

I have read the Grant Information Packet posted here:
<http://www.klamathcounty.org/200/Traditional-Tourism-Grant-Program>

yes/no*

I plan to apply for two projects

yes/no

If yes please rank this project for level of priority

priority

Project Title*

Grant Cycle*

Amount Requested*

Total Project Cost*

All expected expenditures including your amount requested and your required 30% cash match (only if your amount requested is \$3,000 or more)

Entity Federal Tax ID Number

Do not enter if putting in SSN

Entity Name*

Grant Contact Name*

Email Address*

Address*

City*

State*

Zip Code*

Phone Number*

Fax Number

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

reply email

reply email

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

no

If yes, please enter name

Name

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Develop destination-ba

Project (250 words or less)*

Crater Lake Zipline is excited to be adding Crater Lake Axe Throwing into its mix of adventure opportunities in the Rocky Point area. Crater Lake Axe Throwing will open the door to a wider variety of visitors to the Crater Lake Zipline complex and give them another reason to stay and play longer in our area. Our objective is to give visitors a reason to stay for at least a full day or find reasons to stay in the region for multiple days to take advantage of the multiple adventures available. Axe Throwing offers an opportunity for people to extend their visit on the forest either before or after their zipline or as a unique way to spend time outside with friends, family or co-workers as a separate event. Axe throwing can be experienced by a broad demographic and does not require any special developed skill set. Axe throwing can be ADA friendly and at least one lane will be accessible by wheelchair. Visitors who stay longer for an experience have a higher daily spend and a more meaningful connection with the area. This can result in additional room nights, additional spending on food and shopping. More meaningful connections typically result in better reviews and the increased desire to return and bring others (family or friends) with them for additional visits. Axe throwing is reminiscent of our logging past and we feel compliments the overall forest experience at Crater Lake Zipline. Season: March - November. Hours: Typically 9am - 5pm

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

Tourism development in the Klamath Basin is far from complete and we need to continue development of its outdoor adventure and visitor attractions. Outdoor recreation is an area in which we can compete in the market but must continue with further infrastructure development. Visitors have so many choices in destination and the more attractions and developed offerings our community has to offer when guests are shopping for their next place to visit, the more likely we are to stand out as the best choice. Visitors and locals alike are recommended to choose to recreate outdoors when possible, for their health safety. A large number of people entering the outdoor recreation market are highly, if not completely, inexperienced in the outdoors. If our region can offer them exciting and easy to access outdoor adventure that has a low skill level requirement for entry along with the added value of skilled instructors or guides to help parlay the perception of risk, we become more competitive. Additionally, visitors are looking for ways to maximize on their time spent. Venues that offer multiple events or activities in one location compete well for the visitor's time and attention and are perceived as high in value in both cost and time well spent. Adding axe throwing to the other activities offered at Crater Lake Zipline creates an even more attractive visitor offering to an even wider visitor demographic.

Describe the need for your project

Long-Term (250 words or less)*

While initially we plan to market the Axe Throwing as a new and exciting attraction, long term opportunities get more exciting. We plan to package it with Crater Lake Zipline, as a family package with Sasquatch Hollow Kids Zipline Adventure and as a trifecta of fun with zipline, kayak and axe throwing. As the adventure continues to develop and become more well know, we hope to attract corporate groups and to host axe throwing tournaments that would be similar to a bowling tournament or other team-oriented events that last 1 - 3 days. Participants would have plenty of time outside their competition windows to explore the area and participate in other adventures or venues. Long term Crater Lake Axe Throwing will be a viable product offering as both an individual participant event and as a part of an adventure package or tournament. Long term maintenance of the project will be self-supporting from ticket sales.

What is the long-term plan for your project

Measurability (250 words or less)*

Participation will require reservation and registrations. Data on the number of participants will be tracked through their registrations along with age and regional data. We will also be able to glean from a good number participants how long they are staying in the area based on questions asked upon booking. (1. Where are you staying. 2. What is your home zip code) From this data we will know how many total participants we've had, how many are local and how many are visitors to the area. Packages will be measured for numbers of all day adventures versus stand alone axe throwing purchases. Online Marketing will be measured for impressions against actual numbers booked and from what region. Corporate and Group booking will be tracked and reported separately in order to track group package sales success.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

Crater Lake Axe Throwing is consistent with one the National Forest Service priorities of enhancing recreation opportunities, improving access, and sustaining infrastructure. Many people experience the national forest through recreation. Crater Lake Axe Throwing will offer yet another way for people to connect with their forest and it has the added bonus of high accessibility for a broad demographic and it will be self-sustaining rather than increasing the burden on the forest service. For our community and tourism development, Crater Lake Axe throwing is consistent with the Tourism department in its pursuit of growing tourism and increasing group visitation to our region. On the economic development stage, Crater Lake Axe throwing should create job growth both directly with an increase in staff needs and in a secondary development as demand on local hotels and restaurants increases with increased visitors and longer stays. Finally, and perhaps most uniquely, the local, state and national health organizations are encouraging outdoor recreation as one of the healthiest and safest ways to gather and spend time with each other.

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

Crater Lake ZipLine has received advice and counsel in its planning of the Crater Lake Axe Throwing as an added product to its venue from the Small Business Development Center located at Klamath Community College. The SBDC is a valued advisor. The Fremont Winema National Forest Service has reviewed and approved the proposed Crater Lake Axe throwing development on the forest at the Crater Lake Zipline location. They have found it to be consistent with the goals of the forest and can support the development as a way to increase recreation in the forest. Discover Klamath and Travel Southern Oregon organizations have both been involved in discussions regarding the potential success and appeal of Crater Lake Axe Throwing as a new product in the region. Both organizations have offered their stamp approval on the project. Many locals and neighboring businesses have expressed their support and excitement at the proposed development of Crater Lake Axe Throwing. Largely, those consulted have expressed support and excitement that the management team at Crater Lake ZipLine will come through with another well planned and thoughtfully designed adventure venue to offer visitors and residents.

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

Crater Lake Zipline has developed a unique partnership with the National Forest in which they can work with the forest service to develop services on the forest that will be in demand and be responsibly managed for long term viability. Our community needs entrepreneurs to be forward thinking in outdoor recreation development and be willing to take the risk to move forward with the development with little to know strain on the forests staff resources. Crater Lake Axe Throwing will create jobs, enhance the forest experience, enhance the liability of our community, and inject cash flow into our region through the transient room tax when they overnight. Other expenditures are certain as visitors buy food, gas and other items in our communities. The additional marketing spend promoting our region will not only promote Crater Lake Axe Throwing other businesses in the area as well. Additional positive information about our region has long term impact as people become more familiar with our community in a positive way.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

Crater Lake Axe throwing will be accessible in at least one of its lanes to wheelchair participants. Providing outdoor recreation that is accessible is important to individuals and their families who want to participate or spectate. When individuals and groups are looking for recreational opportunities, they will now discover that there is something onsite that at Crater Lake Zipline that they can potentially participate in. We will also have our rules and instructions available in printed form for those who cannot hear or speak a foreign language so it will be more easily accessible for them to understand how to participate. Some of our staff has been working on mastering the Spanish language so to better serve the Spanish speaking community as well. We plan to have some materials available in Spanish as well. Finally, we are working hard to make sure that our marketing materials show people of color and different ethnic backgrounds. Travel Oregon and Travel USA have been offering guidance on how best to make as many people of diverse backgrounds feel welcome in the Outdoors. Including people who look familiar is one way to do that and our photography and social media marketing will reflect that.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

The small businesses throughout Klamath County, Rocky Point, Fort Klamath, Klamath Falls and Chiloquin areas benefit from the marketing and promotions of Crater Lake Zipline and its many adventure experiences. Axe throwing will continue the tradition of giving visitors another reason to stay longer, play longer and visit more places in our region and spending more money in their establishments. We are excited to partner with Discover Klamath and Travel Southern Oregon as they invite travel writers to our region to experience all that there is to discover here but especially excited to be able to offer something new and experiential to the mix. We will continue to partner with them as well as other businesses in the area as we build packages that include Crater Lake Axe Throwing to market our region in an exciting and fresh way.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season (October through May)? yes/no*

Does the project/event occur outside urban growth boundaries? yes/no*

Required supporting documents*

crater lake axe throwing docs.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN) ***Entity's

W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided

***Support letters - All entities are required to obtain support from 3

businesses/organizations ***If your grant project involves signage of any kind, you

are required to gather and submit letters from all required local, regional or state

sign authorities involved demonstrating approval to place signage on their

land/property during the timeframe of the grant ***Marketing type projects - If

producing collateral you must describe your distribution plan, including budgeted

costs ***If your grant project involves infrastructure development/construction you

must include plan drawings and approval from permitting authorities if required

locally ***All grant applicants are required to submit a grant timeline. ***All grant

applicants are required to submit proof of insurance and insurance packet.

These documents must be uploaded as ONE complete PDF file.

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.



I agree.

Electronic Signature

Jenifer C. Roe

Date/Time*

3/31/2022

04:30 PM

Marketing - Crater Lake Axe Throwing

INCOME

	BUDGET	
	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$9,200.00	
OTHER INCOME		
Crater Lake Zipline	\$3,950.00	
SUB TOTAL INCOME	\$13,150.00	\$0.00
TOTAL INCOME	\$13,150.00	

EXPENSES

LINE ITEM		BUDGET	
		Cash	In-Kind
1	retargeting and social media ads June- October	\$3,600.00	
2	Geofence Ads Special event venues & locations	\$1,250.00	
3	promo photos	\$800.00	
4	Video and editing	\$2,500.00	
5	online ad design	\$350.00	
6	Rack Card / flyer design & Print	\$1,350.00	
7	print distribution	\$800.00	
8	webpage development	\$850.00	
9	Grand opening event invites / swag / food / promo	\$1,650.00	
10			
11			
	SUB TOTAL EXPENSES	\$13,150.00	\$0.00
	TOTAL EXPENSES	\$13,150.00	

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Actual	
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Cash	In-Kind
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\$0.00	\$0.00
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\$0.00	
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Actual	
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Cash	In-Kind
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\$0.00	\$0.00
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\$0.00	
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COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COLUMN

Marketing - Crater Lake Axe Throwing Timeline

- April 20 – May 1 Employee Training
Axe throwing coming soon on Website
Soft Opening May 1-8 to coincide with Mother's Day
- May 23 – May 31 Promo photos and video
Video Editing – Spanish subtitles instructional & promotional
target Class trips (Peachjar) & Graduation Groups
Axe throwing website launch with online reservations
Rackcard/flyers developed (distribution through October)
- June 2022 Online marketing begins (target family reunions / individual travelers
West Coast / wedding parties / special celebrations / weekend getaway)
Geofence Special events – Car Show
Grand Opening Event June 12 – Media Blitz
Target Summer Sports Teams
June 21 – July Summer Solstice evening events Marketing online
- July 2022 Online Marketing Continues
Target Family reunions and individual travelers
Travel Writers Hosted
Geofence Special events (Sentry Eagle/ Tournaments/Pickleball & Golf
Tournaments/ World Athletic Championships)
- August – October 2022
Online Marketing Continues
Geofence Oktoberfest (September event)
Corporate Team Building Travel Package (neighboring markets partner
with Golf / Kayak / Zip Package)
Trifecta Marketing Online (axe throwing / zipline / kayaking partnership)

To: Klamath County Commissioners
Regarding: Crater Lake ZipLine's application for marketing funds
From: Julie Black, volunteer coordinator of tourism marketing for the
Rocky Point, Fort Klamath, and Chiloquin areas
March 20, 2022

I strongly support Crater Lake Zipline's efforts to secure a Klamath County tourism grant to help with marketing for Crater Lake Axe Throwing. Adding axe throwing, they have increased their market base to increase visitor time and dollars spent in our rural area.

I encourage you to fund this project. Crater Lake Zipline is a longstanding business and excellent community partner who has reliably used grant opportunities in the past to grow their business in the Klamath Basin with resulting in increased tourism, overnight stays and job growth.



March 11, 2022

Klamath County Tourism Grant Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Letter of Support: Expansion & Marketing of Crater Lake ZipLine – Crater Lake Axe Throwing

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the Crater Lake ZipLine's effort to secure a **Klamath County Spring Tourism Grant**, to help facilitate continued development and marketing at ZipLine attraction to include Crater Lake Axe Throwing.

The ZipLine's owners seek to expand and market their facility to include Axe Throwing. They have solid research throughout the USA that this product offering will expand the market for its attraction, expanding their market base by serving new underserved/underdeveloped target audiences. Further, development and implementation of the proposed Axe Throwing will support job development.

Upon completion of its expansion in 2022, we would expect more visitors to the ZipLine, which in turn supports other local businesses including lodging, restaurants, gas stations, and other attractions. We would also expect to see more groups in the area, which is 100% consistent with efforts by this organization. All of this will provide a secondary financial impact to our community. And, because the ZipLine's owners have demonstrated they are collaborative with other businesses, we would expect additional co-marketing efforts designed to extend the stay of visitors as part of cross-promotional efforts with other attractions, venues, events, etc.

If awarded a tourism grant, we see this as a win-win-win for economic development, county tourism, and of course the ZipLine's business model. Our organization looks forward to continuing to work with the ZipLine's owners to promote tourism in the Klamath Basin.

A handwritten signature in black ink that reads "Jim Chadderdon".

Jim Chadderdon
Executive Director

DISCOVER KLAMATH • 205 RIVERSIDE DRIVE, STE B • KLAMATH FALLS, OREGON • 97601 • 541 882-1501

Info@DiscoverKlamath.com | www.DiscoverKlamath.com



March 21, 2022

Klamath County Economic Development Grant Committee
c/o Klamath County Finance Office
305 Main Street, 2nd Floor
Klamath Falls, OR 97601

RE: Letter of Support: Marketing Axe Throwing at Crater Lake Zipline

Dear Tourism Grant Committee:

Great Basin Insurance supports Crater Lake Zipline's efforts to secure a Klamath County Spring tourism grant to help facilitate marketing the Crater Lake Axe Throwing attraction at the zipline.

Crater Lake Zipline is seeking these funds to market the addition of Axe Throwing as a part of their attraction offerings. Axe throwing is a growing market in the indoor and outdoor arena throughout the United States. With the new option of Axe Throwing, Crater Lake ZipLine expects to expand their market base by serving a new underserved/underdeveloped target audience and extend their visitors stay in the area with additional full day attraction options.

Marketing of Crater Lake Axe Throwing will provide information on the expanded outdoor recreation and entertainment option for individuals and groups during a time when outdoor venues are highly encouraged as a safer option. Additional marketing will attract more individuals and groups to the Klamath Basin that will in turn support other local business such as lodging, restaurants, gas stations and other attractions and recreational opportunities in the area.

These additional economic benefits to the area are a welcome benefit to our rural community. This will benefit the community with increased awareness of the Klamath County area as people seek new places to visit or reasons to visit again.

We encourage you to fund this project. Crater Lake Zipline is a longstanding business and excellent community partner who has reliably used grant opportunities in the past to grow their business and the Klamath Basin with increased tourism, overnight stays and job growth.

Please do not hesitate to contact me if you have any additional questions.

Sincerely yours,

A handwritten signature in black ink that reads 'Daneen M. Dail'.

Daneen M. Dail
(541) 882-5507 (office)
(541) 810-8300 (cell)

