

Ride the Rim 2017



Klamath County Tourism Grant Proposal

Submitted by: Discover Klamath Visitor and Convention Bureau

Contact: Jim Chadderdon, Executive Director

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: Fall 2016

Title of Project: Ride the Rim 2017

Funds Requested: \$15,000.00

Organization Applying: Discover Klamath Visitor & Convention Bureau

Contact Person: Jim Chadderdon, Executive Director

Phone Number: 541.882.1501

Email Address: Jim@MeetMeInKlamath.com

Mailing Address: 205 Riverside Drive, Ste. B, Klamath Falls OR 97601

Web Site Address: RideTheRim2016.com

Brief Description of Project including date, time and location:

The project dates are: September 16th and 23rd 2017. The location is Crater Lake National Park. This will be the 3rd Annual Ride The Rim (previously known as Vehicle-Free Days for two years prior to Discover Klamath taking over). The hours are from 8:00 AM to 6:00 PM.

What it is: 24 miles of the 33 mile Rim Drive are closed to vehicular traffic, and open only to pedestrian activity (running, walking, cycling). Discover Klamath took over this event in late 2014 and has an MOU (Memo of Understanding) with the National Park Service to operate this event.

This event drew 5200 pre-registered cyclists with 92% actually showing up. They came from 33 states and 4 countries (up from 17 states and 7 countries in 2015). This is now the 2nd largest cycling event in the state of Oregon (behind only Bridge Pedal).

This is a marketing grant request. Discover Klamath, in addition to being the Event Manager, also runs five Rest/Aid Stations around the rim. Our organization markets this ride via social media, a dedicated website, event fliers, web advertising, print advertising, tradeshow marketing, public relations, and more. Marketing for the Sept 2017 events will start Jan 2017.

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 Jim Chadderdon

Date 10-31-16

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

The project dates are: September 16th and 23rd 2017. The location is Crater Lake National Park. This will be the 3rd Annual Ride The Rim (previously known as Vehicle-Free Days for two years prior to Discover Klamath taking over). The hours are from 8:00 AM to 6:00 PM.

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PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

We expect to attract over 5,000 out of county visitors to this event in 2017. In 2017, we expect to increase overall event attendance by +10% and overnight visits to Klamath County lodging by 20%. We will do this by attending cycling tradeshows, printing and distributing brochures, updating our website, reaching out to cycling magazines, event calendars, email campaigns, web banner ads, and soliciting tour operators and groups. We plan to track visitors with a survey attached to the registration site. Each Ride The Rim attendee is asked to fill out the survey on our website. We obtained over 1400 completed surveys in 2016, leading to excellent learning about the event and behaviors of those attending. We have origination zip codes for 100% of participants from 2015 and 2016, which is why we can say with 100% confidence this event is bringing people to Crater Lake and Klamath County from outside the region.

- 3. 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 track the number of extra days?**

In 2016, we hosted a FREE BBQ & PREREGISTRATION PARTY to get riders to show up early. This didn't meet with huge success. In 2017, we plan to partner with local lodging and use a booking code for people to use when they book rooms. We also plan to increase awareness of itineraries on our website and through email newsletters help people plan to stay longer. We will also work with other events taking place around the same time and market them along with our event. We will use the lodging booking codes to help track our numbers as well as ask those attending the event when they check in.

QUALIFICATIONS OF APPLICANT

- 4. Describe your organization/project management team. How are these individuals qualified to lead this project?**

Discover Klamath Visitor & Convention Bureau is Klamath County's official tourism agency, promoting the beauty and culture of over 6,100 square miles to those outside the area. Our mission is:

"Discover Klamath strengthens Klamath County's economy by attracting and encouraging visitors and residents to experience the Klamath region by promoting the area's strengths including its unique natural environment, vibrant cultural communities and rich heritage resources."

Since 2009, Discover Klamath has delivered the message of "Oregon Unexpected" through both traditional and cutting edge media. By developing partnerships, Discover Klamath seeks to leverage its budget and extend its reach and the reach of its partners to increase visitors and the length of stay in Klamath County. In 2016, Discover Klamath developed and launched a new campaign called MEET ME IN KLAMATH. The creative and overall campaign have received high marks and continue to position Klamath as a destination travel location.

- 5. Describe your team's experience in operating past or similar projects.**

Discover Klamath has extensive experience partnering with event organizers in Klamath County to promote their activities. Because Discover Klamath is an outbound marketing agency, we are uniquely qualified with relationships already established to media outlets to help organizations obtain more efficient media negotiations and placement of advertising.

PROJECT PLAN

- 6. How will you give credit to Klamath County for its support in our event or project?**

Our group represents itself as the official tourism agency for Klamath County Oregon; hence, there is an implicit reference to the county in most of our work. We plan to enhance the county's image and connection by displaying the county's logo/shield on all marketing materials.

7. Provide a detailed timeline of your marketing efforts leading up to the event or project.

Please refer to our attached marketing flowchart.

8. Describe your target market/audience.

While we will be marketing to the cycling community at large, the majority of our marketing dollars will be directed to Northern California towards cyclists who will be traveling and will pass through Klamath enroute to Crater Lake. Cycling tourism already brings in over \$400 million annually to the state.

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

Please refer to the attached marketing flowchart.

10. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

We will ask people to preregister as we did in previous years on our website, provide direct links on the website to our lodging partners with a booking code, and have people register at the event with their zip codes.

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

The grant will provide us with needed funds to market to a broader audience while focusing on areas we know will have greater participation within drive markets.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.

We plan to (again) use volunteers: 40 volunteers for 20 hours @ \$10/hr. = \$8,000 value. DK will contribute \$2350 in advertising and web updates and management.

13. List your potential sponsors and partners and how they contribute to the event or project.

All sponsors/partners below are items we will seek to help provide snacks for the aid stations:

- Clif Bars: Energy Bars and Organic Energy Food Pouches
- Kind Bars: Granola Bars
- Hammer Nutrition: Fizz Electrolyte Drinks
- Sponsorship Dollars: \$2,000 to help with the costs of fruit at each aid station
- We will also be seeking in-kind donations from: Sky Lakes Medical Center, PenAir, and Amtrak.

14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

This is a newer, but regular, annual event. Because out of area advertising and promotion is our primary business, Discover Klamath is suitably qualified to implement this project. We have an established network of creative, writing, graphics, web, social media, PR, news/media outlets and other marketing professional available to support our efforts. Media outlets such as Travel Oregon, Cycle California, and OR BIKE played a huge role in expanding the visibility of the 2016 event, which doubled in attendance over 2015.

15. If your organization is not awarded full funding, how would you modify your plans?

If this project is not funded or funded fully, we will decrease the amount of marketing to the cycling community. With a decreased amount of marketing we would likely not experience an increase in event participation and potentially have less stays/extended stays.



Version 1.0

Event Dates: September 2017

Ride-the-Rim-2017, Crater Lake National park

Marketing Activity by Discover Klamath & Ride the Rim 2017, Crater Lake National Park

DK Cash Match:	\$	23,767.00
Grant Contributions:	\$	15,000.00
DK In Kind:	\$	2,350.00
Sponsor Contributions:	\$	2,000.00
Total Budget:	\$	43,117.00



Out of County Advertising					
	Sponsors	D.K.		Grant	Total
		In Kind	Cash Match		
EVENT DATES: September 2017					
Sponsor 1	\$ 500				\$ 500
Sponsor 2	\$ 500				\$ 500
Sponsor 3	\$ 500				\$ 500
Sponsor 4	\$ 500				\$ 500
1) Television (No room in budget)					
2) Electronic/Web					
a) DK Calendar of Events (Apr-Sept)		\$ 400	\$ -	\$ -	\$ 400
b) DK E-Newsletter Ad (Jun-Aug)		\$ 150	\$ -	\$ -	\$ 150
c) DK Web Ad (Apr-Sep)		\$ 300	\$ -	\$ -	\$ 300
d) Website Update & Management		\$ 1,500	\$ -	\$ -	\$ 1,500
e) SoCalCycling Banner & Event Listing (May-Jul)		\$ -	\$ 1,272	\$ 813	\$ 2,085
f) Cycle CA Leader/Home Pg (May-Sept)		\$ -	\$ 100	\$ -	\$ 100
g) Cycle CA Email/Newsletter (May-Jul)		\$ -	\$ -	\$ 270	\$ 270
h) OR Bike (May-Jul)		\$ -	\$ -	\$ 1,200	\$ 1,200
i) KOBI Retargeting \$500/mo - Sacramento (May-Aug)		\$ -	\$ -	\$ 2,000	\$ 2,000
4) Social Media Activities					
a) Social Media Ads Targeting N. CA (Jun-Sep)		\$ -	\$ -	\$ 1,000	\$ 1,000
		\$ -	\$ -	\$ -	\$ -
5) Print Advertising					
a) Cycle CALIF Magazine 1/3 pg Ad (May-Aug)		\$ -	\$ -	\$ 2,616	\$ 2,616
b) Adventure Cycling Magazine 1/3 pg (Feb, Apr, Jul)		\$ -	\$ -	\$ 5,220	\$ 5,220
c) Jefferson Backroads - Full Page (Jun, Jul, Aug, Sep)		\$ -	\$ 1,200	\$ -	\$ 1,200
6) Printed Collateral Materials					
a) Brochure (Q = 7,500) - Printing Cost		\$ -	\$ -	\$ 1,881	\$ 1,881
7) Video					
a) Video Production (to capture footage for 2016)		\$ -	\$ -	\$ -	\$ -
		\$ -	\$ -	\$ -	\$ -
8) Creative Development					
a) Graphic Design (DK outsourced)		\$ -	\$ 1,000	\$ -	\$ 1,000
9) Other Marketing/Promo/Operations					
a) Premiums		\$ -	\$ 3,500	\$ -	\$ 3,500
b) Brochure Distribution (310 N-Calif Cycle Shops-QTY 6200)		\$ -	\$ 695	\$ -	\$ 695
c) Ride Jerseys (QTY 150 @ \$60 + shipping)		\$ -	\$ 10,000	\$ -	\$ 10,000
d) Signage for event		\$ -	\$ 1,000	\$ -	\$ 1,000
e) Transportation		\$ -	\$ 5,000	\$ -	\$ 5,000
Total	\$ 2,000	\$ 2,350	\$ 23,767	\$ 15,000	\$ 43,117

**Klamath County Tourism Grant Application
Marketing Budget Form**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		\$ 15,000.00	\$ 15,000.00		
Other Sources: DK Cash Match		\$ 23,767.00	\$ 23,767.00		
Other Sources: Jersey Sales (GROSS)		\$ 12,000.00	\$ 12,000.00		
Other Sources: Sponsors		\$ 2,000.00	\$ 2,000.00		
Total Revenue		\$ 52,767.00	\$ 52,767.00		
CASH EXPENSES					
PERSONNEL COSTS Event Management		\$ 2,880.00	\$ 2,880.00		DK Staff Wages
Advertising					
WEB SoCalCycling.com Web Ad		\$ 2,085.00	\$ 2,085.00		
Cycle CA Leaderboard Web Ad		\$ 100.00	\$ 100.00		
Cycle CA E-newsletter		\$ 270.00	\$ 270.00		
OR Bike Partnership		\$ 1,200.00	\$ 1,200.00		
KOBI Retargeting Web Campaign		\$ 2,000.00	\$ 2,000.00		
Social Media Targeted Ads		\$ 1,000.00	\$ 1,000.00		
PRINT Cycle CA 1/3 Page Ad		\$ 2,616.00	\$ 2,616.00		
Adventure Cycling 1/3 Page Ad		\$ 5,220.00	\$ 5,220.00		
Jefferson Backroads Full Page 4 mo		\$ 1,200.00	\$ 1,200.00		
COLLATERAL Event Brochure		\$ 1,881.00	\$ 1,881.00		
OTHER Premiums		\$ 3,500.00	\$ 3,500.00		Event Memorabilia
Event Jerseys (Production & Shipping)		\$ 10,000.00	\$ 10,000.00		
Event Signage		\$ 650.00	\$ 650.00		
Event Transportation		\$ 5,000.00	\$ 5,000.00		Crater Lake Trolley
Total Advertising		\$ 39,602.00	\$ 39,602.00		
Misc/Other (Explanation Req'd):					
Other: Graphic Design		\$ 1,000.00	\$ 1,000.00		
Other: Brochure Distribution		\$ 695.00	\$ 695.00		CA Bike Shops
Total Miscellaneous/Other		\$ 1,695.00	\$ 1,695.00		
Total Expenses		\$ 41,297.00	\$ 41,297.00		
Net Income<Expense>		\$ 11,470.00	\$ 11,470.00		

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.

**Klamath County Tourism Grant Application
Project Budget**

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	\$ -	\$ 15,000.00	\$ 15,000.00		
Cash Revenues -					
Source: DK Cash Match	\$ -	\$ 23,767.00	\$ 23,767.00		
Source: Sponsorships	\$ -	\$ 2,000.00	\$ 2,000.00		
Source: Jersey Sales (GROSS)	\$ -	\$ 12,000.00	\$ 12,000.00		150 jerseys sold @ \$80 ea
Total Cash Revenues	\$ -	\$ 52,767.00	\$ 52,767.00	-	
In-Kind Revenues:					
Source: Volunteers (40)	\$ -	\$ 8,000.00	\$ 8,000.00		40 @ \$10 x 20 hrs
Source:					
Total In-Kind Revenues	\$ -	\$ 8,000.00	\$ 8,000.00	-	
Total Revenue	\$ -	\$ 60,767.00	\$ 60,767.00	-	
EXPENSES					
Cash Expenses -					
Personnel costs-Event Management		\$ 2,880.00	\$ 2,880.00		DK Staff Wages
WEB SoCalCycling.com Web Ad		\$ 2,085.00	\$ 2,085.00		
Cycle CA Leaderboard Web Ad		\$ 100.00	\$ 100.00		
Cycle CA E-newsletter		\$ 270.00	\$ 270.00		
OR Bike Partnership		\$ 1,200.00	\$ 1,200.00		
KOBI Retargeting Web Campaign		\$ 2,000.00	\$ 2,000.00		
Social Media Targeted Ads		\$ 1,000.00	\$ 1,000.00		
PRINT Cycle CA 1/3 Page Ad		\$ 2,616.00	\$ 2,616.00		
Adventure Cycling 1/3 Page Ad		\$ 5,220.00	\$ 5,220.00		
Jefferson Backroads Full Page 4mo		\$ 1,200.00	\$ 1,200.00		
COLLATERAL Event Brochure		\$ 1,881.00	\$ 1,881.00		
CREATIVE Graphic Design		\$ 1,000.00	\$ 1,000.00		
OTHER Premiums		\$ 3,500.00	\$ 3,500.00		Event Memorabilia
Brochure Distribution		\$ 695.00	\$ 695.00		CA Bike Shops
Event Jerseys (Production + Shipping)		\$ 10,000.00	\$ 10,000.00		
Event Signage		\$ 1,000.00	\$ 1,000.00		
Event Transportation		\$ 5,000.00	\$ 5,000.00		Crater Lake Trolley
Rentals: Uhaul		\$ 750.00	\$ 750.00		
Total Cash Expenses	\$ -	\$ 42,397.00	\$ 42,397.00	-	
In-Kind Expenses					
Labor: 40 volunteers @ 20 hours		\$ 8,000.00	\$ 8,000.00		
WEB DK Calendar of Events Listings		\$ 400.00	\$ 400.00		
DK E-newsletter Ad		\$ 150.00	\$ 150.00		
DK Web Ad		\$ 300.00	\$ 300.00		
Website Update & Management		\$ 1,500.00	\$ 1,500.00		
Total In-Kind Expenses	\$ -	\$ 10,350.00	\$ 10,350.00	-	
Total Expenses	\$ -	\$ 52,747.00	\$ 52,747.00	-	
Net Income<Expense>	-	\$ 8,020.00	\$ 8,020.00	-	

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.



The Art of
Survival Century

P.O. Box 111, Malin, OR 97632

MALIN COMMUNITY SERVICE CLUB

October 25, 2016

Jim Chadderdon
Executive Director, Discover Klamath
205 Riverside Drive, Suite B
Klamath Falls, OR 97601

Dear Mr. Chadderdon:

The *Art of Survival Century Bicycle Ride committee* fully supports your efforts towards receiving a Klamath County Tourism Grant for Ride the Rim 2017. Some of our team volunteered to help you with the 2016 ride and saw firsthand how this event is a great opportunity to showcase our county. Your Discover Klamath team did an incredible job organizing this event and promoting Klamath County. We believe that receiving funding from this tourism grant in 2017 will help Discover Klamath increase its marketing efforts and attract even more people to our area to enjoy our great Basin.

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. And by partnering with Crater Lake National Park (CLNP) we feel your plan to develop tourism marketing efforts and attract more visitors to this beautiful area will be successful. This project is truly a region wide effort and we in the Lower Klamath Basin strongly support this project.

We recommend Klamath County approve this funding request. It will help visitors discover the richness of Klamath County and inspire them to return.

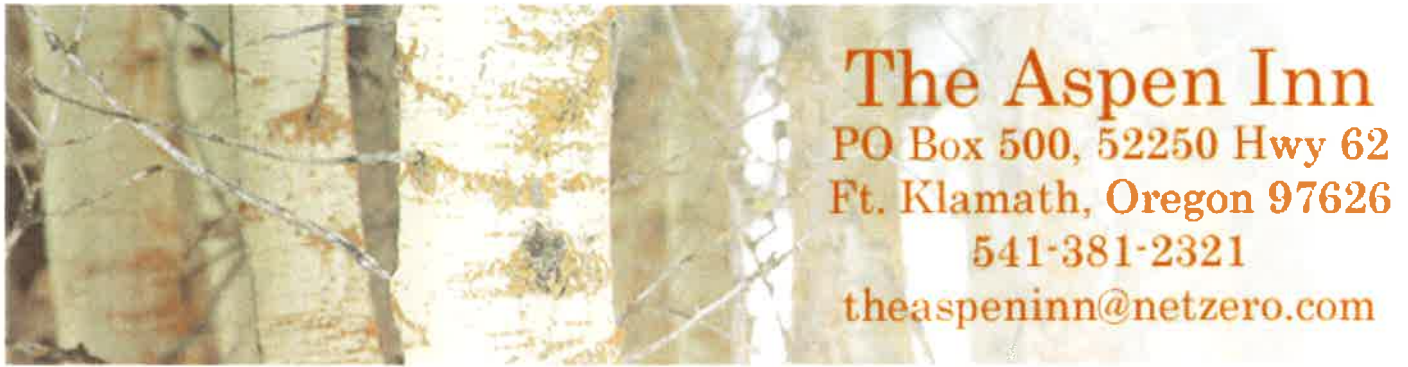
Thank you for your consideration of this proposal.

Respectfully,

Linda L. Woodley

Linda Woodley
AOS Co-Chair

Malin Community Service Club Board Members: Kris Hartman, Lori Baley, Jan Walker, Rob Grounds,
Mike Kenyon, Rafael Hernandez, Jared Kalina



October 25, 2016

Mr. Jim Chadderdon
Executive Director, Discover Klamath
205 Riverside Drive, Suite B
Klamath Falls, OR 97601

Dear Mr. Chadderdon:

With enthusiasm, the Aspen Inn supports you/your organization's efforts towards receiving a Klamath County Tourism Grant for Ride the Rim 2017, which will allow Discover Klamath to increase its marketing efforts and thereby bring more people to our area to enjoy Klamath County.

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. And by partnering with Crater Lake National Park (CLNP) we feel your plan to develop tourism marketing efforts and attract more visitors to this beautiful area will be successful. This project is truly a region wide effort. The Aspen Inn strongly supports this project.

We recommend Klamath County approve this funding request. It will help visitors discover the richness of Klamath County and inspire them to return.

Thank you for your consideration of this proposal.

Sincerely,

Heidi McLean & Shannon Sirola
Owner/Operators
The Aspen Inn LLC
www.theaspeninn.com



RUNNING Y RANCH
RESORT

To: Whom it May Concern

From: Meredith Mackey

Date: October 25th, 2016

RE: Tourism Grant for Ride the Rim 2017

I am writing this letting in support of Discover Klamath in receiving the Tourism Grant for Ride the Rim 2017 at Crater Lake National Park. In my opinion, this will bring visitors to Klamath Falls and have ancillary impacts for the entire community.

Promotion/Marketing will be focused on Bend, Rogue Valley, Eugene, and Northern California. This is another reason for making this organization worthy of the tourism grant.

It is my hope that the county will consider this worthy event. If I may answer any questions or provide my assistance, please let me know.

Sincerely,

Meredith Mackey

Sales Manager

Running Y Ranch Resort



808 Klamath Ave Klamath Falls, OR 97601 541-850-2453

October 27, 2016

Mr. Jim Chadderdon
Executive Director, Discover Klamath
205 Riverside Drive, Suite B
Klamath Falls, OR 97601

Dear Mr. Chadderdon:

Hutch's Bicycles Klamath enthusiastically supports you/your organization's efforts towards receiving a Klamath County Tourism Grant for Ride the Rim 2017, which will allow Discover Klamath to increase its marketing efforts and thereby bring more people to our area to enjoy Klamath County.

Bicycle tourism is a relevant and viable resource for our community. This event, as well as the general efforts of Discover Klamath, promotes health, wellness and measurable economic growth.

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. And by partnering with Crater Lake National Park (CLNP) we feel your plan to develop tourism marketing efforts and attract more visitors to this beautiful area will be successful. This project is truly a region wide effort. Hutch's Bicycles strongly supports this project.

We whole-heartedly recommend Klamath County approve this funding request. It will help visitors discover the richness of Klamath County and inspire them to return.

Thank you for your consideration of this proposal.

Sincerely,

Joey Dust

Joey Dust
Store Manager
Hutch's Bicycles Klamath



October 27, 2016

Jim Chadderdon
Executive Director, Discover Klamath
205 Riverside Dr., Suite B
Klamath Falls, OR 97601

Good Morning Jim,

I want to express how pleased and excited Rocky Point Resort is over Discover Klamath's continued efforts and support to bring tourism to Klamath County. This in turn is boosting our local economy, while tourists & guests to our area, learn about and enjoy our beautiful county and all it has to offer.

Being a part of Klamath County in which Crater Lake National Park is located and partnering with this amazing landmark. We at Rocky Point Resort feel you and your staff are very dedicated to promoting economic development through recreation, tourism and business growth in the Klamath Region. We support you at every turn.

Discover Klamath's continued efforts in marketing this area are amazing. Just this season the guests Discover Klamath brought into Rocky Point Resort from around the world was such a delight. Ride the Rim project was another great success where many folks were able to enjoy our many splendors so often overlooked when visiting Oregon. We have been the hidden secret of Klamath for so many years it's a delight to see our area shine with your continued efforts.

We support Discover Klamath and highly recommend Klamath County approve the funding request for continued tourism exposure to our area.

Sincerely,


Judith Tegarden
General Manager

28121 Rocky Point Road
Klamath Falls, Oregon 97601
541 356 2287