

**SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: Crater Appreciation Kickoff \_\_\_\_\_  
Funds Requested: \$2500 \_\_\_\_\_  
Organization Applying: Mary White: Crater Lake Appreciation \_\_\_\_\_  
Contact Person: Mary White \_\_\_\_\_  
Phone Number: 541 884-2403 \_\_\_\_\_  
Email Address: from marye@yahoo.com \_\_\_\_\_  
Mailing Address: 205 Riverside – Klamath Falls, Or 97601 \_\_\_\_\_  
Web Site Address: [www.klamath.org](http://www.klamath.org) and [www.klamathcommunity.com](http://www.klamathcommunity.com)

Brief Description of Project including date, time and location:

Crater Lake Appreciation Kickoff  
Celebrate the Blues: June 16, 2016

Crater Lake Appreciation Proclamation at noon: approved by Klamath County Commissioners  
This will be the first Crater Lake Appreciation event held in Klamath Falls, Oregon. This event will be a unique, collaborative celebration to showcase Klamath County. It will be held in downtown Klamath Falls, Oregon, approximate hours: 6 pm to 9 pm.

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 Mary White Date April 28, 2016

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization Mary White Date April 28, 2016

## **SPONSORSHIP TOURISM GRANT APPLICATION QUESTIONS**

### **PROJECT DESCRIPTION**

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

Crater Lake Appreciation Kickoff is the first of a series of Crater Lake Appreciation activities planned for this summer by event series organizer and Entrepreneur group member, Mary White, and Doug Kirby, Marketing and Digital Media production lead at Klamath Community College. They are working in collaboration with the Klamath Downtown Association, The Blue Zone Project, Klamath County Chamber of Commerce, and Discover Klamath. Other partnerships are in the works.

The kickoff activities will include an official proclamation ceremony by the Klamath County Commissioners at noon, followed at 6 pm by activities fitting the theme "Celebrate the Blues." Planning so far includes a presentation by Crater Lake National Park historian, Steve Mark, about the 100 year National Park Service Centennial on August 25<sup>th</sup>, 2016; virtual and augmented reality activities prepared by the Entrepreneur group; blue grass and blues music; Blue Zone activities, and other vendors, food and music similar to those that were part of Third Thursday events. Free of charge.

### **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?

According to an Interactive Web Report tool used by the Crater National Park Superintendent, Craig Ackerman, our committee needs 250 people to pay back the county's investment of \$2500. Our Entrepreneur group is developing and testing an experimental Crater Lake Appreciation application that will track out of town visitors vs. local attendance on the Discover Klamath and Chamber websites. The funding we are asking for would help pay for development costs. Mary White has created a Trip Advisor account to track how many people might be interested in attending this event and has over 2700 hits so far.

### **QUALIFICATIONS OF APPLICANT**

Describe your organization/project management team. How are these individuals qualified to lead this project? Describe your team's experience in operating past or similar projects.

Mary White: 20 years experience in event planning. On the board of Friends of Crater Lake, 10 years on the Snowflake Festival committee.

Doug Kirby, professor at KCC in Digital Media and Design Marketing, Entrepreneur Group advisor.

Klamath Downtown Association, President Kendall Bell. Third Thursday Events.

Blue Zone Project staff. National level community organizers.

## PROJECT PLAN

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

All marketing will reference the Klamath County Tourism grant funding.

4. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

Marketing and promoting effects for this project began over a year ago to enhance the visitor experience leading up to the 100 Year National Park Service Centennial. In March of last year, Mary White met with a sister-park delegation from China and began communicating with them about participating in this celebration; in March of this year, she met with a group of quilters who have prepared a special Crater Lake quilt for use in the marketing and for display at the events; in February, she arranged for Tom Rogers, an artist that worked for the US Mint designing coins, to showcase his bald eagle over Crater Lake coin design at the kickoff event; and has made numerous other contacts with artists and special program presenters. Theme art that honors Mary White's aunt, Lu Wells, Who's Who in American Artists of Crater Lake, will be used on all marketing, thank you's, stickers, special Crater Lake stamps and most of these will be done by mid-May. Brochures and flyers will be distributed the week before the event. An arrangement has been made for Herald and News coverage prior to the event. Plans also include invitations to all southern Oregon Tourism groups, Chamber Ambassadors throughout Oregon, government officials and individuals with a special passion for Crater Lake.

5. Describe your target market/audience.

This event is meant to showcase Klamath County visitor attractions to key members of the tourism trade, chamber ambassadors, local residents, and the huge potential visitor market that is coming to the US from China because of the sister park agreement.

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

Through the codes embedded in the experimental augmented reality and marketing apps being developed and social media networking stats. Plus app surveys and face to face surveys.

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

The Klamath Downtown Association  
Blue Zones Project  
Klamath County Tourism  
Klamath County Chamber of Commerce  
And more...



# CITY OF KLAMATH FALLS, OREGON

500 KLAMATH AVENUE - P.O. BOX 237  
KLAMATH FALLS, OREGON 97601



April 29, 2016

Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

Dear Tourism Review Panel,

The City of Klamath Falls supports efforts that will promote our community including the summer events that will take place at Crater Lake National Park.

Crater Lake National Park is vital to Klamath County's tourism. Initiatives that promote increased visitation, such as the one proposed in this grant, benefit the entire community. With the National Park centennial celebration, the Naturalization event, the yearly Crater Lake Ride, and the Kick-off event; park visitors will have many opportunities to experience not only the park but also what our County has to offer.

As City Manager of the City of Klamath Falls I support the efforts being made to increase visitation to the community throughout Klamath County. I encourage the review panel to support the efforts outlined in the grant application that will increase visitation to Crater Lake National Park and to our County.

Respectfully,



Nathan Cherpeski  
City Manager

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Mayor & Council  
541.883.5316

City Attorney  
541.883.5323

City Manager  
541.883.5316

TTY 541.883.5324 (Hearing Impaired); Fax 541.883.5399



# Herald and News

*empowering the community*

## **Crater Lake/Klamath Falls-area Tourism Grant application**

The Herald and News fully supports the efforts of the Crater Lake/Klamath Falls tourism grant that links events at Crater Lake National Park with complementary events for the Klamath Basin.

Mary White's plan to celebrate the history of Crater Lake, Crater Lake Lodge and the history of the Basin is key to convincing tourists to stay and play another day here. There is a wealth of linkage there. We are sure this will be very successful.

Crater Lake Lodge turns 100 this year. The Herald and News plan to publish a history of the lodge in coordination with White's plans and concurrent events. Of note will be the vehicle-free bicycle tour days in the park in September. There are other bicycle rides to the park as well.

Further, the National Park Service turns 100 in 2016. If this grant stretches over that time period, too, the H&N will be fully supporting its efforts.

We will also link and promote events detailed in this plan to our website, [www.heraldandnews.com](http://www.heraldandnews.com) and will do all we can on social media, Facebook, Twitter, Pinterest and in the newspaper to alert readers to the events.

If there are questions or issues you need answers to, feel free to call us.

Gerry O'Brien, Editor 541-885-4437; [gobrien@heraldandnews.com](mailto:gobrien@heraldandnews.com)

Mark Dobie, Publisher, 541-885-4465; [mdobie@heraldandnews.com](mailto:mdobie@heraldandnews.com)

# KCC KLAMATH COMMUNITY COLLEGE

Klamath Community College provides accessible, quality education and services in response to the diverse needs of the student, business, and community.  
The College supports student success in workforce training, academic transfer, foundational skills development, and community education.

April 29, 2016

Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

Dear Tourism Review Panel,

I am in support of this project to bolster the marketing of the important events at Crater Lake this summer through the production of digital marketing products, like Augmented Reality and Mobile Apps, and marketing them to outside areas in order to increase tourism in our county.

Doug Kirby and his students have experience creating top quality augmented reality products such as last year's Babe Ruth World Series augmented reality created for use by the Herald and News. That work won the Herald and News an award from their parent company Pioneer Press.

KCC is proud to have this program as it is cutting edge marketing with the use of technology. KCC is the only community college teaching material like this. Projects like this allow our students/graduates to use their education in real world applications through internships within community businesses like the Herald and News.

I hope the review panel will also take this opportunity to support our students but to also support a project that will increase awareness about Crater Lake National Park in a new way that will capture the imagination of younger park goers. Hopefully making them lifetime visitors.

Thank you,



Chris Stickles  
Dean of Career Technical Education  
541-880-2240



# CITY OF KLAMATH FALLS, OREGON

500 KLAMATH AVENUE – P.O. BOX 237  
KLAMATH FALLS, OREGON 97601



Sister City  
ROTORUA, NEW ZEALAND

April 29, 2016

Klamath County Finance  
305 Main Street  
Klamath Falls, OR 97601

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