

Klamath County COVID-19
Emergency Response
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.

Bi-WEEKLY LIVE MUSIC & FOOD TRUCK EVENT
Title of Project / Funds Awarded _____ Date of Event/Project _____

TRAVIN CORP DBA CRAZER LAKE RESORT
Name of Organization _____

MATTHEW HADLER
Contact Person _____

5271 HWY 62
Address _____

PO BOX KLAMATH OR 97626
City, State, Zip _____

915-321-1396
Phone Number _____

Submit Report to:
Tourism Grant Coordinator
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601
541-883-4202

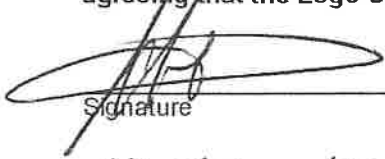
Event Applicants Only: SEE SUPPLEMENT

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.)
2. Update the budget forms from your original application with actual revenues and expenses for both the project and the marketing plan.
3. Where did you spend your marketing dollars?
4. What part of your marketing efforts were most successful and least successful?

Operations Applicants Only:

5. Update the budget forms from your original application with actual revenues and expenses for both the project and the operations plan (what part of your operations did you spend the grant funding on).
6. How did you spend the grant dollars? Did you use the grant funding to preserve your business? Protect employee(s) jobs?
7. How many jobs were you able to protect?
8. What was most successful and least successful? Were you able to make rent payments, pay wages? Did you find yourself with shortfalls?

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

10.25.20

Date

MATTHEW HADLER (PRESIDENT)

Printed Name and Title



TRAJAN
CORPORATION

10.25.2020

To: Klamath County Finance, Tourism Grant Coordinator
From: Trajan Corp DBA Crater Lake Resort
Subject: Supplement to Final Report for COVID-19 Emergency Response Grant

1. Detailed list of all marketing materials:
 - a. Website work completed were banner items, drop down menus, schedules all completed by Webstix.
 - b. We contracted for a street sandwich sign.
 - c. We contracted for open signage to increase visibility.
 - d. We also created maps and handouts.

2. Updated budget from original application:
 - a. Total Expenditures: \$33512.60
 - i. Marketing: \$2906.50
 - ii. Payroll: \$22,679.22
 - iii. Hardgoods: \$6682
 - iv. Event: \$600
 - v. Consumables: \$644.88
 - b. Total Revenues: \$25046
 - i. Retail: \$6221.8
 - ii. Hospitality: \$18824.20

3. Where did we spend our marketing dollars?
 - a. Website: \$1950
 - b. Signage: \$696.50
 - c. Materials/Handouts: \$260

4. What part of your marketing efforts were most successful and least successful?
 - a. Website traffic increased due to our efforts on promotions.
 - b. Signage brought in walk-in traffic via Highway 62.
 - c. Materials and handouts brought in locals.

Overall our efforts focused on walk-ins, guests already on-site and locals. Targeting these was fairly easy and cost effective and in our estimation very effective.

Regards,

Matthew Hadler
President, Trajan Corporation