

Klamath County Tourism Grant Application



Original

5th Annual Klamath Blues Festival

*Located in beautiful downtown Klamath Falls, OR
"The Gateway to Crater Lake."*

Stay the weekend, enjoy the blues,
and explore the diversity of Klamath County."

July 28, 2012
Veteran's Memorial Park
11:00am

For Additional Info and Full Schedule
www.klamathblues.org



Made possible by the Klamath Blues Society and the Klamath County Tourism Program

Prepared by:
Phyllis K. Faries
Klamath Blues Society Vice President &
Festival Committee Chair

Application Due Date:
March 30, 2012

Original

TOURISM GRANT APPLICATION

Organization Applying: Klamath Blues Society

Address: P.O. Box 7926

City, State, Zip: Klamath Falls, OR. 97602

Contact Person: Phyllis K. Faries

Phone Number: 541-331-3939

Tax ID # or SSN: 93-1236982

Email Address: toollady8695@yahoo.com

Web Site Address: www.klamathblues.org & www.klamathbluesfestival.com

Title of Project: 5th Annual Klamath Blues Festival

Brief Description of Project: The 5th Annual Klamath Blues Festival is an all-day music festival celebrating and honoring the original American roots music, the Blues. The festival has been conceived and developed as an entertainment and educational project for the City of Klamath Falls, all of Southern Oregon and Northern California, as well as the whole Pacific Northwest and beyond.

The festival is a charity event, in keeping with the non-profit charter of the Klamath Blues Society (KBS). Five to six bands will be slated to play, with one primary headline act as the featured draw. The festival will have all-day music, local businesses featuring their goods and services, local and regional art vendors of all kinds and a variety of food and beverage concessions including beer and wine.

All attendees will be encouraged to stay the weekend and see the sights that Klamath County has to offer. KBS is also making a concerted effort to partner with local hotels to give discounted rates for early bookings, and even better rates for the whole weekend lodging. Advance ticket sales are already available on KBS website and will include links to participating hotels offering early booking discount and weekend rates.

The KBS festival has gained a great reputation amongst Pacific Northwest festival goers for its great outdoor waterfront venue, relaxed atmosphere, and top-notch Blues performers and thus is considered as a destination event within our target markets.

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 Phyllis K. Faries

Date 3-30-12

Signature of Board Chair _____

Date _____

PROJECT BUDGET

Tourism Grant Budget Form

| INCOME | Committed | Pending | Total | Actual | Comments/Explanations |
|--|-----------|--|-----------------|--------|--|
| Tourism Grant Request | | 10,000 | \$10,000 | | |
| Cash Match: | | | | | |
| Source: KBS Main Acct | 1,000 | | \$1,000 | | |
| Source: Fest Acct. | \$1,500 | | \$1,500 | | |
| Total Cash Match | | | \$2,500 | | |
| Other Funding Sources: Local Business Sponsorships | | 2@\$1,000 4@\$500 | \$4,000 | | |
| Source: Vendor Fees | | 25@\$100 | \$2,500 | | Based on last year's numbers |
| Source: Advertising in Festival Event Schedule | | 25@\$100 | \$2,500 | | Based on last year's numbers. |
| Total Other Funding Source | | | \$9,000 | | NOT counting cash match or Grant Funding |
| Total Projected Revenue: Ticket Sales (Day of Show) | | 900@\$15 | \$13,500 | | |
| Expenses | | | | | |
| Advertising Print | | \$6000 | | | National, State, Regional & Banners |
| Web (Festival page updates) | | \$1,500 | | | Websites: klamthblues.org & Klamathbluesfestival.com |
| Other: (Graphic design) | | \$1,000 | | | Logo, posters, flyers, and event schedule |
| Other: (TV & Radio, Discover Klamath (Co-Op) | | \$3,500 | | | \$1500 TV, \$1500 Radio (Regional) Discover Klamath co-op \$500 |
| Total Advertising | | | \$12,000 | | |
| Printing | | \$3,500 | \$3,500 | | Posters, flyers, mail outs, tickets & event schedules |
| Postage | | \$300 | \$300 | | Mail outs (posters, tickets, info) |
| Misc/Other (Explanation Req'd) 2011 Festival T-shirts & Staff T-Shirts | | 130@\$10 each = | \$1,300 | | T-Shirts are an expensive necessity; logos will be imprinted on them providing long term advertising. |
| Total Misc / Other | | | \$5,100 | | Printing, Postage, Misc |
| Total Projected Expenses | | | \$17,100 | | Includes expenses, and misc/other |
| Net Projected Income<Expense> | | \$22,500 (Other funding + Revenue) – \$17,100 = | \$5,400 | | This total income does not take into account the entire festival budget. Complete projected budget is attached for better understanding of the entire cost |

PROJECT DESCRIPTION

Project Plan:

1. **What is the main focus of this proposal?** The focus is to create an image of Klamath Falls as a cultural center and a yearly tourist destination. The Klamath Blues Society (KBS) is requesting financial support for their 5th Annual Klamath Blues Festival. With continued financial support KBS will plan, produce, promote, and present a charitable yearly blues festival for the benefit of Klamath County. The marketing plan will be geared towards increasing repeat yearly attendance of out of county visitors as well as locals.
2. **What are the project activities?** The festival activities will include an offering of multiple musical talents, including a featured act with name recognition all within a family-friendly festival atmosphere. Education of attendees about the rich heritage of blues music and its cultural value to each generation is primary to our purpose. The showcasing of Klamath County's diverse areas of historic and artistic interests and their societal values will be tightly woven into all of the activities. Some of the activities will include featuring local business sponsors and vendors, including regional arts & craft vendors, local breweries and other non-profit community organizations. The distribution of tourist information including partnering with local resorts, museums and art galleries are designed to enhance the cultural experience of Klamath County.
3. **When will the project occur? How long will it last?** The festival will be held Saturday, July 28, 2012 in Veterans Memorial Park. Gates will open at 11:00 am; the show starts at 11:45 am with the singing of the National Anthem. The music will start at 12 noon and end at 7:00 pm. A private-after-party for festival performers and festival attendees (A regular element at most Blues Festivals) will follow the event. Festival set up will be prepared the day before (Friday), and tear down will be completed by the end of the next day (Sunday). The all-day festival encourages out-of-town travelers/attendees to arrive the night before so they don't miss any of the show, and the private after-party for festival attendees and artists will persuade visitors to stay one more night, allowing them to rub elbows with the festival performers. The goal is to provide great entertainment and convince tourists to stay for the entire weekend.
4. **Who is the target market? What is your strategy for reaching the target market?** The target market is comprised of blues music lovers, festival goers, concert goers, fans of the arts and cultural events, and residents of other areas looking for interesting regional opportunities to experience affordable entertainment at leisure outdoor events. Our target market ranges in age from 30-60 mostly middle to upper middle income brackets with adequate disposable income for travel and entertainment. We are targeting the whole Pacific Northwest, Southern Oregon, and Northern California. The strategy for reaching this market is to:
 - a. Take full advantage of free non-profit **PSAs** in print, radio, and TV in multiple regional markets.
 - b. **Print advertising:**

- **National Publications:** *The Blues Festival Guide 2012*
 - **Pacific Northwest Regional Publications:** *Blues Notes* – Published by the Cascade Blues Association. (Washington, Oregon, Idaho) *The Eugene Weekly* (Willamette Valley) *Willamette Weekly* (Oregon and Washington)
 - **Statewide:** State tourism and event websites.
 - **Regional Publications; Central and Sothern Oregon and Northern California:** *The Source Weekly* (Bend / Central and Eastern OR), *Jefferson Monthly* (Ashland / Rogue Valley / Grants Pass) *Mail Tribune* (Rogue Valley) *Record Searchlight*, (Redding, CA), local and regional newspaper ads, multiple regional *Nickel Ads*, the Klamath Blues Society's Newsletter, mail out brochures, posters, and flyers.
 - **Local Coverage:** multiple print editorials and press releases. Local news and radio coverage and live interviews.
 - **Outdoor Banners:** Banner across Main Street and stage banners.
- c. **Radio:** Prior to the event, two straight weeks of all-day commercials on regional and local radio stations including: Jefferson Public Radio (multiple regions), NPR (multiple stations, in multiple regions), KZZE 106.5 (Rogue Valley), 104.7 The Eagle, and Sunny 107, plus a two-hour live remote broadcast the day of the festival. Prior to the event, live interviews on Jefferson Public Radio, NPR, Wynn-Broadcasting, and other regional radio stations.
- d. **TV:** Community Chalkboards in multiple regions, and local and regional news media coverage. Starting 2-3 weeks prior to the festival, multiple 30 second commercials will air on regional TV channels including: ABC and NBC on regional evening news time slots KDRV. KTVL, KOBI, KMVU, and SOPTV. We will also team up with Discover Klamath for additional TV commercial reach into the Bay area and other regions.
- e. **Web:** Our web site, www.klamathblues.org, and www.klamathbluesfestival.com, the International Blues Foundation's Festival Guide website, the Klamath County Chamber of Commerce and Discover Klamath websites, mass emailing, Oregon State Events websites, and aggressive low cost viral marketing campaign via numerous other Blues Society's and social media including: Facebook, MySpace, and other online music forums and blogs.
- f. **Word of Mouth.** Never underestimate the power of word of mouth, especially after the great reviews we received from our past festivals. We have gained a great reputation amongst festival goers in just a few short years. A great musical event can even overcome financial woes.

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

this year's festival to be more successful than any in the past. Expected attendance is 1000 – 1500 people with a minimum of 15 - 20% of those being classified as out-of-county tourists, placing our estimate at a minimum of 150 to 300 out of county tourists. Our estimates are based on the data collection we did from prior festivals, and plan to do again this year. Data is collected through a guitar give-a-way questionnaire (copies of 2011 questionnaires are attached for viewing). Each year we collect a statistically sound sampling of the attendees through these questionnaires. Our past data mining has consistently indicated between 15% and 20% to be classified as tourist and that out of those classified as tourists **60% of those stayed in hotels and 20% of those stayed more than one night.** We conservatively estimate an increase over the last years' attendance of 1200 and corresponding tourist numbers to increase as well.

6. ***How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?*** The lion's share of the advertising budget (70%) will be allocated to out of town markets. All attendees will be encouraged to stay the weekend and see the sights that Klamath County has to offer. We are also making a concerted effort to partner with local hotels to give discounted rates for early bookings, and even better rates for the whole weekend lodging. Advance ticket sales are already available on our website and will include links to participating hotels offering early booking discount and weekend rates. Located in beautiful downtown Klamath Falls, Oregon, "The Gateway to Crater Lake." Stay the weekend, enjoy the blues, and explore the diversity of Klamath County.

KBS will encourage out-of-town travelers/attendees to arrive the night before if they don't want to miss any of the show, and the private after-party for festival attendees and artists will persuade visitors to stay one more night, allowing them to rub elbows with the festival performers. The goal is to provide great entertainment and convince tourists to stay for the entire weekend.

QUALIFICATIONS OF APPLICANT

7. ***Describe your organization.*** The Klamath Blues Society (KBS) is a non-profit charitable organization that received its 501(c)(3) non-profit status in February 1997. Since then we have been operating within the community exclusively for charitable and educational purposes. We participate in dozens of charitable events throughout each year in Klamath County. These events, many of which host out-of-town participants, all contribute to the Klamath Blues Society's image as a community builder with sincere social and societal concerns.

The unique thing about the organization is how we raise funds for distribution to individuals and organizations under the Internal Revenue Code section for non-profits. We use the medium of blues music to do charitable works within the community. The blues genre is uniquely suited to charitable fundraising and particularly in a festival format because it crosses the boundaries of all forms of music. KBS has made great strides since its conception and continues to increase its positive impact and visibility within the community.

8. ***Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How you are uniquely qualified to carry out this project?*** The Klamath Blues Society has built quite a reputation for excellence in the event planning, booking, and organizing of our annual festival. Our previous successes are a testament to our capability to produce a successful event and bring tourists into our community. Our past four festivals' tourist numbers have been very consistent with 15%-20% of the attendees being classified as out-of-county tourists. Our data mining information also indicated more than 60% of those stayed in hotels and 20% of those stayed more than one night.

In addition, we are uniquely qualified because of our ability to network with other organizations, obtain sponsors and vendors, and coordinate an enormous amount of volunteers in a well organized way. We are growing each year as we become more effective and efficient. Community support and practical knowledge are the keys to our success. KBS is happy to say most of our previous festival committee heads are retaining their positions for the fifth year ensuring success and enabling practical knowledge to be retained and built upon. Lastly, but certainly not least, is our very active board of directors who are dedicated to the mission and vision in our charter; fostering, performing and teaching the history of the blues.

MARKETING PLANS

9. ***Describe specifically how you will market the event to visitors.*** The festival is an attendance event and a large portion of the advertising budget over 70% will be allocated to out of town markets. The ads will read something like this: "5th Annual Klamath Blues Festival—date---time---place. Located in beautiful downtown Klamath Falls, Oregon, "The Gateway to Crater Lake." Stay the weekend, enjoy the blues, and explore the diversity of Klamath County." (Made possible by the Klamath Blues Society, (major sponsor), the Klamath County Tourism Program, and Discover Klamath)
10. ***How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)*** KBS will measure success in three ways: 1) First and foremost is to put on a great festival that people will remember and want to come back to next year. Repeat attendance is crucial to our survival. 2) The event's success will be primarily gauged by overall attendance and ticket sales. 3) Tourist participation in the event is vital to the festival's investment and positive cash flow, and emphasis will be placed on assessing tourist participation and impact. Assessments will be measured by utilizing our major sources of data mining including the guitar give-a-way questionnaire; website hit reports, polling of local businesses, pre and post-festival reviews, and comments from attendees.
11. ***If your project is already underway explain how this grant will increase your likelihood of success.*** The project is already underway and is scheduled for July 28, 2012. The likelihood of continued success is greatly increased with the support of the tourism grant, especially for the early marketing and advertising investment that is needed. As a matter of fact, the likelihood of

continued success without the grant funds would be greatly in question. Without the support of the grant our advertising budget would be significantly decreased as can be seen in the attached budget and media calendar. KBS would be hard pressed to raise the needed funds for targeted regional advertising if we do not receive the grant funds. With full funding we hope to see the largest paid attendance event ever in downtown Klamath Falls.

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 Klamath Blues Society's has received great local support for the past four years. The following is a list of corporations, businesses, clubs, non-profits, and individuals that supported our efforts in some way over the past years, and many are expected to lend support again this year. The list of volunteers is too long to mention.

- ☞ Diamond Home Improvement
- ☞ Optilux Design
- ☞ Cellular Solutions
- ☞ ZCS Engineering
- ☞ Kla-Mo-Ya Casino
- ☞ US Cellular Solutions
- ☞ Holiday Jewelry
- ☞ Denham's Music
- ☞ N.E.W.
- ☞ Klamath County Tourism Program
- ☞ The Baney Corporation
- ☞ Modoc Lumber Co.
- ☞ The Ross Ragland Theater
- ☞ Sturdi-Craft Corporation
- ☞ Harbor Isles Golf Course
- ☞ Turn Thom Tire Factory
- ☞ Waste Management
- ☞ BRD Printing
- ☞ The VFW
- ☞ The American Legion
- ☞ Lake Ewauna Rowing Club
- ☞ Mia & Pia's Brewery
- ☞ The Chamber of Commerce
- ☞ Country Financial
- ☞ Discover Klamath
- ☞ The Ledge
- ☞ Klamath Board Sports
- ☞ Black Dog's Billiards
- ☞ Drew's Man Store
- ☞ Leo's Camera shop
- ☞ The Daily Bagel
- ☞ Classic Shears
- ☞ The Klamath Grill
- ☞ South Valley Bank & Trust
- ☞ The Air National Guard
- ☞ The Red Cross
- ☞ Maverick Motel
- ☞ Quality Inn
- ☞ Econo Lodge
- ☞ Days Inn
- ☞ Best Western
- ☞ Herald & News
- ☞ The Nickel Ads
- ☞ Wynn Broadcasting
- ☞ Kevin and Melody Kirk
- ☞ Steve Tillson
- ☞ Kirk Oaks
- ☞ Justin Pearlstein
- ☞ Steve Ayola
- ☞ Hidalgo's
- ☞ The Oregon Gift Store
- ☞ Eagle Ridge High School
- ☞ Klamath Grill
- ☞ My Mechanic
- ☞ Howards Meat Center
- ☞ Dynasty Restaurant
- ☞ Creamery
- ☞ Phil Studenberg
- ☞ Eve Oldenkamp
- ☞ Howards meat center
- ☞ Coffee Paws
- ☞ Double C Dog Training
- ☞ Humane Society
- ☞ Red Cross
- ☞ Jefferson Public Radio
- ☞ KTEC (OIT College Radio)
- ☞ Local ROTC Chapter
- ☞ Rip City Riders

Additional attachments provided by KBS

The above table only shows expected revenues and the promotion and advertising part of the KBF 2012 budget. The full KBF estimated 2012 budget is attached for better understanding of the total festival cost.

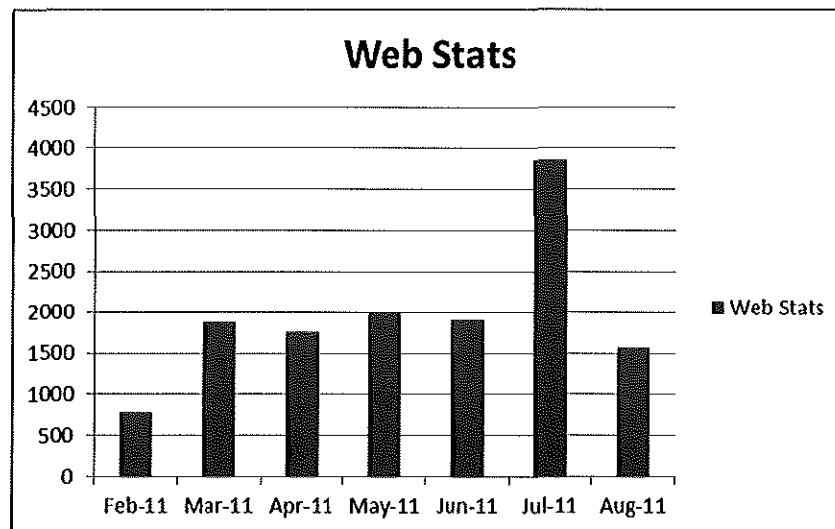
1. The full estimated KBF 2012 budget details all the projected revenues and expenditures including: materials, services.
2. Website Report detailing the number of hits for last year's festival.
3. A detailed media calendar for better understanding of the advertising coverage and budget.
4. Copies of the actual guitar give-away questionnaire used for data mining in 2011 with festival attendee comments.
5. A copy of the Blues Festival Guide ad for 2012 (Already placed and hits the streets April 12th)
6. letters of support
7. pictures from last year

| Klamath Blues Festival 2012 Estimated Budget | | | |
|--|-----------------|----------------|--------------------------------|
| Revenue | | To Date | |
| Klamath County Tourism Grant | \$10,000 | | |
| KBS Cash Match: (grant minimum 10%) (we are contributing at least 25% up front to A&P) | \$2,500 | | |
| Other Income Sources | | | |
| Sponsors 2@ \$1000, 4@ \$500 = | \$4,000 | | |
| Vendor Fees 25@ \$100 each= | \$2,500 | | |
| Advertising in event schedule & website 25 @ \$100 = | \$2,500 | | |
| Ticket Sales 900 x average price \$15.00= | \$13,500 | | |
| Total Expected Revenue | \$35,000 | | |
| Materials and Services (M/S) | | | |
| Professional Bands | \$9,000 | | |
| Sanitation & Refuse | \$600 | | |
| Security: Colt | \$900 | | |
| On Site Emergency Services (Donated by Red Cross) | \$ - | | |
| Parks Permits & Fees | \$380 | | |
| Sound System Rental: Ross Ragland | \$2,000 | | |
| Stage and Dance Floor Construction & Rentals | \$700 | | |
| Insurance | \$500 | | |
| Band & Volunteer Hospitality | \$1,000 | | |
| Total Cost of Materials and Services | \$15,080 | | |
| Advertising and Promotion (A/P) | | | |
| Print Advertising (national, state, regional & banners) | \$6,000 | 920.00 | Blues Fest Guide (National Ad) |
| Website Festival Page Updating | \$1,500 | 500.00 | |
| Logo, Boucher & Poster Design (Graphic Artist) | \$1,000 | 500.00 | |
| Printing: Event schedules, Event tickets, Brochures, Posters, Flyers | \$3,500 | | |
| Event Staff T-shirts 30@ \$10.00 each | \$300 | | |
| Festival T-shirts 100@ \$10.00 each | \$1,000 | | |
| Advertising TV, Radio, Discover Klamath | \$4,000 | | |
| Postage | \$300 | | |
| Total Cost of Advertising and Promotion | \$17,600 | | |
| Total Cost M/S & A/P | \$32,680 | | |

| | | | |
|--------------------------------------|-----------------|--|--|
| Total Revenue | \$35,000 | | |
| Total Cost | \$32,680 | | |
| Total Profit | \$2,320 | | |
| Festival Fund (50%) | \$1,160 | | |
| Designated Charity (30%) | \$696 | | |
| KBS College Scholarship Fund (20%) | \$464 | | |
| Total Charitable Distribution | \$2,320 | | |

Web Stats – 4th Annual Klamath Blues Festival July 23, 2011

www.Klamathblues.org



Web Stats Details:

| | Month | Number of page requests |
|---|--------|-------------------------|
| 1 | Feb-11 | 786 |
| 2 | Mar-11 | 1,880 |
| 3 | Apr-11 | 1,757 |
| 4 | May-11 | 1,984 |
| 5 | Jun-11 | 1,904 |
| 6 | Jul-11 | 3,861 |
| 7 | Aug-11 | 1,566 |

Klamath Blues Festival Estimated Media Calendar 2012

| Advertising Media | Cost \$ | Apr | May | June | July | Aug | Sept | Oct | |
|----------------------------------|------------------|---|-----|------|---------------------|-----|------|-----|--|
| Magazines | | | | | | | | | |
| National Festival Guide | \$ 920 | | | | | | | | |
| Print (Local) | | | | | | | | | |
| H&N | \$ 375 | Plus Editorials | | | | | | | |
| Limelighter | \$ 350 | Editorials plus Ad | | | | | | | |
| Nickel Ads | \$ 200 | | | | | | | | |
| Print (Regional) | | | | | | | | | |
| Blues Notes (Portland) | \$ 530 | | | | | | | | |
| The Source Weekly (Bend) | \$ 500 | | | | | | | | |
| Jefferson Monthly (Ashland) | \$ 450 | | | | | | | | |
| Eugene Weekly | \$ 375 | | | | | | | | |
| Record Searchlight (Redding) | \$ 400 | | | | | | | | |
| Mail Tribune (Medford) | \$ 500 | | | | Editorials, plus Ad | | | | |
| Willamette Weekly | \$ 500 | | | | | | | | |
| Outdoor (Banners) | | | | | | | | | |
| Sign Pro | \$ 500 | | | | | | | | |
| Banner on Main St. | \$ 400 | | | | | | | | |
| Direct Mail | | | | | | | | | |
| KBS Mail Out | \$ 300 | | | | | | | | |
| Radio | | | | | | | | | |
| The Eagle 104.7 | \$ 1,000 | | | | | | | | |
| JPR (4 Regional Counties) | \$ 500 | | | | | | | | |
| OIT | \$ - | | | | | | | | |
| TV Commercials | | | | | | | | | |
| Regional & Local | | | | | | | | | |
| KOBI / KOTI | \$ 1,000 | | | | | | | | |
| KTVL Medford | \$ 1,000 | | | | | | | | |
| Discover Klamath | \$ 500 | | | | | | | | |
| Total | \$ 10,300 | | | | | | | | |
| Promotions | | | | | | | | | |
| Graphic Design / Website updates | \$ 2,500 | Logo, event schedule, posters, flyers, Ads & web design | | | | | | | |
| Printing | \$ 3,500 | | | | | | | | |
| T-shirts | \$ 1,300 | | | | | | | | |
| Total | \$ 7,300 | | | | | | | | |
| Grand Total | \$ 17,600 | | | | | | | | |

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: Roxanne Hannicott
Address: 1469 NE View Dr
City: Grants Pass
State, Zip: OR 9752
Phone Number: 541 479 1349
Email: Roxhann@gmail.com

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

on line - facebook

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

invite me next year?

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: Bob Corrao
Address: P.O. Box 731
City: Alturas
State, Zip: CA 96101
Phone Number: 530-233-1165
Email:

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

Friends

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

Keep playing the blues!
Dikka!

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: Cynthia Dale

Address: 919 Plum Ridge

City: Ashland

State, Zip: OR 97520

Phone Number: 541-488-1343

Email: clwismis1@aol.com

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

FRIEND

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

Keep the beer
garden open

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: Pam Wynn

Address: 2020 VINE AVE.

City: K. FALLS

State, Zip: OR. 97601

Phone Number: 541 883-3326

Email: greeneeggspam@aol.com

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

 My 4th year to come

Did you come from out of town?

Yes No


Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

I love it. It's
getting better & better ever,
year 

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: JANE CHADDERON

Address: 2575 CAMPUS DR. # 401

City: KF

State, Zip: OR 97601

Phone Number: (503) 704-4764

Email: JPCHAD@CLEARWIRE.NET

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

MY HUSBAND

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

KEEP THIS EVENT
GOING - IT'S GREAT!

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: DAVE GAMEZ

Address: 7150 S. AVALON DR.

City: TUCSON

State, Zip: AZ. 85735

Phone Number: 520-360-8421

Email: ~~KUZ~~ KUZ@DAVE@
YAHOO.CO

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

less Time Between
BANDS

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: Nadine Johns

Address: 1161 Maple Ave

City: UKIAH CA

State, Zip: 95982

Phone Number: (707) 472-0645

Email: 707 513-7683 cell
sugarloaves@hotmail

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

Visitor Center

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

Keep the beer
Garden!

Please fill out this questionnaire, drop it in the drawing box at the Klamath Blues Society booth, and you could win an electric guitar donated by Denham's Music. Drawing is at 5:00 PM and you must be present to win. Thank you!

Name: Tina Santos

Address: 447 Eastgate Lane

City: Martinez

State, Zip: CA 94553

Phone Number: 925 348 3571

Email: full-o-wonder@yahoo.com

Would you like to receive?

KBS e-newsletters

Yes No

Klamath County tourist information

Yes No

How did you hear about the Klamath Blues Festival?

The local newspaper

Did you come from out of town?

Yes No

Are you staying the night in a hotel?

Yes No

Would you be interested in being a member of the Klamath Blues Society?

Yes No

Suggestions?

5th Annual Klamath Blues Festival



*Located in beautiful downtown Klamath Falls, OR
"The Gateway to Crater Lake."*

Stay the weekend, enjoy the blues,
and explore the diversity of Klamath County.

July 28, 2012

Veterans Memorial Park
Gates Open: 11:00am

For Additional Info and Full Schedule
www.klamathblues.org



Made possible by the Klamath Blues Society and the Klamath County Tourism Program



Your Locally Owned & Operated Radio Stations

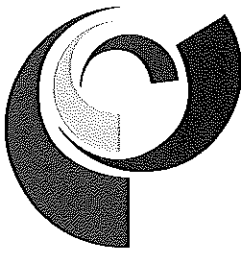


To whom it may concern:

In regards to the 5th Annual Klamath Blues Festival. We believe this festival to be one of the most promising activities to be called Klamath's own! This event is advertised far and wide, on Radio, Magazines, Newspapers, etc. covering many different counties and states. The quality and popularity of the artist speaks for itself. This is no ho-hum marginal talent festival. This is the real deal! Bringing talent to our area that usually would only perform in much larger cities. These popular artists bring visitors from outside our county and from many other states, as well as providing a family friendly event for our local hard working citizens. Many who never will have an opportunity to travel to see such artist perform during their entire life. This event has brought many cultures and lifestyles all to one area to interact with one another, promoting social understanding and acceptance in the diversity of individuality. This not only benefits our community monetarily, but morally & culturally as well. Visitors and artist alike will take their memories back to their own communities encouraging more Tourism for years to come.

This show continues to expand, along with the enthusiasm of all who participate in making it a success! Klamath Falls may be small in size, but we're big in expectations, and serious about our image!

Sincerely,
Robbie Rush
Wynne Broadcasting
Klamath Falls.



Klamath County Chamber of Commerce

205 Riverside Street Suite A ♦ Klamath Falls, Oregon 97601

(541) 884-5193 Phone ♦ (541) 884-5195 Fax

www.klamath.org - inquiry@klamath.org

March 28, 2012

Board of Directors

Stan Gilbert
Klamath Youth Development Center

Jodi Kucera
Mia & Pia's Pizzeria & Brewhouse

Toby Freeman
Pacific Power

Barb Meng
US Cellular-Cellular Solutions

Bridgitte Griffin
South Valley Bank & Trust

Heidi Wright
Herald and News

Kathie Philp
Pacific Crest FCU

Shari Watterberg
Integra Telecom

Tim Wehrly
Above & Beyond Catering

Curtis Waite
173d Fighter Wing, Kingsley Field

Dan Keppen
Dan Keppen & Associates, Inc

Willie Riggs
OSU Extension Office

Linda Thompson
Fred Meyer Stores

Ellsworth Lang
Kia-Mo-Ya Casino

Mike Angeli
The Ledge

Rachael Spoon
KBHBA

Randy Shaw
Coldwell Banker/Holman Premier Realty

Tom Reeves
Win R Insulation

David Ellis
Running Y Resort

Ex-Officio Members

City of Klamath Falls
Klamath County
KCEDA
Oregon Institute of Technology
Klamath Community College
KUHS DECA

Staff

Charles Massie
Executive Director

Heather Tramp
Programs & Marketing Coordinator

The Klamath County Chamber of Commerce fully supports the efforts of the Klamath Blues Society in producing the Klamath Blues Festival at Veteran's Park. In the past we have provided material assistance to this event and participated by distributing information on Klamath County and the attractions and activities available in the area.

The festival has proven to be an excellent visitor attractor for the County and is becoming a premier summer event in the region. With help this event will continue to grow and attract more visitors to Klamath each year.

Please continue to support the marketing activities of this organization and provide funding to advertise the event outside the area.

Sincerely,

Charles Massie
Executive Director

DISCOVER
KLAMATH

OREGON UNEXPECTED

March 29, 2012

Dear Klamath County Tourism Grant Selection Committee,

Discover Klamath Visitor and Convention Bureau supports the request for a Spring Tourism Grant for the Klamath Blues Society (KBS), who will use these funds to promote its annual Blues Festival. This event will be held July 28, 2012 in Veteran's Park, Klamath Falls.

Upon funding, Discover Klamath looks forward to working with, and supporting, the out-of-county marketing activities of Phyllis Faries, Vice President of the Klamath Blues Society, and her Team as they develop and market their 2012 event.

The group's mission is excellent: *"To operate exclusively for charitable and educational purposes. The reason KBS exists is to preserve, nurture, and promote one of America's indigenous cultures, The Blues; in the Klamath Basin and beyond".*

Since 1997 KBS has raised thousands of dollars for other organizations and charitable causes. For the past seven years KBS has planned, produced and promoted successful events, including its summer Blues Festival, and, its Christmas Charity Concert benefiting organization's such as the Klamath Youth Development Center, the Klamath Crisis Center, Humane Society, Food Bank, and the Klamath County Library. KBS also supports and performs for free at many other organizations fundraisers and charity events. In addition, KBS operates a weekly blues jam to support local musical talent. KBS is not limited to just performing: It awards an annual College Scholarship to a local high school graduate who demonstrates academic excellence and musical talent. KBS is also a member of the Klamath County Chamber of Commerce, the Ross Ragland Theater, and the International Blues Foundation.

Thank you for your consideration of the Klamath County Blues Society's request for a 2012 Spring Tourism Grant.



Jim Chadderdon
Executive Director
Discover Klamath Visitor & Convention Bureau
205 Riverside Drive
Klamath Falls, Oregon 97601

Mia & Pia's Pizzeria & Brewhouse
3545 Summers Lane
Klamath Falls, OR 97603
(541) 884-4880

March 27, 2012
To Whom It May Concern:
RE: Grant Proposal
Klamath Blues Festival, July, 2012

Greetings:

I am writing on behalf of the Kucera family and our business, Mia & Pia's Pizzeria & Brewhouse, to ask that you give strong consideration to the grant proposal submitted for the Klamath Blues Festival. It is our understanding that some of your criteria include benefits to tourism, culture and heritage as well as bang for the buck to our local economy.

The Klamath Blues Festival is a great investment for our community grant dollars. I'm sure the KBS has included the history of this event in their documentation, so I won't repeat that information. You will see this event has had some great financial success and some years where it was much more difficult to make a profit. I see a group that is willing to critique itself, willing to change in order to grow, willing to do whatever it takes to put on an awesome event in which our community can take great pride. These aren't just nice words. As a vendor for the Blues Festival, we have taken part in KBS meetings where SWAT analysis has included everything from choice of music, choice of venue, potential date conflicts with local and regional events, how to make promotion more effective, how to help the vendors be profitable, how to achieve more community buy-in, how to assure a great return for the event benefactor, etc., etc. I feel it is important for you to know the KBS commitment to community is so strong that the year the Blues Festival made very little profit, they scheduled additional fund raisers for their benefactor organization.

As you look around the region, you will see that successful events have the backing of their community. I believe the additional grant funding to the Klamath Blues Festival would be a worthwhile investment with tremendous returns for our community. Thank you for your attention to this matter. Please let me know if we can provide any further information that will help you reach a decision in this matter.

Very truly yours,

MIA & PIA'S PIZZERIA & BREWHOUSE

Jodi Kucera

Photographs of the 2011 event:



Headline Act: Too Slim and the Taildraggers



The crowd enjoys the music and the warm weather.

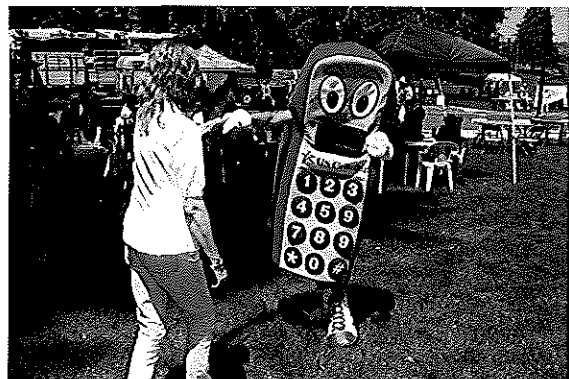


Venders enjoy the music too.



The musicians enjoy the event as well.





The kids love the music and Cellbee.