

September 30, 2013

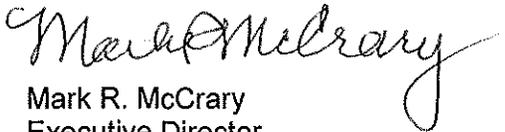
Mr. Jason Link, Treasurer
Klamath County Finance Department
305 Main Street
Klamath Falls, OR 97601

Dear Jason:

Please find enclosed our grant application for Tourism promoting the 2014 Taste of Klamath weekend. In reviewing the proposal documents, I noted that a budget form was not included and decided to use the budget form from prior years.

We appreciate the opportunity to apply. Thanks to you and the review committee for your diligent and tireless efforts on behalf of Klamath County tourism support!

Kind Regards,



Mark R. McCrary
Executive Director

TOURISM GRANT APPLICATION

Organization Applying: Ross Ragland Theater

Contact Person: Mark McCrary or Kacie Flagor

Phone Number: 541.884.0651 ext. 14

Email Address: rrtexec@rrtheater.org

Web Site Address: www.rrtheater.org

Title of Project: Taste of Klamath Weekend

Brief Description of Project: Taste of Klamath is a three-day event featuring the sights, sounds, and tastes of Klamath County. Day one is the sights featuring the visual arts, the second day is the sounds, featuring the performing arts, and the third day is the tastes of Klamath with local food and beverage vendors promoting their local "tastes."

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 the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Mark McCrary Date 9/30/13

Signature of Board Chair Lyne Bullerworth Date 9/30/13

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$ 4,410	\$ 4,410		
Cash Match -					Includes committed funds for program to balance request; \$1,015 is part of 30% match for advertising
Source: RRT Budget	\$ 12,425	\$ 0	\$12,425		
Source: OAC Grant	\$ 875	\$ 0	\$ 875		Match portion from grant for the required 30%
Source:					
Total Cash Match (30%)	\$ 13,300	\$ 4,410	\$17,710	-	
Other Funding Sources:					
Source: In-kind sponsors		\$ 3,500	\$ 3,500		
Source:					
Source:					
Total Other Funding Sources	\$ 0	\$ 3,500	\$ 3,500	-	
Total Projected Revenue	\$ 13,300	\$ 7,910	\$21,210	-	
EXPENSES					
Advertising					
Print		\$ 3,000	\$ 3,000		Ads in Publications
Web		\$ 1,500	\$ 1,500		E-magazines/website
Other Internet					
Other (Broadcast)		\$ 1,800	\$ 1,800		Radio and Television
Total Advertising	-	\$ 6,300	\$ 6,300	-	
Printing (and Design)		\$ 1,100	\$ 1,100		Direct mail/Print ads
Postage		\$ 920	\$ 920		
Misc/Other (Explanation Req'd):					
Other: Artist Fees	\$ 7,000		\$ 7,000		
Other: Operating Expenses	\$ 3,100		\$ 3,100		Partial operations for event
Other: Technical Costs	\$ 790		\$ 790		Rentals and tech staff
Other: Equipment/Supplies		\$ 2,000	\$ 2,000		Set, staging, etc.
Total Miscellaneous/Other	-	-	\$12,890	-	
Total Projected Expenses	\$10,890	\$10,320	\$21,210	-	
Net Projected Income<Expense>	\$ 2,410	(\$ 2,410)	\$ 0	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The primary focus of this proposal is to increase visitors to Klamath County through advertising buys in non-local markets to come to at least two of the three days of Taste of Klamath. Funds will be used for design, updates on website, and advertising purchases on television, radio, and print media. Last year, we saw an increase of 220% in out of county visitors. This year, our goal is to reach 10% of our attendee coming from outside of Klamath County.

2. What are the project activities?

Taste of Klamath is an annual special event that lasts for three days in May and promotes the "sights, sounds, and tastes" of the Klamath area. The dates for the event in 2013 are May 15, 16, and 17. This event, now in its 13th year, has proven to be a favorite among locals as well as visitors.

On May 15th, the event will feature artists that are either from the Klamath area or create works that feature an element of their work that is related to the experience of Klamath County. An artist reception and "meet and greet" will also encourage attendance.

There is generally a performance element the second day of Taste of Klamath to promote the "sounds" of Klamath. This year, on May 16th, we are again producing "Dancing with Your Stars" based on the iconic television competition. A professional ballroom company will come to Klamath Falls and local celebrities will work with dancers for one week and compete on this date.

The pinnacle of the weekend, is the namesake of the event... the "tastes" of Klamath. This takes place on Saturday, May 17th and will feature foods from local restaurants and caterers, beers from local brewers, and wines from local vendors to promote their business. In 2014, we are looking at adding a morning event, such as a guest chef to do a demonstration and a menu to encourage visitors interested in attending.

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

The project, including promotion strategies, will occur between February 2014 and May 2014, lasting four months:

February:	Design work contracted and collateral material gathered All advertising venues researched and identified
March:	Broadcast outlets identified for appropriate marketing distribution Print ads placed in key publications
April:	Launch broadcast advertising
May:	Taste of Klamath weekend Follow-up with partner hotel/motels to determine impact Gather and review data from ticket sales report to determine out-of-area sales

4. Who is the target market? What is your strategy for reaching the target market?

Partnering with other groups, such as the Children's Museum, we have identified two specific markets to which Taste of Klamath appeals. Our first target market is households with income greater than \$70,000. This market typically includes professionals with higher educational

training and inclined to local/regional travel for new experiences. For this market, we are targeting households without children living at home within in 200 mile radius (Taste of Klamath is an over-21 event). Cross promoting daytime activities, such as the Klamath County Museum or our natural resources will encourage Klamath County to be a "staycation" destination for this market.

This market also reads travel magazines and listens/watches public radio and television. Our print targets will be *Southern Oregon* magazine and/or *1859*, both publications having large distributions (over 30,000 subscribers) to Redding, Eugene, and Coastal regions. Broadcast will target SOP-TV (Southern Oregon Public Television) and Comcast, which can target the Home and Garden Channel as well as travel channels. Social media and electronic marketing will include special promotions through facebook, links to other websites, an e-magazine (through Discover Klamath), and on-line e-site retargeting for anyone searching for activities in Klamath County.

The second market niche is for families with head of household aged 30-45. This market is pre-empty-nesters and usually needs to find a place for children to attend to allow them to visit. Our partnership with the Children's Museum to host a special "Taste of Klamath" day will remove a major obstacle of attending.

Project Goals:

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

Our goal is to increase attendance at Taste of Klamath to be approximately 10% of ticket-buyers, which equates to 50 head of household. Partnering with some hotel/motel properties and our own ticketing programs, we will be able to accurately capture the data that distinguishes number of out-of-area visitors from local patrons. Special coding with online sales will provide clear and accurate numbers of out-of-area visitors. Additionally, we will be able to track unique hits to our website page that features Taste of Klamath weekend activities.

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?

To increase visitors' length of stay, we will seek hotel and motel discounts, special restaurant buy one get one coupons, and package promotions with other venues to promote the Taste of Klamath weekend. For example, working with Running Y, Microtel Inn and Suites, and The Maverick, we can offer three different styles of visiting. We will also cross-promote other natural and cultural resources (such as Crater Lake) with links to their website, and partnering with local restaurants to provide specials for our visitors coming to Klamath Falls area. This structure has been established through our *Eat, Play, Stay* promotion on our website. The properties that participate will be given a code from our promotion that indicates the visitor is a Taste of Klamath attendee.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Ross Ragland Theater is a 1940's art deco-style performing arts center that was originally the Esquire Theater in downtown Klamath Falls. Our mission, to provide high-quality performing arts and educational experiences that enhance community life in the Klamath Basin is carried out through a number of programs and services. The Theater is an anchor organization within the community and downtown Klamath Falls know for performances that entertain, educate, and inspire.

The Ragland works to preserve an excellent reputation in the four-country region and the Northwest for:

- Serving the cultural needs of all within our service area
- Offers diverse and excellent performing arts programs
- Provides strong educational and outreach programs that foster an appreciate for the arts
- Offers an important and collaborative arts extension for schools.

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?

Now in its 25th performance season, the Ross Ragland Theater has demonstrated its ability to attract visitors – specifically during the shoulder season – for many years. Approximately 3,000 events have been held since the theater's opening in March 1989. A 24-member board of directors, professional and experienced event staff of 5 fulltime and 3 part-time employees and a corps of over 100 volunteers contribute to the theater's success of offering cultural programs and services.

2014 marks Taste of Klamath's 13th year as a local event and have had others try to imitate it. It is now a signature event of the Ross Ragland and continues to promote local artists and businesses.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

Project activities will include advertising and special promotions for Taste of Klamath weekend. There will be three areas of marketing focus:

Broadcast Media

We will work with Discover Klamath's marketing program to leverage support through marketing channels already established. This will allow us to target specific markets outside of Klamath Falls and expand the impact of the advertising dollar. Current and new video footage will be available to be included in promotion distribution outlets and support a cohesive image to draw visitors to Klamath County. Because so much of what we do lends itself to sound, radio will also be targeted in those geographic areas to support the television campaign.

Print Media

Advertising in targeted publications, such as *Southern Oregon Magazine* or *1859*, will further reinforce the promotion on broadcast media. Criteria for determining which publications include

those that are distributed as far south as Sacramento and as far north as Portland; quality of publication in terms of paper, ink saturation, and overall design; Distribution numbers should exceed 10,000 household/individuals.

We will try two new strategies in 2014 to market Taste of Klamath. As part of our relationship with the Herald & News, we are included in its Klamath Life magazine with our own section. This magazine goes to approximately 15,000 households locally. One page of the magazine will be dedicated to Taste of Klamath with a contest, of sorts, to encourage local people to invite out of county visitors. Additionally, this page will be included in the program that is distributed at all shows at the Ragland. We anticipate that over 20,000 people will receive the page with the "contest" information. The message, for example, will specifically state that the reader is eligible to "win" a 4-show season pass (with limitations) if they successfully generate at least one night stay during Taste of Klamath weekend.

The other strategy is to direct mail to all ticket buyers from out of county that have purchased tickets to any show within the past three years. They will be sent a direct mail piece and/or electronic invitations that will describe the event, the promotion and offer a package to spend the weekend. This is the first time we will have targeted out of county ticket purchasers in such a way. Additionally, we will purchase two ads in the Cascade Theater (Redding) programs, which reach deeper into our target market in Redding. The Cascade Theater reaches a regional audience in Northern California.

Electronic Media

With a targeted approach, electronic media can be a very effective strategy for promotion. Facebook and QC codes have become standard for us in promoting our programs and services. We have the opportunity, however, to expand electronic media by creating/partnering with Discover Klamath on an e-magazine that is sent to thousands of out-of-area emails and working with local hotels and motels to create a Taste of Klamath package with shared promotions on partner websites.

While visitors will certainly be able to purchase tickets the day(s) of event activities, our intention is to drive out-of-area visitors to our website as well as those websites of other partners. Once we get visitors to check our website, we anticipate that this will have a residual affect for other activities throughout the year.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Taste of Klamath events are ticketed events, which will be the main measure of attendance. When purchasing tickets either online or on the telephone, information is gathered about the patron. We will easily be able to determine where they originated by zip code. We anticipate that at least 10% of attendees in 2014 will be from out-of-the-area markets.

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

The project is not currently underway. This grant, however, will increase the likelihood of success through expanded marketing opportunities and partnering with area attractions,

properties and Discover Klamath. Without it, we will not market to the specified demographic market outside of Klamath County.

12. Describe any in-kind or volunteer assistance 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.

Our Ragland Guild, is comprised of local volunteers and are critical to the success of the event. Additionally, in-kind sponsors for printing and promotional items (such as glasses for wine and beer pours) are especially helpful in keeping costs to a manageable level. Because in-kind support is not relevant to the new guidelines as match, we have chosen not to delineate it in this proposal.

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME		4,410	4,410		
Tourism Grant Request					
Cash Revenues -					
Source: RRT Budget	11,900	0	12,425		
Source: OAC grant	1,400	0	875		
Source:					
Total Cash Revenues	13,300	4,410	17,710	-	
Other Funding Sources:					
Source: in-kind sponsors		3,500	3,500		
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Revenue	13,300	7,910	21,210	-	
EXPENSES					
Cash Expenses -					
Personnel costs	3,100	0	3,100		
Marketing costs	1,400	4,410	5,810		
Rentals					
Supplies			0		
Other: Artist Fees	7,000	0	7,000	-	
Other: Technical Expense	800	0	800		
Other: Design	1,000		1,000		
Other:					
Total Cash Expenses	-	-	17,710	-	
In-Kind Expenses					
Labor					
Marketing costs		3,500	3,500		
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	3,500	-	
Total Expenses	13,300	7,910	21,210	-	
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**

	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request		4,410	4,410		
Other Sources	1,400		1,400		
Total Revenue	1,400	4,410	5,810	-	
CASH EXPENSES					
Advertising					
Print	350	1,000	1,350		Mailing to out of area list
Web	300	300	600		updates and co-promotions
Other Internet	750	1,400	2,150		site retargeting and web search ads
Other	0	1,200	1,200		Broadcast for KDVR, Redding, etc.
Total Advertising	1400	3,900	5,300	-	
Printing		400	400		
Postage		110	110		
Misc/Other (Explanation Req'd):					
Other:					
Total Miscellaneous/Other	-	-		-	
Total Expenses	1,400	4,410	5,810	-	
Net Income<Expense>	0	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