

TOURISM GRANT APPLICATION

Organization Applying: Ross Ragland Theater

Address: 218 N. 7th Street

City, State, Zip Klamath Falls, OR 97601

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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 9/28/12

Signature of Board Chair Jennifer R. Palma Date 9-28-12

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		\$10,000	\$10,000		
Cash Match -					
Source: RRT Budget		\$12,022	\$12,022		
Source: Cash Sponsors	\$ 4,000		\$ 4,000		
Source:					
Total Cash Match	\$ 4,000	\$12,022	\$16,022	-	
Other Funding Sources:					
Source: In-kind sponsors	\$ 3,500		\$ 3,500		
Source:					
Source:					
Total Other Funding Sources	\$ 3,500	\$ 0	\$ 3,500	-	
Total Projected Revenue	\$7,500	\$22,022	\$29,522	-	
EXPENSES					
Advertising					
Print		\$ 3,000	\$ 3,000		Ads in Publications
Web		\$ 1,000	\$ 1,000		E-magazines/website
Other Internet					
Other (Broadcast)		\$ 5,000	\$ 5,000		Radio and Television
Total Advertising	-	\$ 9,000	\$ 9,000	-	
Printing (and Design)		\$ 2,406	\$ 2,406		Direct mail/Print ads
Postage		\$ 250	\$ 250		
Misc/Other (Explanation Req'd):					
Other: Artist Fees	\$ 7,000	\$ 750	\$ 7,750		
Other: Operating Expenses	\$ 3,360		\$ 3,360		Partial operations for event
Other: Technical Costs	\$ 1,050		\$ 1,050		Rentals and tech staff
Other: Equipment/Supplies		\$ 5,706	\$ 5,706		Set, staging, etc.
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	\$11,410	\$18,112	\$29,522	-	
Net Projected Income<Expense>	(\$3,910)	\$3,910	\$ 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
 Use additional space or lines if necessary to provide complete information

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. With the economic downturn, we saw a reduction in attendance by out-of-area visitors and feel that target marketing is a needed strategy to re-introduce visitors to the Klamath area.

2. What are the project activities?

Taste of Klamath is an annual special event that last 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 16, 17, and 18. This event, now in its 12th year, has proven to be a favorite among locals as well as some visitors.

The 16th 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 the 17th, we are 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 and will feature foods from local restaurants and caterers, beers from local brewers, and wines from local vendors to promote their business.

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

The project will occur between February 2013 and May 2013, 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?

Our target market is households with income greater than \$70,000. This market typically includes professionals with higher educational training and inclined to travel for new experiences. For Taste of Klamath, we are targeting households without children living at home within in 200 mile radius. 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 packages through area businesses and hotel/motel properties.

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?

Our goal is to increase attendance at Taste of Klamath by out-of-area visitors by 15%. 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 visitors length of stay? How will you encourage early arrival and late departure?

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, we will be able to offer a discount on rooms, encourage visiting our 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.

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 24th performance season, the Ross Ragland Theater has demonstrated its ability to attract visitors – specifically during the shoulder season – for many years. Approximately 2,500 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.

Taste of Klamath is in its 11th 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.

Electronic Media

With a targeted approach, electronic media can be a very effective strategy for promotion. Facebook and QR 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 15% of attendees in 2013 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 local hotel/motel properties and Discover Klamath. Without it, we would not be able to 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.



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