

Tourism Grant Application

Organization Applying: Klamath Falls Downtown Association
Contact Persons: Kendall Bell or Linda Warner
Phone Numbers: 541.591.0024 or 541.281.5535
Email Addresses: jmbellkf@aol.com or lindareawarner@gmail.com
Web Site Address: www.downtownklamathfalls.org
Title of Project: Scarecrow Row Fall Festival

Brief Description of Project:

Now in its sixth year, the Scarecrow Row Fall Festival brings over 200 visitors to downtown Klamath Falls. The festival itself takes place on the Saturday before Halloween which this year will be on October 25th. The month-long Scarecrow Row event actually begins the first week in October when businesses display themed scarecrows they have constructed. The event culminates with a community festival which includes free family-friendly fun activities, a children's costume parade, and trick or treating at downtown businesses.

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

Signature of Applicant Linda R. Warner Date 4/28/2014

Signature of Board Chair Kendall Bell Date 4/28/2014

Project Description

Project Plan:

1. What is the main focus of this proposal?
Scarecrow Row is a free, family-friendly fall event which provides a fun event for local citizens and their children. This year we want to extend our reach to include families from neighboring Southern Oregon communities.
2. What are the project activities?
The month-long event begins with a themed scarecrow-building competition. Local business display their creations on the sidewalks downtown during the month of October. This is the Scarecrow Row part of the event. The festival itself takes place on the Saturday before Halloween, providing another opportunity for the little ones to wear their costumes. The five-hour long event includes a children's costume parade, followed by trick or treating up and down Main Street. Then back at 9th and Main there will be pumpkin painting, face painting, children's games and free tractor rides. For the past four years, the Star Wars actors from the Portland area have attended, free of charge, paying their own expenses to come to Klamath Falls, and are available to talk with kids (and parents), have photos taken, and talk to participants about the importance of the Downtown Association. Last year the Star Wars actors collected \$200 in donations for the Downtown Association.

The event takes place on the last Saturday of the Klamath Farmer's Market season and our partnership with them provides attendees local produce for sale, craft vendors with their offerings, and local musicians. The Farmer's Market also sponsors a costume contest for all ages.

During the festival, attendees will vote for their favorite scarecrow and the winning business is awarded a pizza party, sponsored by the Downtown Association.
3. When will the project occur? How long will it last?
Though the scarecrows are displayed downtown throughout the month of October, the actual event will be held on Saturday, October 25, 2014 from 9 am until 2 pm.
4. Who is the target market for attending the project?
Historically, the event has targeted our local community. This year we hope to draw in families from many neighboring communities as well. Should we receive this grant, our target market will extend to Lakeview, Alturas, Medford, Ashland, Grants Pass and smaller towns outlying those areas.

Project Goals:

5. How many out of county visitors do you expect to attract to the project?

Our goal is 100 out-of-town families or approximately 300 new visitors to the downtown area.

How will you count the number of out of county visitors versus the number of locals?

We have come up with two methods of counting visitors. 1) Volunteers will be surveying the parade participants as they trick or treat up and down Main Street. They will ask for the number of people they brought with them to the event and their home zip code. 2) We will have a registration booth where attendees will sign up for a free raffle and vote for their favorite scarecrow. There we'll acquire zip code information as well as other demographic information, as well as marketing information for future events.

6. How are you planning on extending the out-of-county visitor's length of stay?

As the community calendar is revealed, through our marketing strategies, we will be encouraging out-of-county visitors to attend other events while they are in town. Our hope is that we can partner with other organizations and entities and cross promote events during the month of October, and especially the weekend of October 25th.

How will you encourage early arrival and late departure?

With a start time of 9 am, we hope that many families will come over the day before. We will approach motel owners and encourage them to offer a Scarecrow Festival discount.

How will you count the extra days?

Volunteers will ask "How many days are you staying in Klamath Falls?" as they do the verbal survey. There will also be a similar question on the ballot/raffle ticket at the registration booth.

Qualifications of the Applicant:

7. Describe your organization.

The Klamath Falls Downtown Association, formed in 2008, is a group of nearly 100 business owners, professionals, service providers, property owners and citizens all working together to create, maintain and promote downtown

Klamath Falls as an attractive, safe and vibrant place in which to work, shop, live and play.

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?

Scarecrow Row is in its 6th year and every year the attendance has grown dramatically. The first year we estimated that businesses had somewhere around 700 children attending and trick-or-treating. We determined this by the average pieces of candy businesses handed out. Last year we estimated that we had more than doubled the number of children trick-or-treating, around 1500, and this doesn't even count the one or two adults with them. Although we have not measured out-of-town attendance, we know from anecdotal evidence that many attendees come from out of town. We have come to realize that this event has considerable untapped potential for bringing people into Klamath Falls because there is no other event like it in Southern Oregon.

Marketing Plans:

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

We will advertise on radio and television stations in Southern Oregon. We will purchase print advertising in the Lakeview weekly newspaper and the Ashland Daily Tidings and Medford Mail Tribune daily newspapers. We will distribute brochures to Chambers of Commerce, Visitors Centers and Tourism Offices in these outlying areas, as well as local offices for distribution to tourists and/or people planning visits in October. We will advertise the event on KFDA social media sites and on our website. We will also distribute flyers to elementary schools in these targeted areas.

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)

We will count all visitors (see Item 5) and then sort by zip code and tally the results. The ballot/raffle entry form will provide us a variety of data.

11. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10 per hour for the purposes of completing the budget form.

For 5 years, KFDA has organized and produced this free family-friendly event with nearly everything donated. Businesses build the scarecrows that are the main focus of the event and that adorn downtown for a month. Businesses donate the raffle prizes. Some businesses have special sales for the day.

Members of KFDA donate at least 100 hours of their time preparing the event. KUHS Cheerleaders and ASB officers donate at least 100 hours on the day of the event—helping set up, running the games, face painting, handing out candy for businesses. The dozen or so Star Wars characters come from all over the state, donate their weekend time to the event, and pay all their own travel expenses. At least 30 businesses are handing out candy to 1500+ children. Pumpkins for painting are donated by Diamond Home Improvement. The tractor has been donated by Floyd Boyd (and we hope the new owner will honor this tradition). Local farmers donate bales of hay and cornstalks for decorating. Mike Angeli of The Ledge donates tents for activities.

Klamath County Tourism Grant Application
Project Budget

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		5000			
Cash Revenues -	0				
Source: KFDA Budgeted Funds	500				
Source:					
Source:					
Total Cash Revenues	500	-	-	-	
In-Kind Revenues:					
Source: tractor rides	600				
Source: raffle prizes	500				
Source: pumpkins	1000				
Source: face painters	100				
Source: candy	2500				
Source: tents	200				
Source: scarecrows	750				
Source: KFDA volunteers	1000				
Source: Hay bales/corn stalks	100				
Source: Porta Potty	100				
Source: Star Wars Actors	1920				
KUHS Volunteers	1050				
Total In-Kind Revenues	9820	-	-	-	
Total Revenue	10320	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs					
Out-of-County Marketing Costs					
Newspaper Advertising		1000			
TV Advertising		2000			
Radio Advertising		1000			
Poster Design/Printing		500			
Brochure/Flyers Design/Printing		500			
Local Marketing Costs					
Newspaper Advertising	300				
Poster Printing and Design	200				
School Flyers	100				
Rentals					
Supplies Misc	100				
Other: Pumpkin Paint	50	-	-	-	
Other: Face Paint	50				
Other:					
Other:					
Total Cash Expenses	800	6000	-	-	
In-Kind Expenses					
Labor					
Marketing costs					
Other:					
Other:					
Other:					
Total In-Kind Expenses		-	-	-	
Total Expenses	5800	-	-	-	
Net Income<Expense>	5000	-	-	-	

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.

Charles Wyckoff, Director
Klamath Falls Farmers Market Assoc.
6800 S 6th #26
Klamath Falls, Or. 97603
(541) 273-1102

As Director and Manager of KFFM for the last 5 years, I've had the opportunity to work with Klamath Falls Downtown Assoc. (KFDA) a number of times on events such as Scarecrow Row and 3rd Thursdays. As an organization whose goals are similar in supporting and nurturing a sense of community, as well as business and economic growth in the downtown quarter, we appreciate the leadership and cooperation from the KFDA.

With the popularity and growth of these events, and specifically Scarecrow Row, I see the potential to develop and draw a larger audience from the surrounding Klamath, Lake and Jackson County communities. The harvest/Halloween theme of the event is under developed, in my opinion, and should work to build from the latent support from the regional agriculture communities.

Regional promotion of these type of youth and children's events is important and useful in bringing awareness, education and a sense of Civic participation from neighboring and like-minded regional communities.

C Wyckoff
Klamath Falls Farmers Market, Director



April 29, 2014

Letter of Support for KFDA Scarecrow Row Event

To whom it may concern,

I am writing on behalf of the Klamath County Chamber of Commerce to support the KFDA tourism marketing grant application requesting funding for this year's Scarecrow Row Event.

KFDA is working diligently to create events that will attract visitors to the community and share the downtown business districts charms.

Scarecrow Row has proven very popular locally and could be an attractor for visitors from outside the area when extensively promoted.

The Chamber will work closely with the KFDA to help market outside the area and extend the reach of their message.

Thank you for your consideration and support of this vital project.

Kind Regards,

A handwritten signature in black ink, appearing to read "C. Massie".

Charles Massie
Executive Director



CITY OF KLAMATH FALLS, OREGON

226 South 5th Street • P.O. Box 237 • Klamath Falls, Oregon 97601
Sister City -- Rotorua, New Zealand



April 29, 2014

Linda Warner
Klamath Falls Downtown Association
Via - Email

Dear Linda:

It is my pleasure to write a letter of support of the Scarecrow Row Event being submitted for the Klamath County Tourism Grant Funding.

The Klamath Falls Downtown Association has been a great partner with the City as we strive to make our community a better place. In order to achieve our shared goals of creating a better Klamath Falls, generating public awareness among locals living in the surrounding areas and in neighboring communities is critical.

Scarecrow Row is the perfect event to help raise public awareness of Klamath Falls. This event shows off the best feature of our community -- its people and their caring hearts. The event also highlights our downtown, offers families a friendly event; and brings in money from outside communities.

If you have any questions, please feel free to contact me.

Sincerely,

Erik Nobel
Planning Manager



Southern Oregon Business Banking Team
Klamath Falls / Lakeview Division
740 Main Street
Klamath Falls, OR 97601

April 28, 2014

Klamath Falls Downtown Association
PO Box 372
Klamath Falls, OR 97601

RE: Scarecrow Row

KFDA Board,

I would like to thank you for all the events and efforts you put into our downtown. You all are making a noticeable difference. Keep up the good work.

On behalf of US Bank, I would like to see the annual Scarecrow Row event continue. This is a great FREE family fun event. The community needs more of this type of events. I love seeing all the children dressed in their costumes and enjoying our downtown with their family and friends. This event is very well attended and is a proven event.

Please continue to let US Bank know of any volunteer opportunities with this event and others. We support your efforts and your continued success for Scarecrow Row.

Thank you,

A handwritten signature in black ink, appearing to read "Bryan Phillips". The signature is fluid and cursive, with the first name being more prominent.

Bryan Phillips
Asst. Vice President & Relationship Manager
541-883-4615
bryan.phillips@usbank.com



May 13, 2014

Mr. Jason Link
Chief Financial Officer
305 Main Street
Klamath Falls, OR 97601

RE: Klamath County Tourism Grant Application

To the Members of the Tourism Grant Committee Executive Team:

First of all, thank you for giving us the opportunity to revise and clarify our application. Here are our responses to your questions:

1. We now have a cash match of \$1775 for our \$5000 grant request, a 36% cash match. (I have attached a copy of our revised project budget.)
2. Our In-Kind Revenues and In-Kind Expenses now match at \$10,250.
3. We have revised item #9 (see below) under the Marketing Plan section of the application to clarify our plans to partner with Discover Klamath and the Klamath County Chamber of Commerce. We will also work closely with the events calendars of both those offices and promote activities they have scheduled. If there are more things to do on any given weekend, out of town visitors will be more likely to stay over a night or even two.

Marketing Plans:

9. Describe specifically how you will market the project to out of county visitors. We will advertise on radio and television stations in Southern Oregon. We will purchase print advertising in the Lakeview weekly newspaper and the Ashland Daily Tidings and Medford Mail Tribune daily newspapers. We will distribute brochures to Chambers of Commerce, Visitors Centers and Tourism Offices in these outlying areas. We will give flyers to Discover Klamath and Klamath County Chamber of Commerce for distribution to tourists and/or people planning visits in October, and ask those offices to post the event on their websites. We will advertise the event on KFDA social media sites and the KFDA website. We will also distribute flyers to elementary schools in these targeted areas.

I hope that we have answered all your questions fully. Kendall Bell and I look forward to meeting with you on May 28th.

Sincerely,

Linda Warner

Linda Warner
KFDA Secretary

**Klamath County Tourism Grant Application
Project Budget**

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		5000			
Cash Revenues -					
Source: KFDA Budgeted Funds	1775				
Total Cash Revenues	1775	-	-	-	
In-Kind Revenues:					
Source: Tractor train	600				
Source: Supplies	2450				
Source: Candy	2500				
Source: Rentals	200				
Source: Star Wars Actors	1920				
Source: Raffle prizes	500				
Source: labor volunteers	2080				
Total In-Kind Revenues	10250	-	-	-	
Total Revenue	12025	-	-	-	
EXPENSES					
Cash Expenses -					
Personnel costs	0				
Out-of-County Marketing Costs					
Newspaper Advertising		1000			
TV Advertising		2000			
Radio Advertising		1000			
Poster Design/Printing		500			
Brochure/Flyers Design/Printing		500			
Local Marketing Costs					
TV Advertising	350				
Radio Advertising	400				
Newspaper Advertising	425				
Poster Printing and Design	300				
School Flyers	100				
Supplies Misc	100				
Pumpkin/Face Paint	100	-	-	-	
Total Cash Expenses	1775	5000	-	-	
In-Kind Expenses					
Rentals (tent, portapotty)	200				
Pumpkins, hay, cornstalks	1300				
Candy	2500				
Tractor and cars	600				
Raffle Prizes	500				
Painting Supplies-kids	200				
Misc. Event Supplies	200				
Star Wars actors	1920				
Volunteers (KUHS & KFDA)	2080				
Scarecrow materials	750				
Total In-Kind Expenses	10250	-	-	-	
Total Expenses		-	-	-	
Net Income<Expense>	5000	-	-	-	

NOTES

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- 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.