TOURISM GRANT APPLICATION

Organization Applying: Klamath County Chamber of Commerce

Address: 205 Riverside St Ste A

City, State, Zip   Klamath Falls, OR 97601

Contact Person: Charles Massie

Phone Number: 541-884-5193

Tax ID # or SSN: 93-0205322

Email Address: cmassie@klamath.org

Web Site Address: www.klamath.org

Title of Project: Community Web Portal Marketing Project

Brief Description of Project:

Funding will be used to market KlamathCommunity.com (Community Web Portal) outside of Klamath County to drive online traffic to the site in partnership with Discover Klamath's marketing efforts on the I-5 corridor and in Northern California.

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____   Date 3/30/2012

Signature of Board Chair _____   Date 3/30/12

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		3,500	3,500		
Cash Match - Source: USDA/KCDC	10,000		10,000		Marketing portion of monies from Multi-Media Digital Project grant. Content to be developed for web portal, stakeholder sites and various marketing efforts
Total Cash Match	10,000 -	-	-	--	
Other Funding Sources: Source:					
Total Other Funding Sources	-	-	-	--	
Total Projected Revenue	10,000	3,500	13,500	--	
EXPENSES					
Advertising Print	2,000				
Web	7,000				
Other Internet					
Other: Targeted TV		2,500		.	Partnership with Discover Klamath on TV ad buys featuring KlamathCommunity.com
Total Advertising	-	-	-	-	
Printing					
Postage					
Other: Giveaway device	1,000	1,000			Production of a KlamathCommunity.com give away promotional device for trade shows and events.
Total Miscellaneous/Other	-	-	-	--	
Total Projected Expenses	10,000	3,500	13,500	-	
Net Projected Income<Expense>	-	-	-	-	

<u>NOTES</u>

Do not include any items listed on Page 3 of the application as not eligible

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

PROJECT DESCRIPTION
Project Plan:
1. What is the main focus of this proposal?

To market KlamathCommunity.com (Web Portal) outside Klamath County to support stakeholder efforts to attract visitors to the community. A secondary benefit will be to improve online traffic counts that enhance search engine optimization efforts and expand the reach of our community online.

2. What are the project activities?

To leverage marketing and advertising dollars by partnering with Discover Klamath on its television advertising buys along the I-5 corridor in Oregon and Northern California during the spring/summer travel seasons. We will also produce a premium reusable USB device that will be branded with the KlamathCommunity.com logo and name for give away at out of area trade shows and events.

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

The Web Portal project is ongoing, the funds from this request will support a marketing effort lasting up to 12 months. The Web Portal was created in 2010 as part of a community effort to improve professional recruitment in the healthcare field. Since 2010 the scope has been expanded to provide an online presence for the community that is linked to many websites providing information relevant to persons interested in relocating, visiting or investing in Klamath County.

Stakeholders include:
- *Klamath County*
- *City of Klamath Falls*
- *Discover Klamath*
- *Klamath County Chamber of Commerce*
- *Sky Lakes Medical Center*
- *Herald & News*
- *Oregon Institute of Technology*
- *Klamath Community College*
- *Oregon Worksource*
- *Regional Workforce Investment Board*
- *Klamath County Economic Development Association*
- *South Central Oregon Economic Development District*

4. Who is the target market? What is your strategy for reaching the target market?

Our target market for this effort is persons interested in visiting Klamath County for recreational pursuits. We will partner with Discover Klamath to participate in TV ad buys targeting potential tourist travelers to Klamath County for recreational activities. In addition we will provide a premium giveaway item for Discover Klamath or other Portal stakeholders

to provide interested persons at out of area trade shows or events. Our goal will be to create online synergy between groups, organizations, agencies and businesses that cater to visitors and support interest in visiting our community.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

    Since this is not an "event" but an online promotional campaign our goal will be to increase visits to KlamathCommunity.com. Our goal through this promotion will be to drive an average of 2000 visitors to the site monthly during the summer and fall travel season (currently the site is getting 500 to 600 hits a month) and convert 100 portal visitors to actual visitors to the community.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

    KlamathCommunity.com provides potential visitors with a wide variety of online links to activities, attractions and events in and around Klamath County that provide a broader understanding of community offerings and should motivate potential visitors to extend their stay.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

    The Klamath County Chamber of Commerce has been the business community in Klamath County since the early 1900's. We serve as a communications hub between member businesses and for the community, our regular activities include; promoting the community for relocation, economic development and tourism in partnership with a variety of organizations. The Community Web Portal is managed on a daily basis as part of a stakeholder committee within the Chamber.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

    Chamber events and activities regularly promote Klamath as a visitor destination. On an annual basis we organize and manage the July 4th parade, festivities and fireworks show in downtown and Veteran's Memorial Park, the Snowflake Parade, a variety of educational seminars and networking opportunities. We also manage our own website (klamath.org) and a Facebook page to market organizational and community activities. The Community Web Portal represents efforts by 12 disparate organizations all focused on attracting visitors, professionals and businesses to Klamath County. This grant will focus on attracting visitors through a marketing partnership with Discover Klamath.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

   This grant will not be used for a specific event; it will be used to drive online traffic to the Community Web Portal and dispersing it to online information promoting local activities and organizations of interest to visitors to the community.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

    We will be able to track traffic to the website through Google Analytics and compare ad runs with activity from targeted marketing areas.

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

    This is an ongoing project and has been live for almost 18 months. Content development and online linkages will continue to be our focus as we create a robust online experience that appeals to persons interested in knowing about our community. The grant funds will be used to extend our marketing reach outside the County and drive traffic to the website. Currently funds are not available to advertise the site outside the immediate area. The tourism grant funds will give us the opportunity to reach potential visitors along the I-5 corridor and test the reach and usability of the site. We plan to add a survey feature to the site so online visitors can provide real time feedback.

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.

   2 ATTACHMENTS

http://klamath.org - http://klamath.org
Klamath County Portal [DEFA...

| Home | Standard Reporting | Custom Reporting | | Admin | Help |

Visitors Overview

Jun 1, 2011- N

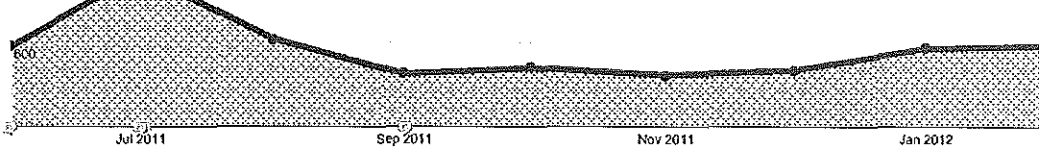Advanced Segments | Email BETA Export   Add to Dashboard

🌐 100.00% of total visits
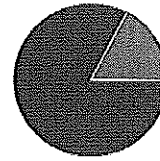
Overview

| Visits | vs. Select a metric | Hourly |

■ Visits
1,200

| Jul 2011 | Sep 2011 | Nov 2011 | Jan 2012 |

4,695 people visited this site

〜—— **5,564 Visits**

〜—— **4,695 Unique Visitors**

〜—— **13,117 Pageviews**

〜—— **2.36 Pages/Visit**

〜—— **00:03:07 Avg. Visit Duration**

〜—— **49.89% Bounce Rate**

〜—— **83.09% % New Visits**

■ 82.64% New Visitor
4,598 Visits

■ 17.36% Returning Visitor
966 Visits

Demographics	Language	Visits	%
Language	1. en-us	5,136	
Country/Territory	2. en	267	
City	3. en-gb	19	(
System	4. ja	17	(
Browser	5. de	9	(
Operating System	6. fr	9	(
Service Provider	7. it	8	(
Mobile	8. nl	8	(
Operating System	9. de-de	7	(
Service Provider	10. en_us	7	(
Screen Resolution			

This report was generated on 3/29/12 at

March 30, 2012

Klamath County Chamber of Commerce
205 Riverside Drive, Suite A
Klamath Falls, Oregon 97601

Dear Chip,

As a founding partner in the web portal project, Discover Klamath believes this project has merit and thus recommends this project for a tourism grant as our partnership team continues to market the site and works towards a self-sufficiency model of operation.

I want to personally thank you and the Chamber for taking a leadership role in the ongoing coordination of the partner team, as well as day-to-day management of the site along with our technology partner (Wrinkledog).

The site is located at www.KlamathCommunity.com, and Discover Klamath (among others) references and cross-links to this site on its own website (DiscoverKlamath.com).

The vision and focus of this project is to develop and manage a portal inclusive of all Klamath County. This portal is essentially a place to drive web traffic where visitors can then 'peel off' to sites more closely matching their search requirements. The portal itself contains little content by design (although what content exists is meant to be interesting, relevant, and fresh) whereas the purpose is to guide users to the other partners' websites, such as Klamath County Government, City Government(s), SkyLakes Medical, local Colleges, Tourism, Economic Development, etc...

As you and the partner team continue focusing on growing the user base (e.g. web traffic), grant funds, if awarded, will be helpful to the ongoing marketing (web traffic growth) of the site.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director