

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.**

Professional Development _____
Title of Project / Funds Awarded
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

October 2019 - February 2021 _____
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.
2. Detail the matching funds expended and provide proof of their expenditure. *see attached*
3. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan. *attached*
4. Where did you spend your marketing dollars? *n/a*
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?
n/a

Event Applicants Only:

6. How many people from out-of-county attended? *n/a*
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. *n/a*
8. How many extra days did your visitors stay in the area? *n/a*
9. How did you determine how many extra days your visitors stayed? Explain why this is an accurate measurement of the extra days. *n/a*

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

1-28-2021 _____
Date

Jenifer Roe, member _____
Printed Name and Title

Crater Lake Zipline
Professional Development Conference grant

America Outdoors Conference December 2019 3 people	Total \$5377.94
Arival Conference virtual November 20 1 person	Total \$399
America Outdoors conference December 2020 2 people	Total \$398
ACCT Conference Virtual January 2021 2 people	Total \$817.50
Digital Marketing Essentials SBDC February 2020 2 people	Total \$50
Total Spend	\$7042.44

Because of the Covid-19 pandemic many conferences went to a virtual format. As a result we were able to attend both in person and virtual conferences. While we all agree that in person is better for engagement and networking, there were some benefits to virtual. With virtual we are able to put to work the lessons learned more quickly. Virtual is also less expensive because no food or travel expenses were necessary. Moving forward we hope to engage a mix of training opportunities and some of the conferences we attended are looking at a hybrid option in the future.

Special notes – some receipts are included in the draw two file but because of the necessary 20% to remain in the account until the final report, the amount difference between the draw request and the amount sent is included in the final draw and report. The amount difference is \$286.75.

We underspent on this grant by \$246.66 and this amount was accounted for on the last draw and left as a remaining balance.

Please let us know if you have any questions.

Jenifer Roe
541-892-1597
Crater Lake Zipline LLC

Professional Development – Lessons learned

America Outdoors December 2019 –

Attended by Jenifer Roe, Darren Roe, Laura Johnson

1. Google Analytics deep dive – set up and techniques for google analytics – understanding the data
2. How to leverage recent changes to Facebooks Ad platforms – helpful for navigating this ever changing medium
3. Risk Management and Employment Forms – HR is a hard one to keep up with. This helped us understand some of the requirements that have recently changed and some of the mandatory reporting. Application updates for hiring.
4. Reading the Shifting water – a panel about sexism and sexual harassment. An ever changing landscape. Seminar conveyed some interesting ideas about how to prepare employees and management for a harassment free workplace and how to deal with an issue if it comes up. Immediately and carefully.
5. Working with federal agencies – for us just reaffirmed that what we are doing with the Forest Service and BLM is right on.
6. How to inhouse your SEO – helped with building an SEO strategy approach instead of just doing a shotgun approach to tackling this monster.

Digital Marketing Essentials SBDC February 2020

Attended by Jenifer Roe and David Boyd. This seminar had a few helpful items. Mainly for social media marketing and networking.

Arival Conference

Attended by Jenifer Roe and Darren Roe

This was our first online conference.

America Outdoors conference December 2020

Attended by Jenifer Roe

Association for Challenge Course Technologies (ACCT)

Attended by Darren Roe and Jenifer Roe online

1. Attorney Presentation – helped with understanding contracts – when necessary and what to include. Covered employee issues and hiring standards, selling or merging business and liability issues.
2. Operations and Inspection seminar – Covered new and emerging best practices for evaluating course safety, and inspection processes. Many good visual examples of failing elements – gave good insight as to what to look for and how to address any necessary repairs. Conversation on liability if inspections are not performed every day. Helped reaffirm that we are doing it right.
3. COVID Panel – Operating during COVID – Update on protocols for 21, OSHA requirements, best practices at least as of today, lots of information on employees and policies procedures as to COVID and employees.

Highlight of goals and ideas

1. Develop Youtube videos
2. Pay more attention to Google my business – ask and answer questions on google about our own business
3. Bolster social media content with great photos, highlight food/culinary at zipline with video (fresh squeezed lemonade video). Doesn't always need to be the tour
4. Respond to all reviews on as many platforms as possible
5. Produce safety videos – so people can view pre trip (virtual groundschool)
6. Google streetview app – develop
7. Outside is our Normal – breath easier knowing we're here to help you make the outside your normal

Crater Lake Zipline Professional Development Conferences

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$5,607.00		\$5,360.34	
OTHER INCOME				
Crater Lake Zipline	\$2,403.00		\$1,682.10	
SUB TOTAL INCOME	\$8,010.00	\$0.00	\$7,042.44	\$0.00
TOTAL INCOME	\$8,010.00		\$7,042.44	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	America Outdoors Conference Registration 2019 for 3 people	\$1,875.00		\$1,935.00	
2	Hotel, Food & Travel	\$4,110.00		\$3,442.94	
3	Digital Marketing Essentials 2 ppl			\$50.00	
4	America Outdoors Conference 2020 reg 2ppl			\$398.00	
5	ARIVAL Conference registration 1 person			\$399.00	
6	ACCT Conference Virtual 2 people			\$817.50	
7	Travel Oregon Tourism conference	\$750.00		\$0.00	
7	Travel Oregon Tourism conference travel exp	\$1,275.00		\$0.00	
	SUB TOTAL EXPENSES	\$8,010.00	\$0.00	\$7,042.44	\$0.00
	TOTAL EXPENSES	\$8,010.00		\$7,042.44	