

# KLAMATH COUNTY TOURISM GRANT PROGRAM APPLICATIONS

**Date Issued:** September 1, 2013

**Issued By:** Klamath County Finance  
305 Main Street  
Klamath Falls, Oregon 97601  
(541) 883-4202

**Applications Due:** 2:00 p.m., September 30, 2013

Form # KCF 3005  
Revised the 31<sup>st</sup> of August, 2013

Organization Applying: Volcanic Legacy Community Partnership

Contact Person: Elizabeth Norton

Phone Number: 530-251-7368

Email Address: bobliz@live.com

Web Site Address: volcaniclegacybyway.org

Title of Project: Printing and Marketing Byway Discovery Guide

**Brief Description of Project:**

Print a full-color, 144-page interpretive discovery guide of the Volcanic Legacy Scenic Byway that is broken into 11 byway regions with 12 maps, captivating copy, attractive images and artwork, and superior graphic design. The guide will reveal the mosaic of changing landscapes, scenic beauty, history that comes alive, and endless repertoire of outdoor adventures along the byway for young and old. The guide will promote visitation in the byway area throughout the year.

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: September 29, 2013

Signature of Board Chair:  Date: September 29, 2013

Form # KCF 3005  
Revised the 31<sup>st</sup> of August, 2013

## PROJECT DESCRIPTION

### Project Plan:

#### 1. What is the main focus of this proposal?

The U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their outstanding archaeological, cultural, historic, natural, recreational, and scenic qualities. There are 151 National Scenic Byways in 46 states. The Volcanic Legacy Scenic Byway All-American Road has, because of its dramatic geologic features, history and breathtaking vistas, earned this designation. Stretching over 500 miles, it winds from Crater Lake National Park, Oregon through a chain of volcanoes and geologic formations to Lassen Volcanic National Park and Lake Almanor in northeastern California. Its diverse geography at the crossroads of three geologic provinces and history has high national significance, which led to its distinction as one of only 31 All-American Roads in the United States.

The byway is a significant recreation attraction, but is not marketed as a national or regional destination to encourage multi-day trips along its route. Spending time in nature surrounded by scenic beauty is a key benefit both perceived and sought by rural travelers. Yet, widespread awareness about the byway area (other than the national parks) is lacking. The Volcanic Legacy Community Partnership (VLCP) received a Scenic Byways grant to write a full-color, 144-page interpretive discovery guide of the byway by 2014. Primary goals for this guide are: 1) Build connections with travelers to draw them to the byway area year-round; 2) Offer tourism products and experiences that are unique, educational, and world class; 3) Market the byway as a regional and national destination that offers a variety of learning and recreational experiences to all ages; 4) Boost the economic vitality of gateway communities to the byway through year-round tourism; and 5) Strengthen and enrich community life.

The byway guide will implement the interpretive goals and concepts from the byway's 2002 "*Corridor Management Plan*" to: "Prepare travel guides and brochures that provide more specific information and interpretation." The guide is also identified as a desired interpretive product in the 2009 "*Volcanic Legacy Scenic Byway All-American Road Management and Sustainability Study*."

#### 2. What are the project activities?

The byway's diverse geography is an important driver of tourism. While there are interpretive brochures for some sections of the byway, there is no comprehensive interpretive discovery guide for the entire byway. This draft guide is 90 percent complete and will be ready to print by December 2013. The Scenic Byways grant is not sufficient to print the guide. Klamath County Tourism Grant funds will allow us to offset the estimated printing cost of \$16,500 for 4,000 copies with Wire-O binding for durability. The guide's size is approximately 5x9 inches to easily fit in vehicle glove boxes or door pockets. Sponsorships are being solicited for the remaining print cost.

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

InHouse Marketing and Design in Redding (*Enjoy* magazine, *Enjoy the Store*) will finalize the guide in November 2013. The guide will be printed in December 2013 with marketing scheduled throughout the winter and spring 2014. The guide will be a sales item at all agency visitor centers, the Shasta Cascade Wonderland Association and Discover Klamath visitor centers, and on the byway website. The expected price is under \$10. This price will allow VLCP to update and reprint

the guide to ensure its sustainability over the long term. A downloadable PDF version of the guide will also be for sale.

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

The target market for the guide is: 1) active explorers of all ages and nationalities, families, and young Gen-X and Gen-Y adventurers; 2) travelers with a desire to explore rural areas and learn about the history and natural events that shaped the byway area and gateway communities. The target market includes Japanese, Chinese, Canadian, United Kingdom and German travelers where there is already a strong international market share.

#### 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?

Out of county visitation specifically attributed to the byway guide is difficult to quantify. If we assume all 4,000 copies of the guide will be purchased by couples, then 8,000 travelers will enjoy the byway. A downloadable PDF guide will also be available for sale on the byway website.

The development of a high quality interpretative guide will deepen visitor engagement in the byway and: 1) grow the number of visits, 2) encourage longer stays, and 3) generate economic activity that will increase local employment. Klamath County's unemployment rate for July/August 2013 was 10.9 percent compared to 8.0 percent for Oregon and 7.4 percent nationally (OR Labor Market Information, 2013).

This guide is not just a necessary thing to do, it is an important economic development strategy to stimulate tourism in the byway area and create more jobs over the long term. Tourism jobs cannot be outsourced and are an important industry for rural counties and communities along the byway. Between 2011 and 2012, travel spending and tax receipts in Klamath County dropped by 2.8 percent and 3.8 percent respectively (Dean Runyan, April 2013). VLCP's goal is to reverse these percentages through increased visitation and expenditures with products like the byway guide. Travel impacts are performance measures we can monitor to increase their economic benefit to Klamath County.

#### 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?

This interpretive guide will help brand the byway as a desirable destination attraction for county visitors. Communicating the value of visiting the byway is a partnership effort with Discover Klamath, local Chambers of Commerce, business owners, and other stakeholders that serve tourists. The byway visitor experience depends on all of us working together to offer high-quality interpretive materials, lodging, dining, special events, and well-maintained attractions. If we do this, visitation and length of stays will increase. The byway guide is broken into 11 different regions with interpretive descriptions for key sites within each region. Some attractions are little known to non-locals, while others like Crater Lake National Park are very well known to tourists. When offered as part of a regional package, visitors will stay longer to see other byway sites and enjoy off-season activities such as winter sports.

## QUALIFICATIONS OF APPLICANT

### 7. Describe your organization.

The nonprofit VLCP was formed in 2003 as a catalyst to create a bi-State partnership coalition to cooperatively plan and implement byway projects on public lands adjacent to the byway. Our mission is:

- To provide visitors with information about the byway's many attractions.
- To develop displays and facilities that will enhance the educational experience of visitors.
- To facilitate the cooperation of byway communities and agencies to preserve its features.
- To acquire funding to accomplish the purposes identified above.

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

Coordination and management of the byway between 2 states, several counties and rural communities, and various public land agencies is a daunting task. VLCP has successfully collaborated with public land partners and tourism organizations over the past 10 years to implement several projects along the 500-mile byway. VLCP's direct support for these projects has been funded through several National Scenic Byways and other grants since 2003, totaling \$666,288. Significant projects completed or in progress are: development of the byway website, completion of interpretive plans for the entire byway, development and printing of interpretive materials for byway visitors such as the recent byway map, restoration of the Lassen Peak Trail and Lake Almanor orientation station, engineering inspections along the proposed 80-mile Great Shasta Rail Trail between Burney and McCloud, and an update of the byway's corridor management plan. VLCP was awarded additional funds from the Forest Service Shasta County Resource Advisory Committee for the Great Shasta Rail Trail, and from the National Environmental and Education Foundation for capacity building. While we do not have direct visitor counts attributed to just the byway, all of these projects have supported increased visitation to the area, including Klamath County.

## MARKETING PLANS

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

Marketing the byway and the guide to non-locals will be an integrated effort in both California and Oregon. Publication of the guide will be announced:

- In local and regional newspapers (including major urban areas)
- In travel/lifestyle magazine articles such as *Enjoy*
- In local/regional visitor guides and digital magazines
- Via social media
- On the VLSPB, Discover Klamath, Southern Oregon Visitors Association, and Shasta Cascade Wonderland Association websites with links to Chambers of Commerce, public agency, CalTourism and TravelOregon websites.

The guide will be sold at agency visitor centers on or near the byway, and the Discover Klamath and Shasta Cascade Wonderland Association visitor centers. Future byway marketing with Discover Klamath and SOVA could include additional TV ads and online/TV videos, smart phone/tablet mobile applications, byway events such as auto/motorcycle tours (fall drives) and online route maps, a fall harvest byway beer or wine tasting festival, bicycle tours/events

(Biketoberfest), online county bike maps, virtual geocaching, byway articles in travel/lifestyle publications, and byway promotion at major travel trade shows, etc.

This interpretive guide will create a "buzz" about the byway to attract non-local visitors, who will see it as a unique and desirable destination attraction. There are few places in America where the visitor can actually experience the remnants of past volcanic activity that created exquisite geologic formations, as well as see existing volcanic action. There are few places where one can hike through lava tubes and even sleep on a volcano!

Several byway areas offer little or no interpretive information related specifically to byway attractions or nearby recreation opportunities and community assets. As a result, travelers pass through these areas without knowing there are good reasons to stop. The byway is not just a pretty drive through the forests and open valleys; it is an invitation to learn, first hand, about its stories and people. This interpretive discovery guide will invite exploration and facilitate the learning experience. Local communities in Klamath County will benefit from increased tourism throughout the year.

Our goal is to have the byway listed as one of the world's most inspiring road trips because it is!

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 byway guide is just one product in a more comprehensive county marketing campaign to promote tourism, so it is difficult to isolate and measure its impact on out of county visitation. VLCP will monitor and report out on guide sales and point of sales. This will allow us to be more strategic in offering more byway information at high sales locations. We monitor the byway website to analyze activity and marketing data. VLCP also researches annual county travel impacts to work with Klamath County partners to achieve their tourism and economic goals.

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

This award will allow VLCP to print the guide in December 2013.

12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The byway guide is a partnership effort between VLCP, the Federal Highways Administration, Caltrans, Shasta Cascade Wonderland Association, Discover Klamath, public land agencies along the byway, and other byway stakeholders. VLCP has contributed hundreds of hours of volunteer time to research and write the guide's content, collect photos, and prepare the maps. As of today, the guide is 90 percent complete. Sponsorships are being solicited to raise the remaining funds for printing.

**Klamath County Tourism Grant Application  
Project Budget**

VLSB Interpretive Discovery Guide	Committed	Pending	Total	Actual	Comments/Explanations
<b>INCOME</b>					
Tourism Grant Request		10,000	10,000		for guide printing
Cash Revenues -					
Source: Scenic Byways Grant	27,600		27,600		guide layout and design
Source: Various Sponsors		6,500	6,500		for guide printing
Source:					
Total Cash Revenues	27,600	16,500	44,100		
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	27,600	16,500	44,100		
<b>EXPENSES</b>					
Cash Expenses -					
Personnel costs					
Marketing costs					
Rentals					
Supplies					
Other: guide design contract	23,600	-	23,600		
Other: 12 guide regional maps	4,000		4,000		
Other: guide printing		16,500	16,500		
Other:					
Total Cash Expenses	27,600	16,500	44,100	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	27,600	16,500	44,100		
Net Income<Expense>	0	0	0		

**NOTES**

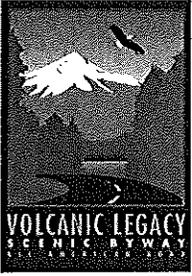
Be as specific as possible; provide explanation to help clarify budget items  
 Use the "Actual" column when preparing your final report; submit this form with the final report  
 Use additional space or lines if necessary to provide complete information

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

<b>VLSB Interpretive Discovery Guide</b>	<b>Committed</b>	<b>Pending</b>	<b>Total</b>	<b>Actual</b>	<b>Comments/Explanations</b>
<b>CASH INCOME</b>					
Tourism Grant Request					
Other Sources					All marketing of the guide will be in-kind volunteer labor from VLCP
Total Revenue	-	-	-	-	
<b>CASH EXPENSES</b>					
Advertising					
Print					
Web					
Other Internet					
Other					
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	-	-	-	-	

**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



## Volcanic Legacy Community Partnership

P.O. Box 832  
Mt. Shasta, California 96067

E-mail: [info@volcaniclegacybyway.org](mailto:info@volcaniclegacybyway.org)

October 15, 2013

*Elizabeth Norton*  
President  
Susanville, CA

*Laura Allen*  
Treasurer  
Macdoel, CA

*Craig Ackerman*  
Director  
Crater Lake, OR

*Margaret Bailey*  
Director  
Klamath Falls, OR

*Darlene M. Koontz*  
Director  
Mineral, CA

*Sharon Thrall*  
Director  
Chester, CA

*Lisa Wilkolak*  
Director  
Mineral, CA

Mr. Jason Link  
Chief Financial Officer, Klamath County  
305 Main Street  
Klamath Falls, Oregon 97601

Re: Klamath County Tourism Grant Proposal

Dear Mr. Link:

Thank you for your October 9th request for additional information about our tourism grant application. The information below responds to each question from the Grant Committee Executive Team.

Question #1: What percentage of the revenues for printing are coming from Oregon vs. California?

*Reply:* 40 percent of the print cost is coming from California business sponsors. A California Scenic Byways grant is providing 100 percent of the layout and design costs, and also 100 percent of the cost to prepare 11 regional map inserts for the guide (see the grant budget). The Volcanic Legacy Community Partnership has donated hundreds of hours for all the research and coordination with our many partners to prepare the guide.

Question #2: Do you have letters of support from Shasta Cascade Wonderland Association or Discover Klamath?

*Reply:* Discover Klamath emailed their letter to you on October 14 and one will be send from Shasta Cascade Wonderland Association shortly.

Thank you for considering our proposal and I look forward to meeting with the Tourism Grant Committee on October 28.

Sincerely,

*Elizabeth*

Elizabeth Norton  
President

DISCOVER  
KLAMATH  
OREGON UNEXPECTED

October 14, 2013

Mr. Jason Link  
Chief Financial Officer, Klamath County  
305 Main Street  
Klamath Falls, Oregon 97601

Dear Mr. Link:

Discover Klamath Visitor and Convention Bureau is dedicated to promoting economic development through recreation, tourism, and business growth in the Klamath region. We have partnered with the Volcanic Legacy Community Partnership (VLCP) since 2003 to plan and develop tourism marketing projects along the Volcanic Legacy Scenic Byway All-American Road to attract more visitors to this beautiful area.

Discover Klamath supports the "Byway Discovery Guide" as another marketing product that will offer detailed descriptions about the breathtaking sights and things to do along the byway. This volcano-to-volcano scenic drive is a significant recreation attraction in northern California and southern Oregon. A comprehensive guide of the entire 500-mile byway will draw more tourism and revenue to the byway area.

This project is truly a region wide effort. Development and distribution of the Byway Discovery Guide is coming from several sources: (a) Seed money from a California Scenic Byways grant, (b) A donation from Shasta Cascade Wonderland Association ([www.ShastaCascade.com](http://www.ShastaCascade.com)), and (c) Klamath County tourism.

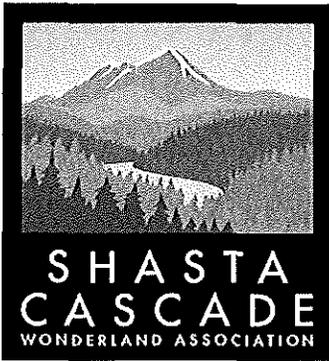
Discover Klamath strongly supports this project, and has been involved with our Northern California partners to ensure this new guide is a quality product that promotes the VLSB and our region, while having a good plan for distribution to get printed and digital versions into the hands (and onto the computers and mobile devices) of potential visitors to our area.

We recommend Klamath County approve this funding request. We know it will be an important communications tool to help tourists discover and experience all that the byway has to offer – one of the most amazing road trips anywhere! It will help visitors discover the richness of Klamath County and inspire them to return.

Thank you for your consideration of this proposal.

Sincerely,

Jim Chadderdon  
Executive Director



1699 Hwy 273, Anderson, CA 96007  
Phone: (530) 365-7500 • Fax (530) 365-1258  
www.shastacascade.com • Email: info@shastacascade.org

October 2013

Mr. Jason Link  
Chief Financial Officer, Klamath County  
305 Main Street  
Klamath Falls, Oregon 97601

Dear Mr. Link:

The Shasta Cascade Wonderland Association (SCWA), a non-profit destination marketing organization, has been dedicated to promoting economic development through recreation and tourism for more than 85 years in the eight counties within the Shasta Cascade region. We have worked with the Volcanic Legacy Community Partnership (VLCP) since 2003 to plan and develop tourism marketing projects along the Volcanic Legacy Scenic Byway All-American Road to encourage more visitation in this strikingly beautiful area. Marketing the 500-mile byway has also been a partnership effort with Discover Klamath.

SCWA is pleased to support the forthcoming "byway discovery guide". The byway is a significant recreation attraction in northern California and southern Oregon. A comprehensive guide of the entire byway will increase visitation and revenue to the byway area. Seed money from SCWA and Klamath County will help offset the print costs this fall. SCWA is providing \$1,500 for this purpose. A digital version of the guide will also be available for sale to reach more travelers.

Other recent byway projects that SCWA and VLCP have collaborated on this past year in addition to the guide include:

- Byway interpretive map brochure
- Northern California recreation map displaying the entire byway in California and Oregon
- A major update of the byway and SCWA's websites for visitor information
- Development of a new byway video

We urge Klamath County to approve the funding request for this worthy tourism marketing project.

I would be happy to discuss the guide with you and can be reached at 530-225-4485. Thank you for your consideration of this proposal.

Sincerely,

Laurie Baker  
General Manager

*Promoting Economic Development Through Recreation & Tourism in Butte, Lassen, Modoc, Plumas, Shasta, Siskiyou Tehama & Trinity Counties*

*The following businesses  
have shown an extraordinary  
commitment to the SCWA:*

**Best Western PLUS  
Hilltop Inn**  
Redding, CA

**Best Western PLUS Twin  
View Inn**  
Redding, CA

**Forever Resorts**  
Whiskeytown Lake  
Trinity Lake  
Lake Oroville

**Hampton Inn & Suites**  
Redding, CA

**Holiday Harbor**  
O'Brien, CA

**Jones Valley Resort**  
Shasta Lake, CA

**Motel 6**  
Northern California

**Rolling Hills Casino**  
Corning, CA

**Seven Crown's  
Bridge Bay Resort**  
Shasta Lake, CA

**The California  
Parks Company**  
Red Bluff, CA

**The Fly Shop**  
Redding, CA

**Shasta Outlets**  
Anderson, CA

**Turtle Bay Museum**  
Redding, CA

**Win-River Casino**  
Redding, CA