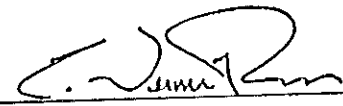


TOURISM GRANT APPLICATION

Organization Applying: wrinkledog, inc - on behalf of the Merrill Lions Club
Contact Person: E. Werner Reschke
Phone Number: 541.891.0799
Email Address: werner@wrinkledog.com
Mailing Address: 404 Main Street, Ste. 6 Klamath Falls, OR 97601
Web Site Address: wrinkledog.com
Title of Project: Klamath County Potato Festival Website
Brief Description of Project: The goal of this project is to give the Merrill Lion's Club

an online presence with their Annual Potato Festival. This is a great family event. This year will be
the 77th annual Potato Festival. This website will promote this year's event (Oct 16-18, 2014) and
in addition be available to post photos and build an online history for years to come. The project
also allocates dollars to be spent in online advertising to entice those outside the county to come
enjoy this great rural, family-friendly event.

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  Date 22 Sep. 2014
Signature of Board Chair _____ Date _____

PAYMENT INFORMATION

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

TOURISM GRANT BUDGET FORMS

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

DEMONSTRATION OF COMMUNITY SUPPORT

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Letters should specifically address your proposal and why the writer believes the project will benefit the community.

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

There are two aspects to this proposal: one is to build a sustainable website to and Facebook page to promote the event online. The second is to run online advertising in out of county communities to encourage people to come to this two day fun-filled, family-friendly potato event.

2. What are the project activities?

- Build website that is desktop, tablet and smartphone friendly
- Create a Facebook page for the event
- Build online ad campaign to create awareness of the event and drive people to the website for more info.

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

The website, Facebook page and online ad campaign will be built and ready for launch on Tuesday, October 7, 2014.

4. Who is the target market for attending the project?

The Potato Festival is a gem of the Klamath Basin with a variety of family friendly entertainment. It has capacity for growth to draw people from outside the county. In 77 years of Festivals, it has never had a website. Promoting the event will include all the activities from parades and exhibits to football games.

Project Goals:

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

Our goal is to attract 500 new visitors to the festival. Since we will target mostly Californian residents we will look to count out of state license plates.

6. 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 count the number of extra days?

The website will be cross market to point to DiscoverKlamath.com, Klamath Community.com and Crater Lake's website. The website will list local restaurants and hotel options in Merrill and Klamath Falls

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

wrinkledog, Inc is an online marketing agency. For over 14 years wrinkledog has built innovated websites and web applications, run several sophisticated email marketing campaigns and consulted for companies on how best to market their business and brand online.

Some website examples include: City of Klamath Falls, Klamath County Chamber of Commerce, Ross Ragland Theater, City of Dunsmuir and Crater Lake - Klamath Regional Airport.

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

wrinkledog helped the Chemult Sled Dog Races built a website and Facebook page through the tourism grant project in 2011. That website address is SledDogChemult.org. The folks in Chemult have returned asking for wrinkledog's help every year since — including this year's 2015 race.

wrinkledog also produced the Klamath Community video series — eight video vinegettes that promote Klamath County tourism, industry and livability.

MARKETING PLANS

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

wrinkledog will use online advertising to primarily target (70% of ad budget) people in Alturas, Yreka, Mt. Shasta, Dunsmuir, Tulelake and Newell California. Secondary targeting will be aimed at people in Lakeview and East Jackson County — Medford, Eagle Point, White City, Central Point (30% of ad budget).

10. How will you measure your success or attendance in drawing out of county visitors to the project? Examples: Survey, Raffle, Ticket Sales. (Be specific)

The Lion's Club has been the main sponsor and organizer of this event for several years. They will have a great understanding if there are more people at this years' event. Because the Potato Festival is a series of events, each one being free, it is difficult to have a single mechanism to track specifically new visitors from previous years. That said, we will be watching for out of state license plates as a form of counting.

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

We have contacted the Lion's Club and they would very much like us to build them a website. We are working to secure graphics that were used in creating and printing their brochure/paper. The award of grant money will ensure the site can be done in a timely manner but as important that the days leading up to the event online advertising can kick in to generate awareness.

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.

wrinkledog is "kicking in" 8 hours of free labor to get this project started. wrinkledog's hourly rate is \$100/hour. The time is used being used to meet with the Merrill Lion's Club, to work on a specific ad strategy (building list of keywords and demographic), collect graphics and take photos of the town of Merrill, Oregon.

wrinkledog is working with Vicki Liskey, head of the Merrill Lion's Club.

wrinkledog is asking for a tourism grant of \$2,000 for this project. \$1,500 will go towards an online ad campaign. Ad costs are \$295 for setup and \$11/1,000 ad impressions. The remaining \$1,300 is for the website and two years of hosting of which wrinkledog is donating 8 hours of its time (or \$800) towards the project. Total cost: \$2,800.

Klamath County Tourism Grant Application
Project Budget

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	2000				
Cash Revenues -					
Source:					
Source:					
Source:					
Total Cash Revenues	-	-	-	-	
In-Kind Revenues:					
Source:	\$800				wrinkledog in-kind
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	2800	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	1500				Online Ads
Rentals					
Supplies					
Other:	1300	-	-	-	Website / Facebook
Other:					
Other:					
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	2800	-	-	-	

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.

October 13, 2014

To whom it may concern:

This letter is to support wrinkledog, inc. in their creation of the website for the Klamath Basin Potato Festival.

I have been a client of wrinkledog inc. for several years and they are an exceptional firm with great technical acumen and customer service. They have created our website, assisted us with our social media and we use their service for our e-newsletter. The combination of these services has really made our business stand out. We feel that wrinkledog, inc. is a key partner to our success.

We have always been impressed that the team at wrinkledog is always available to help us work through a technical issue and to answer questions. The final product is always completed in a timely manner and is both technically and visually appealing. We often receive inquiries from other businesses and individuals about our online presence and how they can get it for themselves. We are always thrilled to recommend wrinkledog and do so without hesitation.

I do not know of a more capable firm to assist the Klamath Basin Potato Festival with this important project. They are an excellent choice.

Please contact me if I can answer any questions.

Regards,

Jennifer McKoen, Owner

County Cork Collectibles, LLC

Merrill, OR 97633

541-798-5096



Herald and News

empowering the community

2701 Poothills Blvd., Klamath Falls, Oregon 97603 541-885-4423

www.heraldandnews.com

October 13, 2014

Dear Tourism Grant Board,

I am writing to you today in support of Wrinkledog, specifically in the building of a website for the Klamath Basin Potato Festival. I have been working with Wrinkledog on other website builds and feel confident that Wrinkledog will produce a quality website that will be beneficial for the Klamath Basin Potato Festival.

With Wrinkledog's many years of experience and talented designers the website will capture everything that the Klamath Basin Potato Festival brings to our community. Their work on many other community website build proves that they are more than qualified to complete this project.

This website build is important for the Klamath Basin Potato Festival and to Klamath County as a whole. With more people going to the internet to learn about area events and even people from outside of the area researching the internet to plan trips it is very important for the Klamath Basin Potato Festival to have a website. It will allow tourists and locals alike to opportunity to learn more about the event and will help to increase its attendance.

Again, I support Wrinkledog as a qualified and competent website builder and know that with them on the project this the final product will be a contribution to our community.

Sincerely,

Shawn Roetman

Shawn Roetman
Digital Product Coordinator
Herald and News

October 13, 2014

I am writing this letter in regards to Wrinkledog and the services they provide. Our company has worked with Wrinkledog in web design and maintenance since 2009. In addition to the Bell Hardware website, I have also been involved with the same for M'Bellish and Soroptimist International of Klamath Falls.

We found Wrinkledog very professional and easy to work with through all the phases of design, and implementation. They are timely in implementing changes and helping with website updates. We have used their marketing tools and found them to be very useful.

We track our website usage and are constantly surprised at the number of hits our website receives. We view our website as one of our best marketing tools.

If you have any specific questions concerning Wrinkledog and their services I would be happy to address them.

Thanks

Sue Shapiro



BELL
HARDWARE

Commercial Builders Hardware
Hollow Metal Doors & Frames
Architectural Wood Doors

1935 - 2010
75
Years

Sue Shapiro
Bell Hardware of Klamath Falls, Inc.
v. 541.882.7246
f. 541.883.3724

Bend • Eugene • Klamath Falls • Medford
Portland • Salem • Redding, CA