

TOURISM GRANT APPLICATION

Organization Applying: Crater Lake Inc.

Contact Person: SCOTT DINGES

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Web Site Address: _____

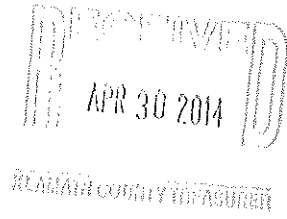
Title of Project: Visitcraterlake.com

Brief Description of Project: This endeavor has two components. First applies only to this grant opportunity will be the development of a robust web portal platform, "VisitCraterlake.com" which will showcase all area specific lodging, dining, shopping, amenities at Crater Lake's south gate entrance. It will also promote spots of interest in the 20 mile radius such as Collier Park, Kimball State Park, Train Mountain as well as Pacific Crest Trail & Sky Lakes wilderness. Crater Lake National Park will also be represented with itinerary for park features such as seasonal schedules for Crater Lake Boat tours, and Crater Lake Trolley, and yes, they get plenty of press and people can usually find that information, but again, we are after streamline, and a one stop shop. Since these are the main two things to do "in this national park" the second part of this projects larger mission, will be to develop and implement greater recreation for the region. This will be in the form of adventure packages for tourism to the area such as ATV, Kayaking, and winter sports Snowmobiling, Skiing as well as to educate the visitor to Natural and Historic features and culture of the area such as the Volcanic Legacy of the region they are in.

These developed Services provided by Crater Lake Inc. will be partnered on the web portal, as well as any of the partner websites of motels, inn's bed and breakfasts in the region. With a click a "webervation" will be attained for the guest to include customized reservation packages according to client's specifications, providing added value and service with guided orientation to the equipment, the area client is interested in exploring, and provide transportation service of equipment and client as required. Ultimately, this would develop a winter and shoulder season opportunity and also be added value in the "stay and play" venue of summer months. For purposes as they apply to this funding opportunity, we will only be addressing marketing for visitcraterlake.com

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 Scott Dinges 4/30/14 Signature of Board Chair Date _____



Dear Committee,

We have been out in this upper Klamath basin area, speaking with all businesses associated with tourism, lodgings and others. We have heard "a lot" of stories about who and where they are already doing "something" of the marketing like with. There is a typical first response, "oh, we already have that," the response I give, is an old saying..."you always do what you've always done, you will always get what you always got," and that is a share of tourism that isn't reflected to our region. Every one of the businesses we engaged, all want more. The code to crack here, seems to be an entrenched methodology and loyalty to "friends" or people they know, people they are afraid will be overshadowed by something NEW...I very much respect the guarded nature and loyalty. Overshadowing all or any effort, already on going, is not the goal of this proposal, only to include, push, and build on what we know "works".

We have a proven starting point marketing strategy. A venue that with a lead time of 45 days produced 170 "worldwide" and out of county visitor's in four months, and these were only the startup stats. The manner we are looking to implement/market and ramp up this endeavor, a modest estimation would produce 600 of the same demographic.

As mentioned, I have spent considerable time out talking to business owners, have spoken "at length" with Discover Klamath's Jim Chadderdon, and have years of engaging with guests in Crater Lake National Park from the senior admin staff level, as well as a business owner, and with all that I can say this...we are on the cusp of getting the traction to pull a stronger tourism base to our area. We have strong forward looking leaders and shareholders "involved" and committed to taking the vision to reality. Our proposal is a venue we want to share, for all included in this proposal...The funding we are requesting will build that marketing, promote our area and vision, and the only thing it will overshadow, are old tourism statistics for our region.

I just wanted to put this inclusion in to say...thanks, and that the leadership I have encountered are the asset base for the purpose of tourism, we need.

SCOTT DINGES
Crater Lake Inc.

PAYMENT INFORMATION

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

TOURISM GRANT BUDGET FORMS

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

DEMONSTRATION OF COMMUNITY SUPPORT

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

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is to promote and drive tourism to Crater Lakes South Gate Region by promoting "visitcraterlake.com" which will streamline information and attributes such as Lodging, Dinning, Shopping and recreation to potential visitors, Most places have a visitsomething.com which makes getting there and what to do there much more cohesive. In short, we have a lot, people just don't know!

2. What are the project activities?

Activities where this portion of the endeavor and funding is concerned will be web development, implementation & its marketing. The site will need to be developed and the S.E.O (search engine optimization) will take time to push this portal into a prime position for web search criteria.

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

Project will commence summer 2014, with a tentative milestone of up and running in 60 days. This will be a "living" project so while web portal will be up, events, schedules, affiliates etc. are to be updated as required.

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

Communicating the right message, to the right audience at the right time. The right audience are those thinking about, or planning to visit Crater Lake. The web portal and how it will be linked and implemented is vital in establishing a "proactive" digital media campaign. It will reach a tourism base with the goal being to showcase the area for this tourism segment "beforehand" or redirect, so the potential visitor can make plans to stay and play in our region, and experience more of the area. This not only directs/attracts the market share, but also equates to more room nights and longer stays, with deeper exposure and enjoyment of the area.

Project Goals:

5. How many out of county visitors do you expect to attract to the project? How will you Count the number of out of county visitors versus the number of locals? Obviously, projections of this type are tricky. Using 1st year baseline actual statistics, from a previous marketing campaign we created, we have stats from that venue which produced 170 visitors in 4 months...the combined and compounded effect of how this robust web platform is to be implemented, should equate to 170 ("X") the number of affiliates, as each of those affiliates will be essentially utilizing the same format of our previous media campaign. Modestly with confirmed affiliates at present, it is reasonable to expect approximately 680 out of county visitors.

Our previous stats and ongoing marketing due to financial constraints, did not include the exposure from Travel Oregon, NW Travel magazines, which we intend to implement for this proposal. These publications are each viewed by over 6 million visitors each year with 40% of these planners visiting within 6 months. With those venues thrown in, and more affiliate web pages linked, and co-operatives with partners for this proposal, it would reasonably be expected the 680 out of county visitors would increase, but to keep it conservative....let's just say 680! To determine the "count" of these numbers, we will ask our lodging, dining, network affiliates to "ask the question" where they are from? How did they learn about them. The online reservation system for lodging we created, tracks that data, which obviously will be utilized, however we are uncertain if other lodging venues in the area have the same ability. From a web site perspective, visitcraterlake.com will have a web page counter, and should also be able to track IP addresses which will help to see not only how many, but where web page viewers are from. There will be a lot of demographics which can be gleaned from the web page visits alone.

6. How are you planning on extending the out of county visitor's length of stay? How will You encourage early arrival and late departure? How will you count the number of extra days?

The extended stay will be the result of information visitation to this area we be getting from the redirecting marketing effort. Included in this promotion will be Sky lakes wilderness (113,590 acres), Mountain Lakes Wilderness (23,071 acres) a multitude of nationally recognized hiking backpacking trails like Pacific Crest Trail, O.C& E woods trail, 1,120 miles of snowmobile/ATV Roads and trails and this all in addition to Crater Lakes contribution of 183,225 acres.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Crater Lake Inc. is a public benefit 501 (3) C organization. Crater Lake Inc. E.I.N # 46-5308467 federally registered with U.S. department of Justice, S.A.M (Federal system for award management) and D&B #079354492. In compliance with its mission statement and by-laws, all resources, monetary or otherwise will be utilized only to promote and further its core mission, which is to promote/direct/advance the tourism industry and economic sustainability to this region.

"visitcraterlake.com" operates solely under this the structure.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How is your organization uniquely qualified to carry out this project?

Authorized Organizational Representative (A.O.R) is SCOTT DINGES who brings 11 years of extensive professional hospitality/tourism experience specific to this region. His tenure of experience has included seven years at the Senior Executive staff level for Crater Lake National Park and covered a wide array of managerial duties in administrating contractual obligations set out in bureau of interior commercial services standards and facility condition index for both commercial concessions and for National Parks. Operationally included:

Housing for 300 staff, historic structures including Crater Lake lodge, 5 commercial kitchens, multiple dining rooms, retail general store, commercial laundry, warehousing, gift shops, motor lodging, over 200 on site RV and Camp sites, historical, environmental, as well as cultural resource compliance for all afore mentioned in the park, along with managing budgets hiring, retaining staff yearly. Notable projects, completed during his tenure include construction of L.E.E.D silver certified Annie Creek Restaurant & Gift, and historic rehabilitation/renovation of the Rim Café and Gift Shop.

CINDY REED, also part of the Exec. Team for Crater Lake Inc. brings years of "worldwide" hospitality resource management skills ranging from lodging to managing and operating large events. A tenure of experience that includes major resorts in Garmisch Germany, Alaska, Bend Oregon, and Crater Lake Oregon.

For the last four years this skill base, has been combined and utilized in construction and development of a private lodging Inn in the region and produced in its first year the results previously mentioned in project goals. This experience along with new alliances formed in the course of this venue will be of value, and an added asset to give this endeavor legs.

MARKETING PLANS

9. Describe specifically how you will market the project to out of county visitors.

We plan on building on the existing reach and success of marketing we are already utilizing. We created a previous media/marketing campaign for a private Inn in this region, which yielded a first year beta test for this Inn that drew travelers literally from all over the world, Spain, Germany, United Kingdom, France, Netherlands, Korea, China, Israel. With a 70 percent occupancy rate approximately 20% of that being international, essentially drew worldwide, and out of area tourism into the region the very scope of this proposal. This was accomplished in the form of networks and tourism marketing with Media sources and web venues.

Taking just the lodging in this area to task, many of the Inn's, bed & breakfasts, motels in this area are monetarily challenged to be able to market in the way that produced those results, however, the "visitcraterlake.com" portal will be displayed not only as a standalone web site, but linked on every affiliate web page affording an increase in market coverage/exposure. If only one affiliate is marketed on expedia, all participants, as well as visitcraterlake web portal will be represented.

We will also be utilizing well known, established, and respected leaders of the tourism industry for a deep reach into international and larger market penetration such as Travel Oregon, North West travel promotional magazines & venues, as well as Recreational Winter Snow destination venues.

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

To determine the "count" of these numbers, we will ask our lodging, dining, network affiliates to "ask the question" where they are from? How did they learn about them. The online reservation system for lodging we created, tracks that data, which obviously will be utilized, however we are uncertain if other lodging venues in the area have the same ability. From a web site perspective, visitcraterlake.com will have a web page counter, and should also be able to track IP addresses which will help to see not only how many, but where web page viewers are from. There will be a lot of demographics which can be gleaned from the web page visits alone.

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

To date only the web domain has been secured.

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.

We expect an increasing number of business owners to see the importance of the endeavor, which will lead to additional resources. Most of the leg work will be accomplished by Crater Lake Inc.

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		\$10,000	\$10,000	\$10,000	
Cash Revenues -					
Source: Lodging Partners		\$1,000	\$1,000	\$1,000	
Source:					
Source:					
Total Cash Revenues	-	\$11,000	\$11,000	\$11,000	
In-Kind Revenues:					
Source: Crater lake Inc	\$500	\$2,500	\$3,000	\$3,000	
Source:					
Source:					
Total In-Kind Revenues	-	-	-	\$3,000	
Total Revenue	-	-	-	\$14,000	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs					
Rentals					
Supplies					
Web	-	5,000	-	\$5,000	Development/Host
Lodging/Resturant Coupon		\$600		\$600	Lodging Coupon:
Magazine Banner Marketing		\$4,000		\$4,000	Travel Oregon Mag.
Targeted Media	\$1,000	\$2,000	\$1,200	\$1,200	Purchase Add'l.
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor	\$500	\$1,000	\$1,500	\$1,500	
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	\$	-	-	-	
Total Expenses	-	\$12,600	-	\$12,600	
Net Income <Expense>	-	-	-	-	

April 21, 2014

Mr. Scott Dinges
Crater Lake Inc.
P.O. Box 1196
Chiloquin, Oregon 97624

Dear Scott,

Discover Klamath Visitor and Convention Bureau is happy to support you/your organization's efforts towards receiving a Klamath County Tourism Grant in the current (spring) grant cycle to produce and implement your "Visit Crater Lake" endeavor.

From our face to face meeting a couple weeks ago, to your thorough overview document last week, we understand you seek to both grow the number of visitors to Crater Lake National Park, as well as extend the stays of the nearly 500,000 annual visitors to the park. You'll be doing this by promoting things to do in the Crater Lake region of Klamath County. Further, you will seek cooperative promotional opportunities with multiple other organizations also in the region. And, you have outlined your desire to implement an integrated marketing effort using a variety of both traditional and new media types. The centerpiece of your effort(s) will be a unique website with a one-stop-shop reservation-system platform.

We think this is an ambitious undertaking, but, one that should if done well, pay dividends to businesses in/around the Crater Lake area of our county. Our organization has, for several years, recognized we are not as successful as we would like to be in extending the stays of Crater Lake visitors.

You, Ms. Reed, and other potential partners in this effort have structured yourselves as a 501(C)(3) non-profit entity. This is but one factor we feel will improve your ability over time to attract new/additional capital via grants, etc... Plus, Ms. Reed's event and hospitality experiences, combined with your lodging experience is a huge plus; not to mention your seven plus years of direct, and relevant, work experience at Crater Lake National Park.

If awarded a tourism grant by Klamath County, we look forward to partnering with you on your project.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director
Discover Klamath 205 Riverside Drive, Klamath Falls, OR 97601 541 882-1501 DiscoverKlamath.com