

The Herald and News is the leader in news web traffic. We will use a retargeting campaign to attract geocachers, hikers, bikers and other tourists to our area. We will be able to specifically track who is clicking on our geocache ads, who has visited geocache sites, and who has stayed in the area for more than one day.

Geocaching has been proven to have a long life-span. Once the caches are placed, they can be available for years to come. It will build web traffic on the Discover Klamath site, the Herald and News sites over several seasons. It will be an opportunity for Klamath County to grow its reputation as a tourism destination over time.



Project Description

February 2015

1. What is the main focus of this proposal?

The focus of the proposal is to continue to draw more visitors to Klamath County by expanding the existing geocaching program, the Volcanic Legacy Scenic Byway Geo Tour. By expanding the number of caches – that will be hidden in or on hiking, biking and kayaking trails in the Basin – the program will also extend the length of stay in the region. The tour will be marketed via out-of-area search retargeting, promotion through Geocaching.com and Facebook marketing, an effort that has already been proven successful.

2. What are the project activities?

This will be the third year of the project, the second year as a standalone project. By using the existing Geo-cache tour created in 2013 by Herald and News in conjunction with Discover Klamath, the program can be expanded to a new total of 20 locations.

Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. All that is needed is GPS or a Smartphone to play. Participants navigate to a specific set of GPS coordinates and then attempt to find the geo-cache (container) hidden at that location (Geocaching.com).

A downloadable PDF version of a Passport has been created and housed on the Herald and News website whereby geo-cachers can log in the finds. (See attached). Once completed they will then take the form or mail the form to the offices of the Herald and News and once verified the total points they achieved they will receive a prize that celebrates their completing the Geo-Tour. Those that achieve different point levels will receive different prizes. For example if ten points were achieved a pen would be the reward. If 25 points were achieved then a Trackable GeoCoin would be the prize.

This year we will also be working with the Trail Alliance to place geocaches along their newly formed trails. To facilitate geocachers finding these trails we will produce a trail map of the trails that the Trail Alliance is working on. These maps will be given to the

Trail Alliance for use and an electronic version will be made available for download on the geocache passport landing page. Special highlights will let people know which trails have caches on them but not the exact location of the cache as that will ruin the sport of finding it.

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

The current Geo-caching tour of 16 locations is in place. Our plan is to increase the number of caches to at least 20 locations (see appendix for preliminary location ideas) these additional locations will be in place by May 1 and will stay live through Sept. 30 to cover the “shoulder seasons.” As geocaches are items with an infinite lifespan as long as they are maintained, they can continue to attract tourism for years to come. Members of the Herald and News team and the Klamath Basin Geocachers will place and maintain the geocaches.

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

There are over 6 million geocachers worldwide. Most geocachers are between 35 and 55 years old and have a college degree. Geocaching is not about the number of caches found, but rather that players are motivated to geocache because of the opportunity to discover and explore new places (Farvardin & Forehand, 2013). We wish to attract as many of them as possible to complete the Geocaching Tour and will encourage them to stay and search for the many other local caches that are within Klamath County. There is an active geocache group in the Basin as well and they support our efforts.

A specific marketing plan has been developed to target and attract visitors from the West Coast states. In 2014 we served 6,035,509 impressions, had 6,105 clicks on those ads for a click through rate of .10%. We had 1245 downloads of the passport with 465 totals finds. For retargeting we marketed to Los Angeles, Las Vegas, San Jose, San Diego, Reno, Boise, Portland, Bend, and Seattle. Reno and Seattle had the highest responses and San Diego and Las Vegas the least. This year we will focus our efforts on area that are within a 1-2 day drive; areas like Seattle, Portland, Bend, Reno, Boise, Bozeman, Vancouver, Canada, and the Bay area. This way we are focusing on those areas that have the best chance of drawing people in. For our Facebook campaign we will focus on the same areas but with the added benefit of being able to drill down to people who enjoy geocaching specifically. Finally, we will continue our partnership with Geocaching.com (for more about Geocaching.com please see link in appendix), as they are the premier website for Geocachers. With 2,262,309 unique sessions on their website per month we know that our Geo Tour will get the needed exposure within the Geocaching community.

Project Goals

5. *How many out of county visitors do you expect to attract to the project? How will you count the numbers of out-of-county visitors versus the number of locals?*

We expect to attract more than the 465 geocaching finds we had in 2014 to the area and continue to grow on that from year to year. A revised passport will be used for 2015 that will give us more data (please see appendix for a proof of the passport). The passports will track who stays here, shops, eats at local restaurants and amount spent. A simple rubber stamp will be made available to area hotels and restaurants that would like to participate.

We will continue to monitor impressions delivered to potential geo-cachers, the number of “click-throughs” recorded, the number of passports requested, the number of logs at specific geo-caches and the number of passports completed. All data will be collected for future marketing use to refine targeting our audience. For example we now know that we need to target areas that are 1-2 day drives to Klamath County. We saw from 2014’s retargeting that people in those areas responded better and made the majority of logs of finds.

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 has over 9,000 geocaches in the 97601 and 97603 zip codes alone (not including the 20 caches to be placed on the Geo Tour). By encouraging visitors to come and find the Geo Tour, our hope is that they will stay longer in the area to find additional caches or visit more often to search them out. Geo-cachers tend to be outdoor-type individuals and we expect them to find this region attractive for hiking, fishing, and other activities.

Since this is not an event that takes place over a defined set of days we are not able to track who will stay extra days. We can, however, track the amount of people overall that come from outside of the county and what days they are here based on the Geocaching.com logs and the Passport requires them to note if they stayed here or ate a meal here or shopped here.

Qualifications of Applicant

7. *Describe your organization*

The Herald and News has been a community fixture for over 100 years. The Herald and News covers a larger geographical market than any other newspaper in Oregon except the Portland Oregonian. The Herald and News also enjoys the highest per capita metro

penetration and readership of any daily newspaper in the state. We have the expertise to track and follow geo-cachers via our experienced social media team. Our past experience running this project and that we have been able to make it grow each year-in caches hidden, adding trackable geocoins, and extending our marketing reach- we are the right people to continue this project. The fact that we are financially backing this project proves our belief in its continued importance to our community.

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?

The Herald and News has run similar projects. The largest tourism-oriented project was in 2013 and 2014 with Discover Klamath. There were multiple touch points with individuals throughout the country who were attracted by what the area has to offer -- birding, fishing, and our volcanic legacy. The volcanic portion was divided into two parts, a general volcanic legacy and a geocaching volcanic legacy. We delivered 179 DK Geocaching passports to points all over the country including residents of Washington, Idaho, Oregon, California, Nevada, Arizona, Texas and Virginia. The digital retargeting campaign served 1,262,808 impressions, 2,861 clicks, and produced a click-through rate of .22 percent. It also saw a total of 243 visits to the eight geocaching sites along the Volcanic Legacy Scenic Byway. For 2014 those numbers grew. We served over 6 million impressions, had over 6,000 clicks and had over 1200 passport downloads. We have shown improvement over the previous year and know that for 2015 will be able to show continue improvement over those numbers.

Marketing Plans

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

Advertising will be developed to encourage people to visit the Geo-Cache Tour. This creative will be developed in house by the Herald and News graphics team. The creative will be made to invoke the greatest response by internet users.

The Herald and News will use retargeting as the main vehicle for marketing. Retargeting uses various keywords, internet user behavior and/or websites to target potential visitors who are looking for the particular activity being marketed.

A Facebook ad campaign will also be created that will target the same areas as the retargeting. We will be able to also target those who are already Geocachers. Facebook allows us to use the power of social media to reach a younger demographic and this will allow us to cast a wider net to draw in the maximum amount of people.

Finally, by having our Geo Tour on Geocaching.com we know that it will be seen by the largest geocaching community in the U.S.. With over 2 million unique sessions a month the Geocaching.com website will ensure that our Geo Tour will be seen and promoted in the right way.

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 Herald and News is able to track the impressions served as well as the IP addresses of those who are viewing the advertising promoting the geocache tour. Through our vendor relationship we are also able to see who clicked on the ads and who went to the landing page for more information. The relationship we have with Geocaching.com also allows us to track how many people have logged into the cache. We can also see where they are from. This will allow the Herald and News to differentiate those from out of the area versus local. The revised Passport will offer a chance to gather more pertinent data. By having the participants track dollars spent in county on hotel, food, and shopping, along with name and address we can now gather the much sought after data that this grant call for. We will have a clear trackable way to see just how impactful this Geo Tour is.

Ultimately, this is a long-term effort that we expect will continue to attract guests to the region across the shoulder seasons through this niche segment. It is hoped we can plan a geocache event, including contests and national speakers, which will draw more enthusiasts to stay in region.

Additionally, the “live” nature of the geo-tour gives our community an opportunity to become a destination with a reputation that can grow over time.

Appendix

2015 Geo Tour with Discover Klamath

Limit the highways Geocachers have to travel (from Klamath Falls) to four:

Hwy 97 north to Crater Lake

Hwy 97 south

Hwy 39 south

Hwy 140 west (West Side Road exception)

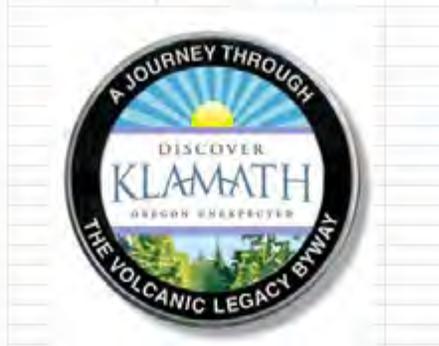
Proposed Caches for 2015:

1. Landrum Wayside
 2. The Pinnacles at Crater Lake
 3. Klamath Fish Hatchery
 4. Sculpture Garden on 97
 5. Mt. Mazama Marker
 6. Oux Kanee Scenic Overlook (move a short ways)
 7. Vista Point: View of Mt. Shasta (move a short ways)
 8. Native American Graffiti (move a short ways)
 9. Marine Barracks Memorial
 10. Collier Memorial State Park (move a short ways)
 11. Mares Egg Spring on Westside
 12. Dead Indiana Road (Bailey)
 13. Crystal Springs Rest Area
 14. Chemult (move to nearby spot)
 15. Klamath Museum
 16. Moore Park Overlook of Klamath Lake
 17. Discover Klamath
 18. Train Mountain Railroad
 19. Klamath Welcome Center
 20. Lake of the Woods
- *Alternate site: Mitchell Monument

Geocaching.com Information:

https://www.dropbox.com/sh/1wte4uucr7eacpu/AAA4eUucMDiILCvSVIRUFE_ma?dl=0

Trackable Geo Coin:



Revised Proof of Passport for 2015:



Collectible geo coin for 25¢ point!



Find 10, Win a Pen!



Collectible geo coin for 25¢ point!

ENTRY FORM

Please tell us a little about yourself and your geocaching experience. This form must be completed to be eligible for GeoTour rewards.

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____

EMAIL: _____

Geocaching.com Username(s): _____

How many people are in your group (adults & children)? _____

How many nights did you spend in Washington County? _____

How did you hear about the GeoTour? _____

Comments/Suggestions: _____

TERMS & CONDITIONS

GeoTour prizes are limited and will be awarded on a first come, first served basis while supplies last. You must present your original Passport & original or copies of receipts, shopping & dining receipts to receive your prize. One GeoCoin will be awarded per household (additional points may be purchased). Discover Klamath is not responsible for Passports or rewards lost in the mail. All geocaches are officially registered on Geocaching.com. The Geocaching logo is a registered trademark of Geocaching, Inc. Used with permission. Additional terms and conditions may apply.

Discover Klamath
205 Riverside Dr, Suite B
Klamath Falls, Oregon 97601
Phone: (531) 852-1101 • Toll Free: 1-800-648-8728
www.DiscoverKlamath.com
Facebook | Twitter | YouTube | Pinterest

DISCOVER
KLAMATH
OREGON UNEXPECTED

Join the Adventure!
Let your GPS guide you on an adventure around Klamath County's rolling hills, historic sites and fun attractions. Special geocaches have been hidden at 20 sites around the county. Prizes await those who find at least 10 caches! All the caches in the GeoTour can be found at Geocaching.com/adventures/geotours/DiscoverKlamath.

How to Take Part

- Visit Geocaching.com to learn all about Geocaching and register a username. Basic membership is FREE!
- Download a geocaching app for your smartphone or load coordinates into your GPS device from Geocaching.com.
- Record your find on Geocaching.com.
- Cache, Eat, Sleep & Shop until you have the required number of points to win a prize. NOTE: The GeoTour does **not** have to be completed in **one** trip. Take your time and enjoy the adventure!
- Fill out the Entry Form on the back of this Passport and return it to the Visitor Center at 205 Riverside Drive in Downtown Klamath Falls **OR** mail the completed Passport with receipts (original or copies) to:

Herald and News
2701 Foothills Blvd.
Klamath Falls, OR 97601

Prizes

- The first **250 people** to collect **25 or more points** will win a collectible geocoin with a trackable proxy of the same coin to send out into the geocaching world!
- **"Find 10, Win a Pen!"** Anyone who finds at least **10 caches** will win a handy Discover Klamath pen!

Point System

- Per Cache location: 1 Point
- Per Meal purchased at any dine-in restaurant in Klamath County: 2 Points
- Per Overnight Stay at any Klamath County lodging facility: 3 Points
- Per \$25 or more spent in Klamath County retail shops: 4 Points

Lodging, Dining & Shopping Details:
www.DISCOVERKLAMATH.COM

GEOCACHE Receipt for each cache found in with corresponding cache. **1 Point**
for each cache found

<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							

Geocaching Total:

EAT per meal at dine-in restaurants in Klamath County **2 Points**

<input type="checkbox"/>					
<input type="checkbox"/>					

Meal Total:

SLEEP per night at any lodging facility in Klamath County **3 Points**

<input type="checkbox"/>					
<input type="checkbox"/>					

Lodging Total:

SHOP Spent \$25 or more in Klamath County retail shops **4 Points**

<input type="checkbox"/>					
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Shopping Total:

TOTAL POINTS:

2014 GeoTour is copy of Passport in previous years.



CACHE INFO

You do not have to find all 20 in order to get a prize.

You do not have to complete the GeoTour in any particular order or by any specific date.

Take your time, enjoy the journey and happy caching!

2014 Discover Klamath Geocaching HN Retargeting Campaign TOTALS

TOTAL	IMPs	Clicks	CTR
Seattle	819,202	1,063	0.1298%
Las Vegas	366,692	246	0.0671%
San Jose	888,439	970	0.1092%
Los Angeles	1,056,094	744	0.0704%
San Diego	428,803	506	0.1180%
Reno	846,218	1,336	0.1579%
Boise	537,607	398	0.0740%
Portland	640,825	515	0.0804%
Bend	451,629	327	0.0724%
Total	6,035,509	6,105	0.1012%

FINDS

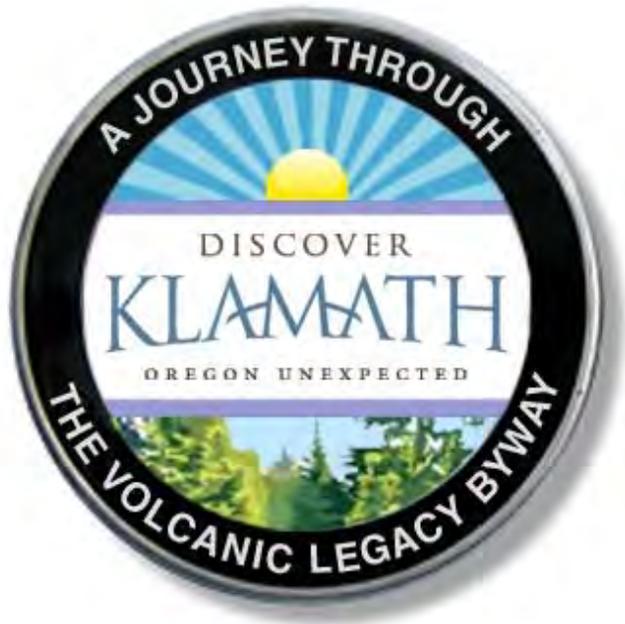
Vista Lookout	66
Goosenest Peak	26

Herd Peak	31
Midland	11
Lava Beds	44
Stukel Mountain	14
Clover Creek	9
Mountain Lakes	29
Eagle ridge	3
Rocky Point	8
Mt. McLoughlin	33
Fort Klamath	20
Crater Lake	49
Oux Kanee Overlook	56
Collier Park	16
Chemult	38
Native American Grafitti	12
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	465

PASSPORT DOWNLOADS

Week 1	56
Week 2	165
Week 3	185
Week 4	155
Week 5	60
Week 6	132
Week 7	30
Week 8	32
Week 9	144
Week 10	47
Week 11	47
Week 12	59
Week 13	65
Week 14	17
Week 15	34
Week 16	17
	1245

Trackable Geo Coin currently in use:



**Klamath County Tourism Grant Application
Project Budget**

Geo-Cache tour	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		50,000			
Cash Revenues -					
Source: H&N	15,000				
Source:					
Source:					
Total Cash Revenues	15,000	-	-	-	
In-Kind Revenues:					
Source: Trails Alliance	2,400				6 people, 40 hr trail work
Source: Discover Klamath	3,000				DK personnel marketing
Source:					
Total In-Kind Revenues	-	-	-	-	
Total Revenue	20,400	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Marketing costs	20,000				Maps, Passports, publication creation for Trails Alliance to denote trails with caches on them, retargeting fees.
Rentals					
Supplies	1,600				Rubber Stamps (250 @ 5.99 each plus shipping, 4 cache containers
Other:	10,000	-	-	-	Extra staff time for cache maintenance, passport handling, prize mailing, data collection.
Other:	2,500				Geocaching.com renewal fee for year
Other:	900				Prizes for passport completion (i.e. pens, frisbees)
Other:					
Total Cash Expenses	35,000	-	-	-	
In-Kind Expenses	5,000				
Labor	10,000				
Marketing costs					
Other:					
Total In-Kind Expenses	15,000	-	-	-	
Total Expenses	50,000	-	-	-	
Net Income<Expense>	-	-	-	-	

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**



The local Klamath Basin Geocachers back the efforts of the Herald and News in locating a geocache tour here in the Basin.

Attracting out-of-town visitors to the region is paramount in growing our economy. Geocaching is one way to bring new blood to the community while giving tourists something fun to do.

It will also highlight what we have to offer here in Klamath Falls; a series of hiking trails, opportunities to mountain bike, camp, fish and just plain enjoy the scenery.

While the Klamath Basin Geocachers are a loosely knit group of hobbyists, we fully believe that the Herald and News efforts will help grow the attraction to geocaching.

We believe the project and publicity surrounding it will grow from year to year.

Scott Waters, Klamath Basin local geocacher

scottmw@charter.net



April 30, 2014

Mr. Gerry O'Brien
The Herald & News
2701 Foothills Boulevard
Klamath Falls, Oregon 97601

Dear Gerry,

For the past two years, Discover Klamath has partnered with the Herald and News on its Geo-Cache Tour that promoted geocaching along the Volcanic Legacy Scenic Byway.

Our partnership provided both financial and in-kind contributions. The project did show growth in participation year over year and as such Discover Klamath would like to see it continue.

Due to budget reallocations in 2015, Discover Klamath cannot help fund the program as it has in the past two years.

That said, our group is willing to provide in-kind services where/as needed and lend its expertise to ensure the program continues to expand. We fundamentally still believe geocaching is a viable activity where Klamath can differentiate itself and attract tourism. With excellent weather, terrain, an active geocaching community, and well over 5,000 geocaches in our immediate area, Klamath is becoming increasingly well-known as a geocaching destination. And, with ongoing support and further product development we know visitation will continue to grow.

The geo-cache websites and software in place now accurately track who participates, who visits our area and who extends their visits...all requirements of the grant program. A nice feature of this program is that geocaches are out there and ready for tracking starting in May and ending in late September, thus covering a portion of our shoulder seasons.

Another feature of this program is that the caches contain Discover Klamath tourism literature that helps drive users back to Klamath Falls and its many amenities....another goal of the grant program.

Lastly, your vision about incorporating the Klamath Trails Alliance (KTA) as a partner to bolster hiking, biking, and trail usage via geocaching is a win-win proposition.

For these reasons, we believe this project should receive funding from the Transient Room Tax.

Good Luck,

Jim Chadderdon

Jim Chadderdon
Executive Director



To: Klamath County Tourism
Large Grant Program Applications
Screening committee
Re: Letter of support
From: Klamath Trails Alliance

Feb. 2015

The Klamath Trails Alliance fully supports the efforts of the Herald and News to bring tourists from outside the county to hike, bike and kayak on the local trails and waterways through a Basin geo-cache tour.

The Trails Alliance was approached by the Herald and News to lend its supports of the project so that visitors can 1). Easily find the boxes and 2). Hike or bike to an enjoyable and scenic lookout that embodies what Klamath County has to offer.

We fully support the placement of the boxes along our trails by members of the Herald and News Geo-Cache team. The team plans to do this early in May and recover the boxes in late September, to take advantage of the “shoulder season” of tourism.

Further, the H&N will use some of the grant money to purchase signage for our trails, plus produce a locator map that will be distributed throughout the community so visitors can easily find the trails. The trails alliance will help install and maintain the signs as deemed necessary by the alliance.

This is the second year of the geo-cache tour. Last year, it had some good success along the Volcanic Scenic Byway. This year, through search-retargeting by the H&N staff, we believe that the number of tourists using our trails will grow significantly.

The Klamath Trails Alliance works cooperatively with trail users, land owners, and others to promote, develop, and maintain a network of trails for non-motorized recreation in and around Klamath County, Oregon.

One of our primary visions is the Great Klamath Circle, a 150+ mile route that will circle Upper Klamath Lake, linking the city of Klamath Falls with the Fremont-Winema National Forest, Crater Lake National Park, and the OC&E Woods Line State Trail.

We believe the efforts of the Herald and News will complement our trail growth efforts and we support them and their project.

Dennis Taugher, President, Klamath Basin Trails Alliance