

Klamath County Tourism Grant

Final Report

Amount of Award: \$5,000

1. Sponsorships are attached.
2. Budget is attached.
3. The following is a list of out-of-area advertising expenditures:
 - Discover Klamath. Radio, TV and Website Advertising. (\$3500)
 - OR Bike Shop Distribution of Posters. N/A
 - Poster Printing and Design for out of area bike shops and stores. (\$232.18)
 - Chico, CA Cycling Event (In-Person Promotion): (\$758.00)
 - Southern Oregon Media. Newspaper Advertising in Jackson County. (\$800.00)
4. The goal of our project was to attract cyclists to Klamath County from around the State of Oregon and the Pacific Northwest. CASA's Cycling Event attracted cyclists from Ashland, Medford, Portland, Prineville, Salem and Sisters, Oregon; Mt. Shasta, Redding and Tulelake, California; Chico, & Yuba City.
5. 90 cyclists attended CASA's Cycling Event.
6. 30% of our cyclists traveled to Klamath County from out of the area.
7. Yes, CASA plans to hold this event again. We are working on developing two collaborative partnerships to leverage funds and the staff workload. Our main emphasis will to strategize on out-of-area avid cyclists who tend to travel around in small groups. Through our assessment of the past decade, out-of-area residents are really the only target group we believe can help to greatly increase participation levels for the next decade.
8. Thank you for this opportunity! Your support is needed and appreciated.

SPONSORSHIPS:

Discover Klamath
Cascade Subaru
United Way
Running Y Ranch
Hutch's
R-C Group
Bell Hardware
The Children's Clinic
Klamath County
Holliday Jewelry
Lithia 4 Kids
Vallejos Photography
Jeil & Jenny Walle

Event Dates: 7/27/2013

CASA's 10th Annual Ride for the Child

Marketing Activity by Discover Klamath & CASA

CASA Contribution (Grant):	\$ 5,000.00
CASA Contribution (Non Grant)	\$ 3,500.00
Discover Klamath Contribution:	\$ 3,725.00
Total Budget:	\$ 12,225.00

	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29
Discover Klamath (Office of Community Development)	BUDGET															
1) Television	\$ 800.00															
2) Electronic/Web Activity	\$ 2,500.00															
3) Social Media	\$ 250.00															
4) Print	\$ 100.00															
Discover Klamath (In-County Program)	BUDGET															
1) Television (KOTV)	\$ 350.00															
2) Radio	\$ 500.00															
CASA Program Funding	BUDGET															
1) Radio	\$ 288.00															
2) Print & Other P.R.	\$ 200.00															
3) Materials & Logistics	\$ 320.00															
TOTAL	\$ 12,225.00															

DISCOVER
KLAMATH

OREGON UNEXPECTED

November 18, 2013

Ms. Tasha Meyer
Executive Director
CASA of Klamath Falls
Klamath Falls, Oregon 97601

RE: Final Advertising Report – CASA Ride For The Child Out of County Advertising Campaign

Dear Tasha,

Please accept my apologies for the lateness of this final report. Let's jump right into details of your advertising campaign.

Summary:

Total Contribution (Discover Klamath): \$10,780

Detail:

This year's media efforts focused on television, social media, and web/digital marketing. The majority of dollars went to network station, spot television in Northern California and Southern Oregon markets. This was augmented by web-based banner ads and social media.

TV –

Discover Klamath produced a :30 second TV commercial for the 2013 event. Similar to last year, the spot is designed to generate awareness for the event and interest to sign up and ride among the viewing audience. The spot ran 420 times in markets where media was purchased. Those spots generated an estimated 2.0mm gross media impressions during the period when it ran during the period from 4-5 weeks out right up to the day of the event (e.g. 6/17/13 to 7/27/13). The markets where the spot ran included the I-5 corridor from about Roseburg to just north of Sacramento. The spots aired on network TV on CBS, ABC, NBC, and Cable. Our media buys typically saw the spot inserted into general family-type programming, including: morning/afternoon/evening news; weather, and primetime programming.

Table 1: Breakdown of Television Advertising

CASA TV (2013)			
<u>MARKET</u>	<u>\$\$\$</u>	<u>STATION</u>	<u># SPOTS</u>
Redding	\$ 730.00	ABC - KRCR	11
Redding	\$ 15.00	ME-TV - NRCR	15
Chico	\$ 10.00	THIS TV - NCVU	10
Redding/Chico	\$ 300.00	CBS - KHSL	5
Redding/Chico	\$ 450.00	NBC - KNVN	25
Redding/Chico	\$ 1,500.00	NBC - KNVN	26
Medford	\$ 1,750.00	NBC - KOB1	92
Medford	\$ 1,000.00	NBC - KOB1	100
Klamath Falls	\$ 500.00	NBC - KOTI	96
Klamath Falls	N/C	NBC - KOTI	40
TOTAL	\$ 6,255.00		420

Web/Banner Adverts

Discover Klamath developed and placed a banner ad on the Discover Klamath homepage from mid-June to the end of July. With a typical month generating approximately 5,000 unique visitors, this added 15,000 gross media impressions and carried a value of \$250.

Discover Klamath also 'owns' the Crater Lake National Park microsite on www.TripAdvisor.com. This means that when people on trip advisor search for CLNP they arrive to a page controlled by Discover Klamath. 60MM people monthly search on Trip Advisor with nearly a million going to the CLNP pages annually. Discover Klamath inserted information on the CASA bike ride event onto the Trip Advisor site. The value of this was \$400 and generated approximately 100,000 gross media impressions.

DK also placed banner ads for the event on several newspaper websites, which generate large volumes of traffic and hence health media impression figures. The sites included: The Eugene Register Guard, The Bend Bulletin, and, The Medford Mail Tribune.

Other

Discover Klamath tried to integrate CASA Ride messaging into other marketing tactics that were in-progress at the time. During this cycle, the CASA Ride was included in other activities; including: DKs website calendar (one of our highest viewed pages). It was also included in email marketing campaign(s) summer 2013 via our email tool, Constant Contact. The CASA Ride was also promoted in Portland, Oregon in May 2013 during DKs presence at National Train Day (CASA Postcards were handed out).

Discover Klamath also produces a quarterly printed and e-magazine. CASA's event was listed in our summer publication. Thousands are emailed and/or mailed out. This had a value of \$100. The ride was also listed on DK's Calendar of Events (website), with a value of \$50. We also have a mobile app where the CASA ride was listed. This carried a value of \$75.

Social Media

Discover Klamath has an established social media following. To this end, the organization promoted CASA's event extensively to followers of Discover Klamath, via You Tube (posted TV spot), Twitter (variously announcements), and Facebook (regular updates).

In-County Advertising

Discover Klamath also promotes in-county, but to a much lesser extent as our mission is really to drive out of county people to visit. That said, we have a 5-month television program running daily on KOTI – NBC TV in Klamath and Lake Counties. The name of the DK sponsored show is: "In Your Own Backyard". The purpose is to inform locals about current recreational and/or other tourism activities. Discover Klamath highlighted the CASA bike ride event on our program. Production value was \$250, and the estimated value of the TV placement was \$500.00.

Also, Discover Klamath has/had radio credits with Basin MediActive. \$250 of these credits were used to promote the CASA event. Two radio spots (:30 and :60 seconds) were created.

More detail follows this letter, including these files:

- Campaign Summary Letter
- Campaign Summary Spreadsheet
- Copy of TV Commercial
- Copy of Radio Commercial
- Copy of Banner Ad
- Copies of all TV Placement Records (shows dates, spots, shows, times, etc...)

Discover Klamath was proud to be a partner of CASA's 10th Ride for the Child cycling event. It's an excellent event and we enjoyed partnering with you and your organization on the out of county marketing for this event. We hope you received value from this campaign, and we welcome your feedback.

Best Wishes,

Jim Chadderdon

Jim Chadderdon
Executive Director
Discover Klamath