

Print

Tourism Traditional Application - Submission #1001

Date Submitted: 3/27/2020

I have read the Grant Guidelines posted on March 1, 2020

yes/no*

yes ▼

I plan to apply for two projects

yes/no

no ▼

If yes please rank this project for level of priority

priority

-- Select One -- ▼

Project Title*

Movies on the Big Screen

Grant Cycle*

Spring, 2020

Amount Requested*

\$2,990

Total Project Cost*

6,000

Entity Federal Tax ID Number

93-1006823

Do not enter if putting in SSN

Entity Name*

Ross Ragland Theater

Grant Contact Name*

Scott Mohon

Email Address*

director@rrtheater.org

Address*

218 N. 7th Street

City*

KLAMATH FALLS

State*

OR

Zip Code*

97601

Phone Number*

5418845583

Fax Number

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

Name(s)

kate R Marquez

reply email

katmax@charter.net

reply email

katmax@charter.net

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

yes/no

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no

yes

If yes, please enter name

Name

Kate Marquez

Select which of Travel Oregon's Key Initiatives your project aligns with:

choose one*

Drive year-round destir



Project (250 words or less)*

The Ragland will show 4 movies, to encourage visitors to come to Klamath or to spend extra days here.

- May 4, 5, 6*: Star War Trilogy

May the 4th Be With You. Three events/3 nights. The Star Wars Trilogy, a popular cult favorite, will be shown as a 3-night festival, with costume and trivia contests, Star Wars video games in the lobby, beer, wine and food. Possible food truck on-site. The events will be marketed regionally, via geographically-targeted social media, direct mail, newspaper and radio, and marketed locally. The Trilogy consists of the original Star Wars film (1977),[b] The Empire Strikes Back (1980) and Return of the Jedi (1983). The films have a strong cult following.

- June 25: Hollywood Knights

Kruise of Klamath Kick-off Party (open to public). The movie Hollywood Knights, a car-themed comedy, will be shown at the Kruise's Kick-off Party, held to encourage Kruise registrants to arrive a night early. The Party, hosted by the Ragland, includes an on-site vintage car show and on-stage trivia contest. Food, wine and beer.

The Ragland's Big Screen, a state-of-the-art system, provides a superb movie experience. The Herald and News called the Ragland's digital cinema "matched with a massive screen that covers the majority of the venerable theater's large stage....quality on par with current modern movie theaters."

*If dates must be canceled because of C-19, we will re-schedule.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

Need (250 words or less)*

The events will bring visitors at a time of year when motels are not yet full. The Trilogy (a 3-night event), if shown in early May, will occur during the shoulder season.

The Trilogy appeals to hard-core Star Wars fans, who will come to Klamath to see a favorite movie on the Ragland's Big Screen, to socialize with other fans, to play Star Wars video games and to participate in costume and trivia contests. Overall attendance goal for the Star Wars Trilogy is 200/night x 3 nights = 600. Typical out-of-area attendance at Ragland is events is 10% of total = 60 attendees from out-of-area.

The Kruise Kick-off Party and Hollywood Knights movie is a partnership with an already-successful event that bring 100's of car enthusiasts to Klamath. Kruise organizers anticipate attendance at 250 visitors, who will arrive in Klamath a day early. The event will also be advertised to non-Kruise visitors and to the general public. Overall expected attendance expected: 350.

Attendance at 4 events

4 events attendance total = 950

4 events out-of-area attendance = 310

Describe the need for your project

Long-Term (250 words or less)*

The 4 events will bring visitors to enjoy fun, high-quality arts and entertainment at a wonderful venue.

The events enhance several key Ragland's long-term efforts. For example:

Filling the evening entertainment gap. While Klamath offers a growing number of wonderful outdoor activities, such as Crater Lake, the Zipline and Spence Mountain, unique and appealing evening entertainment has been sparse. Ragland events help fill Klamath's evening entertainment gap with unique and appealing arts and entertainment events. Big Screen events have added significantly (currently about 30%) to the sheer number of events shown at the Ragland each year.

Expanding audience. Because Big Screen events are less expensive (ticket price maximum \$10) than live events, they can draw large audiences—and younger, more diverse audiences. Attracting new and young audiences is important for the Ragland's on-going success.

Enhancing partnerships with other local organizations. This will be the second year that the Ragland hosts the Kruise's Kick-off Party, which is designed to bring visitors to Klamath one day early. Re Linda Tepper of the Kruise: "the Kruise of Klamath and the Ross Ragland Theater have a long history of working together....The staff are always professional and supportive of our activities, making it an easy choice to use the Ragland as a venue for some of our activities."

The Star Wars Trilogy will be promoted in partnership with OIT, KCC, Klamath Falls and Klamath County Public Schools, and the Klamath County Public Library.

What is the long-term plan for your project

Measurability (250 words or less)*

The Ragland's ticketing software allows easy tracking of home zip codes, a good indicator of visitor numbers. The Kruiise will be registering their attendees at the Ragland event, and will tell the RRT the numbers of out-of-area visitors attending.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.

Community/Region (250 words or less)

[Empty text box for Community/Region response]

Describe how this project complements and is consistent with your community and/or region's current local objectives

Support & Involvement (250 words or less)

[Empty text box for Support & Involvement response]

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

Impact (250 words or less)

[Empty text box for Impact response]

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

Diversity/Inclusion (250 words or less)

[Empty text box for Diversity/Inclusion response]

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

Showcase partnership (250 words or less)

[Empty text box for Showcase partnership response]

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season (October through May)? **yes/no***
yes ▼

Does the project/event occur outside urban growth boundaries? **yes/no***
no ▼

Required supporting documents*

Binder1.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally ***These documents must be uploaded as ONE complete PDF file.

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Kate Marquez

Date/Time*

3/26/2020

12:15 PM



March 26, 2020

Klamath County Tourism Grant Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, OR 97601

RE: Letter of Support – Ross Ragland Theater Spring Movie Series

Dear Committee Members,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports efforts of the Ross Ragland Theater to secure a ***Klamath County Tourism Grant (Sponsorship <\$3,000 level)***, which (if granted) would support promotion of its ***Spring Movie Series***.

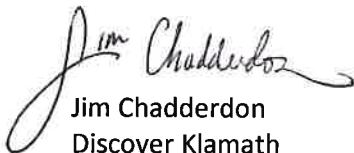
We've written in support of this project before and continue to be excited by its momentum. From conception, we've recognized the benefits of this capability to bring incremental visitors to Klamath by offering programming not available elsewhere, e.g. the Rogue Valley, Bend, Redding, etc...

During this Grant cycle, the Theater seeks funds to support regional marketing for its Spring Movie Series. As part of this effort they will partner with local events and lodging properties to expand awareness, generate interest, and "package" the event with lodging, food, beverage, and activities.

In May 2020, the 3-Part / 3-Night Themed Event includes food and beverage, trivia, video games, and a themed costume activity. This should pull folks from around the region. In late June 2020, in partnership with the Klamath Kruiise, the film will be auto-themed and will feature complimentary food, beverage and events.

Our organization looks forward to supporting those efforts, which are expected to draw a third of its estimated one-thousand attendees from out of area.... Not a bad return for the modest amount the Theater is seeking from this Grant.

Thank you for your consideration,


Jim Chadderdon
Discover Klamath

Ross Ragland Theatre
93-1006823

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

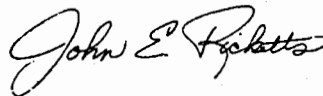
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

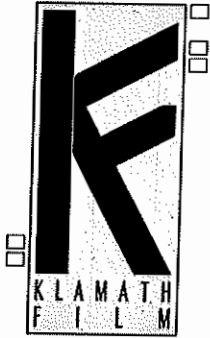
If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

A handwritten signature in cursive script that reads "John E. Ricketts".

John E. Ricketts, Director, TE/GE
Customer Account Services



KLAMATH FILM
P.O. Box 1511, Klamath Falls, OR 97601

a non-profit 501(c)(3), tax ID 45-5455983

March 12, 2020

To whom it may concern:

As Executive Director of Klamath Film, it is my privilege to present my deep support for the Ross Ragland Theater's ongoing efforts to provide film screenings in Klamath County.

Klamath Film utilizes the historic Ross Ragland Theater several times each year for special programs as well as our annual Klamath Independent Film Festival, which draws visitors from across Oregon to Klamath Falls for a multi-day festival. We work with the Ross Ragland film committee to support their efforts of film screenings, and see firsthand how specialty screenings can draw big local crowds and beyond Klamath County's borders.

For planned upcoming events such as the Star Wars Trilogy May 4-6, and "Hollywood Knights" during the Kruise of Klamath, Klamath Film fully endorses the Ross Ragland Theater's event plans for the event and will support their efforts in any way that we can.

Klamath Film strongly encourages Klamath County to approve grant fund requests for these film screenings and others to come to the Ross Ragland Theater.

Kurt Liedtke
Executive Director
Klamath Film



To: Klamath County Tourism Grant Committee

Re: Ross Ragland Theatre Movies Series Grant Application

Dear Grant Committee--

Please accept this Letter of Support from Travel Southern Oregon for the Movies Series grant application submitted by the Ross Ragland Theater. We believe the goals of the Series--to encourage visitors, who've likely come for daytime outdoor activities, to spend an extra night in Klamath and to enhance visitors' experiences--are in line with our broader regional strategic initiatives to boost the economic impact of our visitor economy.

Additionally, we find the strategy of filling the evening entertainment gap by promoting the Series regionally, via geographically-targeted social media, print to be smart and very likely effective.

The stated goal of tracking visitors home addresses will give a very good indication of the success of this program that aligns tourism destination goals with hometown livability and access. We believe the leadership team at Ross Ragland Theater is well poised to execute on this initiative successfully.

Appreciatively,

Bob Hackett
Associate Director Travel
Southern Oregon
bob@southernoregon.org
541.326.2640

[ORGANIZATION]
[PROJECT TITLE]

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Klamath County Matching Grant</i>	\$3,000.00			
OTHER INCOME				
Ticket sales	\$3,500.00			
RRT staffing: tech, marketing, hospitality, janitorial (\$20/hr x 200 hrs)		\$4,000.00		
SUB TOTAL INCOME	\$6,500.00	\$4,000.00	\$0.00	\$0.00
TOTAL INCOME	\$10,500.00		\$0.00	

EXPENSES

LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
1	Distributor Star Wars Trilogy	\$3,000.00			
2	Distributor Hollywood Knights	\$450.00			
3	Marketing	\$2,000.00			
4	Costume and trivia prizes	\$300.00			
5	RRT staffing: tech, marketing, hospitality, janitorial (\$20/hr x 200 hrs)		\$4,000.00		
5	Contingency	\$750.00			
	SUB TOTAL EXPENSES	\$6,500.00	\$4,000.00	\$0.00	\$0.00
	TOTAL EXPENSES	\$10,500.00		\$0.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" C