

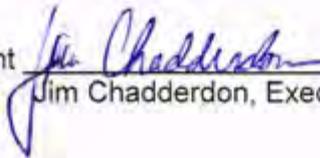
LARGE GRANT PROGRAM
TOURISM GRANT APPLICATION

Title of Project: Trip Advisor Website Sponsorship
Funds Requested: \$16,000
Organization Applying: Discover Klamath Visitor & Convention Bureau
Contact Person: Jim Chadderdon
Phone Number: 541-882-1501
Email Address: JimC@DiscoverKlamath.com
Mailing Address: 205 Riverside Drive, Klamath Falls OR 97601
Web Site Address: www.DiscoverKlamath.com

Brief Description of Project including date, time and location:

This project is an endeavor to gain electronic market-share through TripAdvisor.com by sponsoring the Crater Lake Park, Klamath County, and Klamath Falls Tourism pages/sections. The site is the largest reviewer site garnering nearly over billion unique visitors annually. The goal is to direct as many of the users searching for Crater Lake National Park to Klamath County Tourism, lodging partners and social media avenues.

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 
Jim Chadderdon, Executive Director

Date Feb 27, 2015

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.**

The main goal of this year-long campaign (April 2015 to April 2016) is to increase brand awareness for visiting Klamath County, among those performing travel research on TripAdvisor.com, the world's largest reviewer site. By sponsoring pages/sections that receive 100s of 1000s of unique page views, the association of Klamath with Crater Lake will continue to increase, resulting in more visitation and extended stays to our area. Discover Klamath offers cooperative advertising within the Trip Advisor pages to offset some of the \$21,000 annual cost and foster partnerships with lodging, restaurants, and events. The activities within these pages/sections are solely electronic. The listings are for lodging, events, restaurants and reviews of activities and attractions in Klamath County.

- 2. How will you use the grant funds?**

The funds will be used to support the Sponsorship of the Crater Lake and Klamath Falls pages on TripAdvisor.com.

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

N/A

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?**

While we cannot directly measure how many visitors come to Klamath County because of our Sponsorship with Trip Advisor, we can measure how many people view and click on our advertisements and links. Discover Klamath, because it has had this sponsorship in 2013 and 2014, knows that the implementation of Klamath County business links to the Klamath Falls, Klamath County, Crater Lake and Crater Lake National Park pages/sections will increase impressions and unique visits to DKs website, social media sites, and visitor center in 2015 and 2016.

Tracking of locals versus out of county visitors will be conducted with both TripAdvisor Analytics and Google Analytics tracking programs. In prior years, the overwhelming majority of page views and site visits were from out of county people. This project is a self-marketing project as visitors to the site are already looking for the product (e.g. Crater Lake National Park). Discover Klamath uses the Trip Advisor sites/sections to feature and highlight what people are already looking for on the web – information on what there is to do in the Crater Lake area while visiting Crater Lake National Park. A high single or double-digit increase in website traffic, social media interactivity, and/or growth in lodging occupancy statistics are all expected to be continued indicators of success.

Discover Klamath received MORE value than was contracted-for in 2014, therefore making the Crater Lake Website Sponsorship successful:

- a. We contracted to receive 802,434 gross media impressions during the period 1/1/14 through 12/31/14.
- b. We received 1,510,400 gross media impressions during this same period (over-delivery by 88%).
- c. We had 4,015 people click through the site to get more information after being on the site. This equates to a click-thru-ratio (CTR) of 0.27%.
- d. In terms of engagement, industry standards are closer to 0.005% to 0.01%, so this performance reflects a CTR of 5x to 27x industry standards.
- e. TripAdvisor was the #1 "referrer" of people to the DK website during the Sponsorship.
- f. Importantly, controlling these strategically important pages allowed us to digitally block all competitive advertising and content from the site.

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?

Because each piece of information placed by DK onto the various sections of Trip Advisor promotes a Klamath County business (lodging, restaurant, event, venue, etc.), Discover Klamath's website and local businesses should benefit directly. Discover Klamath will continue to offer packaged travel deals and incentives to make it easy for visitors to extend their visits by utilizing our itineraries designed to stay more than one night.

QUALIFICATIONS OF APPLICANT

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

Discover Klamath Visitor & Convention Bureau is Klamath County's official tourism agency, promoting the beauty and culture of over 6100 square miles to those outside of the area. Our mission is:

"Discover Klamath strengthens Klamath County's economy by attracting and encouraging visitors and residents to experience the Klamath region by promoting the area's strengths including its unique natural environment, vibrant cultural communities and rich heritage resources."

Since January 2009, Discover Klamath has delivered the message of "Oregon Unexpected" through both traditional and cutting edge media. By developing partnerships, Discover Klamath seeks to leverage its budget and extend its reach and the reach of its partners to increase visitors and the length of stays to Klamath County.

The staff and marketing partners who will be managing this project have been working with Trip Advisor for 5 years and have managed this sponsorship for 2 years.

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

Discover Klamath (both the organization and its staff and board of directors) has extensive experience partnering with event organizers in Klamath County to promote their activities. We also have experience in running websites and updating websites (which is really what is involved in this effort). Because Discover Klamath is an outbound marketing agency, we are uniquely qualified with relationships already established with many media outlets to help partner organizations obtain more efficient media buys including placement of advertising. Discover Klamath has worked with TripAdvisor.com in the past for geo-targeted electronic campaigns with success.

PROJECT PLAN

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

Our group 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. We can certainly enhance the county's image and connection by displaying the county's logo/shield as an image in the photo section.

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.

Our target market is any traveler/visitor interested in the Klamath County, Klamath Falls, Crater Lake and Crater Lake National Park region. Because visitors would already be searching for these pages on Trip Advisor, no strategy is needed to target them directly.

When (hopefully), we bounce users back to the Discover Klamath website, we aim to engage visitors digitally and capture their email/contact info so we are able to market to them on an ongoing basis.

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

See #9.

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

Discover Klamath will measure impressions and unique visits to DKs website, social media sites, and visitor center with Trip Advisor Analytics and Google Analytics tracking programs. If our numbers increase, then we have been successful. Since we have sponsored these pages in 2013 and 2014, we will be comparing site traffic on Trip Advisor in 2015/2016 to prior periods for growth and engagement.

- 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 do not need any, or expect any volunteer labor to maintain the TripAdvisor.com sponsorship. DK staff performs all the service/maintenance functions associated with this project.

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

We will not have any sponsors or partners to help fund this project. That said, one goal we have to help offset costs is to sell ad space to Klamath County businesses. We will be adding staff in Q2 2015 and a portion of the new person's job description is to sell ads to help offset these program costs.

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

Discover Klamath would consider any Klamath County business (lodging, restaurant, event, venue, etc.) to be a sponsor and/or partner on this project be through direct sale, tourism grant partnership of advertising space, or, event listing on any of the Trip Advisor pages. Any/all of these sponsors/partners contribute to the project as they create more opportunities for Discover Klamath to provide to potential visitors. By having more to offer a potential visitor, we give the visitor a reason to stay and we gain the opportunity to allow the visitor to stay longer.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	\$ 16,000		\$ 16,000		
Cash Revenues -					
Source: Discover Klamath (match)	\$ 4,800		\$ 4,800		
Source: Discover Klamath	\$ 200		\$ 200		
Source:					
Total Cash Revenues	\$ 21,000	-	\$ 21,000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	\$0	-	\$0	-	
Total Revenue	\$ 21,000	-	\$ 21,000	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs-Trip Advisor	\$ 21,000		\$ 21,000		
Rentals					
Supplies					
Other:	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	\$ 21,000	-	\$ 21,000	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	\$0	-	\$0	-	
Total Expenses	\$ 21,000	-	\$ 21,000	-	
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
CASH INCOME					
Tourism Grant Request	\$ 16,000		\$ 16,000		
Other Sources-Discover Klamath (match)	\$ 4,800		\$ 4,800		
Other Sources-Discover Klamath	\$ 200		\$ 200		
Total Revenue	\$ 21,000	-	\$ 21,000	-	
CASH EXPENSES					
Advertising					
Print					
Web	\$ 21,000		\$ 21,000		
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	\$ 21,000	-	\$ 21,000	-	
Net Income<Expense>	\$0	-	\$0	-	

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.



February 25, 2015

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

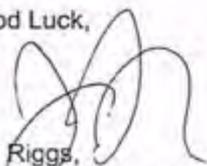
Dear Jim,

Running Y Ranch supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow Discover Klamath to expand its Packaged Travel Initiative(s).

Packaged Travel is a large and growing component of tourism. When bus tour operators visit Klamath County/Klamath Falls our business benefits directly. Bus tours, according to the American Bus Association, leave \$10,000 or more per day, per bus, in communities visited. These funds go towards lodging, food, admission tickets, recreational activities, bus fuel, and more.

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.

Good Luck,


Jeri Riggs,
Interim General Manager
541-880-8840

THE **FAVELL**
Museum

Western Art and Native American Artifacts

February 26, 2015

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

Dear Jim,

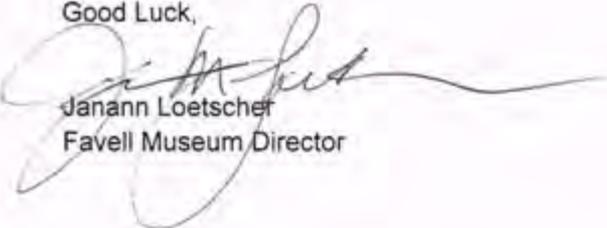
The Favell Museum supports you/your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow Discover Klamath to continue its presence on the Trip Advisor website where you have done a good job of connecting Klamath Falls/Klamath County with Crater Lake National Park 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 home of Crater Lake and thereby capture incremental visitation, lodging nights, shopping visits, restaurant visits, and transportation benefits.

Good Luck,


Janann Loetscher
Favell Museum Director

Crater Lake Trolley

February 25, 2015

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

Dear Jim,

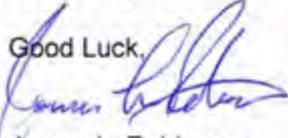
(The Crater Lake Trolley supports your organization's efforts towards receiving a Klamath County Tourism Grant, which will allow Discover Klamath to continue its presence on the Trip Advisor website where you have done a good job of connecting Klamath Falls/Klamath County with Crater Lake National Park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

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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,



James L. Robinson
Owner
Crater Lake Trolley

Crater Lake Trolley .com