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.

Title of Project
Oktoberfest

Funds Awarded
$20,000

Date of Event
September 21, 2019

Name of Organization
KCEDA

Contact Person
Rick Abel

City, State, Zip
Klamath Falls, OR 97601

Phone
541-882-9600

Where did you spend your marketing dollar?

Please see attached marketing report. More detail Attached you will find:

• Campaign Marketing Summary Report • Campaign Marketing Spreadsheet
• Copies of Digital Banner Ads • Copies of Print Ads • Copies of Social Media Ads

What part of your marketing efforts were most successful and least successful?

Most successful: Social Media with Facebook showing very high numbers

Least successful: Radio

How many people from out of county attended?

We believe there were approximately 14% to 17% attendees from out of county which brings our number to be 310 attendees from outside of Klamath County

Explain why this is an accurate measurement of the out of county attendees?

In full disclosure we had a small sample size and were able to get 102 respondents on where they attended the event from

How many extra days did your visitors stay in the area?

Unable to get this data.

How did you determine how many extra days did your visitors stay in the area?

N/A

Explain why this is an accurate measurement of the extra days?

N/A
October 8, 2019

Mr. Rick Abel
Business Development and Retention Manager
Klamath County Economic Development Association
205 Riverside Drive, Suite E
Klamath Falls, OR 97601

RE: Final Advertising Report – Klamath Basin Oktoberfest 2019

Dear Rick,

Discover Klamath was proud to partner with the 1st Annual Klamath Basin Oktoberfest. The Klamath Basin Oktoberfest was an excellent event and we enjoyed partnering with you and your organization on the out-of-county and in-county marketing for this event and KCEDA. We hope you received value from this campaign, and we welcome your feedback.

More detail follows this letter. Attached you will find:

- Campaign Marketing Summary Report
- Campaign Marketing Spreadsheet
- Copies of Digital Banner Ads
- Copies of Print Ads
- Copies of Social Media Ads

It was our pleasure to partner with you and your organization. We look forward to working with you on your event and marketing in 2020.

Best Wishes,

Tonia Ulbricht

Tonia Ulbricht
Senior Marketing Manager
Discover Klamath VCB
Campaign Marketing Summary Report
Klamath Basin Oktoberfest 2019

I. EXECUTIVE SUMMARY
Media efforts focused on print publications, digital, radio, and social media marketing, as well as some public relations. The majority of dollars went to print targeting Northern California, Southern Oregon, Washington and Idaho markets, all of which showed an interest in traveling and beer festivals. This was augmented by web-based banner ads, social media, radio, and event listings on multiple websites.

II. MARKETING OBJECTIVE
The objective of the marketing campaign for the Klamath Basin Oktoberfest was to attract out-of-town visitors to the Klamath Basin in the shoulder season and establish an annual event both locals and out-of-town visitors alike could enjoy year after year.

OVERVIEW
To achieve our objective, Discover Klamath and Klamath Basin Oktoberfest created a comprehensive marketing plan that included digital advertising, social media advertising, print advertising, radio advertising, print collateral and public relations outreach.

BUDGET
The total project budget was $28,350. KCEDA contributed $6,000. $20,000 was contributed from a Klamath County Tourism Grant, and $2,350 from Discover Klamath.

MEDIA MIX
We looked at how best to reach the target audience and concluded that a strong Digital (including social media) and Print Mix would be best, and 83% of the budget went to these mediums:
III. MARKETING TACTICS

DIGITAL

We developed creative assets to support both the KBO brand awareness and the KBO event. We ran creative highlighting the Klamath Basin Oktoberfest on the Discover Klamath website on the Events Page, as well as many targeted websites. Event listings were also placed on Discover Klamath, Oregon Festivals and Events, Beerfests.org and OregonCraftBeer.com. In total we spent $5,295 on digital marketing.

What we found is that while our total impressions were high with a combined total of 759,982, our click through rate was also below average at 0.09%. Industry standard for display ads is 0.46%. That said, we found the results to be favorable considering there were 11,450 Pageviews on the website and over 2,500 attendees to the event.

Travel Southern Oregon Newsletter – July & August

<table>
<thead>
<tr>
<th>Month</th>
<th>Recipients / Impressions</th>
<th>Open Rate</th>
<th>Click Thru Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>9,000</td>
<td>46.0% (4,140)</td>
<td>.267% (24)</td>
</tr>
<tr>
<td>August</td>
<td>9,000</td>
<td>46.2% (4,158)</td>
<td>.311% (28)</td>
</tr>
<tr>
<td>Month</td>
<td>Recipients / Impressions</td>
<td>Open Rate</td>
<td>Click Thru Rate</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------</td>
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<td>-----------------</td>
</tr>
<tr>
<td>July</td>
<td>19,768</td>
<td>39.7% (7,841)</td>
<td>.197% (39)</td>
</tr>
<tr>
<td>August</td>
<td>19,842</td>
<td>36.6% (7,258)</td>
<td>.247% (49)</td>
</tr>
</tbody>
</table>

the Creators of 1859 Oregon's Magazine and 1889 Washington's Magazines Dining Top Spots | New Bledsoe Tasting Room | Dungeness Sliders | Let 'er Buck

With how this message is displayed, click here to view it in a web browser.

![Spots](image)
<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>BANNER ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipients</td>
<td>Open Rate</td>
</tr>
<tr>
<td>9,345</td>
<td>20.9% (1,953)</td>
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<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
</tr>
<tr>
<td>11,580</td>
</tr>
</tbody>
</table>

The First Annual Klamath Basin Oktoberfest

There aren’t many places on earth as scenic as Klamath County during the autumn season, a treat that many visiting the Southern Oregon area will get to take in this fall. Coming September 21 is the first annual Klamath Basin Oktoberfest.

Mark your calendars for the first annual Klamath Basin Oktoberfest, coming September 21! http://klamathoktoberfest.com
Herald & News Digital Package – August & September

<table>
<thead>
<tr>
<th>HERALD &amp; NEWS WEBSITE</th>
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<tbody>
<tr>
<td>Timing</td>
<td>Impressions</td>
<td>Clicks</td>
<td>Click Thru Rate</td>
</tr>
<tr>
<td>8/8 to 9/21</td>
<td>25,290</td>
<td>60</td>
<td>0.24%</td>
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<table>
<thead>
<tr>
<th>ROS DIGITAL CAMPAIGN</th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Timing</td>
<td>Impressions</td>
<td>Clicks</td>
<td>Click Thru Rate</td>
</tr>
<tr>
<td>8/8 to 9/21</td>
<td>99,661</td>
<td>78</td>
<td>0.08%</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA

Our budget was $2,000 which we split between three ad sets and spent between July 30 and September 21, 2019. We targeted the following locations and interests:

**Location:** United States: Anderson (+25 mi), Crescent City (+25 mi), Redding (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi), Santa Rosa (+25 mi), Yreka (+25 mi) California; Albany (+25 mi), Ashland (+25 mi), Bend (+25 mi), Brookings (+25 mi), Central Point (+25 mi), Eugene (+25 mi), Grants Pass (+25 mi), Jacksonville (+25 mi), Klamath Falls (+25 mi), Lakeview (+25 mi), Medford (+25 mi), Roseburg (+25 mi) Oregon; Siskiyou County California

**Age:** 21 - 65+

**People Who Match:** Interests: Adventure travel, Outdoors, Vacations, Concerts, Brewers Association, Outdoor recreation, Beer, Music, Cider, Games, Brewery, Music festivals, Oktoberfest, Festival, Draught beer, Food & Wine, Beer festival, Ale, Beer garden, Winery, Pilsner, Brewing, Food, Live (band), Wine tasting, Alcohol, Entertainment, Lager, Strongbow (cider), Microbrewery, Pale ale, Alcoholic beverages, Tourism, Livemusic, Family, Foodie, India Pale Ale, German cuisine, Homebrewing, Travel or Red wine

<table>
<thead>
<tr>
<th>TICKET SALES PROMO (Ad Set 1)</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Budget</td>
<td>Results / Link Clicks</td>
<td>Reach / People</td>
<td>Impressions</td>
<td>Cost per Result</td>
</tr>
<tr>
<td>$1,000.00</td>
<td>1,964</td>
<td>79,507</td>
<td>184,232</td>
<td>$0.51</td>
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</table>

<table>
<thead>
<tr>
<th>TICKET SALES / EVENT RESPONSE PROMO (Ad Set 2)</th>
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<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Budget</td>
<td>Results / Link Clicks</td>
<td>Reach / People</td>
<td>Impressions</td>
<td>Cost per Result</td>
</tr>
<tr>
<td>$660.00</td>
<td>558</td>
<td>34,785</td>
<td>76,231</td>
<td>$1.18</td>
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<table>
<thead>
<tr>
<th>KLAMATH BASIN OKTOBERFEST PAGE PROMO (Ad Set 3)</th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Budget</td>
<td>Results / Page Likes</td>
<td>Reach / People</td>
<td>Impressions</td>
<td>Cost per Result</td>
</tr>
<tr>
<td>$339.99</td>
<td>465</td>
<td>13,993</td>
<td>29,772</td>
<td>$0.73</td>
</tr>
</tbody>
</table>

[Images of Facebook posts related to the Klamath Basin Oktoberfest, including text about the event and its features.]
We used a variety of print publications to attract visitors to both the Klamath Basin Oktoberfest and the Klamath Basin. We placed creative in 1859 Magazine, Jefferson Backroads, Mt Shasta Herald Newspaper, Dunsmuir News, Weed Press, Southern Oregon Magazine, Enjoy Magazine, Rogue Valley Messenger Newspaper, and the Herald & News. These publications targeted the following regions: Oregon, California, Washington, and Idaho. Each publications viewership is interested in outdoor recreation, sports, family and community activities, as well as attends festivals which fit our demographic well.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Ad Size</th>
<th>Duration</th>
<th>Cost</th>
<th>Impressions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1859 Magazine</td>
<td>Half Page</td>
<td>Jul, Aug</td>
<td>$1,000</td>
<td>60,000</td>
<td>$16.67</td>
</tr>
<tr>
<td>Jefferson Backroads</td>
<td>Full Page</td>
<td>August</td>
<td>$225</td>
<td>20,000</td>
<td>$11.25</td>
</tr>
<tr>
<td>Mt Shasta Herald, Dunsmuir News &amp; Weed Press</td>
<td>Half Page</td>
<td>Jul, Aug, Sept</td>
<td>$900</td>
<td>44,000</td>
<td>$20.46</td>
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<tr>
<td>Southern Oregon Magazine</td>
<td>Full Page</td>
<td>Summer Issue</td>
<td>$1,600</td>
<td>60,000</td>
<td>$26.67</td>
</tr>
<tr>
<td>Enjoy Magazine</td>
<td>Full Page</td>
<td>Aug</td>
<td>$1,500</td>
<td>60,000</td>
<td>$25.00</td>
</tr>
<tr>
<td>Rogue Valley Messenger</td>
<td>Half Page</td>
<td>Jul, Aug</td>
<td>$960</td>
<td>40,000</td>
<td>$24.00</td>
</tr>
<tr>
<td>Herald &amp; News</td>
<td>Strip Ad</td>
<td>Aug, Sept</td>
<td>$600</td>
<td>30,000</td>
<td>$20.00</td>
</tr>
<tr>
<td>Herald &amp; News</td>
<td>Quarter Page</td>
<td>Aug, Sept</td>
<td>$1,000</td>
<td>24,000</td>
<td>$41.67</td>
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<tr>
<td>Klamath Youth Baseball &amp; Softball Program</td>
<td>Full Page</td>
<td>Jul</td>
<td>$250</td>
<td>1,000</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

***Print Samples at the back of report***

RADIO

Discover Klamath and KCEDA worked with two local radio stations to promote the Klamath Basin Oktoberfest. We worked with Wynne Broadcasting and spent a total of $750. Wynne Broadcasting donated a total of $700 of advertising. We also worked with Basin Media Active and spent a total of $700. Basin Media Active donated a total of $1,000 of advertising, all to help our advertising more effective in the local region.

COLLATERAL

Klamath Basin Oktoberfest created an 11x17 poster that marketed the event. The poster was distributed locally at points providing good visibility and healthy foot traffic.

PUBLIC RELATIONS

Discover Klamath distributed a press release for the Klamath Basin Oktoberfest provided by KCEDA to a list of 25+ media contacts. It is up to each of those organizations whether they will distribute the information to their customer base. Discover Klamath also submitted listings of the event on the following websites: OregonFestivals.org, BeerFests.org, and OregonCraftBeer.com.
PRODUCTION

Discover Klamath along with KCEDA worked with a local designer to create the poster and ad materials needed for the Klamath Basin Oktoberfest. Costs totaled $960.
IV. PRINT SAMPLES

1859 Magazine Half Page

First Annual
Klamath Basin
Oktoberfest
2019

Join us for the start of a tradition with award-winning beer and wine from Southern Oregon's top makers, live entertainment, locally grown food selections, vendors, and a family-friendly atmosphere with activities for all ages.

SEPTMBER 21, 2019 | 2 to 9 pm
at the BILL COLLIER COMMUNITY ICE ARENA in KLAMATH FALLS

This project was partially funded by the Klamath County transient room tax grant program.

KlamathOktoberfest.com
First Annual Klamath Basin Oktoberfest 2019

Join us for the start of a tradition with award winning beer and wine from Southern Oregon's top makers, live entertainment, locally grown food selections, vendors, and a family friendly atmosphere with activities for all ages.

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**First Annual Klamath Basin Oktoberfest 2019**

This project is partially funded by the Klamath County transient room tax grant program and these gentleman sponsors.

**SEPTEMBER 21, 2019 | 2 to 9 pm**

at the BILL COLLIER COMMUNITY ICE ARENA in KLAMATH FALLS

KlamathOktoberfest.com for tickets and information
First Annual
KLAMATH BASIN
Oktoberfest
2019

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First Annual KLAMATH BASIN

Oktoberfest 2019

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This project is partially funded by the Klamath County transient room tax grant program and these generous sponsors:

Sponsors Logos

SEPTEMBER 21, 2019 | 2 to 9 pm
at the BILL COLLIER COMMUNITY ICE ARENA in KLAMATH FALLS

KlamathOktoberfest.com
FOR TICKETS AND INFORMATION

Herald and News Quarter Page
First Annual
KLAMATH BASIN
Oktoberfest
2019

Join us for the start of a tradition with award winning beer and wine from Southern Oregon's top makers, live entertainment, locally grown food selections, vendors, and a family friendly atmosphere with activities for all ages.

SEPTEMBER 21, 2019 | 2 to 9 pm
at the BILL COLLIER COMMUNITY ICE ARENA in KLAMATH FALLS

KlamathOktoberfest.com
FOR TICKETS AND INFORMATION

Proceeds to benefit INTEGRAL YOUTH SERVICES and BILL COLLIER ICE ARENA. This project is partially funded by the Klamath County transient room tax grant program and these generous sponsors:

Herald and News Strip Ad
First Annual Klamath Basin Oktoberfest 2019

Presented by

SEPTMBER 21, 2019
2 to 9 pm
at the BILL COLLIER COMMUNITY ICE ARENA
in KLAMATH FALLS

For tickets and information
KlamathOktoberfest.com

Proceeds to benefit INTEGRAL YOUTH SERVICES and BILL COLLIER ICE ARENA
JOIN US for the start of a tradition with award winning beer and wine from Southern Oregon's top makers, live entertainment, locally grown food selections, vendors, and a family friendly atmosphere with activities for all ages.

SEPTEMBER 21, 2019 | 2 to 9 pm
at the BILL COLLIER COMMUNITY ICE ARENA in KLAMATH FALLS

FOR TICKETS AND INFORMATION
KlamathOktoberfest.com

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<table>
<thead>
<tr>
<th>2019 OKTOBERFEST RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019/20 Budget</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>TOTAL GRANTS &amp; SPONSORSHIP</td>
</tr>
<tr>
<td>TOTAL EVENT INCOME</td>
</tr>
<tr>
<td>TOTAL INCOME FOR EVENT</td>
</tr>
<tr>
<td>PROFESSIONAL FEES</td>
</tr>
<tr>
<td>MARKETING/MEDIA/PUBLIC RELATIONS</td>
</tr>
<tr>
<td>EVENT EXPENSES</td>
</tr>
<tr>
<td>TOTAL LABOR &amp; BENEFITS</td>
</tr>
<tr>
<td>TOTAL TRAVEL &amp; ENTERTAINMENT</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
</tr>
<tr>
<td>NET ORDINARY INCOME</td>
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