



March 30, 2012

Klamath County Finance Department  
Cultural Tourism Grants  
305 Main Street  
Klamath Falls, OR 97601

Dear Tourism Review Committee:

On behalf of the Ross Ragland Theater and Cultural Center Board of Directors, I want to express our appreciation for your time and consideration of our proposal, "Winter at the Ragland." We realize that your time commitment to such a process is in lieu of other activities and we are grateful for your thoughtful review.

If it is within the realm of appropriateness, please feel free to contact me regarding the proposal should you have any questions.

Kind Regards,

  
Mark R. McCrary  
Executive Director

## **TOURISM GRANT APPLICATION**

Organization Applying: Ross Ragland Theater  
Address: 218 N. 7<sup>th</sup> Street  
City, State, Zip: Klamath Falls, OR 97601  
Contact Person: Mark R. McCrary  
Phone Number: (541) 884-0651 ext. 16  
Tax ID # or SSN: 93-1006823  
Email Address: rrtexec@rrtheater.org  
Web Site Address: www.rrtheater.org  
Title of Project: Winter at the Ragland

Brief Description of Project: Develop a "Winter at the Ragland" promotion to increase overnight stays from residents in Northern California and Rogue Valley between November 2012 and February 2013. The promotion will include direct mail, radio, television and website marketing to feature the series of Ragland events and performances from November through February.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packets 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 3/30/12  
Signature of Board Chair Gary Brown Date 3/30/12

### Tourism Grant Budget Form

| <b>INCOME</b>                                       | <b>Committed</b> | <b>Pending</b> | <b>Total</b> | <b>Actual</b> | <b>Comments/Explanations</b>                                |
|---|------------------|----------------|--------------|---------------|---|
| Tourism Grant Request                               |                  | 8,550          | 8,550        |               |   |
| Cash Match -<br>Source: RRT Budget                  | 5,000            |                | 5,000        |               | General marketing budget                                    |
| Source:   |                  |                |              |               |   |
| Source:   |                  |                |              |               |   |
| Total Cash Match                                    | 5,000            | -              | -            | -             |   |
| Other Funding Sources:<br>Source: Sponsorships      |                  | 6,000          | 6,000        |               | Annual campaign   |
| Source:   |                  |                |              |               |   |
| Source:   |                  |                |              |               |   |
| Total Other Funding Sources                         | -                | -              | -            | -             |   |
| Total Projected Revenue                             | 5,000            | 14,550         | 19,550       | -             |   |
| <b>EXPENSES</b>                                     |                  |                |              |               |   |
| Advertising<br>Print                                |                  | 3,000          | 3,000        |               | Newspaper and publications                                  |
| Web   |                  |                |              |               |   |
| Other Internet                                      |                  |                |              |               |   |
| Other (broadcast media)                             |                  | 4,500          | 4,500        |               | TV and Radio buys   |
| Total Advertising                                   |                  | 7,500          | 7,500        |               |   |
| Printing  | 4,000            | 1,000          | 5,000        |               | Direct mail (brochures & postcards)                         |
| Postage   | 1,000            | 1,300          | 2,300        |               | Direct mail postage to out-of-area markets (Direct to Door) |
| Misc/Other (Explanation<br>Req'd):<br>Other: Design |                  | 3,000          | 3,000        |               |   |
| Other:  |                  |                |              |               |   |
| Other:  |                  |                |              |               |   |
| Total Miscellaneous/Other                           | -                | -              | -            | -             |   |
| Total Projected Expenses                            | 5,000            | 14,550         | 19,550       | -             |   |
| Net Projected<br>Income<Expense>                    | 0                | 0              | 0            | -             |   |

#### **NOTES**

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

## PROJECT DESCRIPTION

### Project Plan:

1. What is the main focus of this proposal?

The main focus of "Winter at the Ragland" is to maximize the winter traffic available to come visit Klamath County from Northern California and Rogue Valley. The intention is to package winter activities at the Ragland to entice visitors. Activities during the day are a draw for thousands. Promoting evening events at the Ragland coinciding with daytime activities will offer an incentive for overnight stays.

2. What are the project activities?

|             |   |
|-------------|---|
| August –    | Engage graphic designer for promotional package   |
| September – | Approve design/print materials  |
| October –   | Send first wave of direct mail<br>Complete production for broadcast media   |
| November –  | Place ads in targeted media outlets<br>Track tickets sales and click throughs   |
| December –  | Continue tracking ticket sales and click throughs   |
| January –   | Send second follow-up mailing<br>Place additional ads in targeted media outlets<br>Compare tracking data with November and December |
| February –  | Continue tracking ticket sales and click throughs   |
| March –     | Final Report  |

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

The project will launch in late October, 2012 for the first mailing and advertising. The events that will be promoted begin in November and will last through February 28, 2013 (approximately four months).

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

Our target market is households with income greater than \$70,000. This market is typically more educated and inclined to travel for new experiences for their family, especially if they have children. Cross promoting daytime activities, such as the Children's Museum or snowshoeing at Crater Lake, allows Klamath County to be a "staycation" destination for this market.

Our strategy for reaching the target market is to do a targeted mailing in Northern California and Rogue Valley. Using the United States Post Office's Direct to Door™ service for delivery to neighborhoods within a zip code rather than random mailings gives a broader reach. We will also be able support the initial mailing with radio and television promotions in November and January (December is the most expensive and saturated month for advertising). Website advertising will launch late October and run through the promotion.

### Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

We expect to attract approximately 200 new visitors to Klamath County and the Ross Ragland Theater. We will monitor this through unique website hits from the day the promotion begins (late October) to the last day in February; tickets purchased from non-Klamath County residents based on zip code, and an electronic survey sent to ticket purchasers to determine if they purchased tickets for their household or purchased tickets for friends and family outside of Klamath County.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

Providing visitors with a menu of choices within the frame of a "package" will remove obstacles and encourage better informed decisions for visitors to want to come and stay. Ragland events are typically in the evenings. Cooperating and packaging daytime activities with Ragland events will encourage visitors to spend the day and come enjoy world-class entertainment in the evening. Providing discounts to partner hotels and cross-promoting these activities will be the crucial aspect of extending visitors stays. We have established cross-promotional conversations and opportunities with other attractions in the Klamath Basin (Children's Museum, Klamath County Museum, Linkville Players) to create a cultural attraction link that will further encourage longer stays.

Built-in incentives, such as discounts to events, coupons at local restaurants, and packages at hotels will also encourage early arrival and late departure. For example, offering a discount for tickets to a show if they reserve a hotel early or reserve brunch at a local restaurant as part of the package will encourage desired arrival and departure times.

## **QUALIFICATIONS OF APPLICANT**

7. Describe your organization

The Ross Ragland Theater is the Klamath Basin's premiere arts and entertainment organization. Every year, we bring over 25 productions to Klamath that meet a variety of interests such as Country, Broadway, Comedy, New World, Ballet/opera, Classical music, Soft Rock/Top 40 and other genres. We also have monthly visual arts exhibits to enhance the experience of attending a performance. The Ross Ragland Theater is a reconstructed movie theater from 1940's and was opened as a performance arts center in 1988. We serve tens of thousands of patrons, both local and out of area, each year through our performances and other activities.

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?

The Ross Ragland Theater has extensive experience in operating similar projects. Past grants have included promotions for the Taste of Klamath and our performance season. We have been successful in bringing visitors to Klamath County. Over the past 23 years, we have put together a variety of packages working with local businesses.

We are uniquely qualified for four reasons. We have: 1) a history of successful implementation and management of past grants, 2) a track record of offering high quality professional performances and exhibits that can attract visitors, 3) developed significant partnerships with

local area businesses and 4) exceptional high quality promotional standards for both print and media venues.

## MARKETING PLANS

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

Two postcards sent to approximately 2,500 target households in two mailings. The first mailing will introduce Winter at the Ragland and the second will be a follow-up mid-way through the promotion as a follow up to other media buys. Specifically, we will partner with Discover Klamath to identify specific advertising venues for broadcast media to coincide with some of its marketing to ensure a coordinated effort to market Klamath County events at the Ragland.

Identifying households through U.S. Census Data will maximize our targeted mailings with the USPS Direct to Door™ service we anticipate using.

Radio marketing will include targeted stations in Redding, Medford and Grants Pass/Roseburg based on Arbitron rating (poll survey to determine market and reach within a broadcast ranged). Television will be determined based on the same geographic target. Partnering with Discover Klamath will also assist in targeting appropriate markets and households.

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

The bottom-line is tickets sold. Our ticketing software and website statistics will provide the framework to measure our success with the promotion. We will track ticket sales from new purchasers based on zip code and a unique identifier for website ticket purchases, monitor website hits for the Winter promotion based on click-throughs, and response to an electronic survey to determine effectiveness of the promotion.

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

The Ross Ragland Theater is an ongoing "project" with year-round activities. With our current saturation and top-of-mind awareness by local residents, our critical opportunity is to build on our quality programs and promote to new markets. By partnering with local businesses (hotels and restaurants) and other attractions (Children's Museum, Klamath County Museums, and Linkville Players), we can create a greater opportunity for ourselves and for the local community to enjoy increased business by non-Klamath County residents.

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.

The Ross Ragland Theater is grateful for the in-kind media sponsors that support us. Unfortunately, most sponsors are locally-focused and would not be able to participate in this promotion, which is why Tourism dollars are being requested.

Other volunteer efforts include the 100-member Ragland Guild that will assist with gathering materials and processing them for mailings and other support efforts.