

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

Cascade Canopy Zipline Tour (CCZT) seeks to attract visitors to Klamath County as a destination. Through our marketing we plan to attract visitors to the area who will make this their base for a multi-day vacation including the Canopy Tour and other family friendly and outdoor recreation adventures such as Crater Lake National Park, hiking, kayaking/canoeing, rafting, sailing, boating and fishing. We also plan to capture visitors already in the region who will then choose to stay in Klamath County for an additional night or divert their base of stay from West of the Cascades to participate in the Cascades Canopy Zipline Tour.

2. What are the project activities?

Cascade Canopy Zipline Tour will include a guided zipline adventure through the forest canopy. Guests will zip tree to tree and experience the Southern Oregon Cascade forest in a unique way. Tour length is approximately 2.5 hours and will include all necessary gear, training and guide team services. Zips will offer fun and adrenaline filled adventure as well as an interpretive and educational component of the forest canopy and surrounding area.

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

We plan to open in Summer 2015.

In future years mid-March will mark the seasonal opening of the Cascade Canopy Zipline Tour and will continue through the holiday breaks of November and December. This is an ongoing operation and will be permitted by Forest Service for 20 years.

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

Family Adventure, experience travelers, adventure seekers and group tour travel will be targeted for the tour.

We will be targeting these market segments in Northern California, Oregon, Washington and Nevada.

FIT and tour and travel markets will be targeted nationally.

Visitors to Crater Lake National Park (already at the park) will be targeted as their own demographic.

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?

We project 3000 to 5000 visitors our first year. Of that we anticipate 75% or more to be from out of the county. Every tour participant, including youth, are required to complete a participant waiver as a part of our operations policy. Participants must include their full address including zip code. Zip code tracking will give us an accurate picture of where our customer is coming from. Additionally we will be promoting packages with lodging partners and will be tracking the number of overnights generated in package sales. Additionally, we will be tracking where our customer comes from through our individual ticket sales and credit card payments.

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?

Klamath County can effectively increase our visitor's average length of stay by encouraging our visitors to make the county their destination rather than view it as a pass through or at best an overnight on their way somewhere else. In order to transition to a destination we must focus on packaging our area in multi day itineraries. The CCZT will act as an anchor or a book end to a multi-day itinerary that we are currently missing. Crater Lake National Park is the other book end.

The very addition of an attraction that appeals to a broad demographic in age and physical ability will generate visitors to the area that had not considered Klamath County as a potential destination in the past.

A few package examples are:

Play by Day and Night – Ross Ragland Theater / CCZT

Basin Blitz – A Family Adventure – CCZT / Rafting / Kayaking

A Lake A Forest & A River – Wild West! – Crater Lake / CCZT / Fish or Raft

Winter Wonderland – Crater Lake snowshoe / CCZT / Event (Snowflake Festival or Winter Wings)

We also plan to partner with hotels and resorts in the area in order to offer packages to their guests both in advance of arrival and once on property. By giving hotels an opportunity to upsell a guest from an overnight stay to a multi-night itinerary hoteliers will maximize their length of stay.

We anticipate that Crater Lake National Park will be a key feeder to the attraction. We believe that with a zipline as a key attraction, our county will be able to entice more of those park visitors to visit the Klamath Basin as either their gateway to the National Park or upon departure rather than using Medford or Roseburg as their hub for their stay in the area.

Another key to longer stays and better overall visitation is reducing the season fluctuation in the travel industry in our area. The CCZT will be operational in shoulder and winter seasons and will generate additional night stays during a time when recreational visitation is traditionally low.

Measure: Individual Ticket Sales

Measure: Package Sales

Measure: Increase in average length of stay for county lodging.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

ROE Outfitters is locally owned and operated by Darren and Jenifer Roe and their "family" of professional guides. Since 1984 the company has been offering guided fishing and hunting tours. In 1999, the company became an LLC and began offering soft adventures in the region to fill an identified demand for other tours. ROE currently provides guided kayaking, canoeing, whitewater rafting tours, family fishing trips, Klamath Lake Cruise, fly fishing adventures, hiking treks, hunting trips, sightseeing tours to Crater Lake National Park and wildlife and bird watching tours. The company maintains permits with Federal and State Wildlife Refuges, Bureau of Land Management, Fremont Winema National Forest and is a licensed outfitter and guide in the states of Oregon and California.

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?

ROE Outfitters is successfully managing and operating an outfitting company with services for whitewater rafting, kayaking, hunting, fishing and other adventure trips.

Some of the infrastructure, staff and procedures needed to operate the CCZT are already in place.

We are very familiar with what is needed to successfully market and sell adventure tours for the Klamath Basin.

We have been successful in partnering with local lodging establishments to offer stay and play adventure packages.

We successfully bring visitors to the Klamath Basin year round for guided adventure trips.

Because of our record of success and because of the synergy found between our current offerings and the CCZT we are positioned very well to make this an attraction that is meaningful to our local economy through increased visitors and tourism revenues.

MARKETING PLANS

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

PUBLIC RELATIONS

Word of mouth advertising is still king in the travel industry. ROE Outfitters plans to maximize on this with a strong public relations campaign promoting several story lines of the project. Social media, print, TV, radio and tourism publications will pick up a variety of story lines with the right PR campaign.

For example:

The back story of the CCZT

The economics of a canopy tour to an area

The building of a canopy zipline tour

The NEW attraction in Klamath County

Who goes on a zipline? You might be surprised!

We will also be hosting a number of FAM tours and press days to introduce the CCZT to as many media and industry people as possible.

PRINT

1859 Magazine

Southern Oregon Magazine

Regional Newspapers

Travel Oregon Magazine

Travel Southern Oregon Magazine.

VIA Magazine

OTHERS

ONLINE

Social Media – Facebook, Twitter, Trip Advisor,

Retargeting - Demographics – searches on Crater Lake National Park, Southern Oregon, Competitors,

Banner Advertising –

Discover Klamath

Crater Lake Country Magazine

Travel Oregon online

Enewsletters

Travel Oregon

Travel Southern Oregon

Discover Klamath

WEB PAGE DEVELOPMENT

PRINT DISTRIBUTION

Oregon Welcome Centers

Midland

PDX

Ashland

Digital version on Travel Oregon website

Southern Oregon Distribution

Certified Folder Display – County and Jackson/Josephine

Tradeshows – partner

ISE – Sacramento January 8 - 11

Eugene Sports Show January 30 – Feb 1

Travel & Adventure Show San Francisco Feb 7 - 8

Medford Sports Show Feb 20 – 22

Central Oregon Show March 5-8

GRAPHIC DESIGN

Logo Development –

Collateral Design

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)

We project that 75% or more of ticket sales will be to out of town visitors.

Zip code tracking through ticket sales

Lodging Package Sales with Partner Hotels

Tour and Travel Packages Sold

Press Coverage

(please refer to question 5 for additional details)

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

With additional funding from a marketing grant our marketing reach will greatly increase allowing us to have a stronger showing our first year in both public relations and advertising.

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.

A. Discover Klamath will be a key marketing partner.

They will tag CCZT in their marketing messages.

B. Discover Klamath will create a dedicated CCZT ad campaign.

Expected Benefit: \$3000-\$5000

C. Various Hotel/Resort Promotions

Expected Benefit: \$2000-\$3000

D. Various Community Coops (TBD)

Expected Value \$1000 - \$2500

**Klamath County Tourism Grant Application
Project Budget**

Cascade Canopy Zipline Tour	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request	10000		10000		
Cash Revenues -					
Source: ROE Outfitters	5000		5000		
Source: Hotel Coop	3000	3000	3000		
Source: Discover Klamath	4000		4000		
Total Cash Revenues	22000	-	22000	-	
In-Kind Revenues:					
Source:					
Source:					
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	-	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	22000		22000		
Rentals					
Supplies					
Other:	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	22000	-	22000	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Total In-Kind Expenses	-	-	-	-	
Total Expenses	-	-	-	-	
Net Income<Expense>	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
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

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

Cascade Canopy Zipline Tour	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	10000		10000		
Other Sources	9000	3000	12000		ROE / DK / COOP
Total Revenue	22000	-	22000	-	
CASH EXPENSES					
Advertising					
Print magazines/newspaper	3000		3000		1859 / VIA / Northern CA Newspaper
Website	3000		3000		development of CCZT website
Other Internet ads/targeting/social	5000		5000		Banner Ads, retargeting, social media
Other Tradeshows	3000		3000		Bay Area Adventure/ Medford/ Eugene
Total Advertising	14000	-	14000	-	
Printing / distribution	5000		5000		Rack Cards / Certified Folder Display
Postage	500		500		PR postage - invites
Misc/Other (Explanation Req'd):					
Other: Public Relations	2000		2000		Coop with DK PR firm
Other: Promotional Gear	500		500		hats / t-shirts
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Expenses	22000	-	22000	-	
Net Income<Expense>	0	-	0	-	

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
- Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.



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Oregon Institute of Technology
Klamath Community College
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Executive Director

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Klamath County Tourism Grant Panel

September 29, 2014

RE: Cascade Canopy Zipline Tour

Dear Panel,

One of our members, Roe Outfitters, is applying for a tourism grant to promote an upcoming project – the Cascade Canopy Zipline Tour.

The Klamath County Chamber of Commerce is very supportive of this project and has been engaged with Roe Outfitters throughout the permitting process with the National Forest Service.

Projects like these are an important component in providing local attractors and enhanced marketing value for all tourism efforts in Klamath County. The fact that a local company is creating and investing heavily in this asset and will be working in partnership with a variety of local stakeholders to promote this additional attraction is significant.

Please consider supporting the marketing effort outlined in their request with funding from the tourism grant funds. The Chamber will continue to support this effort with marketing outreach as well.

Thanks you for your time and interest.

Charles Massie

Executive Director
Klamath County Chamber of Commerce

"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"



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Klamath County Tourism

Re: Cascade Canopy Tour

To: Grant Committee

To whom it may concern.

I write this letter of recommendation for Cascade Canopy Tour and Jenifer and Darren Roe with much excitement. This type of forward thinking on their part could be a real game changer for our Tourism community and the County as a whole. The financial impact will be a benefit to many in the region, from Motels, Restaurants and many others. This type of activity will be a draw to many of our other county gems and activities.

The Roe's have been a very active and successful part of Klamath County for many years and are respected by their peers and clients. From their retail shop that handles really quality items to all their tours and hunting adventures, they are known for delivering to the customers' expectations.

I have had the opportunity to take a Zip line tour and they are great fun. This particular type (Eco Tour) adds an entire different element that high lights our forest and a learning experience, a double benefit.

Please consider awarding the Cascade Canopy tour a marketing grant. It is these types of new activities that our County so sorely needs to take us to the next level in tourism. It literally will help change the landscape for the positive.

Sincerely

Matt Hurley



Automobile ♦ Homeowners ♦ Umbrella ♦ Business ♦ Worker's Compensation ♦ Bonds
Farm ♦ Ranch ♦ Crop ♦ Life ♦ Health ♦ Long Term Care ♦ Annuities



DISCOVER
KLAMATH
OREGON UNEXPECTED

September 26, 2014

Jenifer & Darren Roe
Roe Outfitters, LLC
9349 Highway 97 South
Klamath Falls, Oregon 97603

Dear Jenifer & Darren,

With enthusiasm, *Discover Klamath Visitor and Convention Bureau* supports your efforts towards receiving a Klamath County Tourism Grant to promote the soon-to-open (Spring 2015) *Cascade Canopy Zipline Tours*, near Rocky Point, Oregon.

As Klamath County's official tourism agency, Discover Klamath's goal is to generate incremental tourism to our region. Your organization, Roe Outfitters, LLC, has been – and continues to be - a leading edge partner, investor, and player over a period of many years in the development of impactful recreational programs to attract and grow tourism in the Klamath Basin.

Discover Klamath has been a supporter of your "proposed" zipline project from day one. We appreciate your patience and perseverance in working through the permitting process which has taken 12-18 months longer than expected, due to sequestration and other non-controllable factors.

Congratulations on no longer having "Proposed" status. Now that you are an "Approved" venture, Discover Klamath looks forward to working with you to promote what is most certainly going to be one of the more exciting developments in our local tourism product offering.

If the success of the 3-year-old Rogue Valley Zipline business is any indication, you will be busy with several thousand (at least) in-bound tourists in your inaugural year 2015. This is going to have a significant impact on our local community's (a) Lodging, (b) Dining, and, (c) Overall Awareness.

As you know, our organization's tagline is: "*Oregon Unexpected*". Research shows today's travelers seek unexpected travel adventures – not predictable experiences most areas offer. *The Cascade Canopy Zipline Tours* should deliver on the Oregon Unexpected promise by providing fun for all ages.

If you are a Grant Recipient during this next cycle, we look forward to working with you to promote this new, and much needed, attraction to our area.

Good luck throughout the grant process,

Jim Chadderdon

Jim Chadderdon
Executive Director



United States
Department of
Agriculture

Forest
Service

Fremont-Winema National Forests

Klamath Ranger District
2819 Dahlia Street
Klamath Falls, OR 97601
541-885-3400

File Code: 2700

Date: September 29, 2014

Mr. Jason Link, Klamath County Treasurer
Klamath County Finance, Tourism Grant Programs
305 Main Street
Klamath Falls, OR 97601

Dear Mr. Link:

Darren and Jenifer Roe are re-applying for a Klamath County Marketing Grant to promote the Cascade Canopy and Zipline Tours. It is my understanding that the Roe's had to return their grant from a previous cycle due to the delays on the part of the Forest Service.

The Forest Service did complete the environmental analysis regarding impacts to resources as a result of the proposed activities. That decision was signed on September 11, 2014. A temporary permit was issued to the Roe's to allow them to move forward with having their design team on-site to finalize the actual source of the canopy tour and to complete the engineering plans for review by the Agency.

A long term permit is being developed and finalized with new clause language as a result of recent authorities that encourage this kind of development on national forest system lands. I fully support awarding a marketing grant to the Roes as some of the more onerous steps in bringing their project to fruition have been cleared, and marketing their recreation opportunity will be extremely timely at this point. I anticipate they will be fully operational by spring of 2015.

The Cascade Canopy Zipline Tour will be an extremely popular facility located within Klamath County and it will be of benefit to the rural communities' of Rocky Point and Odessa, as well as Klamath Falls.

I strongly encourage you to support the Roes in their endeavor to promote the Cascade Canopy and Zipline Tours as this project will be an economic benefit to the County. Furthermore, their project will be the first of its kind located on national forest system lands, highlighting a remarkable partnership between private enterprise and partnerships between County and Federal entities.

Sincerely,

MARGARET DAVID BAILEY
District Ranger

cc:

Michael W DeSmit





September 26th, 2014

Victoria Haley
Director of Marketing & Sales
2500 S. 6th St.
Klamath Falls, OR 97601
541-882-1111

Klamath County Tourism Grant

RE: Letter of Support for Cascade Canopy Zipline Tour

Dear Klamath County Grant Committee,

I am writing on behalf of Klamath Falls Hotel Group in support of the Klamath County Tourism grant application requesting out-of-area marketing funds for Cascade Canopy Zipline Tour.

I am very excited about the Cascade Canopy Zipline Tour. This is the first time I have seen something that can have a HUGE impact to our tourism industry in a long time. This applicant is not like others you have. This applicant has the potential of bring tens of thousands of dollars into the community year after year.

In a tourism community where 50% or more of our summer guests are here to see Crater Lake, only to find out that this is a one day adventure not a two or three day adventure another attraction is much needed. The Cascade Canopy Zipline Tour is just that, something that people will go out of their way to come experience, and a place for hotels to send guests when they need an additional thrill after looking at beautiful Crater Lake.

The possibilities with this attraction are endless. Having this attraction will not only generate revenue for the hotel, but it will help expanded the outdoor recreation culture we are always promoting. It will allow for better opportunities for hotels to sell package deals, and promote tours. It will allow a fun activity for the local people and there for boost our self-image.

The Cascade Canopy Zipline Tour needs as much help promoting early on to boost awareness of this amazing new attraction even before it opens. To make sure we capture all of the "New" attraction glory that we can we should embrace this in our community promotions at all levels. I strongly encourage you to award a grant for promoting the Cascade Canopy Zipline and partner in the efforts of Roe Outfitters to boost the tourism of Klamath County.

Kind Regards,

Victoria Haley
Director of Sales & Marketing
Klamath Falls Hotel Group