

Klamath County Tourism Grant Traditional - Final Report

Please provide the following information and submit with your final drawdown request. 20% of the grant is withheld until we receive the final report.

Destination Oriented and Experience Driven Travelers
 Title of Project / Funds Awarded \$ 7000
 Crater Lake Zipline LLC
 Name of Organization
 Jenifer Roe
 Contact Person
 5391 Running Y Road
 Address
 Klamath Falls OR 97601
 City, State, Zip
 541-892-1597
 Phone Number

November 2019 - September 2020
 Date of Event/Project

Submit Report to:
 Tourism Grant Coordinator
 Klamath County Finance
 305 Main Street
 Klamath Falls, OR 97601
 541-883-4202

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.
Included in packet - electronic on thumb drive.
 2. Detail the matching funds expended and provide proof of their expenditure.
receipts attached in packet and in electronic form
 3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.
see attached.
 4. Where did you spend your marketing dollars?
Winterfest event marketing, booth supplies, staffing and travel. Social media ads, native ad campaign online newsletters.
 5. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful? The Winterfest campaign was successful for marketing to groups and regional FIT - especially the drive market. It was successful in reach in the long game but because of COVID was not effective as initially projected because of travel closures. The digital ads and social media posts were more effective because we were able to adjust the timing of the ads to coincide with the changing travel climate due to forest fires and COVID-19.
- Event Applicants Only:**
6. How many people from out-of-county attended? 4000 plus visitors from out of the County
 7. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees. Each participant must complete a participant agreement and zipcodes are required. We can track our numbers this way.
 8. How many extra days did your visitors stay in the area?
We know that 491 visitors were from Klamath County zipcodes and another 134 from Medford and Ashland. We estimate that most guests stay at least one night when coming from out of county.
 9. How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days. We estimate that over half of our guests were in the area for 2 plus nights. Most visit the National Park and at least one other destination while they are here. We do not have hard numbers but know that most groups as for directions and recommendations for other things to do in the area while they are here.

By signing this you are agreeing that you have paid all bills accrued through this process, as well as agreeing that the Logo Usage Agreement is now terminated.



 Signature

10/26/2020

 Date

Jenifer Roe, member

 Printed Name and Title

Destination Oriented and Experience Driven Travelers
Crater Lake Zipline

For this grant we attended Winterfest in Bend Oregon. We set up a booth there and marketed to attendees inviting them to our region and our attraction. It was a good event for us because we captured the attention of people who live in Bend but also a large number of people who traveled to Bend for the event. This is a good demographic for us. Over 3000 people attended the event. These are people who will spend money on travel and are looking for reasons around an event or attraction to visit a destination. Of course right after we attended that event COVID hit and we found ourselves trying to navigate along with everyone else how to move forward both with reopening and with marketing.

The other events that we planned to attend were cancelled so we found ourselves pivoting from the event marketing planned to additional digital marketing. We had already included in our grant plan for online marketing but found that it did not make sense to market in the time frame we had originally planned since we were unable to operate due to the state mandate and were unsure of when we would open again. We delayed our online push to July - September hoping to mirror what Travel Oregon and Travel Southern Oregon planned for their online marketing. After meeting with Discover Klamath we made a plan to push digital marketing from July - October. We had just started with the paid online program and the forest fires interrupted our operations so we delayed some of the paid marketing online again. The bulk of our paid online push happened in September. We have had a very strong October and are up about 60% for the month from last October. We think this points to effective digital marketing, a strong drive market this year and

We also had a very strong August that exceeded our expectations.

In summary, we are feeling very confident with our digital marketing focus. We plan to spend about 70 percent of our marketing budget for 2021 in digital. Event marketing was effective for us. We captured several groups from Bend schools, corporate groups and family groups from the Winterfest event. We also had over 300 visitors from the Bend/Lapine area in 2020 so far. We targeted people from other regions (Oregon, California and especially Portland/Willamette Valley) that were attending that event. We like that type of event because we can get in front of people who demonstrate that they will spend on travel (they are on a trip to Bend) and the ticket price to Winterfest is not cheap so the income level is higher in that market. But, we are learning that we can target the same demographics with digital marketing. Digital also allows us to be more nimble and, so, more effective with our dollar. Yes, we like the face to face of an event, but we can target a larger area geographically while still being strategic. With digital we can also press pause when necessary. When smoke hit, we could pause our campaigns and resume when travel was most likely to resume. Having the ability to make last minute changes with where we are marketing and the messaging we are using is extremely valuable. Especially with the travel trends fluctuating almost daily in response to world and regional events. In person marketing events may have been effective in the past but now not only are they not currently an option, we know that we are best served by focusing on a digital presence in order to capture our customers attention and eventually inspire them to book a trip.

Kirby Garlitz

From: Jen Roe <jenjenroe@gmail.com>
Sent: Monday, October 26, 2020 9:05 AM
To: Kirby Garlitz
Subject: Re: Destination Oriented and Experience Driven Travelers

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Kirby

Happy Monday!

Are you wanting me to provide that with the Professional Development grant report? The one I gave you the other day is from our marketing to experience and destination driven visitors grant.

Here are some further details on our results from that grant.

For this grant we attended Winterfest in Bend Oregon. We set up a booth there and marketed to attendees inviting them to our region and our attraction. It was a good event for us because we captured the attention of people who live in Bend but also a large number of people who traveled to Bend for the event. This is a good demographic for us. Over 3000 people attended the event. These are people who will spend money on travel and are looking for reasons around an event or attraction to visit a destination. Of course right after we attended that event COVID hit and we found ourselves trying to navigate along with everyone else how to move forward both with reopening and with marketing. The other events that we planned to attend were cancelled so we found ourselves pivoting from the event marketing planned to additional digital marketing. We had already included in our grant plan for online marketing but found that it did not make sense to market in the time frame we had originally planned since we were unable to operate due to the state mandate and were unsure of when we would open again. We delayed our online push to July - September hoping to mirror what Travel Oregon and Travel Southern Oregon planned for their online marketing. After meeting with Discover Klamath we made a plan to push digital marketing from July - October. We had just started with the paid online program and the forest fires interrupted our operations so we delayed some of the paid marketing online again. The bulk of our paid online push happened in September. We have had a very strong October and are up about 60% for the month from last October. We think this points to effective digital marketing, a strong drive market this year and

We also had a very strong August that exceeded our expectations.

In summary, we are feeling very confident with our digital marketing focus. We plan to spend about 70 percent of our marketing budget for 2021 in digital. Event marketing was effective for us. We captured several groups from Bend schools, corporate groups and family groups from the Winterfest event. We also had over 300 visitors from the Bend/Lapine area in 2020 so far. We targeted people from other regions (Oregon, California and especially Portland/Willamette Valley) that were attending that event. We like that type of event because we can get in front of people who demonstrate that they will spend on travel (they are on a trip to Bend) and the ticket price to Winterfest is not cheap so the income level is higher in that market. But, we are learning that we can target the same demographics with digital marketing. Digital also allows us to be more nimble and, so, more effective with our dollar. Yes, we like the face to face of an event, but we can target a larger area geographically while still being strategic. With digital we can also press pause when necessary. When smoke hit, we could pause our campaigns and resume when travel was most likely to resume. Having the ability to make last minute changes with where we are marketing and the messaging we are using is extremely valuable. Especially with the travel trends fluctuating almost daily in response to world and regional events. In person marketing events may have been effective in the past but now not only are they not currently an option, we know that we are best served by focusing on a digital presence in order to capture our customers attention and eventually inspire them to book a trip.

I hope that is what you are looking for to help us wrap up this grant. If you need anything further with regard to our Marketing to Experience and Destination Oriented travelers please let me know.

Jen Roe
craterlakezipline.com
realoregonexperience.com
541-884-3825

On Mon, Oct 26, 2020 at 7:10 AM Kirby Garlitz <kgarlitz@klamathcounty.org> wrote:

Good morning,

Could you please provide us with a detailed outline of what was taught and learned from attending the workshops/seminars?

Thank you,

Kirby Garlitz

Financial Systems Administrator and Accounting Specialist

Klamath County Finance

305 Main Street

Klamath Falls, OR 97601

541-883-4202 ext. 3035

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

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$7,000.00		\$7,000.00	
OTHER INCOME				
Crater Lake Zipline	\$5,750.00		\$2,964.42	
SUB TOTAL INCOME	\$12,750.00	\$0.00	\$9,964.42	\$0.00
TOTAL INCOME	\$12,750.00		\$9,964.42	

EXPENSES

LINE ITEM	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
1 Tradeshow/Event Registrations/payroll tradeshow staff	\$650.00		\$1,876.92	
2 Hotel & Travel	\$2,000.00		\$1,678.12	
3 Brochures/Print Material	\$2,000.00		\$2,730.00	
4 Tradeshow Booth Materials	\$300.00		\$220.63	
5 Design	\$800.00		\$463.75	
6 Prospecting & Retargeted Ads	\$5,000.00		\$420.00	
7 Social Media & Online Ads constant contact	\$2,000.00		\$2,575.00	
SUB TOTAL EXPENSES	\$12,750.00	\$0.00	\$9,964.42	\$0.00
TOTAL EXPENSES	\$12,750.00		\$9,964.42	

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

Crater Lake Zipline Destination Oriented and Experience Driven Travelers Expenditures

Draw One	Category	Draw Two	Category	Draw Three	Category
				\$ 40.00	tso ad design design
\$ 2,730.00	tradeshow brochures	\$ 425.00	Winterfest balance	\$ 330.00	ad design design
\$ 425.00	Winterfest deposit	\$ 1,359.62	Winterfest lodging	\$ 93.75	marketing tracking on website design
				\$ 11.68	display materials tradeshow tradeshow booth material
				\$ 24.52	fuel fred meyer tradeshow hotel and travel
				\$ 157.07	fuel ed staub tradeshow hotel and travel
					floor mats for tradeshow booth tradeshow booth material
				\$ 208.95	& wire material
				\$ 29.56	red robin tradeshow meals hotel and travel
				\$ 54.61	fred meyer meals winterfest hotel and travel
				\$ 34.49	mod pizza tradeshow meals hotel and travel
				\$ 18.20	panda express tradeshow hotel and travel
					crater lake country online ad
				\$ 600.00	dennett consulting social media
				\$ 700.00	TSO web ad and enews social media
				\$ 642.05	tradeshow payroll one tradeshow
				\$ 384.92	tradeshow payroll two tradeshow
					native online ads dennett
				\$ 420.00	consulting retargeting
				\$ 200.00	facebook ad social media
				\$ 50.00	boost post social media
					constant contact february,
				\$ 1,025.00	march, may, june, july social media
\$ 3,155.00		\$ 1,784.62		\$ 5,024.80	total \$ 9,964.42