DRAWDOWN REQUEST FORM

KLAMATH COUNTY ECONOMIC DEVELOPMENT GRANT PROGRAM

Please complete and submit this form to the Finance Office at the address listed below to receive your grant funds. 20% of the grant is withheld until the final report is submitted.

Crater Lake - Klamath Regional Airport
Name of Organization

Air Service Marketing Campaign - Phase II
Title of Project

6775 Arnold Avenue
Address

Klamath Falls, OR 97603
City, State, Zip

Linda Tepper
Contact Person

541-883-3537
Phone Number

ltepper@flykfalls.com
Email Address

Amount of Award: $9000

Balance of Award: $9000

Drawdown Requested: $(9000)

Remaining: $0

I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Economic Development Grant program.

Signature

Linda Tepper

Business Manager

Title

Date

5/22/17

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

✓ All or a portion of the awarded grant funds may be drawn down, as necessary.
✓ Checks will be issued according to the County's usual Accounts Payable schedule.
✓ Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to:
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Form # KCF 4006
Revised the 28th of June, 2016
Page 1 of 1
Crater Lake-Klamath Regional Airport
Linda Trepper
6775 Arnold Ave
Klamath Falls, OR 97603

TERMS: Net 30 days

Crater Lake-Klamath Regional Air

1 TEAR SHEET(S) ENCLOSED.

BULK INV. - ALL PUBS

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* INVOICE TOTAL: 7,050.00 *

Thank you for your business! Wishing you a happy & prosperous 2017!
INVOICE

2701 First Avenue, Suite 250
Seattle, Washington 98121
Phone: 206-441-6871 • FAX 206-448-6939

--- INVOICE TO ---
Crater Lake-Klamath Regional Airport
Linda Trepper
6775 Arnold Ave
Klamath Falls, OR 97603

--- ADVERTISER ---
Crater Lake-Klamath Regional Air

TEAR SHEET(S) ENCLOSsed.
BULK INV. - ALL PUBS

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INVOICE TOTAL: 7,910.00

Thank you for your business! Welcome Aboard!
Klamath County Economic Development Grant
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.

Air Service Marketing Campaign Phase II / $9,000
Title of Project / Funds Awarded
Crater Lake - Klamath Regional Airport
Date of Project 1/1/2017
Name of Organization
Linda Teppert
Contact Person
6775 Arnold Avenue
Address
Klamath Falls, OR 97603
City, State, Zip 541-883-4202
Phone Number
ltepper@flykfalls.com
Email Address

1. For written material and other media where the organization provided acknowledgement of the grant, provide a detailed list of all materials and an electronic version of the material. (Including audio or video recordings.)
   Please see Exhibits 1-3

2. Detail the matching funds expended and provide proof of their expenditure.
   Matching funds were expended as part of the monthly ad cost ($7,050) - see attached invoices from Paradigm Communications Group (exhibits 4 & 5).

3. Update the budget forms from your original application with actual revenues and expenses.
   Exhibit 6

4. How many jobs were created or retained by the project?
   It would be difficult to solely credit this ad campaign with retaining the PenAir service to Portland that began in October 2016 but it quite likely helped in some part. Directly PenAir employs 12 people and the TSA 9 so that is 21 jobs retained.

5. How would you characterize and measure the economic impact of the grant?
   The impact was difficult to measure. There was significant exposure but it was hard to quantify what, if any, direct impact that had locally. See exhibit 7 and 8 for reports from KCEDA and OIT on what they gained from the campaign.

6. What are your suggestions to improve the grant process?
   I would suggest allowing more space to fill in answers on this form.

By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.

Signature

Date 5/22/2017
Crater Lake – Klamath Regional Airport
2017 Marketing Campaign
Funded in party by
Klamath County Economic Development and Tourism Grant Programs

Klamath County funding from both the Economic Development Grant Program and the Tourism Grant Program along with funds from community partners were used to develop a five month marketing campaign in the Alaska and Horizon Air inflight magazines.

The goal of the marketing campaign was to provide exposure for the Crater Lake – Klamath Regional Airport and PenAir’s service while at the same time highlighting some of the key features of our community. Each of the partners selected to be highlighted in one of the monthly ads is a strong component of either our local economic development or tourism industries.

The Alaska and Horizon Air inflight magazines combined provide significant exposure:
- 28,230 flights per month to over 110 destinations across the entire United States along with Canada, Mexico, Costa Rica and Cuba.
- 2,69 million passengers per month
- Average flight time of 2 hours 47 minutes provides ample time for exploring inflight magazine

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<td>KCEDA</td>
<td>$2,700.00</td>
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<tr>
<td>OIT</td>
<td>$3,000.00</td>
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<tr>
<td>Running Y</td>
<td>$600.00</td>
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<tr>
<td>Kruise of Klamath</td>
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<td>Discover Klamath</td>
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Expenses
2/3 page vertical ads in Horizon & Alaska inflight magazines
- January – KCEDA: $7,050.00
- February – OIT: $7,050.00
- March – Running Y Properties: $7,050.00
- April – Kruise of Klamath: $7,050.00
- May – Discover Klamath: $7,050.00

**Total Expenses**: $35,250.00
Innovators don't have to fit in

At Oregon Tech, our students are those innovators. They are different. They are encouraged to take risks, push technology to new dimensions and learn by doing.

They are engineers and community change agents in breakthrough fields like renewable energy engineering and population health management.

That's why industry loves our graduates, the most in-demand, most career-ready and the most highly paid anywhere in the Pacific Northwest.

Find out more about Oregon Tech and its in-demand bachelor's and master's degree graduates.

Engineering • Technology • Healthcare Management • Communication • Applied Sciences

Oregon TECH
Klamath Falls • Portland-Metro • Online

www.oit.edu/innovators
Hands-on education for real-world achievement. an equal opportunity institution

You can get here from there®

Keel-billed Toucan
Join the smart shoppers and experienced travelers who have chosen Caravan since 1952

Costa Rica
8-Day Guided Tour $1195
Volcanoes, Beaches, and Rainforests. Includes all hotels, all meals, all activities. Fully guided from start to finish.

Tour Itinerary
Day 1. Your vacation begins in San José, Costa Rica.
Day 2. Explore active Poás Volcano and hike the Bsiolónia Cloud Forest Trail.
Day 5. Free time today at beach resort.
Day 8. Return with wonderful memories.
For more details visit Caravan.com.

Choose An Affordable Tour + tax, fees
Guatemala 10 days $1295
Costa Rica 8 days $1195
Panama & Canal Cruise 8 days $1195
Nova Scotia, P.E.I. 10 days $1395
Canadian Rockies 9 days $1695
Grand Canyon, Zion 8 days $1395
California Coast 8 days $1495
Mount Rushmore 8 days $1295
New England, Fall Colors 8 days $1295

"Brilliant, Affordable Pricing"
—Arthur Frommer, Travel Editor

The #1 In Value
FREE Brochure
(800) CARAVAN
caravan.com

Guided Tours Since 1952
DOING BUSINESS IN KLAMATH FALLS JUST GOT EASIER.
...now daily flights to and from Portland

With an Oregon Tech workforce at your fingertips, 300 days of sunshine and Crater Lake in your backyard, Klamath Falls is a great place to expand your enterprise.

Tech Hills Business Park @ Oregon Tech has build-ready industrial property available – sites from one to 100 acres. Expand your business, avoid the daily gridlock, and do business in Klamath. It’s just better here.

You can get here from there®

Local yellowtail snapper at the iconic Blue Heaven restaurant.

permit and bonefish (fla-keys.com/key-west/fishing for guide services and myfl.org for fishing regulations).

Eat like a local—Blue Heaven: This iconic restaurant at Thomas and Petronia streets serves outstanding fresh, local yellowtail snapper (with a citrus beurre blanc sauce) and has signature drinks such as Heaven’s Punch, blending coconut, pineapple and banana rum with fresh fruit juice and a splash of fresh lime sour.

In old-school Key West style, roosters and cats roam outside at this one-time site of boxing matches refereed by Hemingway. Blue Heaven serves breakfast, lunch and dinner (305-296-8666; blueheavenkw.com).

Custom House Museum: Neighbor to the famous Mallory Square and Sunset Celebration is the 1891 Custom House, one of the dozen or so museums that dot the island. This majestic red-brick, Richardsonian Romanesque style building has special and permanent exhibits; art by Tennessee Williams; and historical Key West artifacts such as Ernest Hemingway’s World War I uniform (305-295-6616; kwahs.org).

Books & Books: Beloved young adult-genre author Judy Blume lives in Key West. An active member of the local creative community, she and her husband, George Cooper, founded the Books & Books Independent bookstore at 533 Eaton Street. The store is part of a nonprofit art center that benefits performing and visual artists in the Florida Keys. Judy herself is often at the store (305-348-0008; booksandbookskw.com). —C.D.
**Paradigm Communications Group**

2701 First Avenue, Suite 250  
Seattle, Washington 98121  
Phone: 206-441-9371 • FAX 206-448-6939

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**INVOICE**

**DATE MAILED:** 1/1/2017

**TERM:** Net 30 days

**ADVERTISER:** Crater Lake-Klamath Regional Airport

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*INVOICE TOTAL: 7,050.00*

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Thank you for your business! Wishing you a happy & prosperous 2017!
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**INVOICE TOTAL:** 7,050.00

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Thank you for your business! Welcome Aboard!
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## NOTES

Form #: KCF-6000C
Revised the 28th of June, 2016
Page 1 of 1
Linda - Here is what I came up with. I ran it by Greg and he approved. Feel free to wordsmith. I only addressed the questions that seemed relevant to what you were asking.

Question #4: No known jobs were created or measured in this small campaign. See #5 below.

Question #5
We partnered with several organizations including KCEDA and OregonTech and extended the messaging of their campaign, "Doing Business in Klamath Just Got Easier", which highlighted our Oregon Tech engineering graduates, our accessible Tech Hills Industrial property, our Pen Air service, and quality of life. KCEDAs, four month awareness campaign used Oregon Business magazine, Alaska Air Magazine, Southern Oregon Business, Loopnet, and Google Ad words. The campaign generated 1,877,240 impressions in digital and print media. A total of 2,799 new web visitors were acquired by KCEDA during this integrated marketing campaign and it generated 35 leads for KCEDA. These leads will continue to be nurtured and developed and eventually will lead to business development and new jobs.
Hi Linda,

Here is the requested summary on Oregon Tech's February ad. Please let me know if you need anything additional.

Thank you,

-Joel

Joel McPherson
Digital Marketing Coordinator
Oregon Institute of Technology
3201 Campus Dr., Klamath Falls, OR 97601
541.851.5480 | www.oit.edu
Airport Marketing - Oregon Tech

Advertising within Alaska/Horizon Air in February 2017 presented Oregon Tech with the opportunity to expand our brand presence throughout the nation. As a leader of education within Oregon, national recognition is still a field that the university strives to reach. While state-wide advertising opportunities are plentiful, expanding our presence further is more difficult for our smaller, rural university than it is for the larger public universities within Oregon. The partnership advertising offered the chance to showcase our university and city to a greater audience. The series of ads run in succession to highlight Klamath Falls presented the city as a home that is united in what we have to offer. Many of our faculty and staff mentioned the pride they had when seeing the ad on their flights in the region and they were excited that we were able to reach out to such a greater audience.

We created the ad in February 2017 primarily as a branding/name recognition focused piece. A vanity URL was included in the ad, but it generated little traffic in website analytics. Because this was primarily branding, Oregon Tech did not anticipate a lot of inquiries; the ad was not written as a recruitment piece. It is not unusual for vanity URLs to receive low levels of traffic as viewers may not type full URL into a browser.

Higher education marketing is often constrained by limited budgets, increased competition, and a saturated media landscape. Increasing our name recognition outside of the Western region, through advertising with this broad reach, would not have been feasible for Oregon Tech without the ability to partnership with The Crater Lake - Klamath Regional Airport. If a future opportunity arose, Oregon Tech would have strong interest in participating again as a magazine of this magnitude fits the strategic advertising plan at Oregon Tech.

*Hands-on education for real-world achievement.*