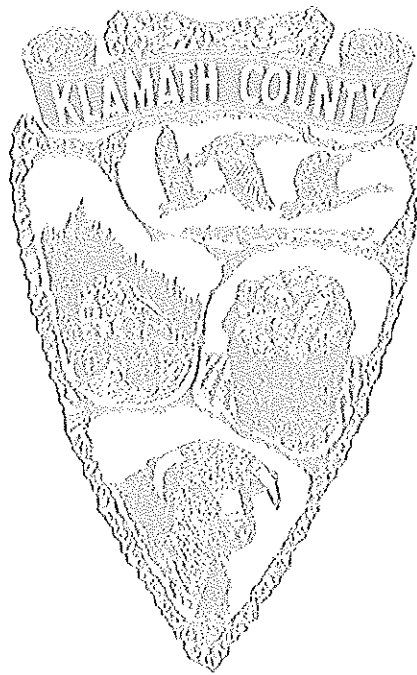


APR 30 2014
Klamath County

KLAMATH COUNTY TOURISM GRANT PROGRAM APPLICATIONS



Date Issued: September 1, 2013

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: 2:00 p.m., April 30, 2014

TOURISM GRANT APPLICATION

Organization Applying: Herald and News _____

Contact Person: Shawn Roetman _____

Phone Number: 541-885-4444 _____


Email Address: sroetman@heraldandnews.com _____

Web Site Address: www.heraldandnews.com _____

Title of Project: The Sightseer Paper Wrap Digital Version _____

Brief Description of Project: To deliver a digital version of the 4-page "Sightseer" publication to out-of-area targeted Internet viewers. Sightseer is a new tourism-focused publication that will be delivered with the newspaper each morning to the following 21 hotels in the area

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 4/30/14

Signature of Board Chair _____

Date _____

Project Description

1. *What is the main focus of this proposal?*

To deliver a digital version of the 4-page "Sightseer" publication to out-of-area targeted Internet viewers. Sightseer is a new tourism-focused publication that will be delivered with the newspaper each morning to the following 21 hotels in the area:

Running Y	Maverick
Golden West	Shilo
World Mart Run Y	A-1 Budget
America's Best Inn & Suites	Majestic
Day's Inn	Oregon 8 Motel
	America's Best Value Inn
Cimarron	Inn
Best Western Olympic	Super 8 Motel
Comfort Inn	Vagabond Inn
Holiday Inn	Microtel Inn & Suites
Quality Inn	Townhouse
Klamath Travel Inn	

This is an opportunity to put local maps, park information and a comprehensive event and activities publication in front of tourists, both prior to and during their visit to the Basin. Besides encouraging out-of-area visitors to attend events and activities in the area, the Sightseer will encourage those who are visiting Klamath County to experience more activities, check out more local businesses and ideally get the visitor to comeback for future events and attractions.

2. *What are the project activities?*

Besides area maps and park listings, the Sightseer will contain a comprehensive listing of events for the coming three months, updated monthly with a rolling 3-month calendar. The digital version of Sightseer will deliver no fewer than 200,000 page views per month to Internet viewers that have expressed an interest in visiting our area. This will be done through site and search retargeting. The digital version will also include a drawing offer to win a free night at one of the participating hotels.

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

The Sightseer print and digital publication will begin July 1, 2014 and will be ongoing, updated monthly.

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

The target market for this project are those who are traveling to and/or are visiting Klamath Falls. The digital version, which this grant will be funding, targets visitors before they arrive. The print version targets guests of the 21 hotels in the area that we deliver newspapers too.

Whether visitors are families, couples or individuals, the Sightseer product will offer something that encourages them to come visit, get out into the County and experience what we have to offer.

In addition, the Sightseer will provide a free-of-charge exposure "boost" to other tourism grant recipients, by including their event in the ongoing out-of-area Sightseer digital search and site retargeting campaign.

Project Goals

5. How many out of county visitors do you expect to attract to the project? How will you count the numbers of out of county visitors versus the number of locals?

With a standard ratio of 4 page views per unique visitor and a target of 200,000 page views per month, the Sightseer will be seen by approximately 50,000 unique out-of-area visitors per month. Assuming conservative "engagement" rate (aka Click Through Rate) of .05%, an estimated 2,500/month out-of-area Internet users will engage with the publication and learn about happenings in the Klamath Basin.

Through its digital retargeting platform, the Herald and News has the capability to deliver the digital product to specific out-of-area markets, which limits the "locals" effect. Plus, with the printed version of Sightseer being available only to local hotel guests at participating hotels, the "locals" effect is further lessened.

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 Sightseer product will provide a comprehensive list of upcoming events and activities, as well as maps, parks and other amenities the area has to offer. We believe the Sightseer product, both in the print and digital format, will give visitors the information needed to both come to Klamath County, extend their stay, add on additional activities during their planned visit and/or begin planning return trips.

Qualifications of Applicant

7. Describe your organization

The Herald and News has been the daily newspaper for the Klamath Basin for over 100 years. Effectively conveying information to a large readership (approx. 80% of the market) is what we have done for the past 100 years.

Now with our proven search and site retargeting programs, we can extend that expertise to much larger out-of-area markets, such as San Francisco, LA, Chicago, Houston, Seattle, Denver, Portland, etc..

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?*

A recent example of our search retargeting effectiveness would be the 2013 Geocache contest, conducted for Discover Klamath. The campaign produced requests for over 200 Volcanic Scenic Byway Geocache Contest Passports from out-of-area visitors that wanted to participate in the contest.

The search and site retargeting platform utilized by the Herald and News is a leader in the industry and is available exclusively to the Herald and News.

Marketing Plans

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

Advertising will be developed to encourage people to visit the landing page for The Sightseer wrap. This creative will be developed in house by the Herald and News graphics team. The creative will be made to appeal to the greatest number Internet users.

The Herald and News will use retargeting as the main vehicle for marketing. Retargeting uses various keywords, internet user behavior and/or websites to target potential visitors who are looking for the particular activity being marketed.

By placing advertising on the Internet through retargeting we can get the Sightseer out to a large amount of people who are specifically researching vacation and/or specific event ideas. Once they see the ad they can click on it and it will take them to a landing page that will be hosted at www.heraldandnews.com. Visitors can view the Sightseer online in a digital page flip version and will see what the County has to offer with upcoming events and/or attractions. Once they arrive, they will receive the Sightseer in their hotel during their stay.

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)*

The Herald and News is able to track the impressions served as well as the IP addresses that are viewing the ads promoting the Sightseer. Through our vendor relationship we are also able to see who clicked on the ads and who went to the landing page for more information.

We will include a drawing for a free night stay in the Sightseer, which will offer additional tracking measures.

E-mail addresses will be captured from the drawing entries, which will allow for additional tourism-based marketing in the future (ie sending the Sightseer via e-mail monthly).

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

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.



March 28th, 2014

Victoria Haley
Director of Marketing & Sales
2500 S. 6th St.
Klamath Falls, OR 97601
541-882-1111

Klamath County Tourism Grant

RE: Letter of Support for "The Sightseer" out-of-area marketing

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting out-of-area marketing funds for The Sightseer, a digital and print product that focuses on upcoming events and activities in the Klamath Basin.

The Herald and News will print and distribute the Sightseer product to area hotels 6-days a week. It will be wrapped around the daily newspaper, which is provided to lodging guests in the area free of charge. This wrap will be a great resource for our guests, connecting them with local businesses and activities that will enhance their stay and ideally invite extended stays and/or return visits.

This product will be of high value to both potential lodging guests that are considering a visit to Klamath Falls and guests after they arrive who are looking for information that will enhance their visit. This will provided an added resource for the front desk staff to be knowledgeable about what is going on in town to offer our hotel guests.

The grant monies would allow the Sightseer product to expand digitally, through the Herald and News digital retargeting program. The digital product will be delivered to online viewers that have expressed an interest in an activity or event, or are doing Internet research tied to visiting Klamath Falls or area attractions. The Herald and News track record and expertise in digital retargeting insures this effort will be cost effective and will produce results for our local economy.

Having a comprehensive print and digital product that is focused on upcoming events will give those events an extra boost (at no extra charge to the event coordinators) and directly affect "heads in beds" at our local lodging establishments. Not to mention helping the cash registers ring at many other local businesses.

For guests at the hotel, the Sightseer wrap around the daily paper will provide a complete menu of events and activities going on in the area and ideally will increase the amount of money spent locally during their stay, without the use of additional tourism grant dollars.

Thank you for your consideration and support for the Sightseer product and our local lodging community.

Kind Regards,

Victoria Haley

Director of Sales & Marketing
Klamath Falls Hotel Group

DISCOVER
KLAMATH
OREGON UNEXPECTED

Discover Klamath
205 Riverside
Klamath Falls, OR 97601

April 30, 2014

Klamath County Tourism Grant

RE: Letter of Support for "Sightseer" out-of-area marketing

Dear Klamath County Grant Committee,

I am writing on behalf of Discover Klamath, in support of the Herald and News Sightseer project, which will produce both a digital and print product focused on upcoming events in the Basin, as well as activities for our visitors to enjoy while they are here.

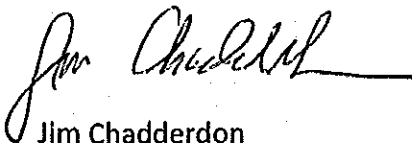
The grant dollars being requested will support out-of-area delivery of a digital version of the Sightseer publication, in targeted geographic areas, using specified keywords to insure the product is seen by Internet viewers that will likely want to visit Klamath Falls.

The Herald and News has developed an expertise in digital site and search retargeting that Discover Klamath benefitted greatly from in the 2013 tourism season. I have no doubt their efforts with the Sightseer will be equally successful.

As executive director of Discover Klamath, I value the extra boost the Sightseer product will provide to Klamath Basin events and activities, by delivering a digital copy to our potential out-of-area visitors. Also, to those who are already here staying in our hotels, looking for places to go to dinner, shop, do other activities and explore our area in contemplation of a return trip.

Thank you for your consideration and support for the Sightseer product.

Kind Regards,



Jim Chadderdon
Executive Director
Discover Klamath



LIFE : HEALING : PEACE™

2865 Daggett Avenue
Klamath Falls, OR 97601
Ph 541 882 6311

skylakes.org

Paul R. Stewart
President & CEO

April 28, 2014

To whom it may concern,

As director of Sky Lakes Medical Center's Public Relations and Marketing Department for 17 years, I have had frequent contact with the *Herald and News* as both a news source and as a customer. It is clear from those contacts that professionalism among the newspaper staff is an expectation of its management.

My reasons for contact with the newspaper expanded in early 2012 to also include "partner." The *Herald and News* enthusiastically joined in Healthy Klamath, a community-wide initiative led by the medical center and aimed at improving the health of the people in the region. It is that partnership that distinguishes the local collaboration, which has been recognized nationally as a model of success.

Regardless of the reason for my interaction with the *Herald and News*, I find the newspaper continually has the best interest of its customers in mind, is innovative and creative in how it approaches various topics, and demonstrates leadership in its print publications, its website, and in social media.

The *Herald and News* is an asset to the region and consistently finds the balance between accurately reporting the news and faithfully promoting Klamath County.

Regards,

Tom Hottman
Sky Lakes Medical Center
541-882-6311, ext. 4797



imortgage®

Herald and News
2701 Foothills Blvd.
Klamath Falls, OR 97603
April 28, 2014

To whom it may concern,

I am writing on behalf of the Herald and News in support of the Klamath County Tourism grant application requesting marketing funding for The Sightseer paper wrap.

As a business woman in Klamath County I feel that The Sightseer would be an important part of bringing tourism into Klamath County. The Sightseer works with county hotels that will distribute the publication to their guests. The requested funding will extend the wrap's reach and deliver county events and information to visitors as well as online viewers through retargeting. All as an effort to increase overall traffic to Klamath County.

The Sightseer benefits all citizens of Klamath County by presenting a positive active image that focuses on connecting all that Klamath County has to offer potential visitors. Even though my business is not in the tourism industry I can see that this project would only help to elevate the dollars brought into our county.

Thank you for your consideration and support of this vital project.

Kind Regards,

1307 S. Alameda Ave., Suite C
Klamath Falls, Oregon 97603

OFFICE 541 887 8720

FAX 541 887 8750

www.imortgage.com



**Klamath County Tourism Grant Application
Project Budget**

The Sightseer Hotel Wrap	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		10,000	10,000		
Cash Revenues -					
Source: Herald and News	3,000		3,000		
Source:					
Source:					
Total Cash Revenues	3,000	10,000	13,000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue				-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	3,000	10,000			Retargeting campaign that targets Washington, Oregon (Portland), California
Rentals					
Supplies					
Other:			-	-	
Other:					
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other: Wraps them selves					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	3,000	10,000	13,000	-	
Net Income<Expense>	0	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**

The Sightsee Hotel Wrap	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		10,000	10,000		
Other Sources H&N	3,000		3,000		
Total Revenue	3,000	10,000	13,000	-	
CASH EXPENSES					
Advertising					
Print					
Web					
Other Internet	3,000	10,000	13,000		Retargeting campaign that targets Washington, Oregon (Portland), California
Other					
Total Advertising			-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd): Other: Cache Box with DK marketing on it.					
Other: Geo Cache Coins Promoting Klamath County					
Other:					
Other:					
Total Miscellaneous/Other	-		-	-	
Total Expenses	3,000	10,000	13,000	-	
Net Income<Expense>	0	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.