

Judy Pate, Director
Two Rivers Art Gallery & Gift Shop
2riversart@gmail.com
www.2riversartgallery.com



Klamath County Commissioners
bocc@klamathcounty.org

3/27/2018

Re: 30 Mile Club Website Grant

I am the Volunteer Coordinator at Train Mountain Railroad. As one of the locals a good part of my time is devoted to meeting and greeting our many visitors to the park. One of the tools we use to get quality visitors is to work with the great folks at 30 Mile Club. We have been a part of their various projects for many years. As the media that visitors look at to see what's happening, 30 Mile Club has ventured into each new venue with class and professionalism. Now the person that was helping in those changes is no longer available to the organization. As far as Train Mountain is concerned it is very important to us that they can get their Internet site upgraded to the modern look and feel that is required to maintain today's visitors interest. We fully support their grant request.

Russ Wood
Volunteer Coordinator
Train Mountain Railroad Museum
Chiloquin, OR 97624
541-783-3030



3/26/2018

To: Klamath County Tourism Grant reviewers

As a Chiloquin community member and publisher of the Chiloquin News weekly email newsletter, I would like to support the 30 Mile Club in their effort to update and modernize their website.

It is vital to have a responsive website that is clean looking and easy to read on all devices from phones to desktop computers, not only from the consumer's point of view but also in order to perform well with search engines. In addition there is now a requirement for higher quality graphics than in the past, which is something that needs to be addressed with the AdventuresNearCraterLake website.

The 30 Mile Club is invaluable to the many small businesses in this community who cannot afford the cost of marketing and website development on their own. Without the 30 Mile Club many of these businesses would have no way of advertising to the online world. There is also greater impact when all the activities and tourist options in the area can be presented together to give the viewer choices about what they would like to see and do.

I strongly recommend that consideration be given to funding the 30 Mile Club.

Thank You,

Joan Rowe

Chiloquinnews@gmail.com

<http://Chiloquin.com>

<https://chiloquinnews.wordpress.com/>



Chiloquin Visions in Progress

PO Box 204, Chiloquin, OR 97624

www.ChiloquinVisions.com

(541)783-7780

Admin@ChiloquinVisions.com

Dear Klamath County Commissioners,

We at Chiloquin Visions in Progress would like to offer a letter of support to the 30-Mile Club for the Klamath County Tourism Grant they are applying for to update the website AdventuresNearCraterLake.com.

The website has been very successful since its launch in 2010, averaging 8,000 - 15,000 visitors per month with 3.7 pages viewed per visit in the summer. We need to keep this website viable for the Tourism in Klamath County to remain vibrant and growing.

The 30 Mile Club folks have been extremely helpful to us at CVIP in the marketing and publicity for our program the Two Rivers Art Gallery. Please take the time to review the great work they have done, and support them by this grant.

Thank you,

A handwritten signature in cursive script that reads "William R. Wilkins".

William R. Wilkins
Executive Director
Chiloquin Visions in Progress
541 783-7780 office
541 591-0883 cell

The Klamath County Board of Commissioners
305 Main Street
Klamath Falls, OR 97601

March 28, 2018

Subject: Support for the redesign of AdventuresNearCraterLake.com website.

Dear Commissioners:

As an employee of one of the members of the 30 Mile Club, I wish to lend my hearty support for the redesign of the AdventuresNearCraterLake.com website. This website is one of the best ways we benefit from association with this diverse group of tourist friendly businesses to show our offerings of the many different sights, activities, and services, offered year around to diverse numbers of people. We commonly have guests come to our facilities from many different age groups and from many countries around the world. I believe the multi-faceted offerings on the website truly reflect the interests of many different people and groups of people that are then attracted to coming to, and spending time in this area in Klamath County near Crater Lake National Park.

I hope you will seriously consider my concerns and support in your decisions.

Yours truly,
Marshal

Marshal A. Moser, Jr., C.W.B.
Certified Wildlife Biologist
Manager-Naturalist, Lonesome Duck Ranch
EcoServices Biological Consulting
32965 Highway 97 N
Chiloquin, Oregon 97624-9725
Personal Cell Phone: 541/880-4629
Personal E-mail: MarshalMoser@gmail.com
Website: www.lonesomeduck.com
Lonesome Duck Reservations & Info: 541-783-2783



Mike & Julie Black <mikejulieb@gmail.com>

Letter of support

1 message

George Gregory <lowoffice@aol.com>
To: mikejulieb@gmail.com

Mon, Mar 26, 2018 at 4:15 PM

To the office of the Klamath Co. Commissioners:

I encourage you to support and provide a grant for improvement of the AdventuresNearCraterLake.com website. The work that has gone into the grass roots effort to promote our region of Klamath County started out with a small group of people banding together to promote our often missed area of the county. Now the 30 Mile group is in need of some financial help to do an even better job of promoting our area. The website has been very successful since it's launch in 2010, averaging over 8,000 - 15,000 visitors per month with 3.7 pages viewed per visit. A Klamath County tourism grant financed a minor retooling of the website in 2014. The website has been given high marks from Travel Oregon staff and they complimented us on the website's content in December and recommended that we "update" the website's look and function. The website and all 30-mile marketing materials are not pay to play, and all tourism-related businesses, organizations, parks, and attractions from Lake of the Woods and Fish Lake through Rocky Point and Fort Klamath to Collier State Park and Chiloquin are included.

30-mile does all our tourism marketing with no paid staff. The 30 Mile group produces a large amount of wonderful tourism promotional materials that include Visitor Center Rack cards, a visitor newspaper, the website, and social media posts

All of this work is done by volunteers and your additional funding will help the group do an even better job by assisting with updates on the website.

Lake of the Woods Resort has been a big supporter of these efforts for many years and I hope that the Commissioners see the value of the 30 Mile Groups efforts and that you you can support the Group and choose to invest in this very worthwhile effort.

Thank you

George Gregory
Lake of the Woods Resort
Creating an Experience Worth repeating



Mike & Julie Black <mikejulieb@gmail.com>

Tourism Grant Application

1 message

Jen Roe <jenjenroe@gmail.com>
To: Mike & Julie Black <mikejulieb@gmail.com>

Tue, Mar 27, 2018 at 7:38 PM

Attention Klamath County Commissioners

I support the 30 Mile Club application for grant funds to assist with their marketing efforts to promote the rural areas of Rocky Point, Fort Klamath and Chiloquin. I recommend these fund be awarded based on their successful history in marketing the region and also based on their demonstrated need to make key marketing changes. .

The 30 Mile Club has maintained a relevant presence in the communities as a collective marketing vehicle for these regions. This group is entirely staffed by volunteers leaving all funds to be used for marketing the region and the businesses in the area.

The group leverages funds with affordable advertising purchased by partners in its newspaper, rack card and website.

The group also participates in other coops as they can with Travel Southern Oregon and Discover Klamath.

The marketing is affordable and effective. The group recognizes a need for a website update and other changes to remain relevant and effective with their marketing.

As the grant funds requested will be used responsibly and strategically to promote these rural regions and the businesses who come together to help fund the marketing efforts, I recommend that you award the funds requested.

Sincerely,

Jen Roe

craterlakezipline.com

realoregonexperience.com

541-884-3825

From: Mike & Julie Black
To: Tonia
Subject: Fwd: Grant Support Letter
Date: Thursday, March 29, 2018 2:46:49 PM

If not too late

----- Forwarded message -----

From: Victoria CB Trees, Principal Broker <victoria@craterlakerealtyinc.com>
Date: Thu, Mar 29, 2018, 2:45 PM
Subject: Grant Support Letter
To: Mike & Julie Black <mikejulieb@gmail.com>

To: Klamath County Commissioners

RE: <http://www.adventuresnearcraterlake.com/>

Dear Sirs and Madam,

As a long time resident of Chiloquin and more pertinently as a Realtor and Principal Broker, I can't more highly praise the efforts of the 30 Mile Club to show off our beautiful area. This web site has been a work in progress for some time, and as usual with such, it could use a bit of a facelift (as per Travel Oregon's staff). The world around us changes constantly, as so should the information formatting, to keep up with the needs of the community. I hope you seriously consider allocating funds for this update.

Sincerely yours,



Victoria CB Trees, Principal Broker

Crater Lake Realty, Inc.

33550 Hwy 97 N/PO Box 489

Chiloquin, OR 97624

541-783-2759/Fax 541-783-2724

From: Steve Hilbert <steveh@lonesomeduck.com>
Date: Thu, Mar 29, 2018, 11:39 AM
Subject: Re:
To: Mike & Julie Black <mikejulieb@gmail.com>

I am the owner of Lonesome Duck Ranch in Chiloquin, Oregon. We have been in operation for over 22 years and have always had issues with marketing support for our area. The 30 mile program deals directly with that problem. I encourage you to fund the necessary monies to advance their www site upgrade. Best Regards, Steve Hilbert 541 783 2783 Owner;
Lonesome Duck Ranch

From: Mike & Julie Black
To: Tonia
Subject: Fwd: Grant Support Letter
Date: Thursday, March 29, 2018 12:07:38 PM

A second one

----- Forwarded message -----

From: stephen napier <corsinipla@yahoo.com>
Date: Thu, Mar 29, 2018, 10:55 AM
Subject: Grant Support Letter
To: Mike&Julie BLACK <mikejulieb@gmail.com>

To: Klamath County Commissioners

We would like to show our full support of the grant application to redo the website. The website benefits local citizens who rely on the tourism trade and those who view it looking for new things to do. When people from out of the area view it, they realize that there is much more to see and do in this area beyond a visit to CraterLake National Park. It gives them many reasons to extend their visit to our beautiful area beyond one day. Sincerely, Stephen and Mary Anna Napier, CraterLake Bungalows
Sent from my iPhone